

BUILDING INDUSTRY SYNERGY

MAY-JUNE 2017

- CCU GRANT CENTER FOR REAL ESTATE & ECONOMIC DEVELOPMENT
- RESIDENTIAL & COMMERCIAL LENDING ACROSS THE GRAND STRAND
- PLUMBING TRENDS ACROSS THE GRAND STRAND
- 2017 HGHBA SPRING CLAY TOURNAMENT WINNERS
- 2017 HGHBA CALENDAR OF EVENTS
- 2017/2018 BIS EDITORIAL CALENDAR

Building Resource Directory - VIEW ONLINE!
New Construction & Remodeling
Licensed Professionals



MYRTLE BEACH
REGIONAL ECONOMIC DEVELOPMENT
CATCH THE RISING TIDE



Suriano Homes, Inc.
Your Dream Home Is Their Passion

OFFICIAL PUBLICATION OF



A BUILDING INDUSTRY BUSINESS NETWORK PROMOTING COMMUNITY GROWTH

South Carolina | Grand Strand

www.BUILDINGINDUSTRYSYNERGY.com



Now Affordable, Designer Shingles;

Dare to be Different!

'You Deserve the Best!' · www.MonarchRoofing.biz

Grand Canyon
Storm Cloud Gray



Call today for a Free ReRoof Estimate

843-839-ROOF



Woodland

Cedarwood Abbey



Camelot

Williamsburg Slate

Designer Roofing Shingles can help express your unique style to stand out in your neighborhood.

- Subtle Blends of contrasting colors designed to provide depth and beauty
- Custom Color Palettes

- Artisan craftsmanship with oversize tabs and dimensional designs.
- An effective and easy way to increase your property value.

RESIDENTIAL



Burroughs Shutter Company

Murrells Inlet, SC

WE HAVE IT COVERED:

- Privacy ■ Shade
- Beauty ■ Protection

Recognized as the Grand Strand's Premier Shutter Installation Company by a Large Majority of Local Building Contractors!

Stan Burroughs
 Owner & Operator
 (843) 241-1052
 bsc.stan@gmail.com



BAHAMA SHUTTERS

ROLL-DOWN SHUTTERS



COMMERCIAL



- Operable Exterior & Interior Shutters
- Hurricane Rated & Historically Correct
- Bahama, Colonial Raised Panel & Louvered Shutters
- Roll Downs, Roll Ups & Accordion Shutters
- Aluminum & Clear Storm Panels
- Fabric Shield Storm Panels
- Zip Tex Rolling Fabric Screens

Long-Standing Relationships & Quality Products

Our custom manufactured shutters are made from high-tech composite materials that won't flake, chip, peel, rot, or warp and featured powder coated stainless steel hardware.




INTERIOR SHUTTERS

Matt Burroughs
 Sales
 (843) 385-1992
 bsc.matt@gmail.com

Call Today! (843) 651-3626

www.BurroughsShutterCompany.com

FOLLOW US ON  BurroughsShutterCompany, LLC

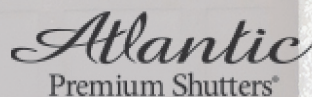


table of contents

PAGE 5

HGHBA President's PODCAST

HGHBA members are encouraged to enter builders or associates in the industry, who are members of the HGHBA, in the *Tip of the Hat*. The HGHBA was well represented at the 47th Annual Bird Supper & Legislative Day in Columbia.

PAGE 6

The Winners Of The 2017 Spring Canfor Clay Tournament

The HGHBA organized the 2017 Spring Canfor Clay Tournament, which was held on April 6th. The winners of each individual category are revealed.

PAGE 7

The Importance Of Attending The HGHBA Monthly Meetings

If you are not attending the monthly HGHBA meetings, you are missing out on several opportunities.

PAGE 8

Myrtle Beach Area Chamber of Commerce

Myrtle Beach Area Chamber of Commerce's 10-month leadership program, Leadership Grand Strand, is now accepting applications for Class XXXVIII. The upcoming program, sponsored by MBACC, will begin in August 2017 and run through May 2018.

PAGE 9

The 2017 HGHBA Calendar of Events

A detailed overview of the HGHBA related events taking place throughout 2017.

PAGE 10

Online Building Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory.

PAGE 12

Residential & Commercial Lending Throughout Horry & Georgetown Counties

Building Industry Synergy reached out to several current HGHBA members involved in the Mortgage/Lending industry & received solid feedback on many of the products and services that are currently available to the building contractors, Realtors & homeowners in this area.

PAGE 15

CCU's Grant Center For Real Estate and Economic Development

Until now, there has not been a forum for real estate industry professionals to gather and share ideas, current research and emerging trends that will benefit individual businesses as well as local economic growth in general.

Coastal Carolina University's Grant Center for Real Estate and Economic Development recognized this void and initiated the formation of the CCU Real Estate Club, designed to meet the growing and ever-changing needs of the Grand Strand business community.

PAGE 17

Monarch Roofing Held A Groundbreaking Ceremony For The Construction Of Their New Commercial Office Building

On May 9th, Martin Pettigrew, and the entire staff at Monarch Roofing was present along with many local organizations and local political figures to celebrate the new construction of Monarch's new commercial office building which will be located at 4336 Waccamaw Blvd. in Myrtle Beach.

PAGE 18

Suriano Homes, Inc.

Tom Suriano is truly a 'Hands-On-Builder'. He has been involved in the building industry for over 30 years. Tom and his wife, Paula, take great pride in each home that is built. In the words of his homeowners, Tom Suriano is a man of integrity that gives you quality construction & he places an emphasis on creating the dream home for each of his customers. If you ever need to find Tom, then just go to his current jobsite and you will find him there with his tool belt on.

PAGE 25

Plumbing's Latest Trends In Horry & Georgetown Counties

Building Industry Synergy reached out to several current HGHBA members involved in the Plumbing industry & received solid feedback on many of the latest trends in the industry & several things that are important to the local building contractors in terms of products and service.

PAGE 29

A Good PR Firm Is Like That Perfect Pair Of Shoes

Marketing Strategies owner, Denise Blackburn, discusses the importance of aligning your company with a strong PR firm & establishing a strong marketing campaign.

PAGE 30

The 2017 HGHBA Home Improvement & Outdoor Living Show Is Just Around The Corner

Now is the time to contact the HGHBA & reserve your company's exhibitor space for this upcoming show in September.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

2017 MAY / JUNE ISSUE

PUBLISHER

Trey Trembley

Trey@sc-bis.com

SENIOR WRITER

Susan Roush

RoushSusan1@gmail.com

CONTRIBUTING WRITERS

Denise Blackburn-Gay, Kori Hippe

CONTRIBUTING DESIGNERS

Cindy Ziegler - Sheriar Press

Dee Nesbit - HGHBA

Building Industry Synergy, Inc.

All rights reserved. PO Box 926,

Myrtle Beach, SC 29578, (843) 945-4452

Print & Mail Services provided by

Sheriar Press

3005 Highway 17 North Bypass

Myrtle Beach, SC 29577

Every precaution has been taken to ensure the accuracy of the materials in this publication. Building Industry Synergy cannot be held responsible for the opinions expressed or facts mentioned by its authors. Reproduction of the materials in this publication in whole or in part without written permission is prohibited.

POSTMASTER: Please send any notices to
PO Box 926, Myrtle Beach, SC 29578

Advertising Information: For information regarding advertising in Building Industry Synergy please call (843) 945-4452 or email info@sc-bis.com. Visit BuildingIndustrySynergy.com for further details regarding upcoming issues.

Press Releases: Please send all information to info@sc-bis.com



on the cover

Homeowners, Michael & Elise Zebrowski (far left) with Tom & Paula Suriano (far right) in front of the Zebrowski home in Waterbridge. The Zebrowskis were very impressed & pleased with Tom Suriano and the overall ease of the construction process. Elise admitted that she had a hard time visualizing things and Tom Suriano was very good at helping her visualize an outcome. Michael has a 30-year history in the construction and engineering field. He said, "I have to tell you what a pleasurable experience it was working with Tom and Paula and their staff. They were very receptive to our needs and desire to achieve the house we wanted. It was always about what we wanted." The Zebrowskis love their new home.

