

PHASE 1 · RAPID SNAPSHOT · 2026

BC Craftsman Custom Builders

Kumu Brand & Signal Benchmark

62 licensed custom home builders and design-builders across British Columbia, scored on the Kumu Method's two-model digital findability framework.

What's inside this benchmark.

Five sections: the method, the field-wide findings, the full scoreboard, the regional read, and the Phase 2 opportunity.

01	Methodology	The two scoring models — Brand Integrity Review and Signal Architecture Review.
02	Executive Summary	Field averages, tier distribution and what they mean for the sector.
03	Full Scoreboard	All 62 builders, ranked, with Brand and Signal scores.
04	Field-Wide Findings	The weakest shared dimensions and the regional pattern.
05	Phase 2 Opportunity	What a full benchmark + rebuild engagement delivers.

A GREAT BRAND IS DIFFERENTIATED AND VISIBLE

Brand Integrity Review measures whether the brand is clear, coherent, useful, distinctive and alive — a human-reviewed check of the website itself.

A GREAT SIGNAL MAKES YOUR BRAND TRUSTED AND FINDABLE

Signal Architecture Review measures whether search, AI, channels and customers can access, understand, validate and act on the site.

Brand Integrity Review.

Seven dimensions reviewed by a human — is the brand clear, coherent, useful, distinctive and alive? All scored 1–10, averaged with no weighting. Score 5 = sector median.

01



Brand Presence

Is it obvious who you are and what you stand for?

02



Page Identity

Does each page make a real, specific promise?

03



Audience Language

Do you answer the questions real buyers ask?

04



Visual Brand

Does the site look as good as the homes you build?

05



Usefulness

Can a visitor find what they need, fast?

06



Brand Voice

Real, specific claims — not generic filler.

07



Content Vitality

Does the site look current and cared for?

Signal Architecture Review.

Eight dimensions — can search engines, AI systems, channels and audiences access, understand, validate and act on it? Rewards breadth of findability infrastructure.

01



AI & Search Accessibility

Can Google and AI tools reliably read your pages?

02



Engineering Strength

Site speed, security, and technical health.

03



Offering Architecture

Can each service be found on its own page?

04



Machine Content & Context

Information AI tools can actually read and quote.

05



Channel Reach

Are your social channels active and linked?

06



Third-Party Verification

Can visitors see and verify your credentials?

07



User Action Pathways

Can someone actually book a consultation?

08

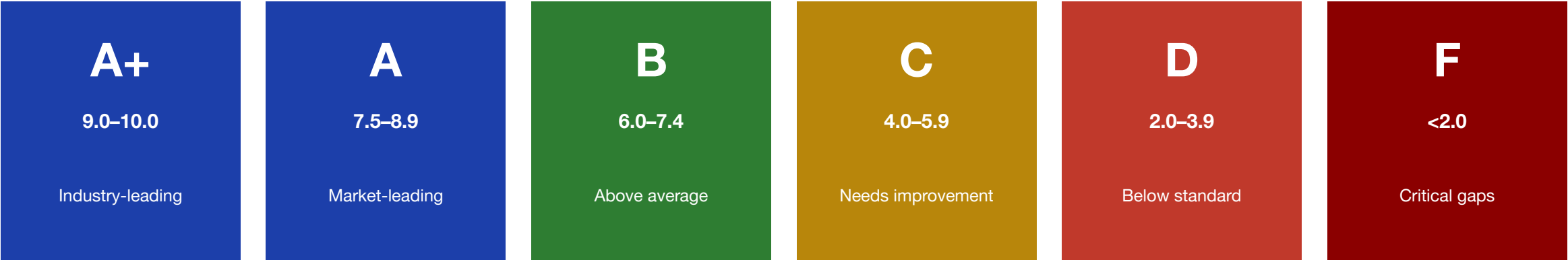


Response Infrastructure

What happens after someone reaches out?

What each score range means.

