

BUILDING INDUSTRY SYNERGY

MARCH-APRIL 2018

- ENERGY EFFICIENCY AWARENESS ACROSS THE GRAND STRAND
- THE SUCCESS OF THE 2018 HGHB SPRING HOME SHOW
- CHOOSING THE RIGHT FLOOR COVERING
- 2018 HGHB NEW HOME PARADE
- 2018 HGHB CALENDAR OF EVENTS
- 2018 / 2019 BIS EDITORIAL CALENDAR

**Congratulations To HGHB Member
Denise Blackburn With
Marketing Strategies For
Her 2018 Induction Into
The Organization Of American
Women In Public Relations**

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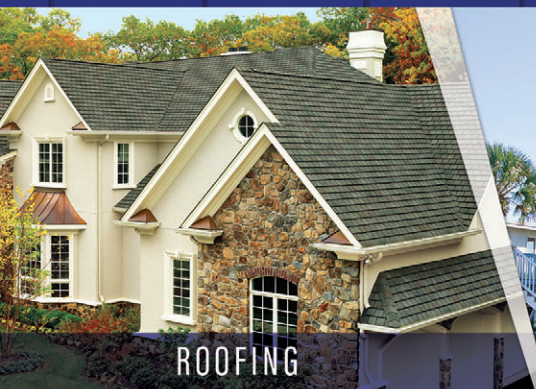


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ROLL DOWN & COLONIAL SHUTTERS



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2018 HGHBA Spring Home Show & 48th Annual Bird Supper

A record number of people attended The 2018 Spring Home Show on February 16th-18th, 2018. We encourage our local HGHBA members to join the HBA of SC on Tuesday, April 17th, 2018 @ the SC Governor's Mansion. We need our voice to be heard!

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2018 HGHBA New Home Parade

The Horry Georgetown Homebuilders Association's 2018 New Home Parade was an outstanding success resulting in lots of traffic and sales with 17 different homes showcased by 10 area builders.

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The mission of the our organization is simple, and that is to support our community by providing food, shelter & medical attention to the unwanted, abandoned animals with the goal of placement into permanent homes.

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2018 Horry Georgetown HBA Calendar of Events / Suncoast Building Products Relocates to Conway

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2018-2019 Building Industry Synergy Editorial Calendar

The schedule of the next 4 issues in 2018 & the first 2 issues in 2019, as well as a quick preview of the topics that will be discussed & the space reservation / material submission deadlines for each issue.

The 2018 May/June Issue Will Include Editorial Features On Plumbing & Financial. The Material Close Date For This Issue Will Be Friday, May 4th.



Building Industry Synergy

SC - GRAND STRAND

2018 MAR / APR ISSUE

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Record number of people attended The 2018 Spring Home Show on February 16 -18th, 2018. Many thanks to the outstanding exhibitors for making this one of our most successful shows to date. Mark your calendars and plan to attend the Home Improvement & Outdoor Living Show September 21st-23rd, 2018!



PHOTO © CHUCK GEE



on the cover

Steven Quickery founded Custom Homes Consulting (CHC) 17 years ago in Charlotte, NC & starting building in Myrtle Beach in 2004. CHC has three areas of expertise: custom residential construction, marine construction & the remodel/repair division. Steven has been very involved with the Horry Georgetown Home Builders Association over the past several years and continues to be a big supporter of the organization and its members. He has assembled a strong team of industry professionals that all share his core value & belief that strong relationships in the building industry with reputable subcontractors and industry professionals are essential to sustaining continued success. This team of professionals is shown on the cover of this issue standing on the rear lake side patio completed with pavers, a fire pit & sea wall @ the Amaya residence, built by CHC, in Plantation Lakes in the Carolina Forest community. From left to right: John Melesh (Remodel/Repair), Jeff Chestnut (Marine Construction), Donna Blanton (Office Manager), Steven Quickery (CEO) & Layne Harris (New Residential).

48th Annual Bird Supper

April 17, 2018

Tickets available at your local association!

Join the Home Builders Association of SC as we gather with our legislators over a delicious dinner of fried quail, grits, green beans, biscuits and other fine Southern cuisine.

Contact Rose Anne O'Reilly at the HGHBA rao@hghba.com to get more details. Cocktail reception starts at 6:30PM prior to the Bird Supper.

Tuesday, April 17th, 2018 • The SC Governor's Mansion

Since 1970, HBASC members and South Carolina Legislators have been attending the Bird Supper. It's the longest standing event on the S.C. legislative calendar.



The Horry Georgetown Homebuilders Association 2018 New Home Parade was an outstanding success resulting in lots of traffic and sales with 17 different homes showcased by 10 area builders. The homes ranged from the low \$200 thousands to \$1.8 million! The homes displayed the latest in technology, the best in home materials, the most recent trends and wonderful amenities. Here is a list of the builders who participated: Ameri Built Homes, Arthur Rutenberg Homes, Bill Clark Homes, Classic Homes, CRG Companies, D.R.Horton, Great Southern Homes, H&H Homes, Nations Homes and Port City Homes...Thank you all for participating!



Coastal Animal Rescue Needs Your Support

Coastal Animal Rescue appreciates your support of our organization. Our Mission is simple, and that is to support our community by providing food, shelter & medical attention to the unwanted, abandoned animals in our community with the goal of placement into permanent homes. We have been very successful doing this the past ten years with the generous support such of organizations such as Horry Georgetown Home Builders Association.

We are proud to be a unique cage free and no kill facility, operating strictly with volunteers. Others hold themselves out as being no kill, but euthanize sick and unadoptable animals. We don't euthanize for any of these reasons.

It is very expensive to do what we do and there are never enough funds to perform all of the necessary repairs, maintenance and improvements needed to operate a first class facility. At the present time, we have numerous small projects that we would be indebted to you to help us complete.

- We have a food storage building that was completed some months ago that is bare plywood and

needs to be wrapped in TYVEC and covered with vinyl siding.