PHOTO © CHUCK GEE



**MARTIN'S
CORNER**

President's Podcast recognizes Outstanding Builders and Associates in the HGHBA

HGHBA Members are encouraged to enter builders or associates in the industry, who are members of the HGHBA, in the *Tip of the Hat*. Monthly an individual is chosen for their achievements and community outreach then showcased on the President's Podcast- Martin's Corner. At the end of the year the *Tip of the Hat* inductees will be candidates for the Golden Hammer Award. So get the information turned in to *Tip the Hat* and be recognized!



Tip of the Hat!
Send in your candidate (or yourself). Simply answer the following questions:

- Name of Candidate: _____
- How many years in association: _____
- How many years in business: _____
- HGHBA committee Yes (which one: _____) No _____
- Community outreach or community involvement _____
- Received an award or honor in the building community _____
- Promoted the HGHBA (including legislative) _____
- Submitted by: _____ - Phone Number: _____

Leave the card on the table or e-mail the answers to: dee.nesbit@hghba.com






Members Attend 47th Annual Bird Supper and Legislative Day



Since 1970, home builder's members and the South Carolina Legislature have come together over a delicious Southern cuisine dinner of fried quail and grits to open conversation. The Horry-Georgetown Home Builders Association was well represented at the Bird Supper with members attending meeting with our Senators and Representatives building relationships to better our building industry for the businesses and community. (Top right photo from left to right: Representatives Lee Hewitt District 108 and Kevin Hardee district 105. Center – Silly selfies with Tammy Elvis, Conway Chamber and Lesley Hill, Suncoast Building Products & Services. Bottom: Yvonne & Troy Yates, Hospitality Services; Sue Morich, Morich Insurance; Tammy & Kendall Elvis, Palmetto Chevrolet).



BUSTING CLAY™

with

H • G • H • B • A



The Canfor Spring 2017 Clay Tournament was a resounding success. A record number of forty-one teams registered to compete with other teams as well as the 45 mph winds for the best score out of 400, or best out of 100 in the individual categories.

Thanks to our Spring 2017 Clay Committee for a job well done. A special thank you to those that contributed raffle prizes and our most gracious sponsors:

- Presenting - Canfor Southern Pine;
- Awards - 84 Lumber;
- Beverage - Ford's Fuel and Propane;
- Continental Breakfast - Port City Elevator;
- Lunch - Southeastern Insurance Consultants

Below: Proceeds from the Clay raffle sales were donated to Camp Happy Days for children battling cancer. The event raised \$3501.51 for the charity.



Trophies were awarded for 1st and 2nd place in three divisions and 1st, 2nd Individual Overall in the 3 divisions.

The following teams brought home the hardware:

Division A - 1st Place - South State Bank #2

Division A - 2nd Place - SCE&G #2

Division B - 1st Place - Conway National Bank

Division B - 2nd Place - Ferguson #1

Division C - 1st Place - Port City Homes

Division C - 2nd Place - Bill Clark Homes #1

Individual trophy winners:

Division A - 1st Place - Ricky Evans, South State Bank

Division A - 2nd Place - Weston Evans, South State Bank

Division B - 1st Place - Sissy Johnson, 84 Lumber

Division B - 2nd Place - Andy Crocker, Canfor

Division C - 1st Place - Steven Morals, Monarch Roofing

Division C - 2nd Place - Brian Flair, Thomas & Hutton



If you aren't coming to the HGHBA membership meetings... You Are Missing Out!

Missing out on NETWORKING!

Over 100 people attended our April meeting and attendance is almost a 100 every month. That's 100 potential customers and or 100 business associates. If you are not there your competition may be.



Missing out on EDUCATION!!

Our meetings have informative speakers that are experts in their field that can provide valuable data for your business enhancement. Information on our communities, legislation, marketing and forecasting.



Missing out on FUTURE EMPLOYEES!!!

Our meetings are attended some months by the NAHB Student Chapter made up of High School Juniors and Seniors in the Construction Program at the Academy for Technology and Academics. These students are training to join the building industry workforce.



Missing out on PROMOTION!!!!

Our meetings have several opportunities to promote your business.

1) Meet and greet prior to the speaker; 2) Tabletop opportunities- business drawn at the meeting for a chance to have a tabletop at the next meeting. 3) Volunteering to help with registration.

Missing out on CAMARADERIE!!!!

Our meetings have the most wonderful people attending. Opportunities for life-long friendships. A great group that share, give back to the community, commune with each other and eat great food to make all our work lives even more enjoyable!

***So members join us at the next HGHBA General Membership Meeting
So you won't MISS OUT!***



Leading the Way for Tomorrow

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

Learn more about the issues facing the Myrtle Beach area. Put ideas into action. Expand your horizons.

Myrtle Beach Area Chamber of Commerce's 10-month leadership program, Leadership Grand Strand, is now accepting applications for Class XXXVIII. The upcoming program, sponsored by MBACC, will begin in August 2017 and run through May 2018.

For 37 years, Leadership Grand Strand has helped to develop a group of informed, committed and qualified individuals capable of providing dynamic leadership for the Grand Strand. LGS explores Grand Strand history, tourism and economic development, government and politics, education, law enforcement, human services and the arts.

"We are looking forward to having another great class of outstanding Leadership Grand Strand participants," said Diana Greene, executive director of Leadership Grand Strand and executive vice president of membership



Leadership Grand Strand Class 37 toured Brookgreen Gardens and learned the history of Brookgreen Plantation during a recent class session.

programs and services for Myrtle Beach Area Chamber of Commerce. "This program is the perfect opportunity for individuals to not only become more involved and invested in their community but also for them to develop the talents and skills they can use to improve it."

LGS is open to citizens who have resided in Horry or Georgetown County continuously for at least one year prior to the application date. Program participation is limited, with selection reflecting the demographic, geographic and professional diversity of the Myrtle Beach area.

Selection criteria include evidence of leadership abilities, potential to provide leadership to the Grand Strand, interest in community affairs, desire to volunteer, and commitment to become more involved in the Grand Strand community. Participants and their sponsoring organizations must be willing to invest the time required to fully participate in the program, which includes a two-day retreat in September, a full day of classes

the first Thursday of each month and 75 hours of community service. This volunteer service allows participants to get involved with various nonprofit groups while empowering them to develop team and individual leadership skills.

Applications are due by June 30, 2017. Applications are available at **LeadershipGrandStrand.com**. Tuition is \$999 per person.

Scholarship opportunities are available through the William F. Pritchard Scholarship fund. Applications can be found on the LGS website.

For more information, visit **LeadershipGrandStrand.com** or call **(843) 916-7222**.

Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community with a mission to promote, protect and improve business. For more information on how you can put the power of MBACC membership to work for you, call **(843) 626-7444**, visit **MyrtleBeachAreaChamber.com**, or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



- Framed or Frameless Shower Enclosures
- Insulated Glass Replacement Doors & Windows
- Hurricane Resistant Glass & Glazing
- Commercial Storefront Installation



Brady Glass Solutions

GLASS IS OUR BUSINESS!

Serving Residential & Commercial Building Contractors & Property Management Companies in Horry & Georgetown Counties



YOUR PRODUCTION SCHEDULE IS OUR FOCUS
ALL WORK GUARANTEED
FULLY LICENSED & INSURED

(843) 957-2546

3825 Wesley St. – Myrtle Beach – SC – 29579
(Turn onto Wesley St. next to the Meineke Car Care Center on George Bishop Pkwy.)

www.glassmyrtlebeach.com

Email: bradyglass@sc.rr.com





The new HGHBA member inductees at the April 18th luncheon meeting were (left to right): Aaron Leach (Roue Professional Services), Benito Guitierrez (SRS Superior Distribution), Lee Heath (Triangle Brick), Faith Adams (Atlantic Bay Mortgage) & Roy Coffin (BRB Construction Services).



The new HGHBA member inductees at the May 16th luncheon meeting were (left to right): Jane Button (Affiliate Member – BB&T), Sharol Christenbury (Affiliate Member – Carolina Spaces), Linda Kostron (Affiliate Member – Brook Construction), Lauren Causey (Brytons Home Improvement), Joan Inglis (Carolina Spaces), Randy Strong (Trane), Julia Wellman (Caviness & Cates Communities), David Victoria (Victory Plumbing), Ken Pauley (QEI Security & Technology Services) & Jason Repak (Hudson Builders).



