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February 12th - 14th  
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- HGHBA  
2016 Committees



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South Carolina | Grand Strand | November-December 2015

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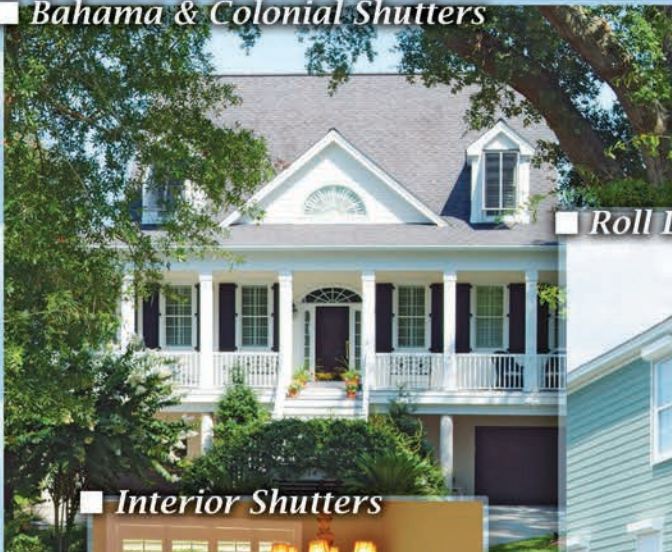
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# HGHBA Home Show 2016

## Celebrating 36 Years of Excellence



The Horry Georgetown Home Builders Association (HGHBA) is pleased to present Home Show 2016 to be held February 12, 13, 14, 2016 at the Myrtle Beach Convention Center.

We encourage you to simplify your marketing by taking your product or service directly to the people in our community. It's a proven fact that despite technology, face-to-face interaction with qualified buyers remains the number one sales and marketing tool in business today. Exhibiting in the Home Show will provide your company the opportunity to connect with the individuals who want to learn about the latest cutting edge products and services and are ready to shop, compare and buy!

You can also enhance your exhibitor experience and visibility by becoming a Show Sponsor and benefit from the additional marketing opportunities sponsors receive for their investment. Home Show 2016 promises to continue its history of producing proven results in the form of new clients and sales.

To become a part of the 36th Annual Home Show, simply complete the application on the page to the right for Exhibit Space and return with your deposit to HGHBA.

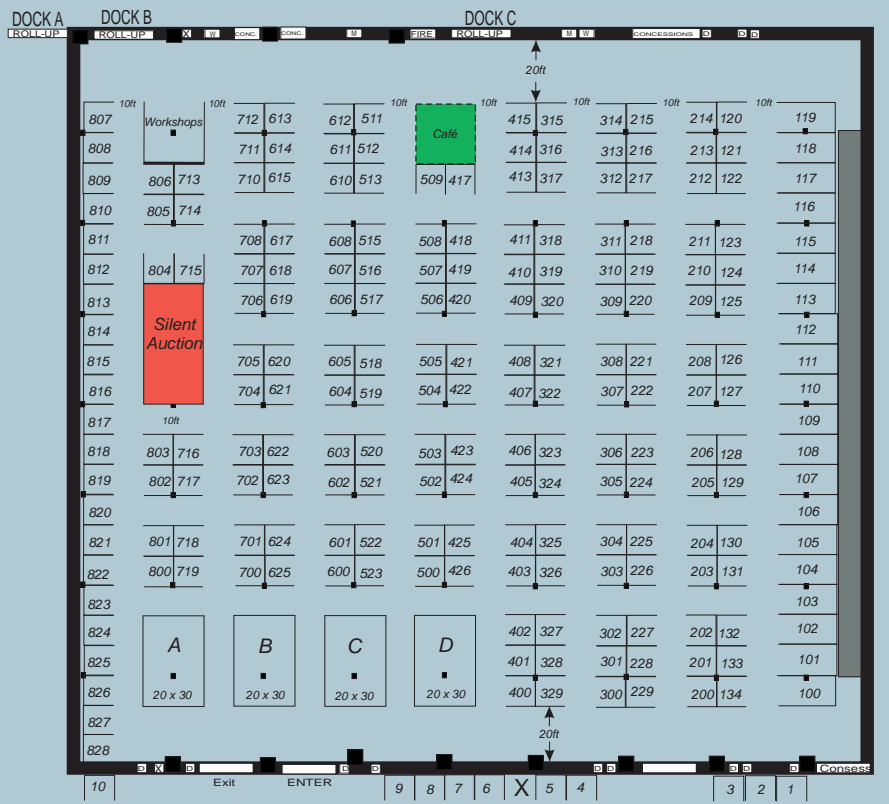
If you have any questions regarding the show, booth selection or sponsorship opportunities, please don't hesitate to call 843-438-4124 or email [rao@hghba.com](mailto:rao@hghba.com).



## HGHBA Home Show 2016

February 12, 13, 14, 2016 at the Myrtle Beach Convention Center

### 2016 HGHBA Home Show Exhibitor Map



# 2016 Home Show Application

## Home Show 2016

February 12-14, 2016 Myrtle Beach Convention Center

### Application for Exhibit Space

Company Name: \_\_\_\_\_

Representative Name \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Product to be Displayed \_\_\_\_\_

#### **Exhibit Space Rental:**

Booth 100 to Booth Number 119 - (10' x 20') HBA Member \$900 / Non-member \$1,000

Feature A, B, C, D - (20' x 30') HBA Member \$3,600 / Non-member \$4,200

10' x 10' Booths - HGHBA Member \$ 600 / Non-Member \$700

**Space Requirements:** *Please refer to the floor plan for booth numbers. If these locations are not available, assignment of space will be made based on space requirements.*

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_ 3<sup>rd</sup> Choice \_\_\_\_\_

Total Number of Booths \_\_\_\_\_ X \$ \_\_\_\_\_ per booth = \$ \_\_\_\_\_ total due

**Non-refundable deposit: 50% due with application. Balance due by January 12, 2016. Deposits are automatically forfeited and space released if payment in full is not received by January 12, 2016.**