- We have an ac unit in which the exterior portion of the return was damaged during hurricane Matthew and has yet to be repaired. All of our ac units, including window units for the dogs need to be cleaned periodically and we simply don't have the man power to do this ourselves, or the money to pay someone to do this.

- We have a small room in which we had to cut out a good portion of the ceiling and a wall due to a slow water leak issue with the roof that needs to have sheet rock added and the ceiling insulated. We use this room for pre and post surgery, as well as our file room.

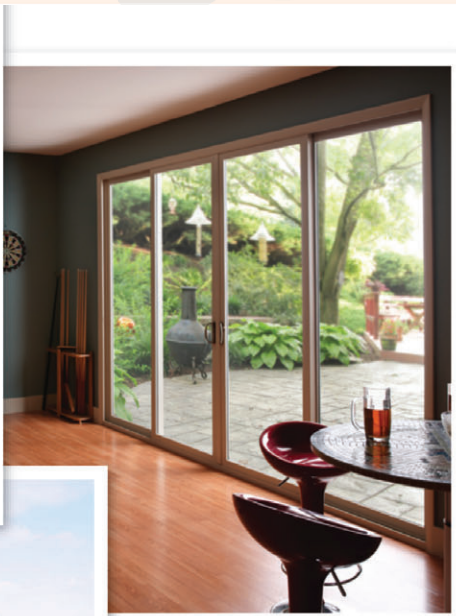
- We have numerous electrical issues that need to be dealt with. Ballasts



that don't work, switches and outlets that need to be added or replaced.

Any help on any or all of these projects would be greatly appreciated.

Please call (843) 652-4500 or you can visit us on Facebook @ Coastal Animal Rescue (no kill). We have 4500 followers & will post a thank you for your donation. ■



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On March 19th, Suncoast Building Products president, Lesley Hill (blue dress holding green ribbon), with Conway Chamber of Commerce (COC) President, Meghan Goldfinch Hayden, along with several other COC & HGHA members celebrated the opening of the company's new location @ 1703 Park View Rd. in Conway at a ribbon cutting ceremony. We all wish Lesley, Darryl, Zeb & Megan many years of continued success!



The new HGHA member inductees @ the March 20th luncheon meeting in RIOZ were (left to right): Al Nardone (South End Exteriors, Inc.), Mike McDonough (Costner Law Group), Simon Phillips (Affiliate - The Cabinet Market, LLC), Michael Bond (The Cabinet Market, LLC), Murray Willits (Pools Plus of the Carolinas), Angela Willits (Affiliate - Pools Plus of the Carolinas), Robin McGee (Affiliate - Waccamaw Publishers, Inc.), Shari Harms (Waccamaw Publishers, Inc.) & Bobby Gray (CPI Security Systems).



2018 Calendar of EVENTS

APRIL

- 5 Spring Clay Tournament
- 10 Board of Directors Meeting
- 17 HBA of SC Bird Supper / Affordable Housing Summit
- 24 General Membership Luncheon
- 30 NAHB Bringing Housing Home Legislative Conference (April 30 - May 5)

MAY

- 15 General Membership Luncheon / HBA of SC Fifth District Meeting

JUNE

- 20 General Membership Luncheon
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR

JULY

- 12-15 HBA of SC Convention in Savannah, GA / HBA of SC Board Meeting
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR

AUGUST

- 2 Golf Tournament - Legends Golf Resort
- 14 Board of Directors Meeting
- 21 General Membership Luncheon

SEPTEMBER

- 21-23 Home Improvement & Outdoor Living Show

OCTOBER

- 16 General Membership Luncheon

NOVEMBER

- 13 General Membership Luncheon - Election of 2019 Officers & Directors
- 15 HBA of SC Legislative and Strategic Planning

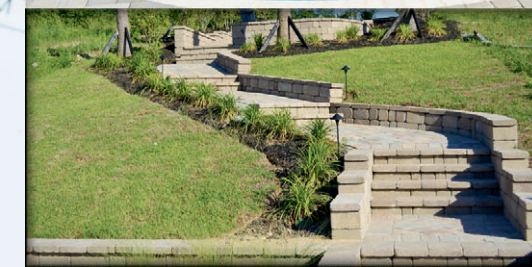
DECEMBER

- 11 Board of Directors Meeting

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ENERGY EFFICIENCY

Energy Efficiency Awareness Across The Grand Strand Three Professional Companies That Are Ready To Assist With All Of Your Needs

by Susan Roush

With the uptick in building over the last few years, the awareness of building energy efficient homes and utilizing energy efficient products is at an all time high.

Two years ago the Solar Energy Industries Association estimated that there were 1.3 million solar installations across the US. The total capacity in 2016 was over 40 gigawatts – enough to power 6.5 million households. South Carolina is among the emerging states with regard to the growth in residential use of solar energy.

Myrtle Beach is one the fastest growing regions in the US, and with the building boom in new construction and new home growth, it has also become a prime area for solar. As a qualified member of the North American Board of Certified Energy Practitioners (NABCEP) and a Trade Ally of Santee Cooper, Monarch Solar is prepared to deliver the benefits of solar energy for homebuyers and homebuilders in the Grand Strand.

Installing solar panels during the home-construction phase is most logical because there is higher efficiency in the solar system



installation, minimal disruption to the homeowners' life, and the possibility of built-in financing through the mortgage. Solar systems are relatively easy improvements that can add 10% to the value of a home and help create a more efficient living space. After completion of solar installation, homeowners will have control of their electricity production and see reduced utility bills.

Rob Clemons, general manager for **Monarch Solar** explained, "We are not just an installer. We offer a turnkey solution working with our customers from beginning to end. We offer a free consultation, survey the site, inspect the roof,



Monarch Solar general manager, Rob Clemons.

order materials, do the paperwork, pull permits and coordinate inspections." After installation, Monarch Solar runs an internal quality control to ensure proper installation and operation.