2017 Calendar of EVENTS

JUNE

- 13-17 NAHB Mid Year Meeting – Washington, DC
- 20 General Membership Luncheon

JULY

- 4 4th of July – Office closed

AUGUST

- 8 Board of Directors Meeting
- 10 HGHBA Golf Tournament – Legends Golf & Resort
- 15 General Membership Luncheon

SEPTEMBER

- 4 Labor Day – Office closed
- 22-24 Home Improvement & Outdoor Living Show In Myrtle Beach Convention Center

OCTOBER

- 17 General Membership Luncheon

NOVEMBER

- 9 Fall Clay Tournament
- 14 General Membership Luncheon
- 23-24 Thanksgiving – Office closed

DECEMBER

- 12 Board of Directors Meeting
- 25 Christmas – Office closed
- 29 New Year's – Office closed

If you would like to join the Horry Georgetown Home Builders Association or just have a question call (843) 438-4124 or email RAO@HGHBA.com.



843.234.2665

New Construction & Remodeling
Contractor Pricing:
Residential & Commercial

- ◆ In Ground Custom Pools & Spas
- ◆ Residential & Commercial Waterfalls & Entry Walls
- ◆ Paver Decks & Driveways
- ◆ Decorative Block Retaining Walls
- ◆ Landscaping Irrigation & Outdoor Lighting
- ◆ Stucco Masonry Walls
- ◆ All Types Of Fencing
- ◆ Gazebos & Outdoor Kitchens
- ◆ Outdoor Firepits & Fireplaces

State Licensed Level 4 Contractor, Member of Assoc. of Pool & Spa Prof. (APSP), Member of SC Nursery & Landscape Assoc., HGHBA Member, ICPI Certified & Stucco Certifications Member of Assoc. of Professional Landscape Designers (APLD)

EMAIL:
qualitylandscaping@live.com

www.qualitypoolslandscaping.com

The General Pool Company

Phone: (843) 626-7283

Weitzel's Custom Screen Rooms, Inc.

Phone: (843) 756-8810

PHOTOGRAPHY

Chuck Gee Photography
Phone: (843) 833-0510

PLUMBING

CRM Services
Phone: (888) 502-5203

Carolina Cool / Plumbing
Phone: (843) 492-6409

H & H Plumbing
Phone: (843) 650-3950

Victory Plumbing
Phone: (843) 839-4747

POOLS & SPAS

Carolina Home Exteriors
Phone: (843) 651-6514

Quality Pools & Spas / Landscaping & Design
Phone: (843) 234-2665

The General Pool Company
Phone: (843) 626-7283

PROPERTY MAINTENANCE

Brady Glass Solutions
Phone: (843) 957-2546

CRM Services
Phone: (888) 502-5203

Carolina Cool
Phone: (843) 492-6409

Contract Exteriors
Phone: (843) 357-9234

J&S Flooring
Phone: (843) 546-8083

Monarch Roofing
Phone: (843) 839-7663

Port City Elevator, Inc.
Phone: (910) 790-9300

Premier Sound / Satellite & Security
Phone: (843) 213-1414

Quality Pools & Spas / Landscaping & Design
Phone: (843) 234-2665

Security Vision
Phone: (843) 839-4238

Southern Scapes Landscaping & Garden Ctr.
Phone: (843) 839-9148

Spann Residential Services
Phone: (843) 347-2220

The Flooring Depot
Phone: (843) 234-2877

Victory Plumbing
Phone: (843) 839-4747

Waccamaw Floor Covering
Phone: (843) 248-3215

REMODELING / RENOVATIONS

Brady Glass Solutions
Phone: (843) 957-2546

Calibre Development
Phone: (843) 237-1556

Carolina Cool
Phone: (843) 492-6409

Carolina Home Exteriors
Phone: (843) 651-6514

Contract Exteriors
Phone: (843) 357-9234

Got Granite Guys
Phone: (843) 294-3330

J&S Flooring
Phone: (843) 546-8083

MJM Custom Remodeling
Phone: (843) 995-8882

Monarch Roofing
Phone: (843) 839-7663

Monarch Solar
Phone: (843) 817-6527

Palmetto Brick
Phone: (843) 236-2121

Port City Elevator, Inc.
Phone: (910) 790-9300

Premier Sound / Satellite & Security
Phone: (843) 213-1414

Quality Pools & Spas / Landscaping & Design
Phone: (843) 234-2665

Security Vision
Phone: (843) 839-4238

Spann Residential Services
Phone: (843) 347-2220

Suncoast Building Products & Services
Phone: (843) 347-9993

Swift Appliance
Phone: (843) 299-1988

The Flooring Depot
Phone: (843) 234-2877

Victory Plumbing
Phone: (843) 839-4747

Waccamaw Floor Covering
Phone: (843) 248-3215

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

SCREEN ROOMS-CUSTOM

Carolina Home Exteriors
Phone: (843) 651-6514

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Weitzel's Custom Screen Rooms, Inc.
Phone: (843) 756-8810

Celebrating
20 years
of great...



Marketing Strategies

(843) 692-9662

MarketingStrategiesInc.com



Lenders Offer Products That Benefit Building Contractors, Realtors & Home Owners In Horry & Georgetown Counties

by Susan Roush

Just two months ago, the National Association of Home Builders/Wells Fargo builder sentiment survey showed the highest level of builder confidence since 2005. This level has retreated slightly, but new home sales continue to be robust. There is the possibility of one or two more interest rate hikes from the Federal Reserve between now and the end of the year, which affects bank loan rates to consumers. A half of a percentage point of interest on a \$200,000 mortgage, for example, represents a difference of \$20,000 or more over a 30-year mortgage. For those ready to build, buy, or refinance a house, locking in a rate sooner than later is smart. Homeowners wanting to remodel have choices. Fixed-rate home equity loans are set by supply and demand market forces and do not react as directly to Federal Reserve moves. Home equity lines of credit loans, often used to make improvements, have variable rates linked to the prime rate, which do rise with Fed increases. *Building Industry Synergy* spoke with three local mortgage experts about their products and services.

Citizens One Home Loans is the mortgage-lending arm of Citizens Bank, the 12th largest bank in the country, founded in 1826 out of Providence, RI. Senior Mortgage Loan Officer, Trippett Boineau, said, "We treat every loan, every customer, the same with the goal to get to closing with

as few hassles, complications, and issues as we can. We have a good solid reputation for delivering on time and quality service as well." Trippett has been in the industry since the first mortgage brokerage company came to South Carolina in 1981 and he is a current member of the Horry

Georgetown Home Builders Association (HGHBA). Citizens has been offering Construction-to-Permanent loans for a long time, and since there is only one closing, this type of loan saves time and money. Here is a summary of Citizens One Home Loans distinguishing characteristics:



Trippett Boineau with Citizens One Home Loans

- Borrower is only required to make interest payments during construction (calculated on dispersed funds)
- Interest rate is locked in upfront for 60 days and borrowers have 12 months to build
- Once interest rate is locked, the rate stays the same for the life of the loan
- Loans are available to renovate an existing home, including tear downs to rebuild
- Citizens does not sell their loans, they keep and service everything they do within the Citizens' footprint

In terms of choosing the right bank or mortgage company, Trippett advises consumers to check the background of the lender and their reputation among the Realtor and builder community; ask about

Sometimes the home you want doesn't exist. You have to build it.

At Citizens One we offer construction-to-permanent loans with a convenient one-time close to help you build the home that's right for you. **Speak with Trippett Boineau today.**



Trippett Boineau, Jr.

NMLS ID# 414566

843-450-8903

trippett.boineau@citizensone.com

Citizens One
Home Loans

Mortgages are offered and originated by Citizens Bank, N.A. Citizens One and Citizens One Home Loans are brand names of Citizens Bank, N.A. (NMLS ID# 433960). All loans are subject to approval. Equal Housing Lender. © 2017 Citizens Financial Group, Inc. All rights reserved. 803458

rate locks and the time it is guaranteed; check the fees on a loan, and ask for the start-to-finish closing time; learn who will service the loan. Trippett Boineau observed that the health of the housing market is excellent. He said, "In terms of transactions, we have returned to 2004 levels." He gives credit to the medical industry and all the new medical facilities being built to accommodate the ever-growing retiree population. Citizens even has a loan product tailored especially for medical professionals.

