BUILDING INDUSTRY SYNER CH

JULY-AUGUST 2018

- HGHBA MEMBER CHUCK GEE PHOTOGRAPHY OFFERS NEW HOME PARADE PARTICIPANTS PHOTOGRAPHY SPECIAL
- FEMALE HGHBA MEMBERS SPEAK AT ACADEMY FOR TECHNOLOGY & ACADEMICS SUMMER CATE PROGRAM
- HGHBA & HGTC PARTNER TO OFFER FREE CONSTRUCTION/CARPENTRY COURSE
- HGHBA MEMBERS DISCUSS THE EXTERIOR PRODUCTS TRENDING IN THIS AREA
- TODAY'S OUTDOOR LIVING SPACE COMBINING BEAUTY WITH FUNCTIONALITY
- 2018 2019 HGHBA CALENDAR OF EVENTS
- 2019 2019 BIS EDITORIAL CALENDAR

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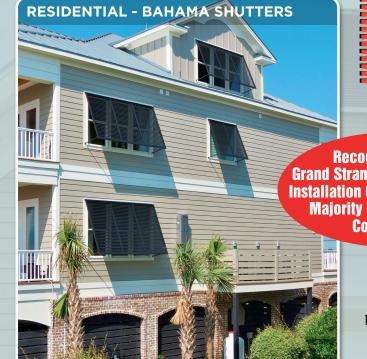














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In a program referred to as 'TRAIN TO WORK', students enroll in a three week certificate course that teaches the skills & offers hands on training in Residential Construction / Carpentry. The HGHBA & Horry Georgetown Technical College have partnered to offer this free course.

Annual Wages In Construction - The SC Average For The Top 25% In A Variety Of Fields

Are You Participating In The 2019 New Home Parade? – Quality Photography Is Essential To **Promote Your Homes**

HGHBA member, Chuck Gee Photography, is offering a special package for 2019 New Home Parade participants to obtain professional high quality photos for the 2019 New Home Parade Plan Book & their future marketing.

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2018-2019 HGHBA Calendar of Events & Recent **HGHBA New Member Inductees**

The schedule of all HGHBA related events for 2018 & the first quarter of 2019. The HGHBA new member inductees from the June 19th luncheon meeting in RIOZ & the guest speaker, Rusty Gaskins' topic of conversation. All HGHBA members are encouraged to attend the August 21st luncheon

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Preview of the Building Industry Synergy Online Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist you with your new construction or remodeling project.

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Today's Exterior Products Create The Desired Curb Appeal & Protect Against Storm Damage In This Coastal Climate

Building Industry Synergy reached out to several accomplished, respected HGHBA members to get feedback on the latest trends and requests that they are seeing from the area building contractors, property management companies and homeowners.

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Caviness And Cates Communities - Find Your Place To Call Home

Builders Watson Caviness and Chris Cates founded Caviness & Cates Communities in 1999 Favetteville NC based the company began operations in Myrtle Beach in 2015 with their first appearance at Waterbridge, Brighton Lakes and Wild Wing Plantation. In 2018, Caviness & Cates expanded their Grand Strand presence by enlarging their portfolio of lots when R.S. Parker decided to shift from builder to developer.

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Marketing Strategies president & CEO, Denise Blackburn-Gay, discusses the value in obtaining professional photos to promote your business in the home building industry.

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Building Industry Synergy reached out to six area professionals to share the trends they've noticed in extending iving space to the outdoors.

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Dr. John D'Ambrosio, President / CEO of the Better Business Bureau of Coastal Carolina, shares his thoughts about the importance of having a solid Social Media presence within your targeted market.

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2018 - 2019 Building Industry Synergy **Editorial Calendar**

The schedule for the next two issues in 2018 & the first four 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 Sept/Oct Issue Will Include **Editorial Features On Bathroom/Kitchen** Design & Millwork - Doors & Windows. The Material Close Date For This Issue Will Be Friday August 24th. This Issue Will Be Distributed @ The HGHBA Show In MBCC September 21st - 23rd.

> 2017 **CONWAY CHAMBER** OF COMMERCE

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PUBLISHER Trey Trembley

Trey@sc-bis.com SENIOR WRITER

Susan Roush

Susan@sc-bis.com

CONTRIBUTING WRITERS Cynthia Mendenhall, Denise Blackburn-Gay, Dr. John D'Ambrosio

CONTRIBUTING DESIGNERS

Cindy Ziegler - Sheriar Press Dee Nesbit - HGHBA

(843) 945-4452

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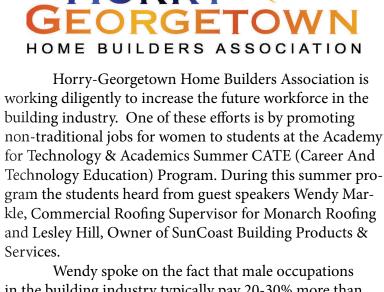




on the cover

Caviness & Cates area manager, Stephen Dean (far left), talks with project manager, Ricky Beck (middle), community sales manager, Jessica Welch (2nd from right) & design center coordinator, Kimberly Kauffman (far right) in front of the Seaport model in the Brighton Lakes subdivision of Carolina Forest. In 2018, Caviness & Cates expanded their Grand Strand presence by enlarging their portfolio of lots when R.S. Parker decided to shift from builder to developer. Once friendly competitors, R.S. Parker views Caviness & Cates as a valued partner that is reliable for their quality and professionalism. Existing R.S. Parker homeowners, as well as current and future Caviness & Cates homeowners are assured of a coherent process and consistent product within each development. In their own right, Caviness & Cates Communities has been recognized as a Builder Magazine Top 100 Homebuilder for 10 consecutive years. Rank is based on total closings and gross revenue from the prior year, which were 561 and \$140 million, respectively.