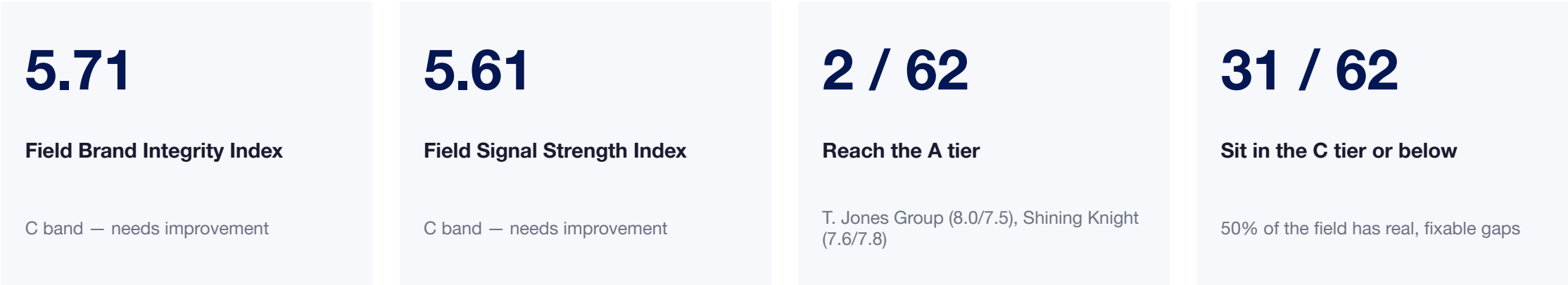
The same scale applies to both scores. This isn't about a vanity number — it's a punch list of what to fix first.



No builder in this field reaches A+. Only 2 of 62 (3%) land in the A band. 55% sit in C (needs improvement) or below.

A craft-strong sector that's largely invisible online.

Across all 62 BC craftsman custom builders reviewed, real credentials and real craft rarely translate into a website that Google, AI tools or a homeowner can actually find and trust.



“Most of these builders are strong enough to earn a homeowner's trust in person. The website is where that trust quietly disappears — thin credentials, invisible service pages, and almost no third-party proof a search engine or AI system can find.”

Source: direct and search-verified review of all 62 builder websites, Sept 2026. Scores are Kumu's assessment from that review.

Ranked 1–16 of 62.

Top of field — strongest combined Brand + Signal performance.

#	Company	Region	Brand	Tier	Signal	Tier
1	T. Jones Group	Vancouver	8.0	A	7.5	A
2	Shining Knight Construction	Nanaimo	7.6	A	7.8	A
3	Webb Homes	Duncan/Cowichan Valley	7.4	B	7.4	B
4	Whistler Builder	Whistler	7.4	B	7.3	B
5	Kennedy Construction	North Vancouver	7.7	A	6.9	B
6	LIDA Homes	Victoria	7.0	B	7.3	B
7	Crown Isle Homes	Courtenay/Comox Valley	6.9	B	7.1	B
8	J. Zsiros Contracting	Courtenay/Comox Valley	7.1	B	6.8	B
9	Robson Home Builders	Abbotsford	6.7	B	7.0	B
10	Artisan Log and Timber Homes	Mission	7.0	B	6.6	B
11	Lorenz Developments	Squamish	6.7	B	6.8	B
12	Keith Construction	Coldstream/Vernon	6.6	B	6.6	B
13	Gibson Custom Homes	Kelowna/Lake Country	6.4	B	6.8	B
14	AS Design Build	Cowichan Valley	6.3	B	6.9	B
15	Spani Developments	Sechelt/Sunshine Coast	6.4	B	6.6	B
16	Summerhill Fine Homes	Gibsons/Sunshine Coast	6.6	B	6.4	B

Ranked 17–32 of 62.

Upper-mid field — real strengths alongside clear, fixable gaps.

#	Company	Region	Brand	Tier	Signal	Tier
17	Jenkins Construction Ltd.	Sechelt/Sunshine Coast	6.4	B	6.5	B
18	Stark Homes	Kelowna	6.3	B	6.3	B
19	Smithwood Builders	North Vancouver	6.4	B	6.1	B
20	Vista Coastal Builders	Squamish	6.1	B	6.4	B
21	Creative Concepts Construction	Nanaimo	6.1	B	6.3	B
22	Networks Construction	Vancouver	6.3	B	6.0	B
23	Bower Builders	Fernie	6.4	B	5.9	C
24	Larch Construction	Vancouver	6.3	B	5.9	C
25	Pheasant Hill Homes	Nanaimo	5.7	C	6.5	B
26	Parsons Family Homes	Vernon	6.4	B	5.6	C
27	Cayoosh Construction	Whistler	6.4	B	5.5	C
28	Kaspa Construction	Cowichan Valley	6.0	B	5.9	C
29	Southpaw Homes	Nanaimo	5.9	C	5.8	C
30	Reico Construction	Vernon/Okanagan	5.6	C	6.1	B
31	Nicol Construction	Salt Spring Island	6.3	B	5.4	C
32	Tyee Homes Ltd.	Kimberley	6.0	B	5.6	C

Ranked 33–47 of 62.