An in-office monitoring system alerts Monarch Solar to low-production panels so they can rectify the situation. A drop in productivity from one panel will not affect the others. Solar panels are extraordinarily durable. The system is designed to withstand 145mph winds. A baseball thrown from a pitching machine will not break a solar panel. Systems are based upon proven technologies and backed by major companies with long-term warranties. Given the life span of solar panels, one wants to

start with a roof that is in excellent repair. Monarch Solar is in the ideal situation to offer roofing/solar packages that benefit the customer.

Incentives to go solar include a 30% Federal tax credit, a 25% tax credit in South Carolina, and local utility company rebates. Monarch Solar has a relationship with a bank that has a "fantastic solar loan program," said George Schiessl, Solar Sales Executive. "For 18 months there is no payment, no interest and no money down, which allows time to get the tax credit reimbursement to pay the loan."

(Continued on page 14)

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Business owners also have a great incentive to add solar energy systems to their buildings. In addition to the tax credits and utility company incentives, business owners may also qualify for a grant of 25% of the system cost provided by a government program for energy efficiency.



With the recent government tax credits, solar has become more attractive in South Carolina. The building industry's participation in Myrtle Beach is essential to increase awareness of the benefits of solar energy. Adding solar technologies in new building designs can provide a significant competitive advantage to a builder and add a new source of revenue through the sale of solar as a renewable technology.

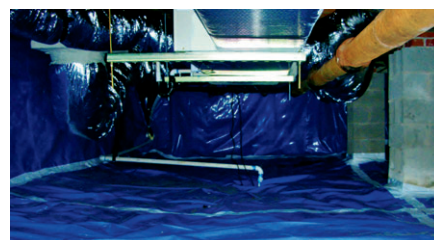
Carolina Cool, a local leader in Mechanical services, and cutting edge technology, takes a refreshing approach to home energy efficiency that blends common sense with kilowatt savings.



Carolina Cool owner, Verlon Wulf.

President Verlon Wulf said, "We are concentrating on home performance, not just changing out boxes. It doesn't really make sense to spend the money to put in new lighting, high efficiency HVAC, or expensive solar, if your home isn't prepared for it. First and foremost we have to make sure the home envelope is sealed, the ductwork and insulation is right, and basics of the entire home are sound."

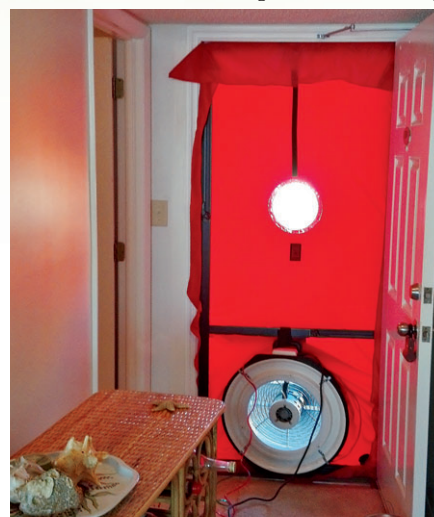
A BPI analysis helps consumers prioritize which energy-savings steps to take first. Verlon explained, "One thing we do is called the blower



Carolina Cool is BPI certified (Building Performance Institute) to do home analysis using approved industry standards.

door test." This test creates negative pressure in the interior environment, which allows the technician to find all the areas of leakage, and address the biggest sources first. Carolina Cool also installs solar, and because of their focus on overall home performance, giving proper attention to attic insulation and other factors that would be counter-productive to installing high-tech solar panels is critical.

When analyzing a home or office, Carolina Cool also explores and educates regarding advancements in controls and automation. Wifi stats have become common place, with the ability



Carolina Cool performs the blower door test which allows the technician to find any areas of leakage.

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to adjust temperatures and humidity remotely. And owners are becoming increasingly aware of the ability to control lighting, and monitor sprinkler systems, garage doors, locks, security, and shut water on and off.

Other advances in efficiency technology have occurred with mini split systems called variable refrigerant volume (VRV) as an alternative to central HVAC systems. Verlon said, "It really makes the efficiency soar." A mini split consists of an outside unit and refrigerant piping that comes into a cassette or head on the wall, or into a very small air handler. There is no ductwork. Carolina Cool recently retrofitted their new offices. The system actually searches how many BTUs are necessary, and the compressor only pushes as much refrigerant as needed; it is quiet and controls humidity. For new home construction, VRV is not that common yet in the US, but Verlon thinks this will change in the near future. Business, property management companies, and homeowners can look to Carolina Cool for all their mechanical system and service needs. Besides providing energy efficiency analysis, they also provide HVAC, Electrical, and Plumbing services, and solar evaluation and installation.

Palmetto Patio and Hearth partners John Gaddy and Stevie Bryant have nearly 50 years combined gas experience in sales and servicing the needs of the Grand Strand area. John said, "We have an advantage for homeowners and contractors, because when we arrive at a location, we can connect the power, water, and gas as we are licensed in all three fields, and can complete the job from start to finish."



John Gaddy (Black Jacket - middle left) & Stevie Bryant (Black Jacket - middle right) with the Palmetto Patio & Hearth / Palmetto Propane team in front of their office in Conway.

Consumers have several manufacturers to choose from for a tankless water heater though John and Stevie are Rinnai dealers. John stated, "We've been installing and repairing tankless water heaters for 16 years and have had the best experience with Rinnai." Rinnai heaters are designed to last 25 years if installed and maintained properly. Rinnai recommends service and flushing annually to supply years of hot water. Palmetto Patio and Hearth is equipped to help you with these needs.



Palmetto Patio & Hearth / Palmetto Propane owners, John Gaddy (2nd from right) & Stevie Bryant (far right) discuss the plans to bury a propane tank for a recent project.

The upfront cost on a tankless water heater is a little more than a tank-style heater, but the tankless units are designed to last longer and reduce monthly power consumption by 25 to 30% in most areas. Tankless water heaters heat water on demand and provide an endless supply of hot water.