HORRY

in the building industry typically pay 20-30% more than traditionally classified as "Female Jobs" such as secretaries, admin assistants, customer service, nursing, health aides, retail and cashiers according to the US Department of Labor, Bureau of Statistics. Nontraditional occupations for women are defined as occupations in which women comprise less than 25% of all workers.

Lesley spoke on female business ownership within the building industry, booking jobs, estimating, hiring and running crews.

Each student was given a Career in Construction t-shirt as a gift from HGHBA to serve as a reminder of the homebuilding industries' many opportunities for a future thriving career.



Train To Work



Earn a Certificate in Residential Construction/Carpentry Jobs in Horry and Georgetown Counties Are Waiting By Denise Blackburn-Gay, Marketing Strategies, Inc.

Conway, SC--It's hard to believe that a little over a decade ago, a period referred to as the 'great recession, workers in the home building industry were heading for unemployment lines as they faced layoffs and termination due to a lack of work.

Thank goodness those times have changed. Today, building is booming, and a tightened job market leaves employers searching for skilled workers. With unemployment in South Carolina and Horry and Georgetown Counties hovering around 4%, recruiting and retaining qualified workers has never been harder.

"Here in Horry County, we are facing a serious shortage of skilled tradesmen," said Berkley White, owner of Classic Homes, and Horry Georgetown Homebuilders Association Board Member. "While the construction industry is booming, the job market lags behind."

When the construction industry slowed ten years ago, many of the skilled workers left our area and have not returned. Today, we cannot find enough skilled workers to fill open positions," he said.

Rose Anne O'Reilly, Executive Vice President of the Horry Georgetown Home Builders Association hears

comments like Berkley's frequently. "While the building industry is experiencing steady growth, this growth could be accelerated if the employment pool was larger," she said. "The key lies in not just in finding workers, but finding workers who are skilled in their trade."

Horry Georgetown Home Builders Association, in conjunction with Horry-Georgetown Technical College, has

found what they hope to be the solution. In a program referred to as 'TRAIN TO WORK,' students enroll in a threeweek certificate course that teaches the skills and offers hands-on training in Residential Construction/Carpentry. "It's a win-win situation," said O'Reilly. "The course is free to attendees and employers gain an employee who knows the trade. No longer does a student enroll in a course in which they may or may not find employment in their field. The jobs are waiting," she said.

Per Tradesman International, we have likely only seen the beginning of the construction labor shortage. The building industry is projected to strengthen over the next few years, and the demand for skilled craftsmen is expected to continue. Although residential and commercial construction activity may have increased significantly since the low point of the recession, many still view this resurgence as fragile. Constrained by a shortage of skilled workers, this resurgence could end up tempered by the continued increase of new home prices and delays in projects.

Filling this gap is going to take a concerted effort on all fronts, including encouraging America's youth to return to the construction industry. Horry Georgetown Home Builders Association and Horry-Georgetown Technical College are doing what they can to ensure the success of an industry that impacts all of us.

For more information, or to enroll in the free TRAIN TO WORK/Residential Construction/Carpentry Program, contact Patricia M. Kleber at Horry-Georgetown Technical College at (843) 477-2191 or via email ceinfo@hgtc.edu. Enrollment is currently underway. Classes start soon, and space is limited.

About Horry Georgetown Home Builders Associa-

The Horry Georgetown Home Builders Association (HGHBA) is a non-profit professional trade association representing residential and commercial builders, subcontractors, suppliers

developers, and many other service providers to the home building industry throughout Horry and Georgetown Counties. Established 50 years ago, HGHBA embraces the interaction, commitment, professionalism, education, community service and environmental responsibility necessary for a professional association. For more information visit www.myrtlebeachhomebuilders.org or call (843) 438-4124.

About Train to Work MB

TRAIN TO WORK is a pilot program offered through Horry-Georgetown Technical College (HGTC) designed to meet employer demand by rapidly training a skilled workforce. In addition to Residential Construction/Carpentry, courses are available in Hospitality, Culinary/Kitchen, Electrician Assistant, Plumbing Assistant, and Certified Nurse Aide. Programs differ in length and requirements. For more information visit www.HGTC.edu/jobtraining or call HGTC's Continuing Education Department, (843) 477-











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The new HGHBA member inductees @ the June 19th luncheon meeting in RIOZ were (left to right) Ben Sullivan (Affiliate - Anderson Brothers Bank), Nate Ellis (Anderson Brothers Bank), Justin Dedio (Prodigy Kitchens & Baths), Tom Dedio (Affiliate - Prodigy Kitchens & Baths), Mike Schoolcraft (Affiliate - Asbestos Inspections, LLC), Eddy Longshore (Culpeper Wood Preservers), Jo Ellen Plyer (Affiliate - AmeriSpec Inspections), Mitchell Plyer (AmeriSpec Inspections), Brad Williams (World Stone) & Randy Newcomer (Affiliate - World Stone).





