

Todd Senft

President, reVISION Custom Home Renovations Inc.

Age: 39

Todd Senft got into the home renovation industry by following in his father's footsteps. He stayed in the field and made it his career for a simple reason: "I just really enjoyed it," he said.

It wasn't always easy, though, especially when he first set out to build his own business.

"It was definitely overwhelming with electrical codes, plumbing codes, etc.," he explained. "There was so much information just in the basic B.C.

building code book – beyond any better-business practices."

One of the biggest challenges facing Senft was the unregulated state of much of the home renovation industry. Too many people were being taken advantage of by shady companies and workers.

"The professional level in our industry is nowhere near doctors or lawyers or accountants," he said. "They have a lot of professional associations and systems put in place."

Senft has made it a long-standing mission to



help professionalize his industry. "That's what prompted me to get really involved in the **Home-builders Association**," he said, "because they were on that pathway."

That move toward

professionalism has been one of the keys to the success of reVISION so far.

"There are a lot better professional trades out

Birthplace: **Penticton**

Where you live now: **Vancouver**

Highest level of education: **College diploma**

Car or chosen mode of transport: **SUV**

Currently reading: **Turning Passion into Profits by Christopher Howard**

Last CD bought or music downloaded: **Kings of Leon**

Favourite local restaurant: **Chambar**

Profession you would most like to try: **Lawyer**

Mentor: **My son Zachary**

Toughest business or professional decision: **Grow or die**

Advice you would give the younger you: **Never, ever give up**

What's left to do: **Keep moving forward**

there," he said. "At the level that I'm at, I'm finding a lot more professional trades are calling me rather than me calling them."

His company has won numerous awards and has

built a reputable name for itself. "They [Clients] know I've been around in the industry, I've developed a name for myself and they think, 'I want to be a part of that.'" ■

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