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- PROFESSIONAL PROPERTY MAINTENANCE IN HORRY & GEORGETOWN COUNTIES
- 2019 CANFOR SPRING BUSTING CLAY WITH HGHA TOURNAMENT
- CITIZENS ONE HOME LOANS & TRIPPETT BOINEAU
- 2019 - 2020 BIS EDITORIAL CALENDAR

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2019 MAY / JUNE ISSUE

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(843) 945-4452
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Myrtle Beach, SC 29578

Print & Mail Services provided by
Sheriar Press
3005 Highway 17 North Bypass
Myrtle Beach, SC 29577

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49th Annual HBA of SC Bird Supper
Once again members of the Horry-Georgetown Home Builders Association made the trek to Columbia, SC for the Annual Bird Supper. The Bird Supper was held at the SC State Museum. This made the 49th year that the Bird Supper has taken place thus making it the longest standing event on the South Carolina legislature calendar.

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2019 Canfor Spring Busting Clay With HGHBA Tournament
It was perfect weather for shooting clay at the 2019 Canfor Spring Busting Clay with HGHBA Tournament. 44 teams competed on 2 courses, enjoying the camaraderie, the clay challenge and chowing down on some fantastic BBQ! Raffle tickets were sold to benefit Help 4 Kids / Back Pack Buddies and a check for \$3,655 was awarded to them at the April General Membership Meeting!

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Coastal Electric & Palmetto Brick Host Separate Events In Myrtle Beach
On Tuesday April 30th, Coastal Electric hosted a Makita Driving event outside their office @ 928 Osceola St. in Myrtle Beach. On Tuesday May 21st, Palmetto Brick celebrated their 100 Year Anniversary with a Customer Appreciation Day event outside their office located at 305 Greenleaf Circle in Myrtle Beach. Food & beverages were served at both events.

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2019 HGHBA Calendar Of Events & Recent HGHBA New Member Inductees
The schedule of all HGHBA related events for the remainder of 2019 & the new HGHBA member inductees from the April 16th & May 14th luncheon meetings in RIOZ.

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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 the directory available to assist you with your new construction, property maintenance or remodeling project.

PAGE 12

Local Building Contractors Can Rely On Custom Homes Consulting For All Of Their Marine Construction Needs
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 18 years ago. Residential construction segued to opening the company's Marine Construction division in 2015, headed by Jeff Chestnut. Other residential contractors can depend on Custom Homes Consulting for their marine construction expertise.

The 2019 July/August Issue Will Contain Editorial Features On Outdoor Living Including Landscaping & Pools & Exterior Products Including Roofing. The Material Close Date For This Issue Will Be Friday July 12th.

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Citizens One Home Loans & Senior Mortgage Loan Officer, Trippett Boineau, Delivers Premium Service To The Local Building & Real Estate Industry
Citizens One Home Loans is the mortgage-lending arm of Citizens Bank, the 12th largest bank in the country, founded in 1826 out of Providence, RI. Senior Mortgage Loan Officer, Trippett Boineau, said, "We treat every loan, every customer, the same with the goal to get to closing as quickly and as seamlessly as possible. We have a solid reputation for delivering on time and quality service as well." Trippett has been in the industry since the first mortgage brokerage company came to South Carolina in 1981 and he is a current member of the Horry Georgetown Home Builders Association (HGHBA).

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BRB Construction Service LLC
BRB Construction Service LLC is a new generation of builders with old-school work ethics and values. As the fourth generation of builders, the company is a continuation of the family trade. Roy Coffin founded BRB in 2005 and the company now builds 100+ homes a year. Working hand-in-work glove with Roy are his siblings and cousins. Ann Coffin, a CCU accounting and finance graduate, is the back-of-the-house controller, and brother Brett is the Production Homes Project Manager. Cousins Josh Coffin and Jessica (Coffin) Higley are the Custom Home Project Manager and the Custom Design Selection and Project Coordinator, respectively. As Ann said, "We always knew we had the potential and a built-in team if we wanted it."

