



Meet Wayne Wittal from Kamloops, British Columbia

“REPUTATION, QUALITY AND LOYALTY” These are the key words that have made DW Builders one of the most successful builders in Kamloops



In a world obsessed with social media, entrepreneur Wayne Wittal doesn't get caught up in the game. "We don't pay much attention to social media," he says. "Most of our business comes from word of mouth and returning customers."

The new president of DW Builders in Kamloops, B.C., says his focus is on "reputation, quality and loyalty." That's what Wayne's father, Doug, who founded the company in 1980, has always focused on. Doug retired last September, as did his business partner, Mark Paulson. So this is a changing of the guard at DW Builders, with no change in business or attention to quality in any way.

"We let our product speak for itself," says Wayne. The company is also versatile, bringing top-notch expertise to light commercial projects, custom home construction and renovations.

How does DW determine the good business opportunities in these three rather different areas? The market decides, says Wayne. "Last year (2022) was very hectic and we worked on a lot of custom-designed houses. In other years, depending on the market, we mostly did commercial projects."

DW Builders has an ongoing contract with the Municipality of Kamloops for civic works projects. "We worked on their buildings, swimming pools and the airport. DW recently won the Thompson-Okanagan Commercial Building Award for his work at the Canadian Flight Center in Kamloops."



What is the key to this success? It's the DW Builders team itself, says Wayne. "We are a small group that emphasizes loyalty. One of their employees, Ben Colver, who has been with the company for 15 years, has just introduced himself as a business partner, with Doug and Mark retiring. Wayne says the strict division of responsibilities negatively affects quality, "so we are very versatile."

Over the past two years, some contractors have had difficulty finding subcontractors. Not DW Builders. “Most of our contractors have been in business with us for years. In fact, they are part of the family. They don't miss working with us to go and make a few bucks from other builders,” says Wayne.

DW rewards its employees and professionals with respect for their personal and family life. “We usually go no further than an hour from Kamloops [for projects]. We deliberately limit ourselves to the local market to ensure that our staff and professionals can return each evening to see their families.



There are times of technical change in the building trades, and one of those changes is happening right now with insulated concrete forms (ICFs), Wayne says. This change is partly driven by British Columbia's Step Code, which has reached the third stage, pushing builders to increase energy efficiency. Wayne also mentions that he has never seen so many people installing solar panels in the area. Even if customers do not have solar panels installed at this time, DW Builders prepares the roof structure for the installation of panels in terms of strength and structure.

“You have to align your products with each other in step 3,” says Wayne. This is where a building supply store can help with technical knowledge and manufacturers' representatives who meet with contractors in-store.

Wayne's go-to store in Kamloops is Rick and Ryan Kurzac's Home Hardware Kamloops Home Center. Wayne is full of praise for them. “These people care about our success,” says Wayne. “They care about our business. They are people we can trust. Their staff is knowledgeable.” The perfect addition to the DW Builders team.

Photos courtesy of Allen Douglas.