Lower-mid field — thin credentials and weak machine-readable content.

#	Company	Region	Brand	Tier	Signal	Tier
33	Ramm Custom Build	Nelson/Kootenays	5.9	C	5.6	C
34	Hildebrandt Homes	Vernon	5.7	C	5.7	C
35	Best Builders	Delta	5.6	C	5.8	C
36	Mesa Custom Homes	BC/Lower Mainland	5.7	C	5.5	C
37	Asanti Homes	Vancouver	5.6	C	5.4	C
38	Pacific Coastal Homes	Richmond/Steveston	5.9	C	5.1	C
39	Enmark Construction	Victoria	5.4	C	5.6	C
40	Interior Elite Contracting	Kamloops	5.4	C	5.5	C
41	DCB Construction	Cranbrook/Kimberley/Fernie	5.4	C	5.4	C
42	Christopher Developments	Victoria	5.4	C	5.0	C
43	NYKL Contracting	Victoria	5.0	C	5.3	C
44	Element Mountain Homes	Fernie/East Kootenay	5.1	C	5.1	C
45	Jaheny Custom Builders	Surrey	4.9	C	5.1	C
46	Hemlock Homes	Nelson/Kootenays	4.7	C	5.1	C
47	Benco Homes / Benco Ventures	Courtenay/Comox Valley	5.0	C	4.8	C

04 — FULL SCOREBOARD

Ranked 48–62 of 62.

Bottom of field — the largest Phase 2 opportunity; craft rarely shows up online.

#	Company	Region	Brand	Tier	Signal	Tier
48	Medallion Homes	Vancouver	4.6	C	4.9	C
49	Davis Bay Custom Homes	Sechelt/Sunshine Coast	4.9	C	4.6	C
50	Westcoast Craftsman	Langley	4.9	C	4.4	C
51	Oakes Custom Homes	Vernon	4.6	C	4.5	C
52	Ballard Fine Homes	Parksville	4.4	C	4.6	C
53	Coast Prestige Homes	Victoria	4.7	C	4.3	C
54	JDL Homes	Vancouver	4.3	C	4.5	C
55	Rigby Built Contracting	Fernie/Elk Valley	4.3	C	4.3	C
56	O'Dwyer Contracting	Salt Spring Island	4.4	C	4.1	C
57	Shelter Design Build	Kimberley	4.4	C	4.0	C
58	Cosgrave Construction	Victoria	4.0	C	3.3	D
59	AMI Construction	Nelson/Kootenays	3.4	D	3.6	D
60	Beachrock Construction	Lake Cowichan/Duncan	3.1	D	3.8	D
61	QPI Development Group	Gibsons/Sunshine Coast	3.4	D	3.1	D
62	T-City Developments	Greater Vancouver	3.3	D	2.9	D

What the top 5 are doing right.