PAGE 22

The Importance Of Professional Property Maintenance Across Horry & Georgetown Counties
Here across the Grand Strand having reliable companies that are properly trained & equipped to handle your HVAC, electrical and plumbing issues is essential to any Property Manager or homeowner. Building Industry Synergy reached out to three respected HGHBA members to gather valuable information on what they have to offer and what they feel is essential to servicing the area's numerous Property Management companies.

PAGE 29

New BBB Study Shines Light On Online Counterfeit Products
Recently, the BBB did an in-depth study on counterfeit goods that are purchased online. These goods, ordered in good faith, are difficult to distinguish from legitimate products and stem from a large network of organized criminals and credit card processing mechanisms that support them. BBB's report finds that any shippable item with a reputation for quality and sizable markup is a candidate for counterfeiting.

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2019 / 2020 Building Industry Synergy Editorial Calendar
The schedule for the remaining 3 issues in 2019 & the first 3 issues in 2020, as well as a brief preview of the topics that will be discussed & the space reservation & material submission deadlines for each issue.

on the cover

The BRB Construction Service team with their families in front of a home built by the company in Brighton Lakes in Carolina Forest. (From left to right): Shannon Coffin, Brett Coffin, Joshua Coffin, Sean Coffin (child), Laura Coffin, Benjamin Coffin (child), Roy Coffin, Tristan Coffin (child) Jeremy Higley, Carson Coffin (infant), Christi Coffin, Jessica Higley and Ann Coffin. BRB Construction Service LLC is truly a family run business. When the opportunity was ripe about five years ago, Roy presented the challenge: "If we're all serious about doing this, let's step into these roles and look back later." They haven't had time to look back because current and near future activities consume their time and attention. Roy noted, "When you have everybody on board with the same common goal in mind, it makes it really easy to be successful." The highly successful company builds in several developments, as well as individual home sites throughout Horry and Georgetown counties.



PHOTO © CHUCK GEE



49th Annual Bird Supper

Once again members of the Horry-Georgetown Home Builders Association made the trek to Columbia, SC for the Annual Bird Supper. The Bird Supper was held at the SC State Museum. This made the 49th year that the Bird Supper has taken place thus making it the longest standing event on the South Carolina legislature calendar. During the Meeting HBA of SC awarded S.C. Attorney General, Alan Wilson with the HBA of South Carolina Hammer and Trowel. A special thank you to all those who attended this event.





Bustin' Clay with HGHBA!

It was perfect weather for shooting clay at the 2019 Canfor Spring Busting Clay with HGHBA Tournament. 44 teams competed on 2 courses, enjoying the camaraderie, the clay challenge and chowing down on some fantastic BBQ! Raffle tickets were sold to benefit Help 4 Kids /Back Pack Buddies and a check for \$3,655 was awarded to them at the April General Membership Meeting!



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All Of The Business & Support They Have Received From The Local
Building Community Over the Years.*



**On April 30th Coastal Electric Hosted
A Makita Driving Event @ 928 Osceola St.
In Myrtle Beach (Home Of Coastal Electric
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Southlantic Water). Food & Beverages
Were Served & Various Tool
Demonstrations Were On Display.
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April 16th New HCHBA Associate Member Inductees In RIOZ (from left to right): Sherri Gray (Sunco Pools & Spas), Brett Callaghan (Progress Carolina), Jason Morrow (Palmetto Stone Solutions & Remodeling LLC), Brandon Baker (Lowes - Surfside), Robert Evans (Lowes - NMB), Brian Quinn (Hooks Systems Technology of MB), Christopher Sawyer (Palmetto Painting), Keith Kropp (Duraclean), Laura Dragonuff (Decorative Interiors), Cooper Finch (Cregger Company), Tracey Mitchum (Carolina Office Systems) and Jason Reynolds (Coastal Enclosures).



