

WeRenovate.com

BCIN MEMBER PARTNERSHIP REVIEW

Publication Edition - Concise

Building relationships, not one-time transactions.

Prepared for existing, former, and newly approved BCIN members

August 2026

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Program details, financial arrangements, and binding membership terms are governed by the applicable written agreements and policies.

Executive Summary

WeRenovate.com is built around a simple idea: the long-term client relationship can be worth far more than any single project.

The objective is to establish and continually protect each homeowner relationship so that it can continue generating future services, repeat sales, referrals, and revenue opportunities for participating members long after any individual project has been completed.

A typical BCIN project will generate a fee of \$2,000 to \$10,000+ for the BCIN member, depending upon the type, size, complexity, and scope of the project.

The first project is important, but it may be only the beginning. The same client may return for additional architectural work, purchase another property, undertake an income-producing property project, require help with a compliance matter, or refer other property owners.

The WeRenovate.com model is intended to support that longer relationship. It helps acquire the client, gather initial information, identify the need for permits, assign the client to a BCIN member, maintain the client and property history, and reconnect future architectural work with the same BCIN member.

This review explains what that model means for BCIN members, how repeat work may develop, why financing and related services matter, how the BCIN-of-Record relationship is protected, and why every member must respect the Rules of the Road.

The project creates the first fee. The relationship creates the long-term value.

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1. A Personal Note from Ronnie Kartman

Over the years, I have worked with homeowners, contractors, BCIN members, trades, and other professionals involved in renovation and property improvement. That experience gradually changed how I viewed the business.

Most professionals work hard to earn a client's trust. They prepare estimates, answer questions, solve problems, complete drawings, obtain permits, coordinate work, and deliver professional services. When the project ends, everybody becomes busy with the next job.

What caught my attention was how often a valuable client relationship quietly disappeared after the work was completed. Nobody necessarily did anything wrong. The member became occupied with new work, the homeowner returned to everyday life, and the relationship slowly became inactive.

The greater value was often not limited to the completed project. A satisfied property owner could become a repeat client, a future project, a referral source, and a long-term professional relationship.

That realization led to the development of the relationship-focused model described in this review. My objective is not to interfere with how BCIN members practise their profession. It is to help create and protect the environment that allows good members to keep good clients over many years.

The project may end. The relationship does not need to end.

Ronnie Kartman

Founder, WeRenovate.com

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2. From Project Thinking to Relationship Thinking

The Traditional Project Mentality

Many construction and design professionals have traditionally focused on the immediate project.

- Acquire a client.
- Complete the drawings.
- Obtain the permit.
- Finish the project.
- Collect payment.
- Move on to the next client.

There is nothing inherently wrong with this approach. It is how many successful professionals have worked for years. The problem is that it can cause the relationship to end just when its long-term value is beginning.

The Lifelong Client Mentality

WeRenovate.com takes a longer view. Under the traditional project mentality, the project is treated as the primary asset. Under the lifelong client mentality, the client relationship becomes the primary asset.

A drawing package may generate revenue once. A properly maintained client relationship may generate architectural fees, repeat work, referrals, and introductions for many years.

This does not mean a member should pressure a client or constantly sell additional services. It means the member and WeRenovate.com should serve the client properly, maintain useful information, remain available, and make it easy for the client to return when a genuine need arises.

Projects begin and end. Client relationships can continue for years.

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3. Why WeRenovate.com Views Members as Partners

WeRenovate.com does not view BCIN members simply as names in a directory or recipients of random leads. Members are independent professionals who participate in a coordinated client-acquisition and relationship-support system.

What the BCIN Member Brings

- Professional qualifications and technical knowledge.
- Architectural and permit-related services.
- Clear explanations and honest communication.
- Responsibility for the professional services provided.
- Respect for the client, other members, and established relationships.