2018-2019 Calendar EVENTS

Golf Tournament - Legends Golf Resort

General Membership Luncheon

21-23 Home Improvement & Outdoor Living Show

21 Student Chapter Field Trip To Show

OCTOBER

SC Careers In Construction Month

General Membership Luncheon Student Chapter - New Members Installed

24-25 Pathways2Possibilities – Myrtle Beach Convention

NOVEMBER

Fall HGHBA Clay Tournament

Annual Meeting / Membership Luncheon Election Of 2019 Officers & Directors

HBA Of SC Legislative And Strategic Planning

HGHBA Board of Directors Meeting

DECEMBER

TBD 10 Hour OSHA Certification Course

15 New Home Parade Deadline For Entry

Ad Deadline For New Home Parade Plan Book

General Membership Luncheon Installation Of 2019 Officers & Directors

HGHBA Board Of Directors Meeting

8-10 Home Show

New Home Parade Judging

1-3 New Home Parade

New Home Parade

19 General Membership Luncheon

Spring HGHBA Clay Tournament HGHBA Board Of Directors Meeting

General Membership Luncheon

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





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Today's Exterior Products Create The Desired Curb Appeal & Protect Against Storm Damage In This Coastal Climate

The design aspect and protection of the exterior of any home or business in today's market is extremely important to homeowners and business owners alike. The appearance of the siding, roofing, gutters and often times the decking come together to create the desired exterior décor for each customer. Building Industry Synergy reached out to several accomplished, respected HGHBA members to get feedback on the latest trends and requests that they are seeing from the area building contractors, property management companies and homeowners.

Randy Hann and Will McCourt, coowners of **Contract Exteriors**, have offices in six key markets including two along the Grand Strand. They keep apace of exterior trends especially in roofing, siding, and decking. Will said, "In the roof replacement



Randy Hann (left) & Will McCourt (right) with Contract Exteriors.

segment, we are seeing more homeowners choosing design, color, and extended warranties, and not just price. They want to make sure the roof they choose will last for a very long time." Will also noted that they are seeing an increase in the amount of homeowners requesting to build new decks or update old ones. Will said, "More of our homeowners are really trying to capitalize on their outdoor living spaces, focusing on making them truly unique and are really embracing our design and consultative approach when it comes to deck additions and remodels." To stay in the forefront of their customer's needs, Contract Exteriors



utilizes the latest design software which allows their clients to visually see what their new deck would look like on their home.

Randy Hann discussed an increased trend of homeowners updating their homes with James Hardie fiber-cement products. "A lot of our customers are not willing to compromise when it comes to the best products to protect the exterior of their homes. With James Hardie Color Plus fibercement siding, they will receive a 30 year product warranty and a 15 year finish warranty which is industry leading." The James Hardie ColorPlus® Technology siding is a prefinished product which is one of a kind in the building materials industry. Per the "2018 Cost vs. Value Report" released by Remodeling Magazine, Randy noted, "the amount of homeowners taking advantage of the (estimated) 111% return on investment a siding project can bring has increased tremendously. The focus on protection and curb appeal has allowed us to really thrive in this area." One of the way's Contract Exteriors helps their clients with their siding projects is by using state of the art design technology. This technology allows homeowners to visually see how any siding profile and color



Contract Exteriors Customer Experience Representative, Kathleen Morelli (left) talks with a homeowner about the James Hardie siding he is having installed on his home.

will look on their home instantly, which is a free service provided to all of their customers.

When it comes to any exterior remodel, such as roofing, siding, or decking, both Randy and Will recommend that all homeowners conduct a thorough check on the contractors they are going to use. Will noted, "Unfortunately, we have seen a rise in fly-by-night contractors who think they can handle an exterior renovation project of any size, but end up not delivering or meeting the expectations for that consumer." Randy also



Contract Exteriors was responsible for replacing all of the decking on this ocean front condo complex in North Myrtle Beach.

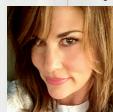
noted that providing the right expectations and customer experience is key to a successful project. Randy said, "We are the only contractor in the area that actually has a full Customer Experience department dedicated as a resource to our clients. Their main goal is hold our customer's hand throughout the entire process, ensuring that we are meeting all of their needs and expectations letting them know we are always here for them."

Contract Exteriors is the only contractor on the coast that has all the highest accreditations from GAF®, Certainteed, James Hardie®, and AZEK®.

FOR FURTHER INFORMATION REGARDING CONTRACT EXTERIORS, PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE.

Suncoast Building Products & **Services**, **Inc.** is a premier gutter and rain water control small business, serving all of the Horry, Georgetown & the Brunswick County areas, as well as surrounding counties and neighboring states for over 20

Their craftsmanship has been featured in several home publications including



Suncoast Building Products & Services' owner, Lesley Hill.

"Southern Living Magazine" and our very own "Building Industry Synergy". Suncoast has been awarded excellence in the field as the Reader's Choice for more than 5 years by the

Carolina Forest Chronicle, Myrtle Beach Herald and Horry Independent newspapers.

As the design of today's properties change, taking on a personality of their own, adding unique touches to each really makes them stand out. Suncoast can customize the size and shape of gutters and downspouts on residential and commercial properties. Half Round Gutters and Round Downspouts are the latest trends. They also offer a variety of colors and materials including copper and galvalume materials. The current design trends are to use decorative medallions, ornamental gutter hangers, scupper boxes and even rain chains as an alternative to says Charlie. downspouts to give each home or business a "Customized" look.

During hurricane season, keeping existing gutters clean and "worry free" of





Zebulan Hill (left) talks with a homeowner or a job in Wild Wing Plantation.

debris in areas with pine trees and heavy foliage is easier with a Pine Straw and/or Leaf Gutter Protection System. These gutter guard systems capture falling pine needles and foliage allowing water to flow properly through the gutter into the downspouts carrying water away from the propertie's foundation during summer storms and hurricane downpours.



Darryl Hill (right), part owner and operator of Suncoast Building Products & Services, talks with local building contractor, Charlie Babb, at a recently completed home in Tidewater in North Myrtle Beach. "My subcontractors, like Darryl Hill with Suncoast, are one of the big reasons that I have been successful",

Suncoast's success is attributed to skilled experienced workmanship, excellent customer service, and selling the best

products at the best price. Their understanding of the principle of "customer satisfaction" keeps the contractors, property management companies. homeowners, business owners, and their referrals coming back vear after vear.