Method of Payment:  Check Enclosed  Credit Card  
*Visa, Master Card, American Express, Discover accepted. A 3% cc processing fee will be added.*

Card Type:  Visa  Master Card  Discover  AMEX

Account Number \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_/\_\_\_\_

Amount charged at this time \$ \_\_\_\_\_

**If paying by credit card and not paying the full amount, the balance will be automatically charged on the credit card above on January 12, 2016.**

By signing this application, you are stating that you will follow all Exhibitor Guidelines, Rules and Regulations.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

*Applications can be emailed to [rao@hghba.com](mailto:rao@hghba.com), faxed to (843) 347-2774 or mailed to :  
HGHA - 728 East Hwy. 501 - Conway - SC - 29526  
Please call (843) 438-4124 with any questions regarding Home Show 2016.*

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### Home Show 2016 In The Myrtle Beach Convention Center

The 2016 HGHBA Home Show will be held in the MB Convention Center February 12th – 14th. Submit your application & reserve your space today.

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### The Myrtle Beach Regional Economic Development Corporation Names New President & CEO

The new president & CEO, Josh Kay, officially began his duties on November 2nd.

## PAGE 8

### 2016 HGHBA Available Committees

The HGHBA is encouraging members to sign up for 2016 committees & become involved in your local HBA.

## PAGE 9

### 2015-2016 HGHBA Calendar of Events

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### MB Chamber of Commerce – 2015 Chamber of the Year!

The MB Chamber of Commerce continues to encourage residents to spend their dollars locally.

## PAGE 12

### Dynamic Construction, Inc.

2015 HGHBA board member, J.R. Abernathy, his son Todd and daughter-in-law, Becky, have built an incredible team of building professionals that continues to be recognized for their integrity & superior building practices throughout the Grand Strand area and beyond. They are truly Dynamic!

## PAGE 17

### The SC Department of Labor, Licensing & Regulation Issues A Consumer Alert

After the devastating flooding that occurred throughout Horry & Georgetown Counties, as well as a large part of our state in early October, the LLR is advising consumers to take necessary precautions when hiring contractors to handle any repairs needed.

## PAGE 21

### Security Vision of Myrtle Beach

Security Vision of Myrtle Beach continues to offer building contractors & business owners across the Grand Strand the latest technology available in the security & home automation industries.

## PAGE 22

### Exterior Siding & Roofing Across The Grand Strand

Three HGHBA affiliated companies that our local building professionals can trust to assist with each project and get the job done.

## PAGE 26

### Better Business Bureau – Serving Coastal Carolina

In the wake of the recent flooding, times may be tough for many businesses and individuals. There are a variety of ways you can help in these difficult times and experience the true spirit of the holidays and help those less fortunate.

## PAGE 28

### Marketing Strategies For 2016

The 4th quarter is always a time to reflect on your marketing efforts over the past year & make good sound decisions on best ways to produce solid results for the upcoming year.

## PAGE 31

### 2016 Building Industry Synergy Editorial Calendar

A preview of the 4 exciting issues that will be mailed out to all of the residential & commercial building contractors, architects, specialty contractors, property management companies & top producing Realtors & developers in Horry & Georgetown Counties in 2016. Each issue of Horry Georgetown Home Builders Association's Official Publication will also be posted online. Visit the Building Industry Synergy online Building Resource Guide. The first issue in 2016 will be mailed to the industry mentioned above & also distributed at the 2016 HGHBA Home Show in the Myrtle Beach Convention Center February 12th – 14th. Plan your print & web marketing with Building Industry Synergy now.

# BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

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**Press Releases:** Please send all information to [info@sc-bis.com](mailto:info@sc-bis.com)



## on the cover

J.R. Abernathy (middle), with his son Todd & daughter-in-law Becky in front of the new Radical Ropes office in Myrtle Beach, SC. Dynamic Construction, Inc. was responsible for the construction of the office building. Dynamic Construction, Inc. worked closely with Marks Construction Co. of SC, Inc. on the project.



# MBREDC Names New President & CEO JOSH KAY



by Morgan Dendy, *Director of Marketing & Public Relations*  
*Myrtle Beach Regional Economic Development Corporation*

**Myrtle Beach Regional Economic Development Corporation officials hire Josh Kay as the organization's new President and CEO, officially beginning duties on November 2, 2015.**



*Josh Kay, MBREDC President & CEO*

"We are all proud to have Josh join the MBREDC as the new President & CEO. We feel that his experience and insight will be a great addition to our organization," said

Fred Richardson, MBREDC Board Chairman.

As President and CEO of the Myrtle Beach Regional Economic Development Corporation, Kay will focus on leading business recruitment efforts, existing industry development and growing the organization's private sector membership.

Kay brings 15 years of local

government management, fundraising and economic development experience to his new position with the MBREDC. Most recently, Kay worked as Director of Economic Development for Santee Cooper, a state-owned water and electric utility company. Prior to his role with Santee Cooper, Kay served as City Manager for the cities of Washington, NC and Clinton, SC.

"We are excited to have someone of his caliber, knowledge and extensive background in economic development and government. With his experience and background he will do an awesome job," said Mark Lazarus, Horry County Council Chairman.

In his role with Santee Cooper, Kay assisted local communities throughout South Carolina recruit and retain business and industry and develop economic development product, such as industrial parks and speculative buildings. During his tenure with Santee Cooper, Kay

assisted several communities locate new industries and also served on the lead negotiation team that recruited Volvo Cars to Berkeley County, resulting in an announcement of 2,000 jobs and a \$500 million capital investment.

"I am honored and eager to begin serving as the President & CEO for the MBREDC. The leadership, vision, and commitment of the MBREDC Board, private investors and public sector partners, specifically the commitment by the Horry County Council, is exciting. I look forward to being a part of the team that will continue to make Horry County a great place to live and work," said Josh Kay, MBREDC President & CEO.

*Myrtle Beach Regional Economic Development Corporation*  
P. O. Box 261966, Conway, SC 29526  
843-347-4604  
[www.mbredc.org](http://www.mbredc.org)  
[info@mbredc.org](mailto:info@mbredc.org) ■



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## Get More From Your Membership... Get Involved...Sign up for a 2016 Committee.

