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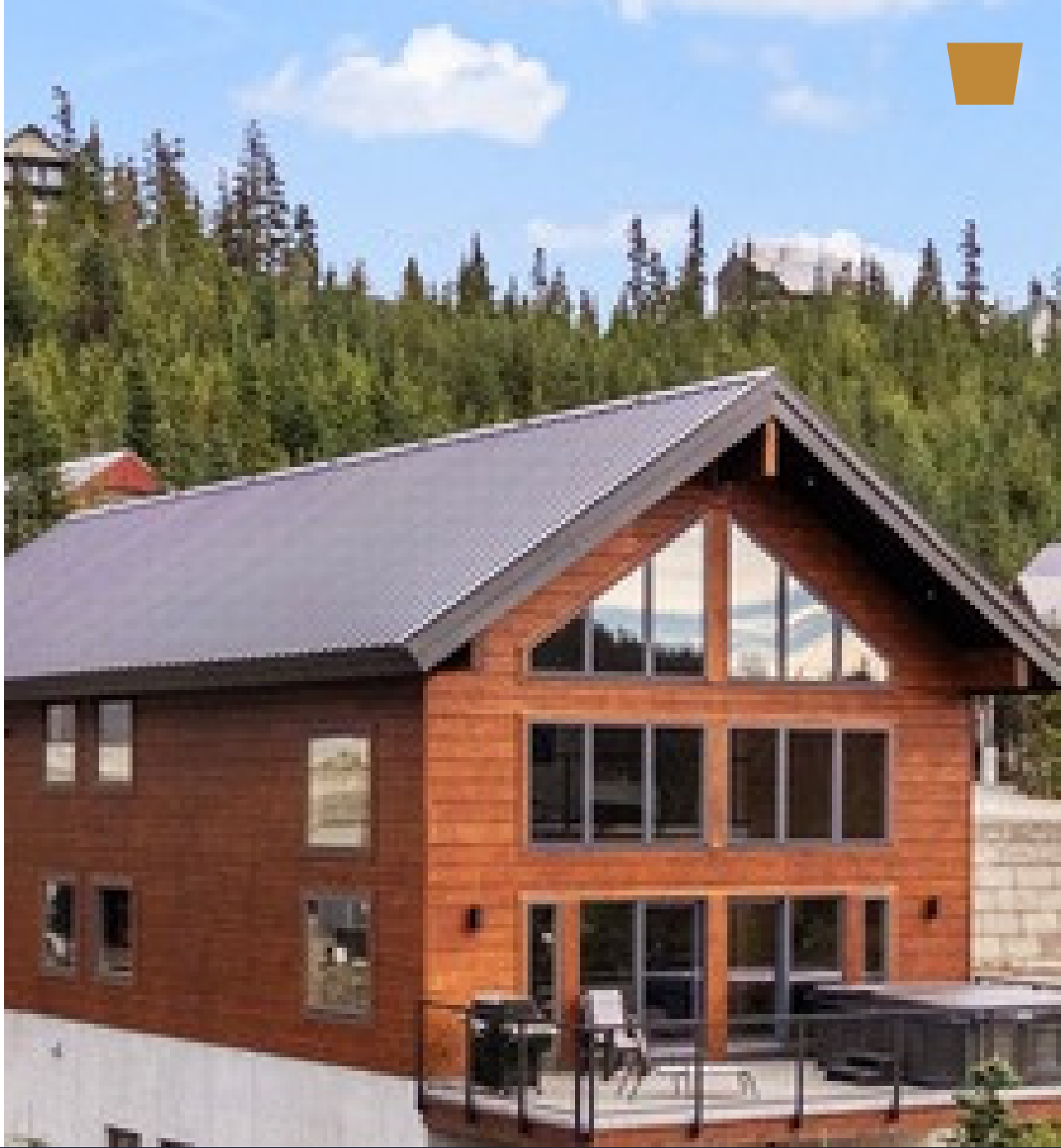
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PARTNER'S PERSPECTIVE