Suncoast's workmanship, materials and pricing hold personal guarantees. They stand behind their family owned and operated small business.

(Continued on page 14)





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Monarch Roofing has experienced tremendous growth since opening in the Grand Strand area 11 years ago. Martin Pettigrew, owner and 2017 President of HGHBA, has since extended the company to Wilmington and as far south as Hilton



Monarch Roofing & Solar owner, Martin

Head. To accommodate the company's continued growth, a new headquarters opened this summer in Myrtle Beach.

Monarch's success is a reflection of the many certifications and awards earned for performance, reliability, installation, service, and consumer protection. More importantly, Monarch Roofing is a GAF

(843) 907-2244

(803) 647-4306

Master Elite™ contractor, which speaks to the quality of their work and their dependability. "Only 3% of contractors nationwide hold this distinction. Taking our training and certification further by being one of only 4 GAF President's Club Awardees with 2 stars in both North and South Carolina," Martin explained. Monarch Roofing is also a Haag Certified Commercial Roofing Inspector, a Certified Green Roofer, and many more.

A big shift in the roofing industry is the extended warranties on shingles, some good up to 50 years on products and 25 years on labor. Because of Monarch's certifications, they are privileged to extend a warranty of 10 years on labor to match the warranties of contractors on new home construction. "This gives third-party accountability, and it comes with no extra cost," Martin said. That's a big selling point



The brand new Monarch Roofing & Solar offices facing Hwy. 501 in Myrtle Beach opened in



(843) 385-2715



Another area where quality work and good warranties are important is with roof replacements, which are about 60% of Monarch's business. "The past 5 years we've had so many storms in the area. Hail damage, hurricanes, flooding, high

winds has been hard on roofs." A roof replacement means the old material is removed and replaced with quality shingles that give peace of mind.

A new trending product in the industry is the American Harvest architectural shingles. "The patterns are incredible, and the colors are more alive in the pebbles, especially with the Timberline," Martin noted. Builders are using more of the designer shingles in their spec

homes in order to diversify and make their communities stand out. "They're realizing designer shingles can increase a property's value by 7%," Martin added.

Another exciting trend in the roofing industry is solar roofs. Monarch Roofing has been installing solar roofs for 2 years

but has seen a significant jump in sales over the past 6 months. "There is no better time to install a solar roof than 2018. There are a lot of environmental credits available until the beginning of November. Local utilities are offering percentage discounts and federal and state tax credits are available for a few more months." Martin advised.

With advances in synthetic underlayment and better installation methods, Monarch Roofing offers the most effective roofing systems, ones that block moisture, decrease energy costs, improve curb appeal, and increase a



Timberline Charcoal roof shingles.

property's value. Whether you are a builder, homeowner, commercial property owner, or property manager, make sure your new roof is your best one yet. Make sure you connect with a proven leader, the roofing specialists of Monarch Roofing.



Carl Martin New construction manager Carl@monarchroofing.biz

Caviness & Cates Communities Find Your Place to Call Home



by Susan Roush



The Indigo Bay community features a 50 acre lake.

Builders Watson Caviness and Chris Cates founded Caviness & Cates Communities in 1999. Fayetteville, NC based, the company began operations in Myrtle Beach in 2015 with their first appearance at Waterbridge, Brighton Lakes and Wild Wing Plantation. In 2018, Caviness & Cates expanded their Grand Strand presence by enlarging their portfolio of lots when R.S. Parker decided to shift from builder to developer. Once friendly competitors, R.S. Parker views Caviness & Cates as a valued partner that is reliable for their quality and professionalism. Existing R.S. Parker homeowners, as well as current and future Caviness & Cates homeowners are assured of a coherent process and consistent product within each development.



Stephen Dean (left), area manager for the Myrtle Beach division, and Richard Beck (right), project manager for the Myrtle Beach division, review the plans in a home under construction in the Indigo Bay community.

In their own right, Caviness & Cates Communities has been recognized as a Builder Magazine Top 100 Homebuilder for 10 consecutive years. Rank is based on total closings and gross revenue from the prior year, which were 561 and \$140 million, respectively. Numbers and accolades aside, Caviness & Cates Communities' chief concern is their customers. As Chris Cates, owner of Caviness & Cates Communities said, "We attribute much of our success to not only recruiting a team of very talented professionals but also offering the right product to fit the needs of the demographics of the communities in which we build whether it be retirees, families, or first time home







buvers."

Caviness & Cates takes measures to exceed standards through their exclusive 1-2-10-year home warranty: 1-year whole house, 2-year mechanical, and 10-year structural warranty. They have a fulltime inhouse warranty department. The company builds Energy Plus homes that are independently tested and rated. Buyers benefit through a comfortable, energy-efficient home that has been constructed in an environmentally responsible manner. Taking it a step further, each new home receives an independent, thirdparty inspection from American Property Inspections.

Here at the beach, Caviness & Cates Communities is actively building in eight different locations, five of which are new for 2018. The following offers a glimpse of each community's characteristics, home prices and square footage.

Indigo Bay Priced from \$300s 1,800 to 3,500 square feet

This Carolina Forest natural gas gated community has a 50-acre lake as its centerpiece. Residents can take full advantage of outdoor living whether from a kayak on the lake, a swim at the clubhouse, or stroll on the extra wide

The kitchen area in the Sawgrass model in Waterbridge.



The exterior of the Sawgrass Model in Waterbridge

sidewalks. There are lakefront and wooded lots to choose from in this master-planned community.

Waterbridge Priced from \$340s 2,000 to 2,800 square feet

Nearly a destination itself, this acclaimed Carolina Forest community is replete with lakes, woodlands and homeowner amenities that rival resorts. Within 8 miles, homeowners can be at water's edge of the Intracoastal or the ocean, plus all manner of shopping and entertainment. Cottage-style homes

with features today's lifestyle demands make this a popular choice.