Please share your knowledge and expertise by serving on an HBA committee. Check your committee selection(s) for 2016 below:

- \_\_\_\_\_ **Ambassadors / Mystery Handshake** – These are the smiling faces you see welcoming members and member prospects to Member Luncheons and events.
- \_\_\_\_\_ **Building Code** – Works with membership and area building officials on building codes, ordinances and regulatory issues affecting our industry.
- \_\_\_\_\_ **Education** – Develops and implements HBA education programs.
- \_\_\_\_\_ **Home Builders Care** – Helps our communities either by hands-on projects or by helping local charities.
- \_\_\_\_\_ **Golf Tournament** – Develops the HBA's annual golf outing.
- \_\_\_\_\_ **Clay Tournament** – Develops the Spring & Fall Clay Tournament.
- \_\_\_\_\_ **Membership** – Conducts programs to maintain and increase membership.
- \_\_\_\_\_ **Program** – Plans and implements events for the general membership. Includes obtaining membership luncheon speakers.
- \_\_\_\_\_ **Legislative** – Monitors all legislative activities which may impact the well being of HBA members and the building industry
- \_\_\_\_\_ **Pet Project / Silent Auction** – Develops and implements Charity Silent Auction held during Spring Home Show.

2015 Committee members are not automatically reappointed to 2016 Committees.

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Firm: \_\_\_\_\_

Telephone: Office \_\_\_\_\_ Cell \_\_\_\_\_

Fax form to 843-347-2774 or email to [rao@hghba.com](mailto:rao@hghba.com).  
For further information call (843) 438-4124.



The four new HGHBA member inductees at the October 20th meeting in Rioz were (left to right) Sam Fresquez with PODS – Moving & Storage, Lynn Roberts with MVB Mortgage, Chris Wheeler with CAMS and David Jimison with Eastern Building Supply.

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## 2015-16 Calendar of EVENTS

### DECEMBER

15 HGHBA Board of Directors Meeting

### JANUARY

12 General Membership Luncheon in Rioz

19-21 2016 NAHB International Builders Show - Las Vegas

26 HGHBA Board of Directors Meeting

### FEBRUARY

10 HBA of SC Executive Board

12-14 Home Show 2016 in the MB Convention Center

### MARCH

15 HBA of SC Bird Supper  
HBA of SC Board of Directors Meeting  
PRC Luncheon

### APRIL

7 Spring Clay Tournament

19 General Membership Luncheon in Rioz

26 HGHBA Board of Directors Meeting

### MAY

10 HBA of SC Executive Board

17 General Membership Luncheon in Rioz

### JUNE

21 General Membership Luncheon in Rioz

28 PRC Luncheon

### JULY

13 HBA of SC Executive Board

### AUGUST

TBD Golf Tournament

7 NAHB Fall Board - Miami

9 HGHBA Board of Directors Meeting

16 General Membership Luncheon in Rioz

### SEPTEMBER

9-11 Home Improvement & Outdoor Living Show in the MB Convention Center

### OCTOBER

18 General Membership Luncheon in Rioz

25 PRC Luncheon

### NOVEMBER

10 Fall Clay Tournament

15 General Membership Luncheon in Rioz

17 HBA of SC Legislative/Strategic Planning  
HBA of SC Board of Directors Meeting

### DECEMBER

7 HBA of SC Executive Board Meeting

8 PRC Luncheon

13 HGHBA Board of Directors Meeting

*If you would like to join the Horry Georgetown Home Builders Association or if you just have a question, please call (843) 438-4124 or email [rao@hghba.com](mailto:rao@hghba.com).*



*Ralph Bussey's widow, Gloria, receiving Ralph's 2015 Champion of Housing Award recognizing Ralph's outstanding work in the home building industry at the HGHBA's General Membership Meeting in Rioz October 20th.*



*Michael McCarthy and Carey Fulp both received a check for \$500 from the HGHBA's Ralph C. Bussey Scholarship Fund for their participation in the Horry Georgetown Technical College's Construction Management Program at the HGHBA General Membership Meeting in Rioz October 20th.*



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# SHOP LOCAL

## Invest Back Into Your Community

by Kori Hippe, Myrtle Beach Area Chamber of Commerce, Membership Marketing Manager

Imagine the power of your money recirculating in your community creating new jobs, new & expanded business, new & improved streets, roads, parks, schools, fire & safety, improved public services, & more!!

Since 1938, the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of The Grand Strand community. The Association of Chamber of Commerce Executives has named MBACC the 2015 Chamber of the Year. The U.S. Chamber of Commerce has awarded the chamber its five-star accreditation, one of only several chambers in South Carolina to earn this distinction. You may call 843-626-7444 or stop by the main office at 1200 North Oak Street in Myrtle Beach or visit MBACC at [myrtlebeachareachamber.com](http://myrtlebeachareachamber.com).



Your Myrtle Beach Area Chamber of Commerce is committed to keeping local dollars within the community to provide funding for public services, jobs and community activities. Likewise, we aim to raise awareness that shopping local doesn't just mean shopping at local retail stores but also shopping local for a doctor, business service, real estate agent, mechanic, hair stylist, etc.

SHOPOURMEMBERS.COM is all about promoting and supporting Myrtle Beach Area Chamber of Commerce members and local businesses.



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Throughout the year, we encourage local residents to shop local and visit members of the MBACC for trusted products and services. During the holidays, we promote **SHOP OUR MEMBERS HOLIDAY CAMPAIGN** with extra money-saving discounts for the public. It's about making your hard-earned money go further, fueling the local economy, and helping to preserve the unique character of the Myrtle Beach area.