Frank McGinnis, Retail Sales Manager and Vice President, has been with Bank of America for 31 years. In 2015, he ranked third among Bank of America's lending officers for the number of new construction loans originated. He has seen the national landscape change in lending practices and products offered during his years in the industry. To keep up with the local market, Frank said, "I spend a lot of my week calling on new construction builders and Realtors and I am a member of HGHBA." One of the loan programs Bank of America offers is the Affordable Loan Solution program. Frank explained, "It's a 97% loan that doesn't require private mortgage insurance (PMI). Typically, loans with less than 20% down require PMI. The Affordable Loan Solution loan is for credit-worthy buyers



Frank McGinnis with Bank of America

who can afford their monthly payments, but just have trouble accumulating a down payment." Frank offers his clients other advantages under the Bank of America umbrella:

- Clients can lock in interest rates for six

months when purchasing a newly constructed home, and there is no upfront cost to do this.

- Bank of America has processing centers that do nothing but process new construction loans. Frank added, "That's important because there's different paperwork for a new construction loan than for pre-existing homes, such as certificates of occupancy and soil tests. The processors understand the paperwork involved for an FHA, VA, or conventional loan." Though the processing is centralized, Frank said, "It's ultimately the local loan officer's job to close the loan and give customers updates."
- To get a pre-approval letter from Bank of America, the loan officer will take the complete application from the borrower and submit it to an automated underwriting system that determines if a loan will be approved. A pre-approval letter is written after the underwriting process, which gives a builder confidence in a buyer's ability to complete the purchase of a home. The letter is usually good for 90 days.

There are many banks and mortgage companies for consumers to shop, not to mention online click bait. Frank advises, "Deal with someone who's responsive and in your corner."

Atlantic Bay Mortgage Group is not in the construction loan business. Instead, they offer permanent financing and a number of innovative loan products. Mortgage banker Faith Adams, who has 30 years of industry experience and is a current member of the HGHBA, said that they have their own traditional conforming and non-conforming products. Atlantic Bay can broker loans through an affiliate, such as bank-statement only (especially suited to self-employed borrowers) and foreign national loans.

Two products Atlantic Bay Mortgage Group offer are Renovation Loans and Energy Efficient Mortgages (EEM). Of Renovation Loans, Faith said, "The program is fantastic – it allows a borrower

(Continued on page 14)



CONTRACT EXTERIORS

Over 3 Decades Experience With Exterior Products - Roofing & Installation



© Emerald Homes: Division of DR Horton

Your True Exterior Source For Siding, Roofing, Windows, Decking & Waterproofing



© RS Parker Homes

Premeditated Excellence

The Only James Hardie Elite Remodeler in the Coastal Carolinas



Proud Members of:



124 Elk Dr., Murrells Inlet, SC 29576
(843) 492-7144

www.ContractExteriors.com



to purchase or refinance an existing home and include within the loan the cost of any substantial repairs / improvements through that single loan. It saves the borrowers thousands of dollars out of pocket.” Renovation loans can be used for repairs / improvements taking more than six months. Installation of luxury items are not covered, such as pools, spas, outdoor kitchens, as those are considered additions not repairs. The down payment is based on the sales price plus the repair costs. There are two types of Renovation Loans: Standard and Limited, and each require a \$5,000 minimum. Other distinctions pertain to the involvement of HUD consultants, architectural exhibits, and financing mortgage payments.

The EEM is a loan product that can be combined with any FHA program including FHA 203(K) programs, VA programs, or conventional loans. This would include energy-saving improvements such as weatherization, (smart thermostats, insulation, sealing and caulking) and improvements to mechanical systems. It does not include new roofs or purchasing



Faith Adams with Atlantic Bay Mortgage Group

energy efficient appliances.

Faith details the benefits of working with Atlantic Bay Mortgage Group:

- Some of their credit scoring has reduced criteria giving borrowers some flexibility.
- They offer credit rescoring – a borrower can clean up credit issues and the improvement to their credit is quickly reflected.
- Atlantic Bay does upfront underwriting on a perspective borrower, which protects a builder’s inventory and investment.

- They have a dedicated team. Faith said, “I know who my underwriter is, I know who my processor is... I know who’s working on every loan that I originate – it’s not a finance factory.”
- Atlantic Bay charges a flat rate of \$895 with no hidden fees, compared to normal loan origination fees of 1 to 1.5%. Recently, their rate was lowered 50 basis points, representing significant savings to borrowers.
- With timely cooperation from the borrower, Faith said, “We are very proud of the fact that we can close most loans within 30 days, which is almost unheard of.”

- Atlantic Bay Mortgage Group consistently scores very high with consumer satisfaction surveys.

To sum up, Faith said, “If it makes good sense we can make it happen.” ■



84[®] LUMBER

Ply Gem Windows has an extensive product portfolio to make finding the right window or patio door easy. We offer a full range of material and style options, so whether you’re looking for replacement or new construction products, we have tailor-made solutions for every project and every budget. And, because it’s a Ply Gem window, you can take comfort in knowing that every product is designed for style, durability, energy efficiency and ease of installation.



811 LUMBER ST • MYRTLE BEACH, SC 29577
843-445-2984 • 84LUMBER.COM/MYRTLEBEACH

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

CCU Real Estate Club Offers Area Businesses Insight into Emerging Trends

The Grand Strand area is, again, experiencing a robust real estate market that includes the financial, construction, supply and related industries that support it.

Until now, there has not been a forum for real estate industry professionals to gather and share ideas, current research and emerging trends that will benefit individual businesses as well as local economic growth in general.

Coastal Carolina University's Grant Center for Real Estate and Economic Development recognized this void and initiated the formation of the CCU Real Estate Club, designed to meet the growing and ever-changing needs of the Grand Strand business community.

Following a series of planning sessions, the vision was established. The club would meet monthly and provide expert speakers that would include industry leaders and government officials. While topics would be real-estate related, they



E.F. "Buddy" Hucks with E.F. Hucks & Associates

would be pertinent to those in related industries and anyone interested in investment and commercial/residential real estate.

With the inaugural meeting planned for April 26, the venue selected, and the first speaker, E.F. "Buddy" Hucks, a well-known Grand Strand appraiser, in place, marketing and PR efforts began. It was not only important to attract attendees through materials and messages that would tout the benefit of this emerging club, but it was equally important to garner the support of local business leaders and organizations. The focus was not simply on the initial meeting, but the ongoing success of a new endeavor. Would the

(Continued on page 16)



COUNTERTOPS, SINKS AND MORE!

ROCK SOLID SERVICE.
ROCK BOTTOM PRICES.



CALL FOR AN
APPOINTMENT

(843) 294-3330
www.GotGraniteGuys.com

Large in Stock Inventory
With Over 500 Granite
Slabs & 60 Colors To
Choose From

WE VALUE
RELATIONSHIPS WITH
LOCAL BUILDING
CONTRACTORS

All work including installations performed by Got Granite
Guys employees with over 3 decades combined experience.

Personal craftsmanship delivered for each job.

Quartz Counter Tops • Kitchen & Bath Sinks In Stock

(843) 294-3330 • www.GotGraniteGuys.com
204 Prather Park Dr. • Myrtle Beach, SC 29588



community be interested? Was the outlook promising?

Within days of approaching local leaders with our plan, and well within sight of the first meeting, the endorsement of major supporters was in place. It speaks volumes that the Myrtle Beach, North Myrtle Beach, Conway and Georgetown Chambers of Commerce were all on board along with the Coastal Carolinas Association of Realtors, Horry Georgetown Homebuilders Association, the South Carolina Professional Appraisers Coalition (SC-PAC) and *Building Industry Synergy magazine*. We knew we were on to something!

Flush with leadership support and with an attendance list that reached into the 90's, on April 26, our venue was at capacity and our speaker, extraordinary. The CCU Real Estate Club had been launched and by all indications, had met with success.

It's been said that ideas compete and people collaborate. The Grant Center for Real Estate and Economic Development, in partnership with Coastal Carolina University's E. Craig Wall Sr. College of Business Administration, provides an industry-focused collaborative environment for students, faculty and the real estate industry to gain and share knowledge. Its mission is to support the education of students, broaden the economic base of our region and foster long-term economic

growth in the global business environment.

We invite you to join us at the next meeting of the CCU Real Estate Club. The group meets the last Wednesday of every month, on a 12-month basis, at the General Aviation Building of the Myrtle Beach International Airport from 5 p.m. to 6 p.m. Anyone with an interest in investment, residential and commercial real estate is invited to

attend and there is no charge.