April 16th New HCHBA Affiliate Member Inductees In RIOZ: Paula Elliott (Sunco Pools & Spas), Justin Cooper (Palmetto Stone Solutions & Remodeling), Daniel Hillbourn (Lowes - NMB), Robert McKeown (Coastal Office Solutions), Melissa Thompson (Cregger Company), Terry Reynolds (Coastal Enclosures) and Bob Szczypta (Hooks Systems Technology of MB).



May 14th New HCHBA Member Inductees In RIOZ (from left to right): Melissa Castle (Beyond Contracting - Affiliate Member), Gary Blake (Beyond Contracting - Builder Member), Natasha Day (Day Cooling - Affiliate Member), Johnathan Day (Day Cooling - Associate Member), Mike Poulin (Poulin Custom Homes - Builder Member) and Bill Lavioie (Poulin Custom Homes - Affiliate Member).

**HORRY
GEORGETOWN
HOME BUILDERS ASSOCIATION**

**2019 Calendar
of EVENTS**

- JUNE**
11 IRC Code Change Class
18 General Membership Luncheon
- JULY**
9 Board of Directors Meeting
- AUGUST**
1 Golf Tournament @ Legends Golf Resort
8-11 HBA of SC State Convention
20 General Membership Luncheon
- SEPTEMBER**
20 Student Chapter Field Trip to Home Improvement & Outdoor Living Show
20-22 Home Improvement & Outdoor Living Show In Myrtle Beach Convention Center
27-29 HGHBA Sponsored New Home Parade
- OCTOBER**
4-6 HGHBA Sponsored New Home Parade
8 Board of Directors Meeting
15 General Membership Luncheon
16-17 OSHA Certification Class
22-24 NAHB Fall Leadership Meeting
- NOVEMBER**
7 Fall Clay Tournament
12 Board of Directors meeting
19 Annual Meeting / Election of Officers
21 HBA of SC Legislative & Strategic Planning Committee / Board Meeting
- DECEMBER**
10 Board of Directors Meeting

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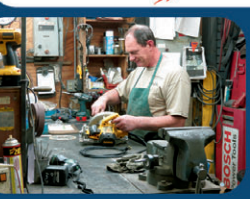
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Photo courtesy of PulteGroup

MARINE CONSTRUCTION

Custom Homes Consulting The Local Builder's Source For All Marine Construction

by Susan Roush



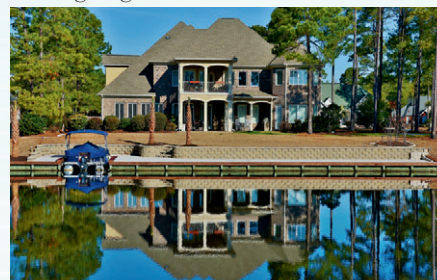
Steven Quickery (left) & Jeff Chestnut (right)
on a marine construction jobsite in
Plantation Lakes in Myrtle Beach.

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 18 years ago.



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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

(Continued on page 14)

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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.”

For further information regarding the Marine Construction Division of Custom Homes Consulting or to get a quote on an upcoming project, call the office @ (843) 236-2785 or call Director of Marine Construction, Jeff Chestnut, @ (843) 340-0267, email Info@CustomHomesConsulting.com or visit www.CustomHomesConsulting.com.

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HOME LOANS

Citizens One Home Loans

A Grand Strand Leader In The Local Building & Real Estate Industry

by Susan Roush



Trippett Boineau

Trippett has been in the industry since the first mortgage brokerage company came to South Carolina in 1981 and he is a current member of the Horry Georgetown Home Builders Association (HGHA). Citizens One has been offering Construction-to-Permanent loans for a long time, and since there is only one closing, this type of loan saves time and money. Here is a summary of Citizens One Home Loans distinguishing characteristics:

- Choice of fixed rate loan or adjustable-rate mortgage (ARM)
- Up to 90% financing on primary homes; 80% on second homes, and lot financing can be included in the loan
- Borrower is only required to make interest payments during construction (calculated on dispersed funds)
- Interest rate is locked in upfront for 60 days and borrowers have 12 months to build
- Once interest rate is locked, the rate stays the same for the life of the loan. This is very important in a rising rate environment like we are in now.
- Loans are available to renovate an existing home, including tear downs to rebuild
- Citizens does not sell their loans, they keep and service every loan they originate

Citizens One Home Loans is the mortgage-lending arm of Citizens Bank, the 12th largest bank in the country, founded in 1826 out of Providence, RI. Senior Mortgage Loan Officer, Trippett Boineau, said, “We treat every loan, every customer, the same with the goal to get to closing as quickly and as seamlessly as possible. We have a solid reputation for delivering on time and quality service as well.”

In terms of choosing the right bank or mortgage company, Trippett advises consumers to check the background of the lender and their reputation among the Realtor and builder community; ask about rate locks and the length of the rate lock. It does you no good if your lender does not close your loan within the time frame of your lock. Check the fees on a loan, and ask for the start-to-finish closing time; learn who will service the loan. Trippett Boineau observed that the health of the housing market is excellent. He said,

“In terms of transactions, we have returned to 2004 levels.” He gives credit to the medical industry and all the new medical facilities being built to accommodate the ever-growing retiree population. Citizens One even has a loan product tailored especially for medical professionals.

Rates are on the rise this year and have risen nearly 1% over the past 18



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

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Trippett Boineau, Jr.
 NMLS ID# 414566
 843-450-8903
trippett.boineau@citizensone.com



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months. While rates are still historically low it would be wise to find the right lot or house and get your building or renovation project started sooner than later.

For further information call **(843) 450-8903** or email **Trippett.Boineau@CitizensOne.com**.

BRB Construction Service LLC Achieving Your Dream Is Their Goal

PHOTO © CHUCK GEE



One of BRB Construction's most popular floor plans. This open concept home features an over sized master bathroom with full walk through tile shower.

BRB Construction Service LLC is a new generation of builders with old-school work ethics and values. As the fourth generation of builders, the company is a continuation of the family trade. Roy Coffin founded BRB in 2005 and the company now builds 100+ homes a year. Working hand-in-work glove with Roy are his siblings and cousins. Ann Coffin, a CCU accounting and finance graduate, is the back-of-the house controller, and brother Brett is the Production Homes Project Manager. Cousins Josh Coffin and Jessica (Coffin) Higley are the Custom Home Project Manager and the Custom Design Selection and Project Coordinator, respectively. As Ann said, "We always knew we had the potential and a built-in team if we wanted it."



by Susan Roush

When the opportunity was ripe about five years ago, Roy presented the challenge: "If we're all serious about doing this, let's step into these roles and look back later." They haven't had time to look back because current and near future activities consume their time and attention. Roy noted, "When you have everybody on board with the same common goal in mind, it makes it really easy to be successful."

One of the unique aspects of Conway-based BRB Construction Service is that they came from New England, but have lived in the area since they were young teenagers. The company has a lot of local connections and also shares common ground with people moving to the area. Another unique quality is the hands-on touch they bring to every build. As Roy said,



Roy Coffin (left) reviewing plans with custom home project manager, Joshua Coffin, on the site of a custom home under construction on one of BRB's one acre lots in Conway.

"As a family business there is a family member, who has a vested interest in the business, and is overseeing the job site on a daily basis." Brett agreed, holding up rough-hewn hands, "My hands didn't get like this from doing paperwork. We work side-by-side with a lot of our guys. We're not afraid to pick up a wall and help the framers or set a window."