**HERE ARE 10 OF THE MANY REASONS TO SHOP MBACC MEMBERS AND BUY LOCAL**

- 1 MORE JOBS -**  
When businesses grow, more jobs open up. New employees and their families add their support and spend money in the community.
- 2 OUR SHOPS HELP PEOPLE -**  
Local businesses are more likely to support local charities, schools and events. Supporting local shops supports the community.
- 3 INVEST BACK INTO OUR COMMUNITY -**  
Tax dollars fund our local schools, fire, police and parks departments.
- 4 GREAT PRODUCTS, GREAT PRICES -**  
Our businesses offer a wide range of products and services at affordable prices. Local shops tend to local needs. You are their friends and neighbors. They have a vested interest in knowing to serve you. The more you shop at a place, the more it grows, which means more products and even lower prices.
- 5 SAVE BUSINESSES – CREATIVITY AND ENTREPRENEURSHIP**  
are what the American economy is founded upon. Nurturing local businesses ensures a strong community. By shopping local you are asking them to stay and grow.

**6 ENHANCED CUSTOMER SERVICE -**  
When you buy products locally, you are doing business and building relationships with people you know and making any future services, repairs or follow-ups simple and convenient.

**7 PRESERVE THE ENVIRONMENT -**  
Local shops often stock a high percentage of local goods. That means less gas is used to transfer goods, which also means a cleaner environment. Plus, local foods are better for you!

**8 CONVENIENT FOR EVERYONE -**  
Most people can get to their local shops easily. This is especially important for the young, elderly and anyone without transportation.

**9 BRING MORE TO THE GRAND STRAND -**  
Private and public sector services cluster around shops. The more they see economic growth, the more attracted they are to moving their business here.

**10 ENHANCES OUR AREA AS A DESTINATION -**  
The more interesting and unique we are as a community, the more we will attract new neighbors and visitors. This benefits everyone!

**Buying local is a win-win for the retailer and the economy at large! When you are out doing your holiday shopping, think local, think small business! 'SMALL BUSINESS SATURDAY' IS NOVEMBER 28, 2015 along with Myrtle Beach shopping days featuring Sidewalk Sales And Special Promotions!**

**SHOP LOCAL!** ■



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# Dynamic Construction, Inc. "Comfortably Dynamic Lifestyle"

*Dynamic Construction, Inc. completed the construction of the new Radical Ropes office building in Myrtle Beach, SC.*

PHOTO © CHUCK GEE

by Becky Billingsley

**J.R. Abernathy, who is a partner in Dynamic Construction, Inc., with his son, Todd Abernathy, in Myrtle Beach, has a balanced business philosophy that took shape with examples set by several mentors.**

PHOTO © CHUCK GEE



*The interior of the Radical Ropes office building.*

Once you hear J.R. speak in his slow, melodious and easy-going drawl, it's easy to figure out he hails from the Central Piedmont of North Carolina – Gastonia, to be exact. His mom and dad worked in textile mills, and he has a sister. When they were little, "Mostly we'd get out and go to the woods, build tree houses, work on stuff, build go-karts, scooters and all that sort of thing. There was a service station not too far from where Dad lived...I'd go up there and hang out, and he let me start helping out at the station. I got started sweeping floors, then they let me pump gas, and I finally evolved into a mechanic."

During his final two years of high school, J.R. went to classes in the daytime and then worked second shift at the cotton mill. While he earned an associate's degree at Gaston College he worked first shift at

the mill, and then attended school. Sixteen-hour days were the norm.

After graduation he accepted a job with Duke Power Company, and he worked through the steam station and coal handling before ending up in supervision. He bought a backhoe to do work on his own property, and soon so many people asked him to work on their projects he felt confident in leaving the power company after 13 years and launching his own business called Abernathy Back Hoe Service, which morphed into Abernathy Construction Inc.

Along the way older and wiser people helped guide J.R. toward his current outlook on work and life balance.

“One of the most important things I learned is two simple words my dad told me one day. He came out and we were pouring concrete on a slab. Man, it was hot and setting up too fast and we were really trying to keep up. They poured more on the ground than we could handle. Dad came over and talked to me, and I told him, ‘Pop, I ain’t got time to talk to you. I got to go. I’ll see you later.’ I turned



*The master bathroom in the home of Steve and Patty Lusky in Myrtle Beach, SC., built by Dynamic Construction, Inc.*

around to go, and he said, ‘There are two things you’ve got to get, boy, if you’re going to stay in business.’”

I said, “Well, tell me about it. I got to go.”

He said, “Patience and perseverance. That’s the two things you want to get or you ain’t going to make it.”

I said, “Okay, I got to go.”

A few days later J.R. was in his office, working late on paperwork, and “All of a sudden it hit me what he said. I had to go back and tell him, ‘I apologize for being short with you. I thought about what you said, and it made perfect sense.’ And I ain’t never forgot it. If you don’t persevere, you

PHOTO © CHUCK GEE



*The kitchen in the Lusky residence.*

can't get through it.”

J.R. built a lot of different projects in the Gastonia area, from a 10,000-square-foot house – complete with a driving range in the attic – to churches, power plant maintenance and cleaning up train derailments.

He often rode a motorcycle year-round, but he says it wasn't a hardship to sometimes ride in 18-degree weather because he loves it. J.R. is a passionate Harley-Davidson man. In 2014, he and a friend took a long loop to get to Sturgis, S.D. and back, riding 4,460 miles in 12 days.

Another mentor was a burly preacher in a country church whose day job was pouring concrete. One day J.R. says he was rattling on about concrete jobs that needed attention right away, and “...he reached up there with his big ole arm and pulled me down side of him and said, ‘Listen J.R. There's other people that's



*The living room in the Lusky residence. The Luslys had a desire to be able to take advantage of the ocean views from their living room and outside porch area. Dynamic Construction, Inc. was able to accommodate their request.*



*The outdoor living area in the rear of the Lusky residence features a pool & hot tub with a deck surround. The Luslys are able to enjoy the ocean views from their hot tub.*

pouring concrete, and when we're dead and gone they'll still be doing it. We're not gonna do it all.”

Advice like this from many people helped shape J.R.'s work ethic, which is to work hard but don't take on so much you can't enjoy what you do or spread yourself so thin you can't do each job with craftsmanship and pride.