Wild Wing Plantation Priced from \$349,900 1,900 to 2,800 square feet

For those seeking a variety of home styles, on-site golf course and clubhouse, and a significant activity center for homeowners, this should make the short list of must-see neighborhoods. Situated off 501, it is a straight shot to downtown Conway or the heart of Myrtle Beach.

Brighton Lakes Priced from \$319,900 1,900 to 2,100 square feet

This is the final opportunity to own a Caviness & Cates home at Brighton Lakes in the Carolina Forest area. Lakes, playgrounds, private owners' club and proximity to the good life in and outside this gated community are

The newest Caviness & Cates community to join the family, The Lakes, is located within an established area in Surfside Beach that is nearly equidistant to the Beach and the Waccamaw River. The Marsh Walk in Murrells Inlet and Brookgreen Gardens are among the close-by destinations. Look for the release of

new floor plans coming to the Grand Strand market.

Arbor Glen Priced from \$190s 1,400 to 3,000 square feet

Located on 905, just off Highway 9 West, this Longs community is 12 miles to Cherry Grove beach, and readily convenient to shopping, restaurants and other attractions. Enjoy a lively day out and return to a peaceful, easy-does-it home life, or stay home and enjoy the pool, cabana, and surrounding nature.

North Village Priced from the \$200s 1,500 to 3,000 square feet

There is great access from this Little River location to some of the best restaurants and golfing on the North Strand. Highways 9, 17 and 31 are minutes away, so getting on with daily needs, be it medical appointments or grocery shopping, is a breeze.

Hillsborough Priced from \$200s 1,500 to 2,900 square feet

Conway is home to Coastal Carolina University, and a historic downtown area that hosts theater, restaurants and vibrant shops and galleries. The beautifully landscaped entrance to Hillsborough hints at the



The luxury master bath in the Heritage model in Wild Wing Plantation

wooded setting within. With over 400 balance between Donna being "a little lots and multiple floor plans to select from, making those initial choices might be the most difficult decision of the entire build.

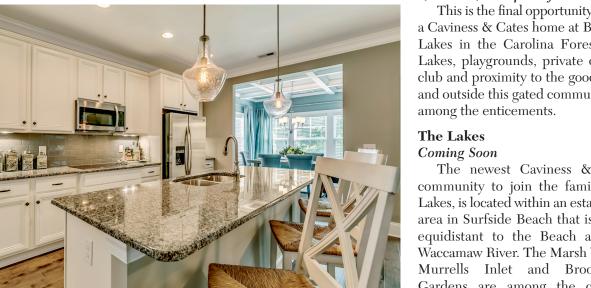
Roger and Donna Warren decided to build in Hillsborough because as Roger said, "It's everything we wanted all in one, so it's hard to beat." Their decision came after visiting multiple communities, both onsite and online. Of the Conway location Roger said, "We like that aspect of it. You still have the feel of being in Myrtle Beach, but you have the quaint country feel that Conway offers." It also provided a

more city" and Roger being "a little more country." Hillsborough met their location needs, and Caviness & Cates Communities is meeting their housing

Roger said, "We had a lot of options. We extended the garage four feet and decided on a side garage rather than a front load garage. We added the loft with an extra bedroom and full bathroom upstairs." They also extended the screened porch, and a bathroom was ADA modified to meet needs of a sibling who lives with them. Speaking to location again, Roger added, "Another nice thing is the Blackwater middle school is brand new. I have a 7th grade grandson that lives with us, so he's pretty excited." Not to mention that the upstairs will largely be his domain – pure gold for tweens and teens.

The Warrens are in the early stages of building the Welbourne model. They especially appreciated the design center. Roger said, "They dedicate the whole day to you. It's a beautiful design center. We've been to quite a few where you're looking through books, and it's just hard to see what you're really getting."

Roger and Donna view this as their eventual retirement home when they could live entirely on the main level if





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



(843) 226-7274





www.CavinessAndCates.com Info@CavinessAndCates.com



Marketing



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 wellappointed 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

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,



PHOTO © CHUCK GEE (843) 833-0510



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.

Today's Outdoor Living Space Combining Beauty With Functionality

by Cynthia Mendenhall

Enhancing backyard space has become a priority across the southeast coast, making the outdoor living market stronger than ever before. While functionality is important in the latest designs, making that space serenely exquisite is becoming a top priority. Building Industry Synergy reached out to six area professionals to share the trends they've noticed in extending living space to the outdoors.

& Design specializes in making dreams a my team follows up with 4 weeks of reality. They offer outdoor kitchens, gazebos, kiddie areas, fencing, irrigation, landscaping, driveways, and of course, pools, spas, and more. "We do everything outside the four walls of your home and there is no easier way than to work with a single contractor to handle it all," explains owner Bill Seay. "We take our customers through the entire process starting with the conceptual design using full-color 3D images. We handle the permitting process



Bill Seay (far right), Drew Seay (middle) & Keith Alford (far left) with Quality Pools & Spas / Landscaping & Design.

Quality Pools & Spas / Landscaping and even assist with HOA approvals. And service, teaching you to care for your new pool, spa, or landscaped area."



