

# Pinnacle Group Appoints Ark to Strengthen Digital Offer

3 years ago



Pinnacle Group has committed to strengthening its digital offer for customers across its residential management portfolio, signing a three-year deal with Prop Tech start-up [Ark](#).

The move will see Pinnacle use Ark's cutting-edge platform across thousands of its homes; Ark launched in 2021 to partner with developers, investors and social housing providers to harness communities via a lifestyle app for tenants. Pinnacle, a large-scale property manager overseeing a national portfolio of 80,000 homes across a range of tenures, will pilot the software across its PRS and leasehold management portfolios before rolling out more widely later in the year.

Claire Kober, Managing Director of Pinnacle Group's Homes business said of the news: "Pinnacle exists to deliver residential management solutions across a range of tenures, portfolios and geographies. We pride ourselves on the highest standards of customer service and are committed to providing a market leading digital service to compliment residents' lifestyles.

"Ark is a natural partner in our endeavour; the team has created an innovative platform which allows us to better engage with residents across our portfolios using cutting-edge technology. It will mean customers can access our services, connect with their property manager and report a repair from the app on their smartphone. It will also support the drive to build strong, cohesive communities across our sites.

"This is an ambitious partnership. Working together, Ark and Pinnacle Group will transform the quality and accessibility of our service to customers "

The announcement comes just weeks after Ark announced that award-winning regeneration company Urban Splash would implement its software across its entire, nationwide portfolio in places like Sheffield, Manchester and Birmingham. In late 2021, Runcorn-based Halton Housing also appointed the company to

use the Ark platform for residents' complimentary use in one of its communities.

Angus Reid of Ark explained: "We are just one year into our journey and are thoroughly enjoying partnering with renowned names in the housing sector.

"It is our goal to harness better relationships between landlords, portfolio managers and the people living in their homes, while simultaneously enhancing the living experiences of residents. We're already seeing early successes of that with Urban Splash and look forward to reaching even more people through this new relationship with Pinnacle; we are delighted to be working with such a prominent property manager."

*Image credit: Pinnacle Group*