If you would like more information about the CCU Real Estate Club or the Grant Center for Real Estate and Economic Development, please contact Rob Salvino, Ph.D., Research Economist and Assistant Director of the Grant Center for Real Estate and Economic Development at (843) 349-2719 or rsalvino@coastal.edu.



The inaugural CCU Real Estate Club meeting on April 26th enjoyed a capacity crowd.



(843) 213-1414

www.PremierSoundMB.com

PA Systems
Flat Screen TVs
Data Wiring



**WI FI
NETWORKING
ACCESS POINTS**

PREMIER SOUND Satellite & Security

Commercial & Residential Audio
Security / Video



**NEW CONSTRUCTION &
REMODELING CONTRACTOR SERVICES**
We Will Customize Products &
Offerings To Suit Your Homeowners

Always Willing To Accommodate Various Builder Packages Offered

PROPERTY MANAGEMENT SERVICES

Access Control - Surveillance Systems - Alarms - TV Installation



VISIT US ON



4859 Hwy. 17 Bypass South, Myrtle Beach, SC 29577

6541 Rivers Ave., Suite B, N. Charleston, SC 29406



(843) 213-1414

PremierSound1414@gmail.com

MUCH MORE THAN JUST BRICK!

MANY LANDSCAPING HARDSCAPE & STONE OPTIONS TO CHOOSE FROM

Palmetto Brick Company

Quality Brick and Exceptional Service Since 1919



Servicing Area Building Contractors, Subcontractors & Homeowners



Visit our showroom at 305 Greenleaf Circle in Myrtle Beach. (Turn towards Chick-fil-A at traffic light on Hwy. 501.)

Palmetto Brick Company

& Operated Since 1919 "150 Year Guarantee"

PROUD MEMBER OF



www.PalmettoBrick.com

305 Greenleaf Circle • Myrtle Beach, SC
(843) 236-2121



On May 9th, Monarch Roofing held a Ground Breaking ceremony to celebrate the upcoming construction of their new commercial office located at 4336 Waccamaw Blvd. in Myrtle Beach, SC. Owner, Martin Pettigrew, was very gracious in giving thanks to all of the organizations, individuals & business affiliations that have helped Monarch Roofing reach the level of success they have achieved up until this point. CONGRATULATIONS MARTIN! WE WISH YOU MANY YEARS OF CONTINUED SUCCESS IN OUR COMMUNITY!



Eastern Building Supply
A Richards Company

Catering to the New Construction & Remodeling Building Industry for Over a Decade

Windows
Doors
Siding

Roofing
Gutters
Hand Rails

Stone Veneer
Decking
Cabinets

www.Richards-Supply.com

1101 Campbell St.
Myrtle Beach, SC
(843) 839-3006



IKO
Residential & Commercial Roofing Products

1-888-IKO-ROOF (1-888-456-7663)
www.IKO.com

CHOOSE YOUR SHINGLE
IKO's RoofViewer™ Interactive Shingle Selector Tool allows you to choose a shingle that suits the features of your home.

IKO
Setting the Standard



Suriano Homes, Inc. Your Dream Home Is Their Passion

The residence of Michael and Elise Zebrowski in the Waterbridge community in Carolina Forest.

PHOTO © CHUCK GEE

A day without wearing his work belt is nearly unimaginable to Tom Suriano. "I am a hands-on builder," he said. He has been building full time since high school graduation, beginning the journey with framing and masonry. Tom said, "It just turned into my passion."



by Susan Roush

PHOTO © CHUCK GEE



The kitchen in the Zebrowski home featuring a stone hood above the range.

In the intervening thirty years, he has established Suriano Homes and compiled an impressive portfolio of custom homes that he has built in his native New Jersey, along the Grand Strand, and recently into Brunswick County, North Carolina. Suriano Homes is a featured builder in the Waterbridge and Waterway Palms Plantation communities

within the thriving Carolina Forest area. His wife Paula has been in real estate for nearly 20 years, and besides being a talented design consultant and coordinator to Suriano Homes' clients, she oversees the financial side of the business. They combine their distinctive strengths to serve their

PHOTO © CHUCK GEE



The staircase in the entrance foyer of Michael and Elise Zebrowski's home shows off Tom Suriano's craftsmanship. "I have to tell you what a pleasurable experience it was working with Tom and Paula and their staff. They were very receptive to our needs and desire to achieve the house we wanted. It was always about what we wanted", said Michael.



PHOTO © CHUCK GEE

Tom Suriano with his wife Paula (middle) & homeowner, Elise Zebrowski (right) inside the Zebrowski's sunroom. "The home had everything we said, so we felt he (Tom) really listened to us", said Elise.

clients in a thoughtful and rewarding manner.

Besides Tom's on-the-job presence, there are other distinguishing elements in the construction of a Suriano home. Tom uses Douglas fir instead of pine studs. He prefers it because it is stronger and straighter. Though more expensive than pine, he passes savings on through volume ordering. He added, "All my sheetrock is glued and screwed [as opposed to nailed]. The entire house is 12-gauge wire, and we do the Taexx[®] built-in pest control system exclusively through Home Team Pest Defense. I also install a centrally located Wi-Fi box." Other materials that are standard to Suriano Homes, often considered an upgrade, include Pella or PGT windows, Tyvar house wrap and synthetic roofing felt that offers more durability and protection. A minimum 3000 commercial concrete mix adds strength and crack resistance over the typical

residential-commercial mix. A good quality Sherwin-Williams paint primer is also used. Building codes require Energy Star ratings, but Tom boosts the code by using R38 insulation instead of the minimum R30. Tankless water heaters are the norm, and Tom offers the option of a gas furnace that will automatically kick in when the heat pump cannot keep pace with frigid weather.

Suriano Homes has an in-house CAD designer for creating or modifying floorplans. Many buyers come in with plans and clear ideas. “This [Waterbridge] is an upscale community and most of my clients want this type of package,” Tom said, referring to their model home. To make it easier for people to compare builders and keep track of their notes, Tom created a buyer checklist that breaks down exterior and interior structures, materials and options, “So they can compare apples to apples.”

Of the homeowners *Building Industry Synergy* spoke with, all of them had done their due diligence, including builder interviews, before deciding on Suriano Homes.



PHOTO © CHUCK GEE

The rear exterior of the residence of Gary and Terri Johnson in Waterbridge. “When I talked with Tom Suriano, I just had a confidence level in terms of how he builds and his level of communication. What really sold us on Suriano was the customization that he offered, his portfolio of work, the quality of work, and the ease of communication”, said Gary.

Common themes emerged among them about Suriano Homes: accommodation; communication; quality and value.

Elise and Michael Zebrowski recently moved into their Waterbridge home. Tom Suriano was the last builder they interviewed, and as Michael said, “It was meant to be.” Turned out they were all from the same hometown and went to the same high school

though they had not been in touch for decades. After their meeting, Tom came back with a plan and Elise recalled, “It had everything we said, so we felt he really listened to us.” Elise added that she has a hard time visualizing things and Tom was very good at helping her visualize an outcome. Michael has been in construction and engineering for nearly 30 years on large-scale projects. He was an Engineering and Facilities manager of a 6.2 million square foot hotel/casino – so building a 2,700 square foot home was not that daunting to him. Michael said, “I have to tell you what a pleasurable experience it was working with Tom and Paula and their staff. They were very receptive to our needs and desire to achieve the house we wanted. It was always about what we wanted.” One of the things they wanted was a stone hood on the range. Another architectural feature was a squared off turret off the front corner house, which is where the master bath shower is located. The Zebrowskis love their new house. Michael especially



PHOTO © CHUCK GEE

The kitchen in the Johnson residence.



When Gary Johnson was asked about the favorite feature of their home, he replied, "My custom bar right off the living area that we use when entertaining people, or even to have breakfast and catch up on the news."



Terri Johnson commented that she likes the mornings and late afternoons on the screened lanai that faces the lake. Gary said, "The key part is that they (Suriano Homes) spend time before and during the process to really make sure the final product would meet our needs. We walked away feeling we have a custom product versus an off-the-shelf product."

enjoys a cigar on the upstairs wrap around deck while he looks at the lake. “It’s like I’m on vacation every day. I didn’t know what I was missing all these years!”

Gary and Terri Johnson know exactly what they will be missing when they finally live fulltime in their home. Gary explained, “Our plan is to leave the heavy taxation burden and the cold winters of the northeast and make this our permanent home.” For now, it is their second home. They bought their Waterbridge lot over 10 years ago and decided to have Tom build the house after talking with local folks and several builders. Gary said, “When I talked with Tom Suriano, I just had a high confidence level in



PHOTO © CHUCK GEE

The master bathroom in the Johnson residence is very much indicative of the continued craftsmanship that Suriano Homes brings to each job.