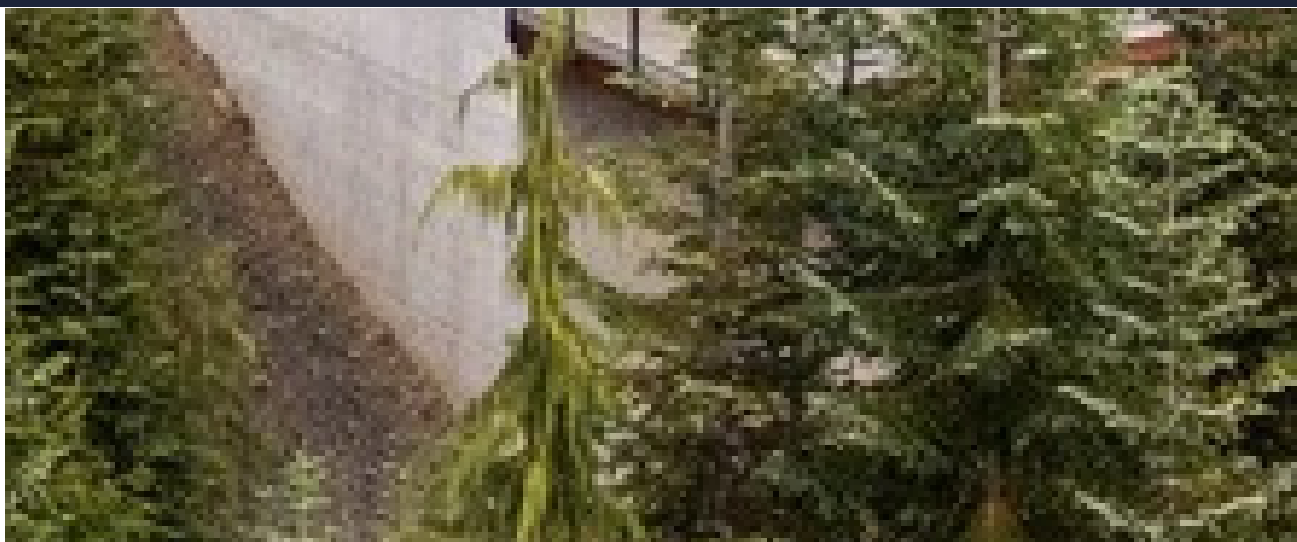
"A Huge Amount of the Credit for the Success Is Just the People That We Have Working That Care Deeply About the Success of the Projects."

— Drew Henderson, Partner & Head of Production





Since 2013, Facet Custom Builders has grown from small renovations into one of the Comox Valley's sought-after custom home builders, working from new single-family homes down to carriage houses, with a pre-construction process built to keep design and budget aligned before a shovel hits the ground.



TRUE ELEMENTS MEDIA

Photography for Facet Custom Builders' feature in this issue.



True Elements Media specializes in architectural and construction photography across Canada, capturing the craft, scale, and detail that builders need to tell their story. From job site documentation to finished project portfolios, True Elements Media works with custom builders and developers to produce imagery built for marketing, proposals, and editorial features like this one.



"Our job is to work with them through planning and execution of construction to turn that rough idea into this polished, multifaceted product that shines on many levels."

Facet Custom Builders was founded in 2013 by Silas Straathof, who had learned carpentry working on custom homes in Vancouver, North Vancouver, and West Vancouver before relocating to the Comox Valley. Drew Henderson, now the company's head of production, began working with Straathof before Facet existed, starting his carpentry apprenticeship under him and becoming an employee once the business launched.

Henderson made partner roughly three years ago. The company did not begin with large custom homes. Its early projects were minor renovations and deck additions. Straathof built toward a larger vision over time, growing both the scale of project Facet could take on and the team needed to deliver it.

Today the company specializes in new single-family detached homes across the Comox Valley and is regarded as one of the region's established custom builders.

THE NAME

Facet takes its name, and its logo, from the cut surfaces of a diamond. Henderson describes a homeowner's initial idea for a property as the rough or uncut diamond, with the company's role being to guide that idea through planning and construction into a finished home that, like a cut diamond, shows multiple facets at once.

The same idea extends internally. Henderson describes the company itself as made up of many facets, with team members across roles each contributing something specific to the result.

SCOPING AND RESOURCING A PROJECT

Facet's project range runs from large new home construction down to small renovations, additions, and carriage houses under a thousand square feet. Every incoming project is assessed for fit against the company's current program and schedule, alongside an assessment of the client relationship itself.

