

they wish. They already feel at home even at the early stages building. Roger said of Caviness & Cates, “The people are really kind of down to earth, which gives you a warm, neighborly feel.” This has extended to the Hillsborough locale. “Driving through the neighborhood, everyone waves and says hello, so it’s a nice welcome feel.”

April and Nick Avignone moved from their New Jersey townhouse to a home in Waterbridge in October 2017. Nick’s parents, already living in Barefoot Resort, took the couple to Waterbridge, feeling strongly it would be a good choice. April thought, “We can’t afford this. There’s nothing I’ve ever seen like it!” To ease their minds about making the right decision, they did look at other communities and builders. When they returned to visit



The great room in the Wellbourne model in the Hillsborough community.

the Caviness & Cates model in Waterbridge, April remembered saying, “I want to take this wall down,

and this wall down, and the sales rep said ‘OK.’” Besides removing walls, which entailed adding support beams, the Avignones tripled the size of the screened back porch, and added a door from the owners’ bedroom to the porch.

April reported, “The building process went pretty smoothly. Our project managers, Steven and Ricky are very knowledgeable. Right now we’re in the warranty process, so any time anything goes wrong, we just call them and we know they’ll be here within a week to fix it.” As further endorsement April added, “My parents are thinking about moving down here. There’s a Caviness & Cates community next door, Indigo Bay, and they’re thinking about moving in there because they like the quality of our house.” ■



Caviness and Cates has a full service design center located at 3835 Socastee Blvd. in Myrtle Beach. Design Center coordinator, Kimberly Kauffman (right), is available to assist all homeowners with their selections.



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If a Picture is Worth a Thousand Words, Shouldn't Professional Photography be a Priority?

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

In an increasingly visual and interactive world, photography—let me emphasize, **GOOD** photography—has never been more important.

Far too often, photography is an afterthought, a line item that receives low priority in the marketing budget and is not clearly understood by the client. Today, more often than not, photography is relegated to an employee or staffer who has more interest in the subject than skill.

Perhaps there is no place where image-building photography is more important than in the home building industry. That includes everything from the ‘ground-up’ construction to the well-appointed interior.



At Marketing Strategies, we emphasize the importance of working with professional photographers and in choosing the right photographer for the job. Just as the medical profession is segmented by specialists, so is the field of photography. While you most likely would not choose an OB/GYN to perform your appendectomy, you should not select a portrait or wedding photographer to photograph your home.

So, that your result is as good as your intention, here are five things to look for when choosing the right photographer for the job.

- Technical Proficiency
- Creativity
- Ability to work on tight deadlines and within budget

- Personality
- Appearance

I usually get a few odd looks when I mention ‘appearance,’ but your photographer is representing your organization. Their professionalism is important. That doesn’t mean that they must wear a shirt and tie. It does mean that they don’t look like they have just rolled out of bed or been blown in by a storm. Likewise, personality is key. The photographer must interact with both you and the client, and must be open to suggestions and constructive criticism.

Outside of appearance and personality, it may be harder to gauge the other three items. Therefore, it is essential to ask for references and to review the photographer’s portfolio. Today, most professional photographers have a website and love to share their work.

One of the most critical and fundamental steps in working with your photographer is having a conversation with them well in advance of the shoot. Talk to them about the job. It is vital for them to understand your needs and those of the client. What is the scope of the project? What are your objectives? How will the photos be used, i.e., online, in print, etc.? And on the flip side, they can tell you the best time of the day to shoot,



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and clothing and staging that will enhance the photography.

Always ensure that the photos are royalty free. You do not want to contact the photographer each time you want to use one of his/her photographs, and you do not want to pay on a per-photo basis. I suggest developing a contract in which these items are specified. Spell out the project in detail.

We’re all storytellers, and as you’ve heard a thousand times, ‘a picture is worth a thousand words.’ Quality photos of your projects will go a long way in telling your story.

Marketing Strategies, Inc. has been building brands and reputations for over 20 years. Let us tell your story. Contact Denise Blackburn-Gay, APR (accredited in Public Relations) at 843-692-9662 or via email: denise@marketingstrategiesinc.com. ■