The reason the company has two divisions, production and custom, came down to market conditions, land costs, and government and federal regulations. "It is very challenging to build an affordable home," Roy noted. He credits Ann and Brett for getting the production program going. Roy works behind the scenes to figure out how to keep land, infrastructure, and material costs down without hurting their subcontractors. The BRB Construction team values loyalty to locals. Roy said, "I always tell potential clients when they're out shopping for home builders that they don't have to choose us, but please



Brett Coffin (right) with new home sales leader, Theresa Coffin (left of Brett), and homeowners James and Theresa Cremeans inside the sales model in the Rosehaven community.

look at a local homebuilder. I'm all for everyone making money, but our money stays here where we're raising our kids and not going out to the stock exchange to get divvied up into pennies." Ann added, "We do enough houses a year that we know if we went with a larger subcontractor we'd have

better margins, but we don't do that. We're going to stick with our local subcontractors." BRB uses the same subcontractors on their production and custom homes to ensure the same quality of work regardless of the home's price.

By having two divisions, everyone



The front exterior of the Shuman residence built by BRB Construction in Waterbridge in Carolina Forest. This custom home is nestled on two beautiful lake lots.

has the opportunity to work to their strengths. Jessica said, “I enjoy doing custom because I enjoy meeting people, talking to them and getting to know them.” The same holds true for Josh. He said, “I like dealing with people. I love building and I like challenges, and I love the creativity of it.” He recently built a home for a client who has a child with autism, which meant giving special consideration to spatial configurations. Josh added, “You get to know a lot about a family, learning about them and they you, and you grow a bond.” Listening is a critical skill. Jessica listens to what people want, how they live, and can often suggest a BRB plan that can be adjusted to the client’s ideal.

For Brett it’s the systematic science of production building that appeals to him. “I like being able to make a system, repeat and perfect it, and actually make a better product in the end for less money.” They sold 50 homes in Rosehaven alone in 2018 because buyers were attracted to the large lots with no HOA or restrictions other than those imposed by the City of Conway.



Brett Coffin (left) reviews a set of plans with Rosehaven superintendent, Parker Diedrich.

One of the upshots of having two divisions is that trends normally start at the custom level, so Brett can quickly adapt new ideas to the production side. The company builds a high volume of spec homes, so staying attuned to leading-edge products is important. BRB maintains a portfolio of lots and offers buyers flexible financing solutions. Current BRB Construction Service projects include:

- Rosehaven in Conway with large lots and no HOA; priced from the low 100s

- Driftwood Estates located off Reaves Ferry Rd – large lots and no HOA from the 180s
- The Reserve at Heritage Downs, a small community with beautiful lake lots just off International Drive in Conway priced from the 180s
- High Point custom homes on 1-acre lots in Conway starting at 300K
- Custom homes in Carolina Forest’s Brighton Lakes from the high 200s to 450K
- Point Break at the north end of Myrtle Beach is in the design / approval phase for 82-lots for custom homes beginning at 350K
- Several minor subdivisions throughout Horry County

Building Industry Synergy spoke with three BRB Construction homeowners and their praise was uniformly affirmative. Mike and Tammy Lajoie built a custom home in Cypress River Plantation. Being their third custom build, they were savvy consumers when they met with five different builders. Mike said, “The best part of what we liked [about BRB] was the quick answers, not ‘oh I’ll get back to you on that.’” He also appreciated that they were candid.

He added, “Roy was straightforward about the price and made some very good recommendations. You could tell he took a lot of pride, and he knew what we wanted to accomplish here. Quite honestly we ended up with some of the best products you could put in a house at an affordable price. The quality is outstanding.”

Josh was on site every step of way. When the Lajoies made changes there was no padding of upcharges. Mike also spoke highly of the subcontractors, “They only use the best subs – they use great subs.” Similarly he acknowledged landscaper Jeremy Flowers, “Jeremy is a young local guy from Loris and he takes a lot of pride. It’s unbelievable what he and his crew did.” Tammy loves the living room with the tray ceiling, windows and doors overlooking water, and all the wainscoting. Mike said, “The finish work in here is unbelievable, all custom, it’s amazing.”