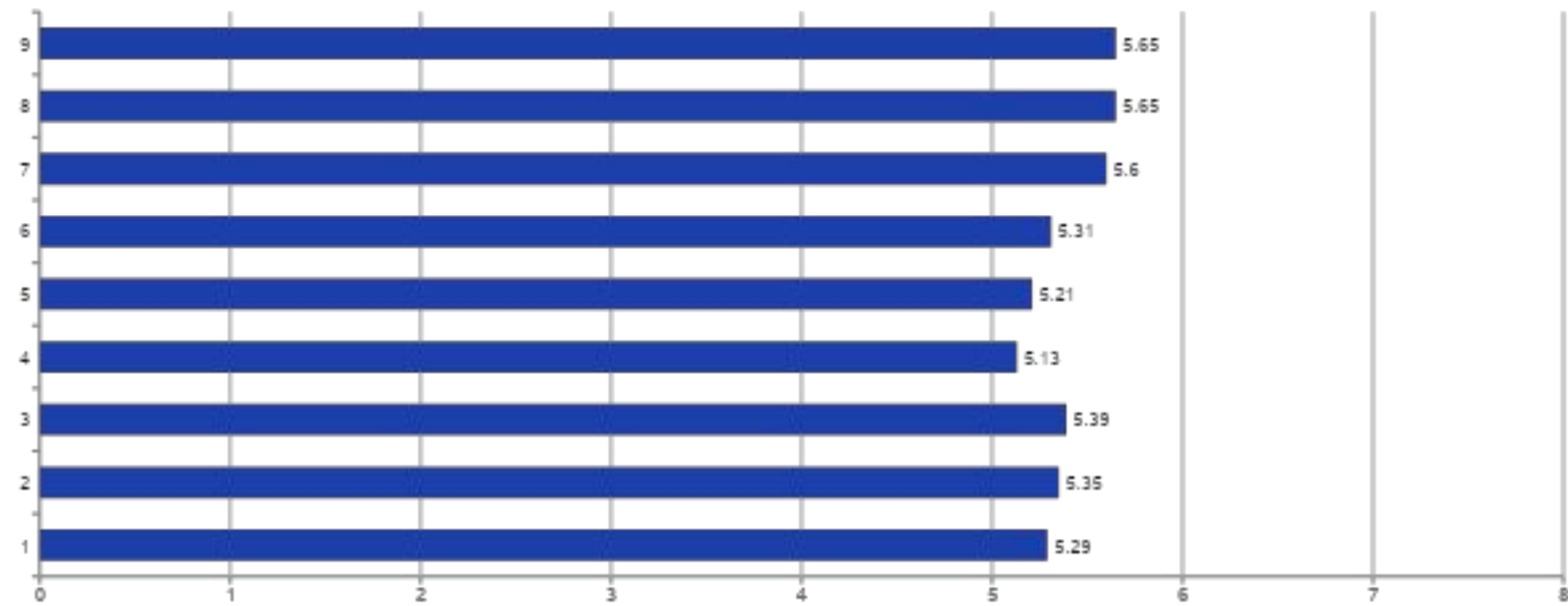
#1	T. Jones Group Vancouver	8.0 Brand / 7.5 Signal	The most credential-dense site reviewed (BBB A, Georgie, HAVAN, CHBA, BuiltGreen, National Home Warranty) -- a clear category leader.
#2	Shining Knight Construction Nanaimo	7.6 Brand / 7.8 Signal	Standout: 17 years in business, CHBA/RenoMark/Net Zero credentials, Best of Nanaimo + TC Readers' Choice awards.
#3	Webb Homes Duncan/Cowichan Valley	7.4 Brand / 7.4 Signal	Best-in-batch machine content and credibility stack -- 23 years, 77+ homes, CHBA/WBI/warranty credentials.
#4	Whistler Builder Whistler	7.4 Brand / 7.3 Signal	Strong credentialed operator (since 1996, BC Housing license, 2026 CHBA National Net Zero award, 6 social channels).
#5	Kennedy Construction North Vancouver	7.7 Brand / 6.9 Signal	Strong award/credential density (FortisBC, HAVAN, 5/5 Google & Houzz) undercut by no visible active social channel links.

Where the biggest Phase 2 opportunity sits.

#58	T-City Developments Greater Vancouver	3.3 Brand / 2.9 Signal	Almost no third-party footprint found -- no BBB, Houzz, CHBA/HAVAN, or social profiles surfaced.
#59	QPI Development Group Gibsons/Sunshine Coast	3.4 Brand / 3.1 Signal	Reads more as a land-development company than a custom home builder brand; thin footprint, no reviews or credentials.
#60	Beachrock Construction Lake Cowichan/Duncan	3.1 Brand / 3.8 Signal	Critical AI/search-accessibility gap -- homepage returns only metadata with no crawlable body content (JS-only rendering).
#61	AMI Construction Nelson/Kootenays	3.4 Brand / 3.6 Signal	Thin footprint limited to the site itself and an Alignable/LinkedIn listing -- no reviews, no social channels.
#62	Cosgrave Construction Victoria	4.0 Brand / 3.3 Signal	Confirmed technically live but shows no discoverable social presence, credentials, or association memberships.