Seventeen years ago J.R., his son Todd and a valued crewmember from Gastonia moved to Myrtle Beach and continued as Abernathy Construction, Inc. before transitioning



*Dynamic Construction, Inc. was responsible for adding on the entire right side of the home including a two car garage. This new addition includes a third story where the master bedroom is now located. Extensive remodeling to the interior of the original home was also completed. The home is owned by Kevin and Kathleen Daly.*



*Dynamic Construction, Inc. built the stairwell on the rear of the new addition leading down to the back patio and pool area. The previous wood decking and rails were replaced with a maintenance free decking and railing system.*

to become Dynamic Construction in 2005. Todd's wife, Becky Abernathy, has an accounting background and handles the office work. They and three more full-time employees – Zac, Michael and Wayne – comprise the entire company.

Work starts promptly at 7 a.m. and while many of the mechanical and specialty subcontractors have been working with them for over a decade, they do the bulk of the work themselves: laying it out, digging the footings, pouring it, doing framing and finish work. They can complete a 3,000-square-foot house in about four to four and a half months. Usually they don't like to have more than four jobs going at a time, and they have a waiting list of eager customers.

They've built 7,000-square-foot homes in Grande Dunes, remodeled a vintage beach home one room at a time over the course of a few years, and get a lot of repeat business. One such family in Florence waited for five months so J.R. and his crew could add a porch to their home that has a ceiling of intricate wood design and a copper roof. They turned a beachwear store into a fish market and put an addition on Benny Rappa's Italian restaurant in North Myrtle Beach. They



The master bedroom in the Daly residence. This bedroom is located on the third floor of the new addition on the right side of the home completed by Dynamic Construction, Inc. The view of the ocean can be seen from this third floor balcony.

cleared land and built the building at Radical Ropes, the new Myrtle Beach zip line course, and soon they're going to build a barn for another repeat client.

J.R. lives humbly off 38th Avenue North in a 1,000-square-foot home. Todd and Becky gave J.R. two grandsons, and J.R.'s daughter in Oregon has another grandson. His work and life balance is perfect, J.R. says. He enjoys going to work every day with his crew, which are like his

family, and "We all work good together and we all enjoy what we do and actually have fun. I figure you couldn't be any more blessed at your job." ■



Myrtle Beach, SC

(843) 241-3709

DynamicConstructionMB.com

DynamicIncMB@aim.com



Dynamic Construction, Inc. was responsible for completing the construction of the Shark Attack clubhouse, restaurant, pond installation and a replication of a fishing village seen in the background. Dynamic Construction, Inc. worked closely with Marks Construction Co. of SC, Inc. on the project. The Shark Attack miniature golf course is located on the corner of 7th Ave. North and Ocean Blvd. in Myrtle Beach, SC.



PHOTO © CHUCK GEE



# LLR Issues Consumer Alert Regarding Property Repairs Following Flooding

As South Carolina property owners begin the task of securing repairs after recent flooding across the state, the South Carolina Department of Labor, Licensing and Regulation is warning consumers to be on the lookout for scam artists.



“Consumers are anxious to get the work done quickly and get their lives back to normal after a storm,” said Janet Baumberger, Administrator of the South Carolina Residential Builders Commission. “But, they may neglect to take necessary precautions when hiring repair people.”

The biggest problem is homeowners paying too much in advance and hiring unlicensed contractors. The unlicensed practice of residential or commercial building in this state is a misdemeanor and upon conviction is punishable by a jail sentence and/or a monetary fine pursuant to S.C. Code Ann. § 40-59-200 and § 40-11-200 respectively.

“Honest contractors do not require large sums of money upfront,” she said. “The most common complaints we receive after severe storms are from overcharged property owners. A scam artist will take your money up front and not perform the service as promised.”

### To protect consumers, LLR offers the following tips:

- Take photographs of damage before repairs.
- Ensure that the person or business has the appropriate professional license to engage in the work offered by going to “Licensee Lookup” at [www.llronline.com](http://www.llronline.com). If you have a question about whether the scope of work requires a license, call 803-896-4600. Many agencies or organizations (such as FEMA) may not provide reimbursement assistance to property owners if the individual or company with whom they contract does not hold the required licenses. FEMA’s web address is [www.fema.com](http://www.fema.com).

(Continued on page 18)

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- Do not panic and hire someone because they are the only company who can come out to your home or business immediately.
- After assessing damage, contact local building departments for information on required permits. Your local building department has jurisdiction regarding the proper permitting for the project as well as whether and what types of inspections are required to ensure that minimum building codes are followed.
- If possible, obtain recommendations from family, friends or co-workers and require that the builder provide you with



a list of professional references that you can contact. The Better Business Bureau is also a reference source you may wish to utilize at [www.bbb.org](http://www.bbb.org).

- Report unlicensed builders to LLR and your local building department.

**Before work begins on your property, keep these tips in mind:**

- Hire only state licensed, registered and insured contractors. Additionally, depending on the scope of work being performed, residential builders and specialty contractors in this state are required to have a bond on file with the Residential Builders Commission. Anyone doing construction work must be licensed or registered by LLR. In natural disasters, LLR will offer an “Emergency Construction Registration” to out-of-state licensed contractors that is valid only during the state of emergency.
- Don’t pay money upfront. Wait until the work is done and you have carefully inspected it.

- Ask for a Photo ID and their S.C. license or Emergency Construction Registration. Write down the information and keep it in a safe place. There is no good excuse for not showing a S.C. license or registration card.
- Verify that there is no cost for an estimate before letting anyone into your home or business. View the area with the contractor and take notes.
- Don’t rely on verbal promises. If possible, get more than one estimate. Make sure price comparisons are for the same procedures and materials.
- Beware of any contractor who solicits business saying he “has material left over from another job in the area and can give you a real good price.” This is a sign you may be dealing with an unlicensed contractor or scam artist.
- Make temporary repairs to correct safety hazards. However, be wary of contractors who encourage you to spend a lot of money on temporary repairs – make sure you have enough money for permanent repairs.



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With fewer skilled trade contractors available, residential and commercial builders are turning to 84 Lumber Company to provide turnkey installation of a variety of building materials and relieve them of the everyday problems associated with the coordination of materials and labor.

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*\*84 Lumber is a licensed commercial and residential contractor in South Carolina*

- Take your time signing a contract. Don't automatically select the lowest bidder, and make sure you fully understand any price variations.
- Require receipts for any payments made and retain those receipts for your records.