For areas without access to natural gas, Palmetto Patio and Hearth's sister company, Palmetto Propane, Inc. can provide customers with a propane tank to accommodate their needs, whether they lease or purchase a tank. John said, "We strive to offer our customers competitive prices, and look forward to providing them many years of continued service." Palmetto Patio and Hearth also offers



John Gaddy & sales representative, Amanda Cole, in the Palmetto Patio & Hearth showroom located @ 406 Beaty St. in Conway, SC.

residential and commercial gas piping for new and existing applications.

Palmetto Patio and Hearth has a showroom in downtown Conway that offers customers a display of tankless water heaters, gas logs, gas and charcoal grills, cast iron stoves, fire pits, gas lamps, and patio furniture. ■

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Custom Homes Consulting

Construction Quality on Land and Water



by Susan Roush

Custom Homes Consulting, Inc. has three areas of expertise: custom residential construction, marine construction, and remodel/repair. Steven Quickery, CEO, opened Custom Homes Consulting (CHC) in Charlotte, NC 17 years ago. He has 22 years of corporate executive experience, though what really gave Steven his can-do construction attitude was his experience working for Tait Towers. The world leader in the live entertainment event industry, Tait Towers constructs elaborately designed and engineered staging. Steven transferred his corporate and building skills to new home construction, and has been building in Myrtle Beach since 2004.

PHOTO © CHUCK GEE



Layne Harris (right) & Steven Quickery (middle) explain the layout of the landscaping package to be completed to new homeowner, Chris Tobin, in front of the home of Chris & Cindy Tobin under construction at Waterway Palms in Myrtle Beach.

Steven believes that quality of life is important, and for that reason the company limits the number of new home builds. To date, all of their customers have come through word-of-mouth referrals. Clients can expect a well-documented process before they break ground. Steven explained, “When we plan for a home we go through 68 budgets to come up with a master budget. We have a four-page spec sheet that details everything for the house – to the style number. We believe our more detailed spec sheet creates a better document, not only because we know exactly what has to be done, but it is a great tool for the homeowner to hold the builder accountable. One thing I communicate to all of my homeowners is that the allowances are more than sufficient because we budget to the style number. I don’t want my homeowners to have any additional charges on allowance items.”

Layne Harris was named the Director of New Residential Construction last year, and is currently overseeing the construction of spec homes that Custom Homes Consulting is building in Carolina Forest. Layne’s

background includes 27 years as a Realtor in Myrtle Beach, half of those years in new community home sales. When this opportunity came up, Layne jumped at it, and not just because he could wear jeans and get mud on his boots. He firmly believes in Steven’s philosophy of building partnerships in life. Layne said, “Steven pays attention to detail and builds a nicer home for people looking for a grade above.” Of the spec homes, he said, “We want to be the company people think of when they need a nice home sooner than

later.” Custom Homes Consulting’s 5,300 square foot spec home in Waterway Palms will be finished in June, with others finishing in August and October. The company’s spec home inventory in Carolina Forest is priced in the \$400K to 500K range, and they do not stand vacant.

Steven said, “Our spec homes typically sell as soon as the sheetrock

goes up.” He credits this to the inherent value that buyers instantly perceive. One of the value-added elements is trim detail. Steve said, “I’m a big believer that the trim work adds character to the house.” Other standard features include aluminum powder coated handrails, home automation, custom tile surround showers, energy-efficiency



Large kitchen islands in CHC homes are one of the many trademarks of the company. “We put a big focus on the details in the master suite, kitchens and bathrooms. For example, we maximize all of our kitchen islands to 108” as this allows for a large island while utilizing an entire granite slab with no seams”, says Steven.

construction that results in HERS ratings usually below 60, surround sound entertainment, wood and/or tile floors throughout, and custom cabinetry that includes the master closet. Steven said, “We put a big focus on the details in the master suite, kitchens and bathrooms. For example, we maximize all of our kitchen islands to 108” as this allows for a large island while utilizing an entire granite slab with no seams. Our master showers are a work of art.”

Residential construction segued to opening the company’s Marine Construction division in 2015, headed by Jeff Chestnut. Jeff’s early career was in banking, before making a significant leap into mission work. Jeff’s construction experience grew in third-world countries through addressing raw necessities – building shelters and getting water and electricity to them.

Other residential contractors can depend on Custom Homes

PHOTO © CHUCK GEE



Our master bathroom showers are a work of art”, says Steven. The attention to detail is very evident in all of CHC’s master suites.



PHOTO © CHUCK GEE

One of the main value-added elements in each CHC home is the trim detail. “I am a big believer that the trim work adds character to the house”, says Steven. Other standard features include aluminum powder coated handrails, home automation, custom tile surround showers, energy-efficiency construction that results in HERS ratings usually below 60, surround sound entertainment, wood and/or tile floors throughout, and custom cabinetry that includes the master closet.



Steven Quickery (left) reviews a set of plans with Marine Construction division manager, Jeff Chestnut (right) @ the jobsite of a new seawall and dock project. “We are actually one of the most competitively priced marine contractors. We offer the best warranty, our workmanship is second to none and we are there when we say we are going to be there. We install ground retaining walls, pavers, patios – whatever the homeowner wants to create their space”, says Steven. This seawall, completed by Custom Homes Consulting, is the largest in the Plantation Lakes subdivision.



PHOTO © CHUCK GEE



PHOTO © CHUCK GEE

A close up view of the project seen above.

The view from across the lake of a seawall, patio, pavers & boat slip project completed by CHC.

Consulting for their marine expertise. When asked what homebuilders should expect from them, Steven replied, “The same that I expect of my subcontractors: quality workmanship, communication, professionalism and all of the appropriate insurance coverage.” He added, “We are actually one of the most competitively priced marine contractors. We offer the best warranty, our workmanship is second to none, and we are there when we say we’re going to be there.”

Hardscapes and outdoor living spaces go hand-in-hand with marine construction. Steven said, “Homeowners on fresh water who want seawalls and docks, also want outdoor living space. We install ground retaining walls, pavers, patios – whatever the homeowner wants to create their space.” Jeff added, “We also build kayak docks so homeowners can paddle from the lake straight onto the dock in their backyard.” Jeff noted, “The trend in outdoor living is to create outdoor entertainment and relaxation areas near the water; that’s something we

can supply.” Steven added, “As a residential builder I have every trade at my disposal.” That means having the ability to add roofing, lighting, electricity, running water – all that’s needed to bring the inside outdoors.