What WeRenovate.com Brings

- Marketing and client acquisition.
- Initial intake and identification of the client's needs.
- Matching and assignment to an appropriate BCIN member.
- Client and property information continuity.
- Support for communication, follow-up, and future opportunity awareness.
- Protection of the established BCIN-of-Record relationship within the system.

Partnership does not mean that WeRenovate.com controls the BCIN member's professional judgment. The member remains responsible for the member's own professional work, decisions, fees, insurance, qualifications, and legal obligations.

The partnership works when both sides contribute. WeRenovate.com supports the relationship. The BCIN member serves the client professionally and respects the system that produced and protects the relationship.

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4. How the BCIN Assignment Works

The Client Enters Through WeRenovate.com

A client contacts WeRenovate.com for a renovation estimate or another property-related request. During intake, the project is reviewed to determine what services may be required.

If a permit is required, the homeowner is connected with an assigned BCIN member and proceeds with the architectural project.

Permanent BCIN-of-Record

Once assigned, that BCIN member becomes the homeowner's permanent BCIN-of-Record within our system. If the homeowner requires architectural services again in the future, the same BCIN member is automatically re-assigned to that same client.

This is not a bidding contest among BCIN members. The client is not repeatedly circulated through the membership each time another architectural need appears. The established BCIN relationship remains attached to the client record.

Why Continuity Matters

- The BCIN member may already know the property, previous drawings, permit history, client preferences, and earlier concerns.
- The client does not need to begin again with an unfamiliar professional.
- The member's investment in the original relationship is respected.
- Future architectural work remains connected to the same BCIN member.

If the BCIN-of-Record is no longer available, no longer qualified for the required work, declines the project, or is no longer connected with the system, WeRenovate.com may need to arrange a replacement. The reason should be recorded so that the client history remains clear.

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5. The Safe and Efficient Environment

Strong relationships do not develop by accident. They develop in an environment that encourages trust, communication, accountability, cooperation, and clear responsibilities.

A Safe and Efficient Environment is not a software feature or a slogan. It is the working environment WeRenovate.com is trying to create for clients, members, and partner services.

Safe Means More Than Physical Safety

- Business safety.
- Relationship safety.
- Communication safety.
- Process safety.
- Confidence that established assignments will be respected.

Efficient Does Not Mean Impersonal

Technology and workflows can reduce confusion, preserve information, and keep work visible. They cannot replace honest explanations, professional judgment, or human contact.

The objective is not bureaucracy. The objective is clarity. Better structure should make participation easier, prevent avoidable misunderstandings, and help everyone know what happens next.

Technology serves the relationship. The relationship does not serve the technology.

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6. Information Continuity and the Property Owner Record

The property owner remains the central record within the WeRenovate.com system. Projects, services, and participating professionals may change, but the continuing client and property record connects them.

The record may include initial requests, relevant property details, estimates, member assignments, architectural services, permit activity, project history, communications, future interests, and follow-up requirements.

Why the Information Matters

- The client does not need to repeat the complete history every time a new need arises.
- The BCIN-of-Record can understand earlier work and decisions.
- WeRenovate.com can recognize future needs and reconnect the correct member.
- Communication and responsibility are less likely to become confused.
- Useful lessons from earlier work are not lost.

Information must be accurate, relevant, protected, and shared only with authorized people for legitimate purposes. The value of the record depends upon responsible use.

Information continuity creates relationship continuity.

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7. Opportunity Development Through Long-Term Relationships

Many of the most valuable opportunities are not visible when the first project begins. They appear later through changing family needs, property plans, financial circumstances, referrals, and additional property ownership.

Future Architectural Needs May Include

- Interior alterations requiring permits.
- Basement apartments or other additional residential units.
- Second-floor additions or rear additions.
- Garden suites or laneway suites where permitted.
- Change-of-use applications.
- Permit compliance and legalization matters.
- Renovations involving a newly purchased property.
- Work for a family member, friend, neighbour, or business associate referred by the original client.