**Remember to obtain a signed copy of the contract. A property improvement contract must include:**

- Builder's name, address and S.C. license number or Emergency Construction Registration number issued by the LLR.
- Approximate starting and finishing dates.
- Work to be done and materials to be used.
- Cost and terms of payment.

**While the work is being completed, consumers should:**

- Call the local building inspector to make sure the repairs meet applicable minimum building codes.
- Inspect the job carefully to make sure the contractor is performing the work according to the contract agreement. If the work is not done correctly, do not pay until it is.
- Never pay cash. If possible, pay by credit card or check. Monitor your credit card activity for any suspicious or unauthorized transactions.
- If paying by check, make sure the check is written to the company, not to the individual making the repairs.

**Who Should be Licensed for Repairs:**

The Residential Builder's Commission licenses all residential builders, electricians, HVAC, and plumbing specialty contractors, and registers all specialty contractors in the state. Examples of specialty contractors are roofers, floor covering installers, insulation/dry wall installers, painters, masons, etc.

Most builders who do home improvement projects will fall under the Residential Builders Commission. However, a contractor licensed by the S.C. Contractor's Licensing Board, can also do residential building and repairs.

The S.C. Building Codes Council licenses building inspectors. The Residential Builders Commission licenses home inspectors.

To obtain an Emergency Construction Registration, builders must be licensed in another state.

To see if your builder is licensed in South Carolina, go to "Licensee Lookup" on LLR's website at [www.llronline.com](http://www.llronline.com).

For further information contact Lesia Kudelka (LLR Communications Director) at [Lesia.Kudelka@LLR.SC.Gov](mailto:Lesia.Kudelka@LLR.SC.Gov). ■



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# 'Smart Automation' Technology Continues To Advance At A Rapid Pace

by Sylvia Trembley

From setting alarms with a smart phone to automatically programming all the systems in a home or business, today's consumer desires the convenience, safety and comfort of advanced technology systems.

## SECURITY VISION

*A Grand Strand Leader In Providing Smart Security Solutions For Both Residential & Commercial Properties*

SECURITY VISION business owner Michele Weissman first experienced the SC Grand Strand as a Coastal Carolina University student from Indiana, having earned a college basketball scholarship to play with the CCU Chanticleers. Upon graduation, Michele made the decision to make SC her home.

With 10 years earned knowledge and experience working with a security business corporation, Michele moved forward in 2004 beginning her own company SECURITY VISION. As a local business leader and true professional in the industry, Michele ensures SECURITY VISION's team of technicians receive continued product education and



Security Vision owner Michele Weissman.

training as well as required industry certification to always stay abreast of evolving technology with fire and security products.



Technology systems provide convenience for the consumer.

SECURITY VISION is committed, always at a fair price, to provide the best quality products with professional installation and service. Michele states "We care about our customers. Our business policy is about building relationships and providing solutions for our customers in Active Protection with Instant Awareness using smarter security and



Security Vision team of certified technicians.

remote services. SECURITY VISION provides an extra personal touch along with quality service creating piece of mind for every customer".

In working with residential and commercial building contractors, property management companies and individual property owners, SECURITY VISION provides FREE ONSITE CONSULTATION and is professionally passionate about providing the right technological solution for the unique needs of each customer application. As a licensed, bonded and insured company, SECURITY VISION offers a broad range of technology system solutions in Security and Fire Alarm; Camera / Video Surveillance; Door Locks; Audio and Visual Systems; Smart Home Wiring; Gates; Intercom; Central Vacuum; Home Automation; Access Control;

(Continued on page 22)



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Dish Satellite Provider. SECURITY VISION also offers a specialized health wellness awareness system addressing the important need to provide 'stay home' independence.

In addition to engaged quality product awareness in continued development of the SECURITY VISION business, giving back to community is of key importance to Michele Weissman. Contributing time in building the

local Manzer Basketball Academy program designed to inspire personal growth through sports involvement for 6th, 7th and 8th grade girls, participation in women's community networking groups as well as growth projects with Habitat for Humanity are priority personal commitments.

SECURITY VISION, located at 1784 Highway 501 in Myrtle Beach, is a member of

the Horry Georgetown Home Builders Association, SC Alarm Association, BNI International Business, National Fire Protection Association and Custom Electronic Design & Installation Association. To learn more about fire and security products and services provided for both residential and commercial applications, you may view [www.securityvisionmb.com](http://www.securityvisionmb.com) and call 843-839-4238. ■

## EXTERIOR PRODUCTS Roofing & Siding

# Quality Exterior Roofing & Siding Products Are Crucial In Protecting The Entire Property, Both Inside & Out

by Sylvia Trembley

The exterior of a property is exposed to potentially harmful weather elements. Durable product construction along with professional installation of exterior roofing and siding products can determine the overall health and condition of both exterior and interior of a property. To both enhance and protect your property, these top professional roofing & siding contractors serve the SC Grand Strand: **Contract Exteriors; S & S Custom Walls; Monarch Roofing.**

## CONTRACT EXTERIORS

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Graduating from The Ohio State University with a degree in Construction Systems Management set the foundation in preparing Randy Hann, owner of CONTRACT EXTERIORS, for business success going forward in the construction industry. The decision in 2000 to accept the opportunity to work with a national builder in South Carolina provided increased skills along with vision and personal commitment to open his own company to serve the construction



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industry. In 2009 Randy opened CONTRACT EXTERIORS based in Murrells Inlet, SC.



*Contract Exteriors is an 'Elite Preferred Installer' with #1 JAMES HARDIE siding.*

CONTRACT EXTERIORS, covering a geographic footprint inclusive of The Grand Strand, Charleston, Wilmington, Beaufort and Bluffton, provides a well trained professional team of construction technicians and specialists inspired to produce excellence with every job. Continued extensive manufacturer product education and training has enhanced the seal of excellence resulting in CONTRACT EXTERIORS receiving the highest level of customer satisfaction in GUILD QUALITY customer surveys.