Rob Sharrock is a customer who used Custom Homes Consulting marine division for a seawall and a new patio at this Plantation Lakes home. The company was working on a new bulkhead next to Rob’s house and Steven proposed adjoining the bulkheads to avoid an odd gap. Rob agreed to the project. Subsequently, he decided to completely redo his bulkhead to expand it and add a patio. Rob said, “I had seen the work CHC did not only next door to me but directly across the lake that came out really, really nice. I thought these guys obviously have the expertise.” The project included adding steps and a walkway from the

existing back porch to the dock. Electrical outlets were added along with landscape lighting in the front and back yards and around the bulkhead. Where needed, the sprinkler system was rerouted. Rob said, “It was turnkey; they took care of all the paperwork and permitting.” The review process went quickly with the ARB because of Jeff’s familiarity with the community’s construction standards; and in turn, the ARB trusted CHC to do a high-quality job. Rob was especially satisfied that the project was completed in a month. He said other companies were quoting a three-month completion time. Rob added, “We’ve had a lot of people stop by and say, ‘We love your dock and patio. Who did it?’ I tell them to call Jeff Chestnut. If I had other [remodeling] needs, I would absolutely consider them because they’ve been so responsive and stand behind their work.”



This completed CHC project including the covered dock with adjacent floating docks in Pawleys Island is very indicative of one of the many types of marine construction projects CHC offers from Georgetown all the way to Little River, SC.

A lot of marine clients become remodeling and repair for the very reason Rob Sharrock described. John Melesh is the Director of Remodel and Repair. He has a BS in Finance and a 35-year background in the fire and restoration business and new residential construction. When it comes to insurance restoration work, John said, “We have the same estimating software

package that the insurance companies use. By using the same software, they can’t argue price, just scope, and from there we make sure we’re on the same page.” Remodeling encompasses everything from renovating interior spaces to converting a concrete patio to an all-season room. John recently finished a 450 square foot addition. He said, “We tap into the roofline,



CHC has completed the largest seawall in Plantation Lakes. “We also build kayak docks so homeowners can paddle from the lake straight onto the dock in their backyard”, says Jeff Chestnut.

we match the exact shingle (or other exterior material), and when we’re done you can’t tell it’s an addition.”

The Custom Homes Consulting team is quick to respond to inquiries. John said, “With insurance work, people have a need, and it has to be done right away. Time is of the essence, and I bring that same response into the work that we do here.”

Amy and Grant Chappell began as potential remodeling customers with Custom Homes Consulting and ended up building a custom home in Briarcliff Acres. A realtor told them about Steven for the remodeling project, and when they met him and there was an instant connection. Ultimately, the Chappells purchased a lot with ocean views and began the building process with Steven. Amy said, “Really, he was the only one we

considered, because we just felt he was the right one for our house. We felt comfortable working with him. With that connection – with the stress of building – he would make it easier for us.” The couple has built other homes, so they knew that new construction can have bumps. As it happened, there was a particular challenge that arose. Amy said, “Steven went way above and beyond the call of duty to get it worked out. We were just so thankful, and it reinforced our decision to hire him as our builder.” Being close by, the couple goes to the building site often. Amy said, “It seems like a tough job because there are so many pieces to the puzzle to coordinate. Steven is so even-keeled with coordinating everything. He’s an extremely likable person and I think that carries over to his subs.”

While still in the planning phase Amy remembered, “Steven was very good about taking us to homes he had built so we could see the craftsmanship.” Steven also took them on a field trip to different suppliers that he typically uses. Amy appreciated that he gives ideas and guidelines without stifling homeowners’ creativity.

Amy and Grant would readily recommend Custom Homes Consulting. Amy said, “The way I look at it, building a house is a stressful situation under any circumstance. We just felt that connection with Steven. He was honest, extremely straightforward with us, and very patient.” As she tells friends and family, the real secret to the process is finding a builder you like at the end as much as you did at the beginning of the build.

PHOTO © CHUCK GEE



CHC added a raised roof & two additional bedrooms to the residence of Ryan and Katie Neptune. “We tap into the roofline, we match the exact shingle (or other exterior materials), and when we’re done you can’t tell it’s an addition”, says John Melesh.



PHOTO © CHUCK GEE

Grant and Amy Chappell discuss the finishing touches on their home in Briarcliff Acres from their 2nd story porch with Steven Quikery (left). "Steven was the only one we considered, because we just felt he was the right one for our house. We felt comfortable working with him. Steven is so even-keeled with coordinating everything. He's an extremely likable person and I think that carries over to his subs", says Amy.

Custom Homes Consulting understands the importance of good relationships – it is part of their core values, and they are keen on vetting for a good customer fit to ensure a successful outcome for everyone. Steven takes the same approach with other relationships, "One of the things

I do when I'm meeting a potential subcontractor is find out if they are a member of the Home Builders Association. It's important to me knowing that they're giving back to the community and supporting the homebuilding industry. One of my

strong beliefs is in building partnerships with my subcontractors. A partnership forms when both sides win. I'm not always looking for the cheapest labor. I'm looking more for workmanship, communication and professionalism." ■



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Choosing the Right Floor Covering

Choosing the right floor covering is essential to the interior of any new or existing home. The representatives from three respected local companies that have established solid relationships in this area over the past couple of decades were interviewed to learn about several of the latest trends in the industry & products that are popular in today's market with both builders and homeowners.