The exact service is not the key point. The important point is that a satisfied client already knows where to return, and the client's BCIN-of-Record is already identified.

Long-term value should never be treated as guaranteed revenue. Clients remain free to make their own decisions, needs vary, and not every inquiry becomes a project. The model creates continuity and opportunity, not a promise of future work.

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8. Property Monetization Opportunities

Many clients are interested in using their property to generate income or improve financial stability. Depending upon the property, municipal requirements, and available permissions, this may involve a basement apartment, second-floor apartment, garden suite, laneway suite, or another legal income-producing use.

These projects can create several connected needs: architectural work, permit work, construction estimates, financing, legal advice, insurance review, and future property management or real estate services.

The goal is not to push every homeowner toward a larger or more expensive project. The goal is to recognize when a genuine income-producing objective exists and help the client understand the services required to explore it properly.

Property monetization can also turn a financial problem into a property-improvement plan. A client who is hurting for cash may consider a legal rental unit as a way to create income, but the project may first require drawings, permits, contractor pricing, and financing.

The renovation is not only an expense when it creates a legal source of future income.

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9. Renovation Assessment Service

The Renovation Assessment Service is intended to create a useful record of the property and identify current and future needs before they become disconnected projects.

Where practical, photographs, measurements, notes, and digital property information can help create a more useful long-term record.

The service also creates a reasonable reason to remain in contact. A long-term relationship should not depend entirely upon the client remembering to call years later.

The assessment is not intended to become a high-pressure sales exercise. Even when no immediate project results, the property record may help the client and participating members make better decisions later.

The Assessment May Identify

- Existing property conditions.
- Repairs or upgrades that may be required.
- Permit or compliance concerns.
- Potential maintenance needs.
- Future renovation plans.
- Income-producing property ideas.
- Items requiring review by a BCIN member, contractor, trade, or other professional.

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10. Renovation Credit Program

The Renovation Credit Program is intended to give clients another reason to remain connected to WeRenovate.com and to recognize qualifying activity that may support future services.

Credits can create a practical connection between an earlier project and a later purchase. They may help the client feel that continued participation has value and that earlier activity has not been forgotten.

Program Principles

- Credits should be recorded clearly.
- Eligibility should be understandable.
- The client should know what the credit can and cannot be used for.
- Credits should not be described as cash unless the formal program rules allow it.
- No member should make promises beyond the written program terms.

Detailed earning rules, values, expiry rules, exclusions, and legal terms belong in a separate program document. This review explains the purpose of the program without turning the member presentation into a legal agreement.

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11. Future Referral Income Program

The Future Referral Income Program is intended to recognize qualified referrals that lead to legitimate business activity within the WeRenovate.com system.

A referral is more than the transfer of a name. It is the transfer of confidence. The person making the referral places part of that person's credibility behind the introduction.

Responsible Referral Behaviour

- Refer only when a genuine need or interest exists.
- Do not use pressure or misleading claims.
- Record the referral through the approved process.
- Respect the client's privacy and freedom of choice.
- Do not bypass an established member-client assignment.
- Allow WeRenovate.com to track the referral and determine eligibility under the written rules.

Referral compensation, eligibility, reporting, exclusions, payment timing, and legal requirements must be set out in a separate written agreement. No referral payment should be assumed unless the applicable rules have been satisfied.

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12. Financing Can Save and Expand a Project

A common reason projects disappear is that the client does not have enough cash or access to financing. The contractor or BCIN member may never learn the real reason. The client simply says that other prices are being considered and may never return.

The older industry expression is: “Out the door, see no more.” The estimate leaves, the client disappears, and nobody knows whether the real issue was price, cash flow, borrowing ability, or uncertainty about the total cost.

The WeRenovate.com intake process is intended to identify financing concerns early enough that the issue can be addressed instead of allowing a workable project to quietly die.