With over 20 years of experience in the Myrtle Beach area, the folks at Quality Pools & Spas / Landscaping & Design are respected professionals. That is not always true of others, and Bill offers a stern warning for Horry-Georgetown residents. "Unfortunately, in South Carolina, a big loophole allows anyone with a pick-up truck and a business card to become a pool builder, regardless of their training or experience." Seay's office averages 3 calls a week from desperate homeowners who have hired someone who has taken their deposit and disappeared." Mr. Seay advises

www.glassmyrtlebeach.com

Email: bradyglass@sc.rr.com

contractors, community managers, and homeowners: "Please know that a licensed, reputable contractor will never ask you to secure the permits in your name. Most people don't realize the risk and liability of injured workers or other accidents falls to the permit holder." Bill and his team are builders who are state-trained, tested, certified, licensed, and they give great attention to every detail including the latest trends.



The hottest thing in pool design is tanning ledges. That's a shallow shelf which acts as a kiddie pool and the perfect place for teens and adults to soak up the sun. "In fact," Seav estimates, "about 8 out of every 10 calls lately have requested a tanning

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ledge." The ledge can be added to existing pools. Attached spas are also popular and make a great addition to any backyard.

In the area of Landscape & Design, Mr. Seay notes, "Pavers have completely taken over as the pool decking material of choice, and outdoor manufacturers have created kitchens, fireplaces, fire pits, and more that match beautifully with the pavers." This gives outdoor designs a seamless and stunning flow.

If you want to take the outside space of your home or community to the next level, go with a company who believes in quality craftsmanship and customer satisfaction. Call Bill at Quality Pools & Spas / Landscaping & Design to create your ultimate backyard oasis.

REGARDING QUALITY POOLS & SPAS / LANDSCAPING & DESIGN PLEASE REFER TO PAGE 9 OF THIS ISSUE.

Nick and Jenna Hudson started Southern Scapes Landscaping & Garden Center in 2009. The husband and wife team love the outdoors and love helping others take living outdoors. "We believe your outdoor space should be an extension of your indoor space," Jenna said. That goal drives their company helping to make them a local leader in the industry.



Southern Scapes' owners Nick & Jenna

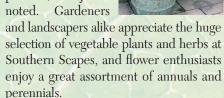
Homeowners, property management companies, builders, and landscape contractors rely on the Hudsons' expertise when creating more useable outdoor spaces. Nick and Jenna understand that folks want beautiful, low maintenance, sustainable designs hardy enough to endure winters. That explains the recent spike in the cold-tolerant Sabal Palmetto

tree sales. "People want beautiful, but they want beautiful year round," Jenna added. More exotic and trendy items as seen in design blogs, magazines, and on TV are also available, like roses and azaleas that bloom all year long.

The Hudsons have noticed a significant shift toward the use of rock the past few years. Mulch deteriorates over time and requires annual replacement, while decorative stone is a one-time fix that needs little or no maintenance. "The rock or stone is great for everyone, but perfect for retirees or those who travel a lot," Jenna explained. "And it comes in all sorts of colors, shapes, sizes, and textures to match every outdoor design."

Decorative planters are quite popular FOR FURTHER INFORMATION this year, from terra cotta or ceramic to

antique and trendy farmhouse pots. "Planters are perfect for customers who want to add beautiful colors near their front doors and porches," Jenna



Southern Scapes Landscaping & Garden Center has become a valuable and trusted resource for building contractors, property management companies, and landscapers in the area. "Our business is helping others create designs, allocate materials, and bring designs to life. We are a one-stop shop which makes it easier for both homeowners and contractors," Jenna explained. "And we are constantly adapting what we offer to what people want, so we do carry a lot of the most current design trends." You'll want to check out their fire pit and fireplace options and the sturdy and long-lasting poly furniture they offer.



(Continued on page 24)





Garden Center - Open to the Public Large Selection of Plants & Palms Variety of Mulch, Rock & Topsoil

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If you want to spruce up your place with a few flowers or add a new shade tree, stop by Southern Scapes Landscaping & Garden Center. If you're looking to hand off a major backyard design to true professionals, you'll definitely want to connect with Nick and Jenna at Southern Scapes, the Grand Strand's choice for everything landscaping and gardening.

Prestige Outdoor Lighting offers low-voltage, specialty lighting to homeowners, communities, businesses and has since 2009. Owners Bill and Julie Raphael are all about making their customers happy; Bill brings over 30 years of electrical design experience to every project. Most of all, they understand the harsh environments of the southeast and extend an unmatched and workmanship.

"For some, it's the architectural features of their home. Maybe it's the statue from grandma, but my first question is always what do you want lighted." Regardless of what you choose, the Raphaels know outdoor lighting adds beauty, value, safety, and security to every Also, astronomical timers are hot now.



Bill & Julie Raphael with Prestige Outdoor

space. One of Bill's best techniques is down-lighting where special lights are mounted up in the trees to shine down through the branches and leaves producing a captivating look. "It's a full moon every night," he says.

A few years ago, the lighting industry experienced its biggest change of all - the switch from halogen bulbs to LED. lifetime warranty on all of their products According to Julie, "That allows us to add more fun to all our designs." Today, the more popular requests are small, twinkling lights, the large orbs or globes, and bistrostyle string lights. Another new trend is remote-controlled, color-changing bulbs or strip lights, where you can easily adjust your lighting to fit the evening's mood.

They can be set for to turn on your lighting at dusk (no matter what time that is) and turn off at dawn or when you decide. This happens year-round, automatically adjusting for daylight savings time. Bill adds, "Of course, we are seeing more and more outdoor lighting incorporated into Smart Home designs too."

The Raphaels work with property managers and local businesses to create more eve-catching signs and entrances. Julie notes, "By adding lighting designs,



communities are improving their gathering and entertainment areas, making those spaces more functional, safer, and much more appealing." Homeowners and communities alike are requesting task lighting like lighting the grill area. highlighting steps, placing LED strips around outdoor kitchen spaces, and more.