PHOTO © CHUCK GEE

The residence of Randy and Beth Neubauer in Waterbridge. The Neubauers were extremely pleased with their home built by Suriano Homes and are quick to refer them to any individual looking for quality construction and a pleasant building experience.

terms of how he builds and his level of communication. What really sold us on Suriano was the customization that he offered, his portfolio of work, the quality of work, and the ease of communication. It really was collaborative and it made the process fun. I don't know that Tom ever told me we couldn't do something; he would tell me about the pitfalls or challenges, and he would suggest how to do something that would be economically and structurally sound." Gary's favorite feature of their house is, "My custom bar right off the living area that we use when entertaining people, or even to have breakfast and catch up on news." Terri likes mornings and late afternoons on the screened lanai that faces the lake. Gary summed up, "The key part is they spend time before and during the process to really make sure the final product would meet our needs. We walked away feeling we have a custom product versus an off-the-shelf product."

Whereas the Johnsons built the house remotely relying on a constant flow of milestone reports, photos,



Tom Suriano (left) enjoys visiting with homeowner, Sal Martelli (right) in front of the residence of Sal and his wife Patricia in Waterbridge. "Tom gave me a decent price, plus he's an honest man. He's always on top of the people he has working for him and he stands by what he says", said Sal.

phone calls and emails, Sal and Patricia Martelli were already living in Myrtle Beach. Sal said, "Every day my wife and I were here checking it out." They bought their lot in 2007 and waited until 2013 to

build. Sal said, "Tom was one of the first original contractors; at the time Waterbridge only allowed five. He was the most reasonable contractor, gave me a decent price, plus he's an honest man. He's always on top of the people he has working for him and he stands by what he says."

Jay Deutsch has been on site every day, too, "with a zillion questions and ideas." He has gotten to know the construction crew during the build. Jay said, "His workers are excellent – Jim, James, Q and Vladimir are excellent. Tom is a hands-on builder. He's there every day and he's watching what is going on. Jay added, "Paula is very cooperative with assisting with décor and design decisions. She is right there if you need her professional opinion. They're just good people. Not only is he my builder, but I consider him my friend." It turned out that Tom was the last builder Jay



The living area in the Suriano model home in Waterbridge.

spoke with, “I was just very impressed with him as a person, and I looked at a couple of homes he had built and just thought I would get the best value for my money.” During the building process, Jay has also appreciated the open communication. “Tom tries hard to please and will listen to your comments and adjust as needed. You call him he picks up; he’s always there. With some builders – oh my gosh – it’s almost like making a dentist appointment!” The Deutsches expect to move in by July. Of the house Jay said, “It’s all beautiful, inside and out, absolutely gorgeous.”

Not surprisingly, a good deal of business comes to Suriano Homes through word of mouth and their model home. Perhaps the biggest compliment is when other homeowners, who do not have a Suriano-built home, recommend Tom to their friends and associates. From the early days of framing and masonry, Tom appreciates the progression of his career and craft. “I never wanted to do 1500 homes a year. I was always more into the custom, one-on-one with the clients.”

You can visit the Suriano Homes model located at 1131 Fiddlehead Way, Myrtle Beach, SC 29579. This is in the Waterbridge subdivision of Carolina Forest. The model home is open Monday through Saturday from 10:00 AM until 4:00 PM. ■



PHOTO © CHUCK GEE

The kitchen area in the Suriano model home in Waterbridge opens up to the upstairs loft area.



PHOTO © CHUCK GEE

The Suriano Homes model located at 1131 Fiddlehead Way in Waterbridge.



www.SurianoHomes.com

(843) 796-2146

SurianoHomes@gmail.com



Technology and Design Trends in Plumbing

by Susan Roush

Plumbing has changed dramatically from the aqueduct system of the Roman Empire that transported clean water to the cities and removed the dirty water from public bath houses. Some technology advances have come from the push for green energy, others evolved as a means to improve comfort and health. Three local plumbing companies talk about trends in household plumbing.

Carolina Cool, a local leader in HVAC service, has a growing plumbing and electrical division. President Verlon Wulf said, "Plumbing is coming into its own, as



Verlon Wulf with Carolina Cool

is the electric division. Both departments are growing rapidly, along with the company in general."

Plumbing is likely not the first trade that comes to mind in terms of technological advances, but Verlon reports otherwise, "There are quite a few new technologies: instant hot water heaters are big, and we also have circulating hot water systems so you don't have to wait for hot water. Leak prevention is big. We have ways to shut off the water to your house. If you get a leak behind your washer or your fridge, a



moisture sensor on the floor activates a valve that cuts off the water. It works very well."

The world of water heaters has changed. A couple of years ago Congress approved an energy conservation act with new compliance regulations for hot water heaters, including putting the nix on 80-gallon electric heaters. Carolina Cool has responded with creative solutions to get enough hot water for customers who need the 80-gallon capacity. While not brand new, natural gas tankless water heaters offer an energy efficient design that provides an endless supply of hot water.

For exterior solutions, Carolina Cool has a large jetter. Verlon said, "It's used to clean out storm drains – it's called our big cat; it's a gas-powered jetter that will

**LUXURY & COMFORT
AT YOUR FINGERTIPS**



**PORT CITY
ELEVATOR, INC.**



**ELEVATORS
PLATFORM LIFTS
DUMB WAITERS
STAIR LIFTS**

- Licensed & Insured
- 20+ Years Experience Working With Architects, General Contractors, Home Owners & Designers
- Partnered With Industry Leading Manufacturers To Ensure Proper Product For Each Unique Application
- Install & Service Both Residential & Light Commercial

DESIGN | INSTALLATION | SERVICE

SERVING THE SC GRAND STRAND

910-790-9300

Corporate Headquarters

www.portcityelevator.com

(843) 492-6409



HVAC · PLUMBING · ELECTRICAL · SOLAR · AIR QUALITY

(Continued on page 26)



(Continued on page 24)





concept invented nearly 50 years ago. Today, Toto toilets have models that include sensor controlled seat covers (no more arguments over lid position), seat warmers, a bidet function, an air-purifying deodorizer, and an air dryer. American Standard and Kohler manufacture similar products.

David noted that touchless faucets are another feature people want. They can be programmed to adjust flow time and temperature, and they have a lot of appeal for homes with children and elderly. A manual override is still pragmatic because like sensor paper towel dispensers in public restrooms, the sensor can fail.

In the kitchen, pull down faucets, pot filler faucets at the range, and entertainment sinks have become popular. The entertainment sink is long and narrow and can be filled with ice to

handle very large lines, as well as small lines.”

There are constant innovations in technology that directly affects the electrical division of Carolina Cool. Verlon said, “It’s really a pretty fun part of the business because technology is changing so rapidly.” He added, “Having our own electricians really helps out a lot on HVAC and the plumbing; it ties it all together very well as a company and provides another level of service. It also keeps the quality the same across the board with the people we hire and the jobs we do.”

On the design front, bathrooms have become like spas for all the luxury touches. Joe Victoria, President of Victory Plumbing said, “There have been a lot of changes in fixtures like showers with digital controls on touch screens to stream music and adjust lighting.” Rain heads and waterfall faucets are additional spa-

like features. Joe continued, “Vessel sinks and dual vanities with trough sinks have become popular. Brushed nickel and bronze have replaced chrome.” David Victoria, brother and business partner added, “Technology has changed a lot –

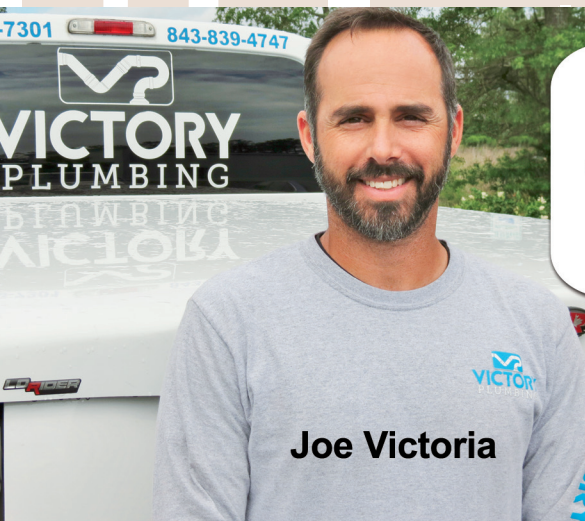


Joe Victoria (left) & David Victoria with Victory Plumbing

toilet seats are one step away from being a hovercraft.” To think, the first sit down toilet (around 2800 BC) was a pile of bricks with a wood seat. Toto set the industry standard with their “washlet”



Joe Victoria (left) meets with builder, Tom Suriano, in a Suriano Homes project under construction.