Waccamaw Floor Covering General Manager, Bryan Squires, has grown up in the business, literally, since he was a toddler when his father Charles started Waccamaw Floor Covering. Bryan has 15 years of hands-on



Charles Squires (left) & Bryan Squires (right) in their showroom in Conway, SC.

experience, and is now responsible for daily business operations. Their guiding principal has remained steady during the past three decades. Bryan said, "We try to do quality work – not the cheapest work. Our installers have a lot of years under their belt. We try to do our best and keep everything local and keep it competitive." They have the largest in-stock flooring selection in the Conway area for laminate, carpet, vinyl tiles, and vinyl planks in their 12,000 square foot warehouse and showroom. Waccamaw Floor Covering has established solid relationships with

builders such as River City Builders, Howell Homes Inc., C & R Builders & ARE Construction. They have received the Reader's Choice Award from the Horry Independent & the Carolina Forest Chronicle for the last three



Bryan Squires outside of the Waccamaw Floor Covering showroom & warehouse located @ 1717 Fourth Ave. in Conway.

years. Bryan is quick to credit others for their longevity and achievements. He said they value and take pride in their highly skilled tradesmen and guarantee their work.

Tarkett is a large flooring manufacturer of vinyl tile and plank products that Waccamaw Floor Covering carries; it is a Canadian Company, though they do a lot of manufacturing in the states. "Tarkett recently launched a new product called Pro Gen. This is a rigid core vinyl

plank product with a 5000 PSI rating, which offers increased durability", says Bryan.

Bryan has noticed that the standard popular hardwood of years past, is not selling as much now. More people are using hard surface floors now, whether it is laminate, tile or some higher end hardwood. "I think it's due to a lot more pets in the home and a lot more allergy issues. We seem to be selling a lot more vinyl plank than in years past", says Bryan.



Waccamaw Floor Covering has a 12,000 square foot warehouse & showroom to better accommodate their retail and builder customers.

Another product that has become popular is waterproof core flooring, which can survive everything from every day spills to significant flooding. This core board product locks together like laminate, but is 100% waterproof. Wide planks that measure 10" wide and 54" long have also become popular. Similarly, more installation

(Continued on page 26)

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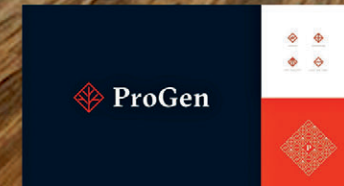
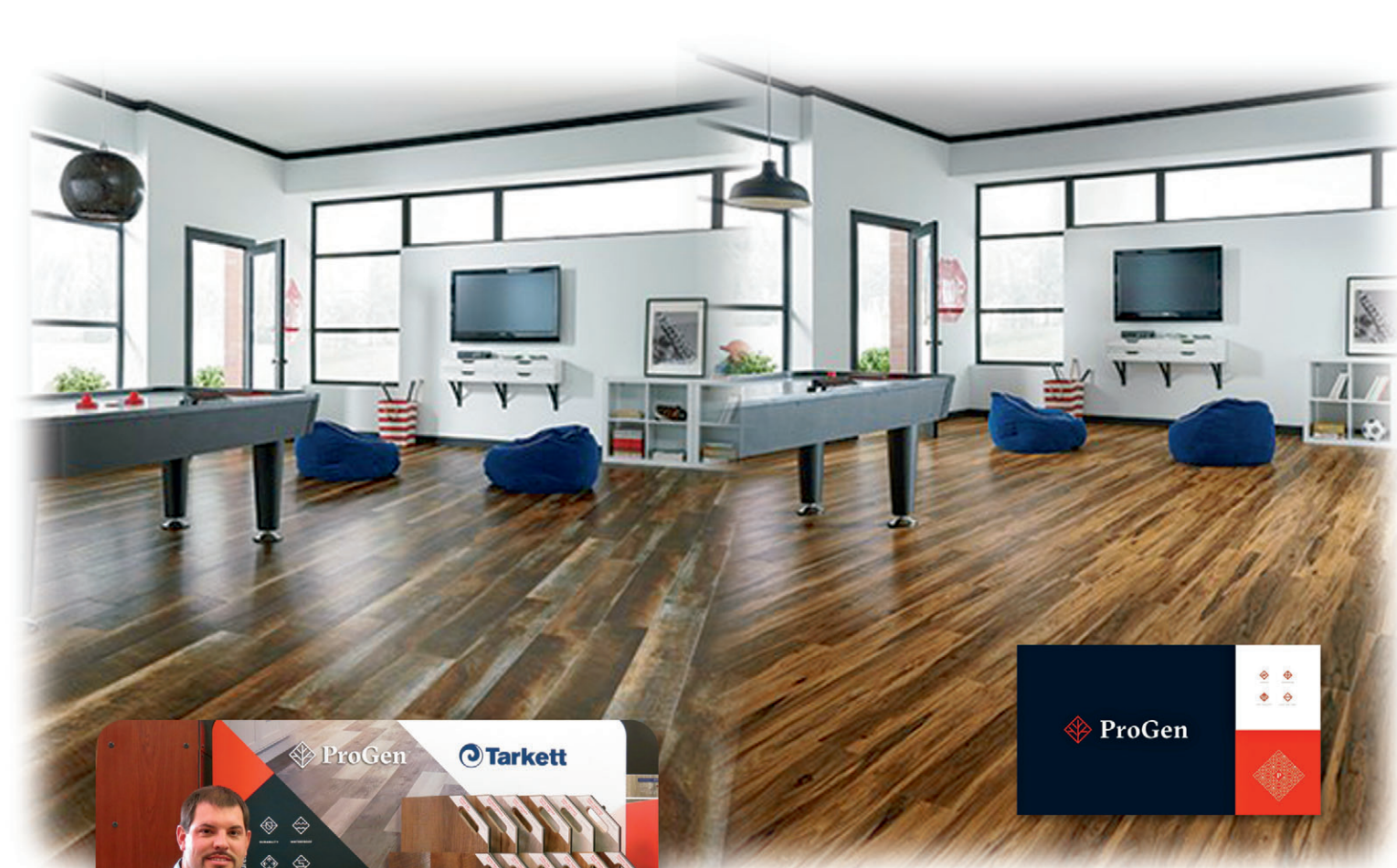
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patterns have evolved, especially for rectangular tiles that lend themselves to herringbone patterns and staggered grout layouts.