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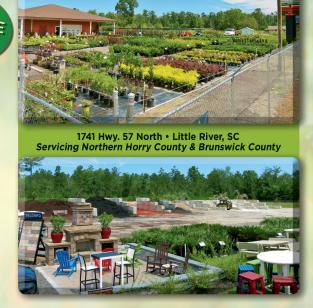
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OUTDOOR KITCHENS AND FIREPLACES



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Bill and his team can do anything the customer wants and do it without breaking the bank. He explains, "Our customers are not only higher-end homes. We've done great designs for average homes as well. Our lighting packages have ranged from \$800 all the way up to \$30,000 systems. And they are all happy customers in the end."

Randy Gaskins of Plants Direct, Inc. holds a great appreciation for all of their customers, and likes to do everything possible to make them happy. "My wife and I started the company 8 years ago and are proud to be a locally owned company,"

Randy & Leigh Anne Gaskins in front of their new location

on Hwy. 57 in Little River, SC.

that serve the greater Grand Strand area. Plants Direct, Inc. targets developers and works on larger scale projects like golf courses, universities, in new communities, and with landscaping contractors. "We do lots of work in North Carolina, going all the

The company has two separate divisions

and we will always go a step beyond."

way from Wilmington to Charleston and service inland all the way to Charlotte," Randy explained. Larger projects always include wholesale pricing on products based on quantity and purchase levels.

Plants Direct Nursery & Garden Randy said. "We like to take care of our Center is the division focused more toward

> the needs of local homeowners. "Consultation is such an important first step and we like to do that for all of our homeowners. We can help them with design and assist in choosing plant material that does well in our area." Randy said. Plants Direct will install the design or residents can plant and do the upkeep if they prefer. Locals enjoy stopping by the garden center and will always find competitive retail

customers with that local, hometown feel, pricing.

Not only does Plants Direct offer two distinct divisions to better serve their



Teresa Nunn manages the Hwy. 544 location.

customers, they now have two locations. The original Myrtle Beach location. located Highway 544, and managed by Teresa Nunn, is

now accompanied by a North location. The new location opened in November 2017 and is on Highway 57 in Little River, near the Brunswick County border. It is managed by

Ryan Graham. Both locations offer 3,000 square garden centers, filled with plants of all kinds, yard art wind spinners, fountains, stone, pine straw, mulch,



the new Hwy. 57

and more. Plants Direct also does paver patios, fire pits, outdoor kitchens, lighting,

(Continued on page 26)

irrigation, swimming pools, and more.

a significant shift in more requests



Eddie Deutsch is the **Director of Operations** for Plants Direct & oversees the outdoor designs & installations.

pool automation have become more than "Outdoor space is number one right a trend. "Salt pools and pools built into now," Randy stated, as he has seen Smart Home designs are the new norm," Tommy explained. Your pool, hot tub, complete waterfall, lighting system, and more can now be controlled from your handheld device or with Alexa. In pool aesthetics, colored quartz plasters are quite popular. "A deep blue plaster becomes the eye Eddie Deutsch candy of the entire pool, and swim-outs are the new answer to the ugly stainless steel ladder." The company is also doing more experience and is and more designs with multiple beach seats, and umbrella anchors are being SC Certified in paver and mason added to swim outs, tanning decks, and

"We've seen so much more emphasis on pool decks than ever before," Tommy



Troy Ashburn with The General Pool Company.

Another popular request is for outdoor upgrades in private residences and in communities. "We are always available to spruce up both old and new landscapes," Randy mentioned. Property management companies and HOAs value this service.

When investing in the space around your business or home, you will want to work with a local company that is knowledgeable and experienced enough to successfully design, install, and maintain your new outdoor living space. Schedule a consultation with Randy, or stop in and ask for Teresa, Eddie, or Ryan. With over 60 years of combined experience in the landscape industry, Plant Designs is a company you can trust to create a fabulous outdoor space suited to your needs and desires.

Tommy and Troy Ashburn of The General Pool Company, Inc. have been building pools and creating personal retreat spaces in the area for over 31 years. Tommy recently shared the latest trends in pools, decking, and ambiance, and gave his secret to working successfully with local builders.

In the way of pools, salt generators and



Tommy Ashburn with The General Pool





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noted. A hot trend on the east coast now is larger and more upscale deck pavers. "The traditional 6" x 6" or 6" x 9" pavers have been upgraded to 12", 18", or 24" ones. In fact, 85% of new pools are going with the larger pavers," Tommy said. Some of the more fascinating ones are woodgrain that look like planks but are made of cement with little maintenance required.

Backyard spaces are all about ambiance now, and fire creates that well. According to Tommy, "People are not only calling us for swimming pools, they also want a fire bowl, a fire pit, or a fireplace." Other ambiance add-ons are: LED light bubbles, built-in speakers, outdoor kitchens, and TV viewing areas. Tommy added, "We are also creating a lot more sitting areas and using quite a bit more



stacked stones on raised surfaces. Large stonework with a natural face is huge right now too. Last month, we completed a natural waterfall with a 700-pound stone. It's beautiful."

Local builders appreciate working with The General Pool Company, and Tommy shared his secret to those successful relationships, "By communicating clearly and often with other builders in joint ventures, we can avoid more work for both sides. And mutual courtesy in business helps everyone in the end." Plus, Troy Ashburn, construction-lead for the company, ensures every pool is built to code every single time. That alone develops an ongoing trust-factor for builders and homeowners alike.

Tommy and Troy Ashburn at The General Pool Company are ready to help you make a great investment in the lifestyle you've dreamed about—it's time to design and build your private backyard retreat.

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 (left) & Stevie Bryant (right) with Palmetto Patio & Hearth / Palmetto Propane, Inc.

