

/// PINNACLE

TRENCHLESS CONSULTING | MARKETING | FIELD SUPPORT | SAFETY & RISK MANAGEMENT

Built for Contractors.

Focused on Growth. Backed by Experience.

You're a contractor first – and so are we. Pinnacle exists to serve professionals who want to grow their business, level up their teams, and get help from people who actually understand what it's like to run jobs, solve problems, and build something real.

Whether you're a two-crew operation with a big vision or an established company trying to get out of the day-to-day and focus on scaling, we've built every part of Pinnacle to support contractors like you.

Our in-depth and up-to-date industry knowledge allows us to provide high-quality education and coaching for your business. We have decades of combined industry experience.

For more details about us and our consulting services, contact Pinnacle Trenchless today.

Marketing Qualified leads and strategic growth, not just clicks

Consulting Actionable guidance with everything trenchless

Manpower SWAT team, field training, QA oversight

Safety Reduced insurance costs & liability

Expansion Build a scalable model that grows with you



The only U.S. firm offering full-spectrum trenchless consulting, manpower, and marketing support for cured-in-place pipe (CIPP) teams.



Turn Field Expertise into Profitable, Repeatable Growth

Do more work—with better customers, better margins and less chaos.

Comprehensive Services Designed to Drive Your Success

Operational Strategy & Process Improvement

Run a tighter ship with better systems, smarter processes, and support that keeps your crews and office in sync.

Bidding, Estimating & Market Positioning

Don't just win more jobs—win the right jobs. Sharpen your numbers, improve estimates, and sell with confidence.

Direct Customer Communication & Sales Support

We're not just your advisor —we'll talk to your customer on your behalf if needed. And when it comes to sales, we'll be in the room.

Project Oversight & Technical Support

Reduce risk, protect your brand, and get your work done right — the first time.

Leadership & Strategic Coaching

Work one-on-one with trenchless veterans who've been where you are — and know how to get you to the next level.

Fractional Support & White-Labeled Services

Need an expert in your corner — or on your stage?
We'll join you as part of your team.



/// SWAT

Rapid Field Support When the Job Can't Wait

Tough job? Short crew? New to trenchless? Don't say no – call in SWAT.

Pinnacle SWAT (Support Workforce for Advanced Trenchless) is your elite, rapid-response field team. Whether you're short-staffed, facing a tricky install, or just want the confidence of a seasoned crew on site – we've got your back.

From on-site support to full project execution, SWAT helps you plan, staff, and deliver trenchless jobs of any size, anywhere. Fast. Professional. No learning curve.

What Can SWAT Do For You?



On-Site Crew Support

Available FAST



Turnkey Project Execution

We handle it all



Foreman-For-Hire

Need a leader on-site?



Built-In Quality Assurance

We don't JUST show up



Need a crew on site—now?

Get rapid-response field support or turnkey execution. We plug in where you need us: planning, staffing, safety, QA, and delivery.



Full-Funnel Growth That Turns Clicks Into Booked Work

Beyond “pretty sites”—get strategy, traffic, and measurable results.

Website Strategy & Design

Yes, we build websites — but more importantly, we build the foundation that makes everything else work.



Lead Generation

Your website means nothing if no one sees it. We drive the right people to your brand.



Marketing Strategy

You don't need to know what a “fractional CMO” is — you just need a marketing brain on your team. We become that brain.



AI & Automation

Have our AI agents help with text, calls, and scheduling for your business. Set up automations to capture leads, route to your CRM, send review requests and much more!



READY TO GET STARTED?

Our in-depth and up-to-date industry knowledge allows us to provide high-quality education and coaching for your business. We have decades of combined experience in the trenchless industry.