Henderson says Facet favours early collaboration over a more conventional sequence where a client arrives with finished drawings to be priced. Brought in at the concept stage, the company can develop a rough budget alongside preliminary design, helping clients reach a home and a price point they are comfortable with before too much design work has been done.

Much of that pre-construction process is about expectation setting. Many of Facet's clients are undertaking their first major home build, and Henderson says clear, early communication about cost and process prevents the kind of conflict that develops when expectations go unaddressed.

TWO SKI CHALETS ON MOUNT WASHINGTON

Among Facet's most demanding recent projects are two ski chalets built on steep lots on Mount Washington over the past two years. High snow load calculations drove heavy structural engineering requirements, and a prefabricated component to the home structure limited how much the design could be adjusted to work around the slope.

The mountain elevation also meant a far shorter construction season than the company is used to at sea level in the Comox Valley, where work can generally proceed through every phase year-round. Foundation work reached a scale the company had not previously undertaken, with foundation walls rising 32 feet from open excavation. The projects also introduced Facet to log packages sourced from Finland, a building method new to the team that involved substantial crane work and heavy steel construction alongside a significant learning curve.



ASSOCIATIONS AND EARLY RECOGNITION

Facet is a member of the Canadian Home Builders' Association, along with its provincial and regional affiliates, the BC Builders Association and the Vancouver Island Builders Association. Through the CHBA, the company also participates in RenoMark, a program that certifies qualified renovators.

Facet entered industry awards for the first time last year, submitting a project to the BC Builders Association's Georgie Awards and to the Vancouver Island Builders Association's awards program. The project was a finalist in its category with the Georgies and won the corresponding award through the Vancouver Island Builders Association.



Georgie
AWARDS

Celebrating Excellence
in Home Building
2025

Presented to

Facet Custom Builders Ltd.

RECOGNIZING EXCELLENCE FOR

**Best Single Family Residential Renovation
over \$1,500,000**

SUPPLY CHAIN AND TRADE PARTNERSHIPS

Facet runs an open-book, cost-plus billing structure with clients, who see the bids the company receives from subcontractors and participate directly in choosing trades for their project. Facet has preferred trade partners it has worked with for years, but cost remains a factor in every decision.

"You often learn the hard way that making those decisions purely based off cost can really put some hardship on the process of construction."

Henderson describes the balance as finding good partners, working with them collaboratively, and continuing to test the market to ensure clients are still getting strong value on each project.



SUSTAINABILITY, BALANCED AGAINST THE CLIENT

Energy-efficient construction is part of Facet's offering, but Henderson is direct that the company does not impose it on clients who are not asking for it.

Tighter building envelopes, added exterior insulation, and higher thermal values are recommended and frequently built into Facet homes where clients have an appetite for it, but those measures carry an upfront cost that has to be balanced against a client's other priorities.

Henderson distinguishes a home's operational energy performance from the environmental footprint of the materials used to build it, an area he says draws less client interest but that Facet considers in its own practices.

On renovation projects involving demolition, the company's first option is to relocate a structure intact through a house-moving company when possible; where demolition is unavoidable, materials are streamed by type, with metal directed to recycling and wood to organic waste. Facet also runs a staff carpool incentive program to reduce vehicle trips to job sites.

WHAT SETS FACET APART

Asked what clients point to after working with the company, Henderson credits the team first.

"A huge amount of the credit for the success is just the people that we have working that care deeply about the success of the projects."

Beyond the people, Henderson says clients consistently cite the company's level of professionalism and its follow-through on cost and communication commitments made during pre-construction, alongside the home itself as the lasting result of that process.



THE NEXT FIVE YEARS

Facet has no concrete plans to diversify away from custom homes, which Henderson describes as the company's niche and the area it intends to keep building its reputation in. At the same time, he points to a softer regional market and recent changes to British Columbia's zoning bylaws, which now permit four-unit development on most R1 residential lots, as an opening worth watching.

Facet is open to taking on small commercial and small multifamily residential work, particularly on infill lots, as that zoning shift plays out. Henderson frames the company's posture as staying nimble enough to adjust to market conditions while keeping custom home building as its primary focus.



FACET CUSTOM BUILDERS

Custom Home Building

