

CRG Companies Developing A Higher Standard



Developers at Living Beach worked with CRG Companies to tap the resources of community planners and architects from around the Southeast known for creating master-planned communities that focus on functional living. Over 8 miles of walking trails and 10 acres of lakes serve to connect homes with the green spaces and, ultimately, homeowners with the beauty that surrounds them. At the very heart of the community is an outdoor amphitheater, lakefront boardwalk, outdoor fireplace and community clubhouse, complete with a junior Olympic pool.

From ethical design to superior green building practices, the CRG team is committed to exceeding code standards and customer expectations. CRG Companies blends custom construction, real estate, and architectural design services under one roof to seamlessly provide attentive customer service, quality construction, and ethical building methods resulting in unique, built to last, homes.

With a client centered approach, CRG Companies continues to evolve as an industry leader in building better homeownership experiences.

“For many, that may be something that is hard to define,” explained Founder and President, Preston Guyton. “At CRG it has always been our vision to simplify the home ownership process and for us it’s truly about utilizing our combined design, real estate and

construction expertise, along with our community involvement, to enable the families we work with to enjoy their homes.”

And as CRG approaches nearly a decade of buying, building and selling homes along the Grand Strand, it’s evident that this philosophy not only guides their day to day but has also fueled their recent expansion. Now a company of over 50 employees, CRG has strategically added services such as

becoming a NASCLA Unlimited General Contractor and Licensed South Carolina Architectural Design Firm as well as incorporating top professionals in the field to ensure their dedication to a higher standard of quality remains at the forefront of all they do.

One of their most recent projects, Living Dunes, a neighborhood in the Grande Dunes that will be home to over 200 families, is a prime example of the



Embodying the higher standards CRG Companies is known for, the style and quality of the finishes inside the homes at Living Dunes create beautiful, yet functional living spaces. The design and interior selections team at CRG Companies is proud to partner with top vendors who help maintain a higher standard of quality in every element of the Living Dunes home.

CRG Companies dedication to higher standards. As the exclusive builder of the community, CRG was able to bring many standards to Living Dunes that are not typical in planned neighborhoods. From the materials used to the construction practices, Living Dunes homes are smart, efficient, and incorporate numerous standards that many would consider upgrades.



Just a few of the top-rated construction standards you’ll find at Living Dunes:

- Stronger construction with 2x6 exterior walls, Icynene Spray Foam Insulation and Viwinco Low-E Double Hung Impact Resistant windows in every home.
- Myrtle Beach’s First Gigabit Community Powered by HTC with Smart Home Technology by GigaTECH™.
- 1st US community to exclusively use the GAF Designer Shingles Collection with a Silver Pledge Warranty from Monarch Roofing.
- HERS rated to use significantly less energy than code standard requirements with numerous environmentally friendly products such as Rinnai™ Tankless Gas

Water Heaters, Taexx® pest control tubing system in exterior walls, low VOC products, and more.

Living Dunes is now in its 2nd phase of construction and includes a mix of single family and multifamily homes with prices starting in the \$450’s. The 52-acre community also boasts over 19 acres of green space which includes 10 acres of lakes and 8+ miles of walking trails that connect the numerous parks, community clubhouse and pool to the front porches of the homes creating a place for neighbors to connect on a more personal level.



Another new area of expansion for CRG in 2019 has been a geographic expansion into Brunswick County, North Carolina for both Real Estate and Construction services as they have been tapped to complete the home sales for The Thistle Golf Estates. This community located in Sunset Beach boasts 400 acres surrounding a 27-hole golf course and 60-acre lake system. CRG Companies will be among the featured builders of the community offering custom home design and construction, as well as handling all real estate sales for the remaining homesites.

Today, with a turnkey process, CRG can locate and secure a lot, design a custom home, as well as handle the entire construction process including surveying, engineering, and permitting in Horry, Georgetown and Brunswick Counties.

“We draw on the latest technology to work efficiently and to ensure our clients have access to the very best in their home,” concluded Preston. “Our own success is measured against that of the communities we serve and build. CRG will continue to build homes that meet and exceed standards so that our homeowners have peace of mind knowing they have made a sound investment.” ■

Locally owned and operated, CRG Companies has a qualified professional team ready to help buy and sell, or design and build any project from start to finish.



PHOTO © CHUCK GEE

In addition to the onsite sales team, every Living Dunes homeowner works with our dedicated Client Liaison and Interior Designer who assist with selections and keep homeowners in the loop with their home's progress. Pictured here are Homeowners, Ron & Rosanne Brooks, with Living Dunes Sales Consultant, Stacy Davis.



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