As a home remodeling company offering superior products aligned with high quality installation standards, CONTRACT EXTERIORS is positioned with industry leading companies providing the ultimate in products and guaranteed service. As an 'Elite



*Re-siding of Garden City Beach home using James Hardie Color Plus Board & Batten siding. Contract Exteriors also installed replacement impact windows & doors to withstand ocean front elements.*

Preferred Installer' with JAMES HARDIE, America's #1 Fiber Cement Siding provider and a 'Master Elite Installer' with GAF, North America's largest manufacturer of Factory Certified Roofing, CONTRACT EXTERIORS guarantees each of their customers the best quality siding and roofing products and professional installation service.

Responding to popular outdoor lifestyle living trends CONTRACT EXTERIORS provides a broad selection of high quality engineered decking materials by AZEK Building Products designed to endure all outdoor weather conditions. CONTRACT



*Contract Exteriors is a 'Master Elite Installer' of GAF Factory Certified Roofing.*

EXTERIORS provides top manufacturer replacement windows and doors. 'Giving the customer piece of mind' is top priority to CONTRACT EXTERIORS in providing professional solutions with top quality products and expert installation. A manufacturer product warranty in addition to a CONTRACT EXTERIORS 10 year labor warranty is provided upon completion of each job.

As a member of Horry Georgetown Home Builders Association, Charleston Home Builders Association, Wilmington Home Builders Association, the Better Business Bureau, National Certified Contractor Network, and AIS Industries, CONTRACT EXTERIORS located at 9751 Moose Road, Unit 9, Murrells Inlet, SC continues to achieve excellence in the construction industry in providing quality products and installation. To learn more about CONTRACT EXTERIORS product and services, you may view [www.contractexteriors.com](http://www.contractexteriors.com) and call 843-357-9234. ■

## S & S CUSTOM WALLS

### Building A Culture Of Excellence In The Stucco & Stone Business

James Mattingly, owner of S & S Custom Walls, LLC, defines a man realizing an 'American Dream' in working hard, loving



*James Mattingly, owner, in front of home featuring stone & stucco finish completed by his company S & S Custom Walls.*

what you do and making a positive difference.

In the early 1980s James Mattingly, a native of Kentucky pursued an opportunity in Metro Atlanta, Georgia with an established Exterior Insulation and Finishing System and Stucco contractor. This life changing moment shaped the future for James and his family. With 100% commitment to learn each and every aspect of the trade, James earned the skills of a True Craftsman. He knew creating his own stucco and stone business was his professional career destiny. S & S Custom Walls, LLC was born in Georgia. With placing top priority on family as well as business, the decision to move to South Carolina was made in 2001. A primary influence in choosing the right location for his family was shaped by James' wife's desire to live on the SC coastline.

The business goal of S & S is to accomplish the best job. "Rather than focusing on volume, creating an excellent finished product and

*achieving satisfaction from the customer is what is most important. I gain friendships with every customer we work for," states James.*



*Decorative stone community entrance by S & S Custom Walls.*

As a stucco contractor, products and services provided by S & S Custom Walls, LLC include working with Durock and ICF systems primarily, but "there is nothing we cannot do if the customer has something unique in mind". S & S goes the extra mile ready to enhance a homeowner's dream with customized trim packages to fit custom design ideas. With a love for stone on stucco, S & S provides trained qualified masons ready to complete a fantastic job in creating each home as a one of a kind masterpiece. S & S will also

(Continued on page 24)

provide professional estimates on stucco repair jobs if cracks or holes appear in stucco or if the property owner decides to upgrade a stucco or brick product, which could include the addition of an outdoor fireplace or outdoor kitchen.

As a True Craftsman, James stays abreast of all innovative industry practice in regularly attending seminars on stucco technique, technology and products. Along with providing well trained skilled crews, S & S personally offers a 1 year warranty on all labor and workmanship with the material companies

offering 7-10 year product warranties. James guarantees “we stand by our product”.

As a ‘hands on boss’, James walks every job. He is in the field 24/7 and is the ‘problem solver’. S & S does not broker out business. All work is done by crews with S & S Custom Walls, LLC. James handpicks his team and states in 18 years of business there has been



Residence featuring stucco and stone completed by S & S Custom Walls.

very little turnover.

With love for his wife, his children and grandchildren and building his own successful business in mastering skills in stucco and stone products, James Mattingly absolutely continues to live the ‘American Dream’.

A member of the Horry Georgetown Home Builders Association, S & S Custom Walls, LLC is located at 6548 Dick Pond Road in Myrtle Beach, SC. To learn more about products and services offered, you may view [www.stuccoandstonesouthcarolina.com](http://www.stuccoandstonesouthcarolina.com) and call 843-236-0951. ■

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Monarch Roofing GM Martin Pettigrew

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An industry trained and certified professional MONARCH ROOFING business team work together in providing quality roofing products and installation. Handpicked by General Manager Martin Pettigrew, Martin states "each individual on his team is chosen with high standards in mind,



Monarch Roofing is joined by GAF Roofing in support of active & retired military with ROOF FOR TROOPS. Recognizing a winner Jack Marsden of Conway, SC. Left to Right, Veteran Patterson, Veteran Jack Marsden, Monarch Project Manager Mike Fluhr, Monarch GM Martin Pettigrew, GAF Manufacturer Representative Will McCourt.

not only in skill, but business integrity and commitment to always 'go the extra mile' to provide a best quality result for every customer". Committed to excellence are Mike Fluhr, Senior Residential Roofing Manager; Kyle Tomek, Quality Control/Production; Ryan Massey, Residential Project Manager; Steve Tullock, Project Manager New Construction; Sunny Merisanu, Residential

Estimator; Stephanie Ruysers, Customer Service; China Maja, Accounting.

MONARCH ROOFING continues to appreciate the opportunity to provide roofing services and desires to give back to the community. Participating with GAF Manufacturer, MONARCH ROOFING supports the 'ROOF FOR TROOPS' organization for active military and retired veterans. On behalf of GAF and MONARCH in thanks for sacrifice and commitment,



Roofing install for Brunswick Community College completed by Monarch Roofing.