Joe Victoria

VICTORY PLUMBING

20 Years Experience
Specializing in New Construction & Remodeling
We Understand the Importance of your Production Schedule
Top of the Line Products & Installations



FREE ESTIMATES

(843) 839-4747 • (843) 353-7301

LICENSED & INSURED



www.VictoryPlumbingLLC.com • Joe@VictoryPlumbingLLC.com



1614 American Way ~ Myrtle Beach ~ SC ~ 29577



keep beverages and foods cool, much like an ice table on a buffet.

If Joe was to suggest one or two plumbing features for serious consideration, it would be tankless water heaters and water filters. He said, "You can't go wrong with tankless, and it has been improved with a recirculating pump so that hot water is available within 30 seconds." A recirculating pump can be put on electric hot water heaters, but the supply of hot water will not be endless. Though 80-gallon water heaters are no longer available, newer 50-gallon heaters are more efficient for quickly replenishing. Of water filters Joe said, "The way I plumb water lines inside the house, I can set up a water filter on the entire house." The carbon filter removes chlorine, which prolongs the life of toilet flappers and improves the quality of water for bathing, drinking, cooking and laundry.

Joe has been plumbing for 20 years on the South Strand. He began Victory Plumbing nine months ago, "The time was right to start a new venture," he said. Victory handles residential and commercial work. They have two rough in crews that work exclusively on new construction. Joe recognizes that builders are subject to the same frustration as homeowners for unreturned phone calls. He takes pride in being responsive to calls, and for doing quality work and keeping builders happy. "Communication is very important."

Howard Herring owner of H & H Plumbing has done his share of home plumbing - under slab, top out and set out - everything needed to bring water in and drain it out of a home. Make that hundreds of homes: in 1999, Howard was recognized as Contractor of the Year in plumbing by HGHBA. During that time, he was plumbing 585 houses in a year with a crew of 25. He has been through hot and cold building cycles. Of the plunge in new construction in the late 2000s Howard said, "Those were some slow years and I survived it." One of his plumbers has been with him for 25 years, and his loyal office manager, Toni Wilkinson, has been taking care of business for 20 years. To date their business is up 30% from this time last year - a testament to the strength of home building in the Myrtle Beach area.



Howard Herring with H & H Plumbing

H & H Plumbing works solely with homebuilders, including Ameri Built Homes and Flagship Homes. Howard said, "Actually I'm third generation in plumbing. My grandfather started it back in the 50s, then my daddy took it over in the 60s and 70s, and I took it over in the 80s." He was 10 years old when he picked up his first wrench, "I was the go-fer, running to get fittings and crawling under the houses. That's how I learned plumbing, just hands on." Those were the days when bathrooms were more function over form. Now, it can easily take a full day to rough in a shower that has multiple showerhead and body jets.

(Continued on page 28)

SUNCOAST

BUILDING PRODUCTS & SERVICES INC.

PROUD MEMBER OF



Horry & Georgetown Counties' Premier Choice For Custom Seamless Gutters & Specialty Rain/Water Control Products



Darryl Hill

Zebulan Hill

- 5" & 6" Seamless Gutters
- Copper & Half Round Gutter
- Gutter Guard / Pine Guard / Shur Flo
- Draining Installation
- Gutter Cleaning & Repairs



Over 25 Years Experience | FREE Estimates
Licensed & Insured | Guaranteed Best Price
SC Specialty Contractor License #RBS35069

www.SuncoastBuildingProducts.com

843-347-9993



Howard has seen the transformation from a three-piece bathroom to oversize showers, large soaking tubs (with or without claw feet) and other ambient features.

In terms of materials, Howard noted, “We used to use a lot of copper, now we use PEX. About 10 years ago, we stopped using copper. I always said I’d never change from copper, that’s what I was raised up on – runnin’ copper – but it got so expensive.” PEX pipe is made from a high-density polyethylene. While not freeze proof, it is resistant to freeze damage.



Quality and dependability are H & H trademarks. Howard said, “I’m always on time; if I tell someone I’ll be there that



day, I’m there. Just as he learned the trade, Howard is still hands-on. “I bid every job and check every job,” he said. ■

H&H Plumbing, Inc.



Catering to the new construction building contractors in Horry & Georgetown Counties since 1992



“We have relied on Howard Herring with H & H Plumbing to handle our plumbing installations for over 8 years. Howard has always placed a high priority on our production schedule & continues to do everything we ask from a plumbing company to ensure timely, professional, neat installations on each of our jobs. He is truly a team player and we continue to value our relationship with H & H Plumbing.”

GEORGE BECKER
AmeriBuilt Homes, Inc.

(843) 650-3950

HHPlumb@gmail.com

9432 Hwy. 707, Myrtle Beach, SC 29588



by Rob Clemons

We Need Your Support! National Flood Insurance Program Set To Expire In September!

The Horry Georgetown Home Builders Association encourages our members to contact the office of Congressman Tom Rice to ask for him to support the extension of the National Flood Insurance Program (NFIP). Currently, the program is set to expire at the end of September of 2017.

Without an extension of the program, there would be an effect on our ability to sell homes due to potentially excessively priced flood insurance and limited coverage options for the buyers.

The National Association of Home Builders supports a long-term renewal of the Federal flood insurance program. There are many facets to the need for the NFIP. A summary regarding the subject follows:

Need of Flood Insurance

- Floods claim more lives and property than any other natural disaster each year
- Flood disasters have occurred at least one in every state at some point in the last 5 years

- Regular homeowner’s insurance policies do not cover flood damages

Availability of Flood Insurance

- The private market has often been reluctant to get into flood insurance coverage for fear of having to pay out more money in the event of a natural disaster than it can bring in from premiums.
- Therefore, if the private market is the only option for flood insurance, there is the potential for extremely limited and expensive options for those needing coverage without NFIP.

Effects of Costly Flood Insurance

- Some owners will go without coverage for lack of options or lack of affordability.

- Taxpayers often take on the burden of funding disaster relief for uninsured properties damaged by floods.

NFIP History

- The NFIP (National Flood Insurance Program) has historically been self-sufficient; bringing in more premiums than it has paid out. Aside from some extreme events, the program has added a balance between coverage needs and affordable flood insurance.

To contact Tom Rice, please call Washington D.C. office at (202) 225-9895 or local office at (843) 445-6459 or email at this web link <https://rice.house.gov/contact/email-me/email-me-zip-authenticated> ■



A Good PR Firm is Like That Perfect Pair of Shoes

Denise Blackburn-Gay, APR
President & CEO of Marketing Strategies

Finding the right Public Relations firm is like finding that perfect pair of shoes. While style and price are important, the fit is critical. And before you determine if the shoes are a good fit, you've got to decide if you want or need them.



For those of you that think you need a PR firm, let's look at some of the reasons that lead you to this conclusion:

- You're paying too much for an on-staff PR employee. (Agencies aren't paid for vacation, sick leave, don't expect insurance and perks, and don't collect unemployment)
- You are still outsourcing and coordinating graphic design, social media, SEO/SEM and web design that supports the PR function.
- You lack access to the latest PR technology and tools.
- You are responsible for the costs of seminars and training necessary to stay current.
- Your PR person is great with the day-to-day, but lacks the knowledge and experience to handle a brand-threatening crisis that can ruin your reputation with a single click.
- Your PR person thinks within a vacuum. You lack an outside perspective.