The design and installation of outdoor kitchens and customized patio areas with outdoor fireplaces has become a niche for Palmetto Patio & Hearth. John and Stevie take pride in working with the local building contractors and homeowners to create a very appealing, functional extension to their outdoor living area.



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 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, gas logs, gas and charcoal grills, cast iron stoves, fire pits, gas lamps, patio furniture, as well as tankless water heaters.

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How's Your Social Media?

by Dr. John D'Ambrosio, President/CEO Better Business Bureau of Coastal Carolina

Do you use social media as a tool for your business? If not, you may be losing a large segment of the market that you want to reach. You also need to know what consumers are saying about your business. Social Media a powerful tool and it continues to grow by leaps and bounds. Facebook, Twitter, Instagram and LinkedIn are among the most common platforms, but each is unique. Depending on your type of business, you should choose based on your customer base. Social media delivers an opportunity to directly engage with customers and build an ongoing relationship.

According to the Pew Research Center, most social media users log into their accounts at least once per day most check multiple times per day. And since special coding and programming is not needed, you can list information and sales easily and quickly. Fun videos can introduce new products and selfies help to "humanize" the company so that consumers feel like they know you personally. People shop and spend money with a business that they know and trust.

Social media is also a powerful tool that is used to hold businesses accountable. Hardly a week goes by without news of a company's woes being played out on social media. And more often, companies are turning to social media to address those concerns.

How you react to a post tells the readers a lot about your company. It's easy to say thank you for a good review - and you should; but what if it's a bad review? Ignoring it won't make it go away. Always reach out and make an honest attempt to fix the problem. Even if it seems trivial, address the negativity before it turns into a major issue. Your reputation is at stake.

In 2017, national Better Business Bureau social media accounts received an estimated 35,000 complaints and comments via social media from

consumers who were trying to resolve an issue with a company and felt neglected. By tagging BBB, these consumers hoped to push companies to respond or recruit BBB to act as the "middle man" to get their complaints resolved.

Here are a few more insights about social media and the consumer journey.

- Consumers use social media to reach brands: 90% of social media users have used social media to communicate with a brand (coolerinsights.com).
- Consumers expect brands to respond: 71% of consumers who have a good social media experience with a brand are likely to recommend it (getambassador.com).
- Consumers share their frustrations about brands on social media: Social media provides a channel for sharing experiences, outlets to search for a resolution, and an opportunity to share with others (BBB 2017 Trust Sentiment Index report).
- Consumers use third-party organizations to get a resolution on social media: Out of those who contacted third-party organizations,

(Continued on page 30)



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83% said the third-party resolved the problem (BBB 2017 Trust Sentiment Index report)

Consumers rely on social media to not only make purchases, but to get help when they need assistance. Want a happy customer? Provide great social media customer service. Use the platforms as a two-way communication vehicle.

If you'd like more information on

how your brands can cultivate a more relationship trustworthy consumers, the BBB has an in-depth report on the '5 Gestures of Trust" that includes customer service can have a huge impact on your business. Visit www.bbb.org/5gestures and download the report for free.

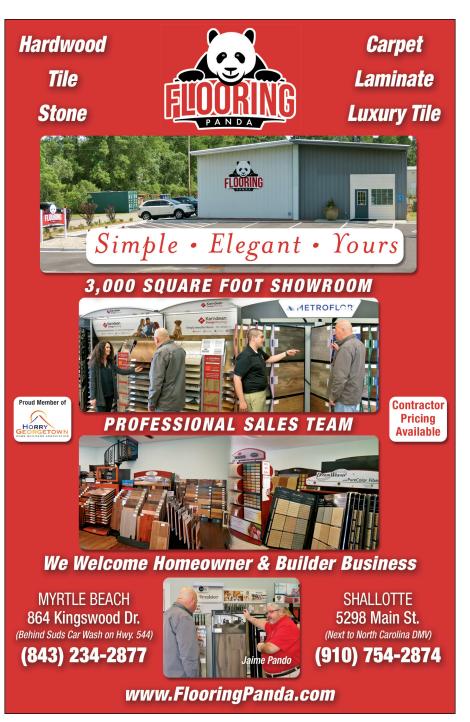
About the BBB: The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway,

SC and covers the counties of Darlington, Dillon, Florence. Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson in North Carolina. For more information about becoming an Accredited Business, (843)488-2227 https://www.bbb.org/myrtle-

beach/accreditation-application. ■

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SEPTEMBER / OCTOBER ISSUE 2018

2018-2019

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 September 21st-23rd.

- BATHROOM & KITCHEN DESIGN
- MILLWORK ~

Doors / Windows / Specialty Products

Space Reservation: August 17 Material Close: August 24

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 February 8th-10th.

- 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

MAY / JUNE ISSUE 2019

- PLUMBING INSTALLATION
- **■** FINANCIAL~

Residential & Commercial Lending

Space Reservation: April 26 Material Close: May 3

JULY / AUGUST ISSUE 2019

■ OUTDOOR LIVING SPACE ~

Landscaping / Pools & Spas / Hardscapes / Outdoor Kitchens / Fireplaces / Lighting

■ EXTERIOR PRODUCTS ~

Roofing / Siding / Specialty Products Space Reservation: June 21 Material Close: June 28

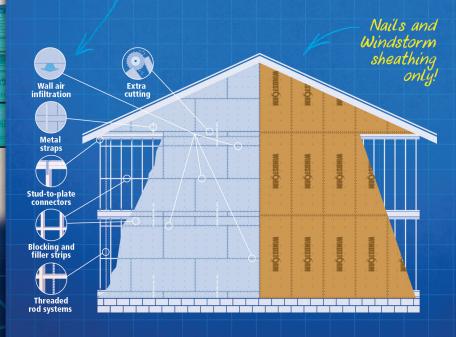
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