GAF Factory Certified roofing system donations are made to chosen veterans. In addition, MONARCH ROOFING supports and participates in Breast Cancer Awareness.

To learn more about MONARCH ROOFING product and services, located at 3931 Mega Drive #4 in Myrtle Beach, SC, serving Horry, Georgetown, Williamsburg, Florence and Marion counties, you may view [www.monarchroofing.biz](http://www.monarchroofing.biz) or call 843-839-ROOF. ■

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## The BBB Gives 'True Holiday Spirit' Tips

by Kathy Graham, *President - CEO*  
*Better Business Bureau Serving Coastal Carolina*

We are very fortunate to live and work in such a generous and giving community. After the recent flooding, victims of flood damage may be short on funds for giving. The reality of their losses will weigh heavily on their shoulders during this holiday season.



*Re-building the community, one team at a time.*

BBB has some tips on some things that business owners can do to help their employees spread the holiday spirit by helping others. This will give your team a good sense of community and get into the

true spirit of the holidays by helping those less fortunate.

There are many ways to help the less fortunate. It is not about just making monetary donations. Get your team in the swing of things by letting your employees share their time, talent and gifts. This will also be a great team building experience. Everyone will benefit this holiday season.

- **Before choosing a charity, do your homework.** Go to [give.org](http://give.org) or contact the charity to see how the charity uses their funds. Find out how much of your donation actually goes to the cause.
- **Call a local church that may be able to direct you to a family in need this holiday season.** Make that family

your focus during the holiday season. You can have your staff either cook Thanksgiving and/or Christmas Dinner for the family, or donate food items for the family to prepare a holiday meal.



*Money isn't the only donation you can make during the holidays. Have your staff cook Thanksgiving or Christmas Dinner for a family.*

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- **Sponsor a family's children.** Have everyone pitch in to stuff a stocking, decorate a tree or donate gifts for the children to make sure their holiday is bright.
- **Talk to your employees.** Encourage them to select a charity as a group and make the charity the main focus for contributions throughout the holiday season.
- **Pick a cause that you believe in.** This can be a great motivator especially if it's close to your demographic. For instance, if your business is flooring, consider donating new flooring to a family that needs one. No one knows your business better than you. Utilize

what you do best to help someone less fortunate.

- **Hold a food drive.** Motivate your team by offering a minimal prize for whoever collects the most food. Track how much you gather. Send out a press release to the media! Stories like this are inspiring!
- **Offer time off for volunteering.** If you can't afford for everyone to volunteer at the same time, consider letting a few employees at a time. Offer paid time off to help the chosen charity.
- **Make sure to call the charity directly.** Ask them if there are opportunities available. Make it a company event. Consider wearing

matching clothes with your company logo to identify your business where you volunteer to market your brand.

- **Host a fundraising event such as a toy or food drive.** This is a source of good public relations & businesses can donate time, floor space or promote volunteering.



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# Marketing Strategies For 2016 Don't Be 'Old School'

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*President & CEO of Marketing Strategies, Advertising & Public Relations*

Since we are in the fourth and final quarter of the year, it's time to take a look back at the year's marketing activities to evaluate results and begin planning for 2016. Hopefully, your strategies are measurable and your results are favorable.

While there's no crystal ball that will tell us exactly what the New Year will bring, we can offer a few tips that will help you market for success. We're not suggesting that you abandon those tried and true tactics that work, however we do suggest that you at least take a look at some of the 'new school' techniques. These ideas are worthy of consideration and, with a minimal investment, should pay big dividends.

## Redesign Your Website

If your website was designed more than five years ago, it's time to consider an update. If it was designed 10 years ago, you need an entirely new website. One of your top priorities will be to create a mobile-friendly design that will automatically adjust so your site and its content reads well across the spectrum of devices from desktop to mobile.

show presence, make sure you promote your participation well ahead of time via such platforms as Facebook and Twitter. Once at the show, consider using smart technology to enhance presentations and encourage attendee engagement. Social media will enable you to communicate with qualified leads in real time while allowing you to personalize your conversations to fit both your customers and their needs.



## Optimize Your Trade Show Presence

Trade shows, including those sponsored by the Horry Georgetown Homebuilders Association, are one version of an old-school technique that is still going strong. Today's version, however, adds a dose of modern marketing via social media. To optimize your trade

## Add Video

Video, added to your website, is not only a great way to increase SEO and engage potential customers, it is one of the primary methods of reaching the millennial crowd. Video allows you to speak directly to your audience via social media channels such as Twitter and YouTube. These platforms promote engagement with followers who will tweet back, comment or share relevant posts with their social



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network while expanding your exposure exponentially. Video takes the age-old idea of “word of mouth” marketing to a whole new level.

## Complement Print Media with Online Marketing

Traditional print media has created a great foundation from which to create an online presence. Brochures and advertisements can be converted to product and service-specific webpages. Newsletters easily convert into eblasts and are a great way to maintain ongoing contact with your customers and potential customers. Unlike direct mail and static advertisements found in magazines, online ads can be hyperlinked to your website pages, blogs and landing pages to keep visitors engaged longer and increase your chance of turning one-time visitors into long-time customers. Publications such as *Building Industry Synergy* offer businesses the best of both worlds. Through both print and online versions, your clients have immediate access to your advertisement as well as an easily found and reliable online resource.

These are just a few of the many marketing and public relations strategies that will help revitalize your business and make 2016 your best year yet. If you're looking for ideas to generate leads, drive revenue and deliver real results contact **Marketing Strategies, Inc.** today.

*Marketing Strategies, Inc. is a full-service marketing and PR firm offering an integrated approach to marketing, advertising, public relations, and interactive and social media. Recognized nationwide for their award-winning print and digital campaigns and successful Public Relations strategies, they have twice received the nation's most prestigious public relations award, the Herbruck-Fritsche Award. In addition, they have been honored as "One of the Southeast's Ten Most Reliable Web Design Firms" for five consecutive years. For more information on Marketing Strategies, Inc. visit them online at [www.marketingstrategiesinc.com](http://www.marketingstrategiesinc.com) or call (843) 692-9662. ■*



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