For those of you who have made the decision to hire a PR firm, congratulations. Your decision is a game changer. To make sure you get off on the right foot (no pun intended) consider these three key factors: *style, price and fit.*

(Continued on page 30)

PASSION FOR EXCELLENCE & QUALITY

Hardwood • Tile • Stone • Carpet • Laminate • Luxury Vinyl Tile



the FLOORING DEPOT

Design Center of Myrtle Beach & Shallotte




CATERING TO THE LOCAL BUILDERS SINCE 2004

- Floor Covering Design, Sales & Installation
- True Craftsmen In This Coastal Region
- Each Job is Unique To Your Homeowner




MYRTLE BEACH: (Behind 'Suds' Car Wash on Hwy. 544)
 864 Kingswood Dr. (843) 234-2877
jaime.pando@theflooringdepotmb.com

www.theflooringdepotmb.com

SHALLOTTE, NC: (Next to the NC DMV)
 5298 Main St. - Suite # 1 (910) 754-2874
shalloteflooringdepot@gmail.com

www.theflooringdepotnc.com

advertisers' index

84 Lumber – Local Building Supply14	Got Granite Guys <i>Over 500 Granite Slabs & 60 Colors To Choose From</i>15	Port City Elevator <i>Commercial & Residential</i>25
Brady Glass Solutions8	H & H Plumbing, Inc. <i>New Construction</i>28	Premier Sound Satellite & Security16
Builders First Source <i>Local Building Supply</i>Back Cover	Marketing Strategies, Inc. <i>Strategic Marketing Campaigns</i>11	Quality Pools & Spas <i>Landscaping & Design</i>9
Burroughs Shutter Company <i>Shutters & Hurricane Protection</i>3	Monarch Roofing <i>Residential & Commercial Roofing Specialists</i>Inside Front Cover	Suncoast Building Products & Services, Inc. <i>Specializing In Custom Seamless Gutters</i> ..27
Citizens One Home Loans <i>Residential & Commercial Lending</i>12	Norbord – Energy Efficient <i>Framing Materials</i>Back Cover	The Flooring Depot Design Center of Myrtle Beach & Shallotte29
Contract Exteriors – Siding / Roofing / Windows / Decking & More13	Palmetto Brick Company – Brick / Landscaping Hardscapes & Stone Supply .17	Victory Plumbing, LLC <i>New Construction & Remodeling</i>26
Eastern Building Supply – Local Building Supply - Windows / Doors / Siding / Roofing / Decking / Cabinets & More17		

What's your *style*? If you don't believe in the philosophy of partnerships, don't bother hiring a reputable PR firm. Your PR firm is not a vendor, but a partner who works with you in achieving the goals you have set for your business. As with any successful partnership, trust and communication are key.

Price. Don't begin your relationship with a PR firm by telling them you have no money. That's not what your new-found partner wants to hear. PR is an investment in time and tenacity and that takes money. The old cliché, 'it takes money to make

money' holds true. Done well, PR translates into greater visibility, increased credibility and higher profit margins for your company. Public relations is an intangible that produces tangible results.

How do you know if it's a good fit? Trust me, you will. Do a little research on the firm you are considering. What's their track record with other clients? Do they wear well? Translated, do engagements last more than a few months? Do they have soul – i.e. are they passionate about what they do? Lastly, don't be afraid to try them on for size. Most agencies are willing to

work with clients on an opt-out basis, but remember, your agency is not a miracle worker. It takes effort and time by both parties to achieve a noticeable difference.

Marketing Strategies, Inc. has been building brands and reputations for over 20 years. Looking for an agency that can do the same for you? Contact Denise Blackburn-Gay, APR (accredited in Public Relations) at (843) 692-9662 or via email: denise@marketingstrategiesinc.com. ■



RESERVE YOUR SPACE NOW!

The Horry Georgetown Home Builders Association is proud to present the 2017 Home Improvement & Outdoor Living Show that will be held in the Myrtle Beach Convention Center September 22nd through the 24th. This is an excellent opportunity to showcase your company's products and services to area homeowners and other building industry professionals. For information on securing exhibiting space for this exciting upcoming show, call (843) 438-4124 or email RAO@HGHA.com.

EDITORIAL CALENDAR

2017-2018



A Building Industry Business Network Promoting Community Growth

Official Publication Of



ACCREDITED
BUSINESS



MYRTLE BEACH
REGIONAL ECONOMIC DEVELOPMENT
CATCH THE RISING TIDE



BUILD THE FUTURE

The South Carolina Grand Strand

- Architects
- Building Contractors – Residential / Commercial
- Building Subcontractors
- Business / Community / Political
- HGHBA Membership / Leaders
- Property Management Companies
- Real Estate Developers
- Top Producing Realtors

MAILED SIX TIMES ANNUALLY DIRECTLY TO EVERY SC STATE LICENSED RESIDENTIAL & COMMERCIAL BUILDING CONTRACTOR, ARCHITECT & PROPERTY MANAGEMENT COMPANY THAT RESIDES IN HORRY OR GEORGETOWN COUNTIES, IN ADDITION TO ALL CURRENT HORRY GEORGETOWN HBA MEMBERS & MANY SPECIALTY SUBCONTRACTORS, DEVELOPERS & TOP PRODUCING REALTORS.

THE FEBRUARY & SEPTEMBER HGHBA SPONSORED SHOW ISSUES OF BUILDING INDUSTRY SYNERGY ARE MAILED TO THE MARKET LISTED ABOVE & DISTRIBUTED TO ALL SHOW ATTENDEES THAT ENTER THE FRONT ENTRANCE TO THE TWO SHOWS IN THE MB CONVENTION CENTER.

Visit Online Building Resource Directory

www.BUILDINGINDUSTRYSYNERGY.com

Submit all materials to: info@sc-bis.com

JULY / AUGUST ISSUE 2017

- OUTDOOR LIVING SPACE ~
Landscaping / Pools & Spas / Hardscapes /
Outdoor Kitchens & Fireplaces
- EXTERIOR PRODUCTS ~
Roofing / Siding / Specialty Products

Space Reservation: June 23

Material Close: June 30

FALL HOME IMPROVEMENT & OUTDOOR LIVING SHOW ISSUE 2017

- KITCHEN / KITCHEN DESIGN
- BATHROOM / BATHROOM DESIGN
- MILLWORK ~
Door / Window / Specialty Products

Space Reservation: August 11

Material Close: August 18

NOVEMBER / DECEMBER ISSUE 2017

- HOME AUTOMATION / SECURITY /
ELEVATORS / ACCESSIBILITY EQUIPMENT
- WINDOW COVERINGS & TREATMENT ~
Exterior & Interior

Space Reservation: October 13

Material Close: October 20

SPRING HOME SHOW ISSUE 2018

- LOCAL BUILDING SUPPLY
- SUNROOM / ENCLOSURE / SCREEN ROOMS
- SITE WORK / BRICK / CONCRETE / PAVING

Space Reservation: January 5

Material Close: January 12

MARCH / APRIL ISSUE 2018

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 2

Material Close: March 9

MAY / JUNE ISSUE 2018

- PLUMBING INSTALLATION
- FINANCIAL~
Residential & Commercial Lending

Space Reservation: May 4

Material Close: May 11

Each issue is direct mailed to target audience and
posted online 30 days from material close date.

BUILDING INDUSTRY
SYNERGY

P.O. Box 926 • Myrtle Beach, SC 29578

843-945-4452 | info@sc-bis.com



Norbord

**PREMIUM
PERFORMANCE.
OPTIMUM
VALUE.**

A SUB-FLOOR YOU CAN STAND ON – AND BEHIND.

Add value to your builds without spending more or cutting corners. Pinnacle premium sub-flooring is engineered to save you money without sacrificing profitability, efficiency or quality — and it comes with the right no-sand guarantee for today’s builder. Pinnacle is produced with chain of custody certified fiber from sustainably managed forests.

**100 DAY
NO-SAND GUARANTEE**

PINNACLE
PREMIUM SUB-FLOORING SUSTAINABLE PERFORMANCE



**REDUCE MISTAKES,
CALLBACKS, AND COSTS.**

Download for free today at
www.Norbord.com/onsite

ENERGY SAVINGS START WITH THE FRAMING

LEARN MORE: VISIT NORBORD.COM/NA



Proud Member of
**HORRY
GEORGETOWN**
HOME BUILDERS ASSOCIATION

**Your First Source
For Norbord
Framing Products**

*Professional installation
services are also available for
new single family and multi-
family construction projects.*

(843) 347-7866

651 Century Circle, Conway, SC
(Behind Lowes on Hwy. 501)

(843) 293-7830

4920 Hwy. 17 Bypass, Myrtle Beach, SC

(843) 237-0333

226 Tiller Dr., Pawleys Island, SC

www.bldr.com

QUALITY-SERVICE-VALUE



**Builders
FirstSource**