Drawings and Permit May Come First

Depending upon the client’s circumstances, it may be beneficial to proceed with the drawings and permit process first. Once completed, an estimate for the actual renovations can be prepared. This provides the client, mortgage broker, and lender with a clearer understanding of the amount of financing that may ultimately be required.

Approved drawings and a permit can also demonstrate that the client has moved beyond a casual idea and taken real steps toward completing the work.

Mortgage Broker Participation

If financing is required, the client may be referred to a participating mortgage broker. Depending upon the client’s circumstances and the products available, the broker may explore a line of credit, refinancing, a second mortgage, private financing, or another suitable option.

Financing can make the original project possible. It may also provide enough capacity for the client to consider additional renovations requiring further architectural services. The financing discussion therefore may protect an opportunity that would otherwise be lost and may expand the total scope of work.

The purpose is not to force drawings or financing on the client. The purpose is to help the client understand what is required to move forward realistically.

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13. The 8-10 Year Value of a Client Relationship

Consider a homeowner who contacts WeRenovate.com for a renovation estimate.

If a permit is required, the homeowner is connected with an assigned BCIN member and proceeds with the architectural project. Once assigned, that BCIN member becomes the homeowner's permanent BCIN-of-Record within our system. If the homeowner requires architectural services again in the future, the same BCIN member is automatically re-assigned to that same client.

For purposes of this example, assume the initial BCIN project generates a fee of \$3,000 for the BCIN member.

Time	What happens	BCIN fee	Running total
Year 1	Initial architectural project.	\$3,000	\$3,000
Year 2	The client contacts WeRenovate.com for a basement apartment estimate. Financing is identified as a possible need.	\$4,000	\$7,000
Year 4	The client adds improvements requiring revised drawings and permit-related services.	\$2,000	\$9,000
Year 6	The client purchases another property and requires architectural services.	\$3,000	\$12,000
Year 8	A person referred by the original client contacts WeRenovate.com and requires BCIN services.	\$3,000	\$15,000
Year 10	The original client returns for another permit-related project.	\$3,000	\$18,000

The original \$3,000 project has now contributed to \$18,000 in illustrative BCIN fees over ten years. The exact projects, timing, and fees will vary. This table is an example, not a guarantee.

The important point is that future work is more likely to return to the same BCIN member because the BCIN-of-Record relationship has been maintained.

The initial project created a \$3,000 fee. The protected relationship created the possibility of five additional fees.

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14. Client Experience, Communication, and Trust

The technical work matters, but the client's experience often determines whether the relationship continues.

Homeowners may experience financial pressure, uncertainty, disruption, delays, and concern about unexpected conditions. They need clear information about what has happened, what is happening, what happens next, and whether they must take action.

Clients Should Never Feel Forgotten

Permit reviews, pricing, revisions, and coordination can take time. Silence can make the client believe that nothing is happening. A short and honest update may protect confidence even when there is no major development to report.

Problems Do Not Automatically Destroy Trust

Unexpected conditions and delays occur. What often matters most is whether the client was informed, received a proper explanation, and was treated as though the concern mattered.

Trust Must Be Earned

- Return communications within a reasonable time.
- Set realistic expectations.
- Do not make promises that cannot be kept.
- Explain delays and changes honestly.
- Document important decisions.
- Treat the client, the property, and other professionals with respect.

Trust cannot be created by a slogan or a software system. It grows through repeated actions and fulfilled commitments.

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15. A Chain Is Only As Strong As Its Weakest Link

The expression “A chain is only as strong as its weakest link” is a very old and sometimes corny saying. However, it still rings true.

A client may deal with a BCIN member, a contractor, trades, a mortgage broker, and other partner services over time. From the client’s point of view, those people are connected through the same system.

A positive experience with one member can strengthen the relationship. A negative experience with another can damage confidence in everyone connected with it.