J & S Flooring owner, Gregg Pierce, is candid about the fact that there is a lot of crossover in the products that flooring companies offer. Despite this, he has found a niche. As Gregg said, "One thing I do that not many flooring dealers do any more – maybe only about 10-percent – is that I stock material, a lot of companies are just a showroom and if you need something they're going to order it for you. I have a couple hundred thousand dollars' worth of inventory in stock, so if somebody needs something, they can cut it, load it up, and take it with them." Stocked in their 10,000 square foot



J & S Flooring owner, Gregg Pierce in his showroom in Georgetown, SC.

showroom / warehouse are wood, carpet, ceramic, and vinyl products. For this reason, as well as the integrity & professionalism Gregg exhibits, J & S Flooring is widely regarded as 'The Premier Flooring Company in Georgetown' by many building contractors & homeowners alike.

Approximately a third of J & S Flooring's business comes from well-known contractors such as Carolina Homes By Lane, Bob McCarley with Coastal Builders & Dickie Chapman to name a few. Coastal Structures is a general contractor that has a broad portfolio of commercial buildings up and down the Grand Strand. Greg Dumont, with Dumont Brothers Inc., does not recommend many companies,



The J & S Flooring warehouse & showroom is located @ 2104 S. Fraser St. in Georgetown, SC.

however he is quick to recommend J & S Flooring & Gregg Pierce. "I have been doing business with J & S Flooring for the last 20 years & will continue to for the next 20 years", says Greg. Regardless of need, every retail customer can expect the same dependable service as contractors. Design consultant Andie Sanford joined the team a few years ago, and customers can benefit from her design assistance.

J & S Flooring's tag line is, "Nothing looks quite as beautiful as value." Gregg explained, "A lot of people will go to a home improvement center and see 'free installation' that's really not free. When it's all said and done the price is

actually more, and customers aren't getting the service." This is due to the use of subcontractors who use other subs. With J & S Flooring, Gregg said, "My installation people are there for me every day, and customers appreciate that." A special service that J & S Flooring offers is Credit Connect. Gregg said, "It's a consumer financing program where we can do 12 months same as cash – no interest for customers." Another economic benefit to customers is that J & S is a local Abbey Carpet & Flooring outlet, which means it is aligned with a national buying group

(Continued on page 28)



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"Waccamaw Floor Covering has been handling the whole house flooring installations in my homes for nearly 15 years. This includes the tile backsplash and the tile in the showers. They have high quality installers who do a great job. I feel extremely comfortable sending my homeowners to Bryan and Charles Squires and I would highly recommend Waccamaw Floor Covering to any residential or commercial building contractor, as well as homeowners looking for quality and professionalism."

Mickey Howell - Howell Homes, Inc.

to get the best pricing, special products, and enhanced warranties from flooring manufacturers.

Of flooring products Gregg noted, "There's a product that's been out for a few years, but now it's really starting to take off; it's called WPC (wood polymer composite). It is a waterproof floating floor that snaps together like laminate. The inventor and patent holder is COREtec®." WPC is a realistic-looking product made to look like wood or ceramic but it is quieter and softer than wood or ceramic. Superior HD imaging provides much better pattern visuals, further enhancing the appeal of the WPC product. Another product called Solid Polymer Composite (SPC) is also now offered in today's industry. SPC is a vinyl faced product with a closed cell core. Gregg noted that he has noticed a larger demand for the high end designer carpet over the last couple of years. "I am definitely selling more of that now than the standard or lower end carpet", says Gregg.

Jaime Pando, owner of **The Flooring Depot**, has announced a name change to Flooring Panda. Jaime said, "We wanted to have a much larger footprint on the Internet. We felt by having a catchy different name, we could achieve this. Today's consumers are savvier, they are more educated and they are seeking a



Flooring Panda owner, Jaime Pando in his showroom located @ 864 Kingswood Dr. in Conway, SC (behind Suds Car Wash on Hwy. 544).

different experience by searching in the comfort of their own homes." Flooring Panda serves Horry, Georgetown and Brunswick Counties. The company has more than 30 years of experience in the industry to assist homeowners, property managers and contractors. They can count on Jaime and his staff to give credible guidance. Jaime said, "I never sell by price – I'm a stickler for what I consider the best value, providing people with what they need and want."

Flooring Panda keeps up with industry changes and home design trends. Jaime said, "There are new styles coming to the market place almost daily – prints, colors, shapes, textures – and so it is a very, very exciting time to be in this industry." Luxury Vinyl Plank and

tile (LVP and LVT) continue to be floor covering buzzwords. As Jaime said, "This is what is practical and it's priced correctly. It's less expensive than hardwood or tile, it's easier and takes less time to install, and the maintenance requirement is minimal." Jaime noted that the LVT that looks like wood tends to be more popular than the stone look with one exception: "The LVT that looks like Travertine is so realistic it is hard to tell the difference between the real stone and LVT." A new entry to the Luxury Vinyl product line is cork (LVC). Besides the particular look of cork, people are drawn to it because it is waterproof, quiet underfoot, and warm.



The Flooring Panda staff from left to right: Jake Rider (Territory Manager), Tracy Hancock (General Manager), Mindy Berry (Inside Sales), Jaime Pando (President), Suzie Hancock (Office Manager) & Thomas Jackson (Warehouse Leader).

With all the focus on LV products, hardwood, and tile, it would seem that carpet has been pushed to the side, but there have been big advances in the carpet industry too. Jaime said, "The carpet industry is producing longer lasting fibers that are far more resistant to staining and ripping than before. It is still one of the most economical products to use in your home. It's one of the most comfortable, and the durability and clean ability of today's carpet is unbelievable." Flooring Panda carries several carpet lines, including fibers that are waterproofed against pet soiling. Flooring Panda supports green initiatives and has an onsite

container to recycle carpet pads, which gets collected monthly, cleaned, and recycled into new padding. Carpet also gets recycled so that very little ends up in landfills.

Besides residential customers – new construction and remodels – Flooring Panda has seen an increase in commercial work, especially with student housing at CCU. "We are very encouraged by it," Jaime said.