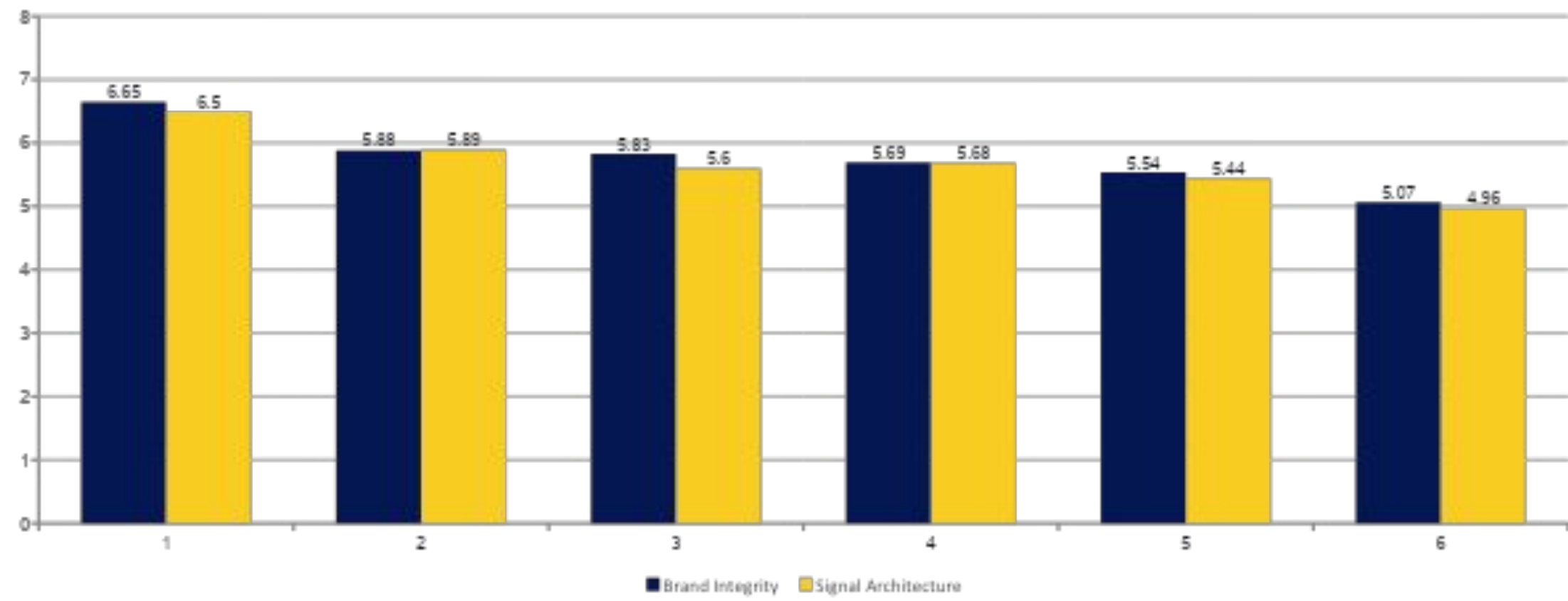
Every builder shares the same three gaps.

Average score across all 62 sites, by dimension. The lowest scores cluster in exactly the areas a rebuild fixes first.



The Kootenays lag; Sea-to-Sky leads.

Average Brand and Signal scores by region. Sample sizes are small in some regions, but the pattern is consistent with market density and buyer sophistication.



62 leads. One proven method.

This Phase 1 Rapid Snapshot is the opening move — a defensible, evidence-based reason to start a conversation with any of the 62 builders reviewed. Phase 2 turns the finding into a paid engagement.

Full Brand & Signal Benchmark

Deep-dive review against 3–4 named local competitors, all 15 dimensions, with a scored Evidence Matrix.

\$15,000–\$25,000

Website Rebuild

A findability-first rebuild: crawlable service pages, machine-readable credentials, guided enquiry.

Custom scope

Ongoing Content & Signal

Monthly content, review generation, and channel maintenance to keep the Signal score climbing.

Retainer

How this Phase 1 Snapshot was built.

All 62 companies drawn from a compiled public-contacts list of BC craftsman custom home builders and design-builders, spanning the Lower Mainland, Sea-to-Sky, Vancouver Island, Sunshine Coast, Okanagan/Interior and Kootenays.

Each site was reviewed directly (live homepage fetch) or, where direct fetch was blocked, cross-verified through search-indexed pages, BBB, Houzz, Google Business and association directories (CHBA, HAVAN, RenoMark) — always from real, checkable evidence, never estimated.

Both models (Brand Integrity Review, Signal Architecture Review) are scored independently, 1–10 per dimension, simple arithmetic average, never blended into one composite.

This is a Phase 1 Rapid Snapshot — a fast, evidence-backed entry read. A Full Brand & Signal Benchmark (Phase 2) adds named competitor comparison, an Evidence Matrix and AI-answer-eligibility testing.