- Future projects may be lost.
- Referrals may be lost.
- Another member’s reputation may be damaged.
- The WeRenovate.com reputation may be damaged.
- A relationship that took years to build may disappear.

This is not a reason to control independent members. It is a reason to select members carefully, communicate clearly, and insist that agreed standards and workflows be respected.

One member’s poor decision can damage opportunities belonging to many other people.

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16. Conflicts of Interest and the Rules of the Road

When bringing multiple professional services into a relationship with the same client, the potential for conflicts of interest naturally increases.

Multiple members and partner services may become involved with the same client over many years. This can create conflicts between members, between members and partner services, or between those parties and WeRenovate.com.

A Realistic Example

A client has already been assigned a BCIN member and that member has become the client's BCIN-of-Record within our system. A contractor later becomes involved with the same client and attempts to redirect future architectural work to another BCIN member outside that established relationship. While this may create a short-term opportunity for that contractor or another participating member, it violates the spirit of the Rules of the Road and undermines the trust and continuity upon which the WeRenovate.com system depends.

Common Conflict Risks

- Attempting to take over another member's established client relationship.
- Circumventing an established assignment.
- Redirecting work for personal gain.
- Using client information for an unauthorized purpose.
- Failing to disclose a personal or financial interest that may affect a recommendation.
- Creating confusion about who is responsible for the client or service.

A great deal of thought and planning has gone into strictly avoiding these potential conflicts through carefully developed guidelines, procedures, and what we often refer to as the Rules of the Road.

The Rules of the Road establish the boundaries, responsibilities, and conduct expected of members and partner services when working with shared client relationships.

These guidelines are not merely suggestions. They exist to protect clients, members, partner services, established assignments, and the long-term relationships upon which the WeRenovate.com system is built.

Serious or deliberate violations may be incompatible with continued membership and may result in the end of the WeRenovate.com-member relationship.

While every situation must be evaluated on its own merits, the underlying principle remains the same: once trust has been knowingly violated, it becomes impossible to resurrect.

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17. Member Standards and Responsible Participation

Membership involves more than technical ability. Technical qualifications are essential, but they do not by themselves guarantee a positive client experience or a healthy working relationship.

Members Are Expected To

- Maintain applicable qualifications, insurance, and professional requirements.
- Provide services honestly and competently.
- Communicate clearly and professionally.
- Respect established member-client relationships.
- Follow applicable workflows and reporting requirements.
- Protect client and system information.
- Disclose relevant conflicts of interest.
- Avoid promises or representations that have not been authorized.
- Raise problems instead of concealing them.
- Treat clients and other participants respectfully.

Where reasonable, the first objective should be to help a member understand expectations and correct ordinary misunderstandings. Support, however, cannot replace accountability when serious, deliberate, or repeated concerns arise.

Detailed disciplinary, complaint, dispute, removal, and appeal procedures should remain in the applicable membership and policy documents and receive appropriate professional review.

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18. Member Vetting and Responsible Growth

Every member represents more than the member's own business when serving a client introduced through WeRenovate.com. The client may judge the whole system through the conduct of one person.

For this reason, growth cannot be measured only by the number of members or the number of available service providers. Membership quality matters more than membership quantity.

Vetting May Consider

- Applicable qualifications and insurance.
- Relevant experience.
- The type and complexity of work the applicant is prepared to accept.
- Communication and responsiveness.
- Professional conduct and reliability.
- Ability to work within the WeRenovate.com procedures.
- Respect for clients and other members.
- Any relevant complaint or dispute history that can properly be reviewed.

The purpose is not to create unnecessary barriers. The purpose is to reduce the risk that an unsuitable participant will damage an established relationship or weaken confidence in other members.

Responsible growth means expanding capacity without lowering the standards that protect clients, members, and WeRenovate.com.

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19. Single Trade Services and Other Partner Services

A major renovation or architectural project may occur only occasionally. Single Trade Services create additional reasons for the client to remain connected between larger projects.