Between the Myrtle Beach and Shallotte locations, Flooring Panda has 5,000 square feet of showroom. Jaime said, "I am extremely grateful to the people who work at Flooring Panda. They are so helpful to the customer." ■

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Marketing



Client/Agency Relationships A Two-Way Street

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

What makes a client/agency relationship successful? It's a question I'm asked quite a bit. The answer is communication. While communication is a two-way street, we often experience roadblocks that impede our success. The agency blames the client "we can't read their minds," and the client blames the agency, "they should have known." Who's at fault? Both parties.

Here are a few strategies that will improve communication regardless of which side of the street you are on.

Start with an Understanding. While the client needs to establish their goals and objectives, the agency needs to manage expectations. Instead of nodding and agreeing when the client voices a request to appear in a national publication, the agency needs to explain why that may not happen. Far too often, agencies are afraid they will disappoint. It's important to tell the truth, even when the message you are delivering is not the message hoped for. You may not gain popularity, but you will maintain credibility.

Establish a Partnership. The best client/agency relationships are those in which the agency acts as a partner as opposed to a vendor. To be a partner, the agency needs to be kept abreast of new products and services, changes in operating procedures, and analyses that indicate whether a strategy is working, or when it is time to pull the plug.

I'm not talking about divulging

confidential information or financials. I'm talking about sales figures, customer counts, etc. that indicate the success or failure of a marketing endeavor.

Establish a Regular Meeting Time. We live in a world where changes occur in the blink of an eye and opportunities surface almost as quickly. Determine a convenient time for a regularly-scheduled conference call or face-to-face meeting. Manage these meetings efficiently with agendas and action items that have defined responsibilities and deadlines. Both parties will benefit.

Ask Questions. Don't be afraid to ask for clarification or to have something repeated.

Empower Your Team. Organizations and agencies don't operate in a vacuum. Both parties need to establish a communications team that can answer questions and keep projects moving when the president or agency principal is unavailable. Share important news with colleagues. If you have a new ad campaign,



share the details with your staff. Does a sale start soon? Let your team know first. Information is power.

Collaborate. Today, we can operate in real time through tools like Google Docs, Dropbox, and project management software. Collaborate to keep projects moving.

Evaluate. Agency/client relationships, just like communication strategies, need to be evaluated. If your relationship isn't working, move on. Making sure everyone is on the same page and aware of the same issues requires organization and commitment from both the client and the agency. Good communication is a two-way street.

Marketing Strategies, Inc. has been helping clients build their brands through effective Public Relations and Marketing campaigns since 1997. Learn more at MarketingStrategiesInc.com. ■

EDITORIAL CALENDAR 2018-2019

MAY / JUNE ISSUE 2018

- PLUMBING INSTALLATION
 - FINANCIAL ~ Residential & Commercial Lending
- Space Reservation: April 27 Material Close: May 4

JULY / AUGUST ISSUE 2018

- OUTDOOR LIVING SPACE ~ Landscaping / Pools & Spas / Hardscapes / Outdoor Kitchens & Fireplaces
 - EXTERIOR PRODUCTS ~ Roofing / Siding / Specialty Products
- Space Reservation: June 15 Material Close: June 22

SEPTEMBER / OCTOBER ISSUE 2018

- Distributed to show attendees @ the 2018 HGHBA September Home Improvement & Outdoor Living Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center February 21st-23rd.
- BATHROOM & KITCHEN DESIGN
 - MILLWORK ~ Doors / Windows / Specialty Products
- Space Reservation: August 10 Material Close: August 17

NOVEMBER / DECEMBER ISSUE 2018

- HOME AUTOMATION / SECURITY / ELEVATORS / ACCESSIBILITY EQUIPMENT
 - WINDOW COVERINGS & TREATMENT ~ Exterior & Interior
- Space Reservation: October 12 Material Close: October 19

JANUARY / FEBRUARY ISSUE 2019

- Distributed to show attendees @ the 2018 HGHBA February Home Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center in February.
- LOCAL BUILDING SUPPLY
 - SUNROOM / ENCLOSURE / SCREEN ROOMS
 - SITE WORK / BRICK / CONCRETE / PAVING
- Space Reservation: January 4 Material Close: January 11

MARCH / APRIL ISSUE 2019

- FLOOR COVERING
 - ENERGY EFFICIENCY
- Space Reservation: March 1 Material Close: March 8

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

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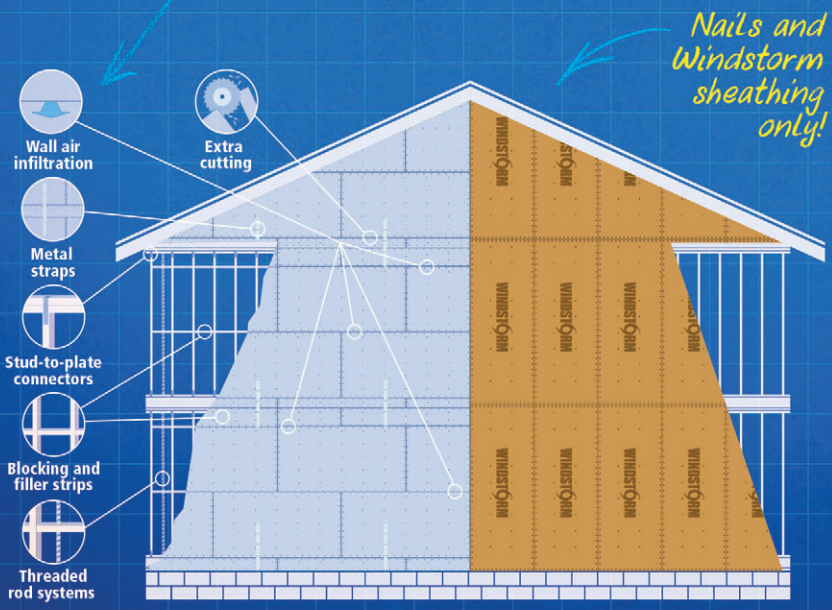
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