A client may later require electrical, plumbing, heating and cooling, roofing, flooring, painting, maintenance, or another focused service. These smaller needs can become useful relationship touchpoints when handled properly.

Direct Access

Direct Access is intended to connect a homeowner with the participating service provider responsible for the applicable service category and territory. It is not intended to create a bidding contest among several members for the same inquiry.

Contractor Support Trades

Contractor Support Trades is intended for approved member-contractors that need access to qualified specialty trades and related services. It is not a homeowner-facing service.

These programs can support future growth and production capacity, but they must not be used to interfere with an established BCIN-of-Record, contractor-client relationship, or another protected assignment.

Partner Services

Mortgage, legal, insurance, real estate, and other partner services may help solve needs connected with the same property owner. Their role is to serve the client within their own professional boundaries, not to take over the relationship or redirect unrelated work.

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20. Technology, Dashboards, and Future Development

The long-term strength of WeRenovate.com depends heavily upon its information and networking platform. Technology helps the system support more clients, members, services, locations, and opportunities without losing the history behind each relationship.

Future Support May Include

- Property-owner histories.
- Member-assignment histories.
- Project and permit status.
- Communication records.
- Follow-up reminders.
- Future-service interests.
- Opportunity tracking.
- Simplified member status reporting.
- Secure access to relevant client information.

Dashboard and workflow features should reduce unnecessary administrative work. They should make the next action clearer, help prevent missed follow-up, and allow authorized participants to see the information required for their role.

Technology does not own the relationship. It supports the people responsible for maintaining it.

The purpose of the system is not to manage members for the sake of control. The purpose is to protect information, relationships, and opportunities.

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21. What This Model Means for a BCIN Member

For a BCIN member, the WeRenovate.com model is intended to provide more than a single project introduction.

For a BCIN Member

- A client acquired through WeRenovate.com.
- A permanent BCIN-of-Record relationship within the system.
- Automatic re-assignment when the same client returns for future architectural services.
- Preserved client and property history.
- Access to projects that may be supported by contractors, financing, and other partner services.
- Repeat-work and referral potential extending beyond the original project.
- A structure intended to protect the member's established client relationship.

The member still has to earn the client's confidence. The system cannot guarantee a sale, a successful project, repeat work, or a referral. What it can do is create continuity, preserve the connection, and reduce the chance that a good relationship disappears simply because time has passed.

The greatest benefit is not the promise of one immediate fee. It is the chance to build a book of protected client relationships that can continue producing legitimate work over many years.

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22. Final Thoughts

The purpose of this review has been to explain why WeRenovate.com looks beyond the immediate architectural project.

A typical BCIN project will generate a fee of \$2,000 to \$10,000+ for the BCIN member, depending upon the type, size, complexity, and scope of the project. The long-term value of the client relationship may be many times greater.

The BCIN-of-Record system creates continuity by automatically reconnecting future architectural work from the same client with the same BCIN member.

The wider WeRenovate.com system can help identify additional needs, preserve property history, introduce financing or other partner services where appropriate, and keep the relationship active between projects.

The success of the model depends upon professional service, cooperation, trust, respect for established relationships, and adherence to the Rules of the Road.

WeRenovate.com is built on long-term homeowner relationships, professional cooperation, and mutual respect among all participating members and partner services. BCIN members play an important role within that model. By protecting relationships, supporting homeowners, and working collaboratively with other members and partner services, BCINs can participate in opportunities that extend far beyond a single project. BCIN members should understand that as WeRenovate.com grows, additional revenue opportunities are expected to emerge through new homeowner relationships, repeat projects, referrals, expanding service categories, and future platform initiatives.

The client relationship is the asset. Protecting that relationship benefits everyone.

Thank you for reviewing the WeRenovate.com BCIN Member Partnership Review and for considering the long-term value that can be created when good professionals, good clients, and a well-organized system work together.

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