Coincidentally, Brad and Susan Shoop’s house in Brighton Lakes was also their third custom build. Their realtor set up an appointment with Roy. Brad said, “As soon as we met him that was it. He was so friendly –



The outdoor living area of the Lajoie residence is a great place to unwind and take in all of the beautiful views and peacefulness the waterway has to offer. This area features a full stone fireplace, bead board ceiling and a retractable screen, which helps the Lajoies enjoy the outdoors during all seasons.

the family business part of it – he just really got our interest. We liked what he had to say.” BRB Construction worked with them on the plan, Brad said, “The model we picked had an oversized 2-car garage and I wanted an extra area for a workshop.” Brad’s mother lives with them, so they added 10’ to the back bedroom to give her adjacent private living space. The Shoops’ main contacts were Jessica and Josh. Brad continued,

“Everything came together really well. All the questions we had, they answered, everything we asked, they took care of. They’ve been a very good builder, and so good to us, especially being so far away, [in Pennsylvania during the build] we didn’t know what to expect.” The other two houses the Shoops built were in Pennsylvania. Brad said, “There’s really no comparison on the product. BRB’s home is so much



This custom home in Conway shows BRB Construction’s commitment to not just the home owners, but their pets as well, with this built in water feature for their dogs.



The front exterior of Mike and Tammy Lajoie’s custom home on the Intracoastal Waterway in Cypress River Plantation.

nicer to be honest. It's a well-built home, we're very happy. I have everything good to say about them."

The personal touch is what Bryant Stewart likes about BRB Construction Service. Bryant and Sandy Stewart built a home in Driftwood Estates because as Bryant said, "I like the freedom not to be told what to do on my own property." Having 2 acres and no HOA was a big draw. Bryant was grateful for Jessica's guidance when it came to making selections. "Luckily she talked us out of some things! Thank goodness she did because I think she saved us from ourselves on a couple things. We really enjoyed the building process. It was a lot of fun to pick things, and they were real flexible." Sandy liked the millwork detail over the entry



PHOTO © CHUCK GEE

The residence of Rich and Alice Ruby in the Brighton Lakes community in Carolina Forest. This custom home features a mother-in-law suite.

door and asked Josh why the master bedroom didn't have it. Later Josh surprised her by adding it, even though it wasn't a normal interior feature. "I don't know if you get that kind of personal attention from the bigger builders," Bryant said.

When asked about BRB Construction Service' vision going forward, Roy said, "We're

at a comfortable spot. Our goal now is perfecting what we have so we can make the client experience better, so we can build a better house more efficiently, and offer a more competitive product." The company motto is, "Do more with less." It sprang from the recession days. Ann remembered, "None of us lost everything, but we were old enough to be affected and learn from it." If market conditions forced BRB to slim down they feel confident they could still make a great living and go to work every day; for a group that loves building, that means everything. ■



An interior look at the master bathroom in the Maria floor plan.



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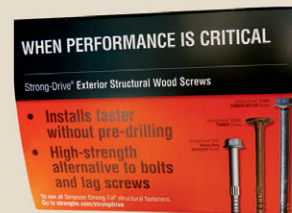


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The Importance Of Professional Property Maintenance Across Horry & Georgetown Counties

by Cynthia Mendenhall

Here across the Grand Strand having reliable companies that are properly trained & equipped to handle your HVAC, electrical and plumbing issues is essential to any Property Manager or homeowner. *Building Industry Synergy* reached out to three respected HGHBA members to gather valuable information on what they have to offer and what they feel is essential to servicing the area's numerous Property Management companies.

Local homeowners and weekly vacationers need a continuous flow of cool air during those sticky summer months. When that flow becomes interrupted, it is important to have a go-to company like **Trusted Home Services** in Conway. They offer 24 hour

emergency HVAC service to homeowners, HOAs, and Property Managers. Your call always dials into an actual employee of the company, putting a technician at your site quickly. The company is licensed in NC and SC and serves folks from Brunswick County all the way to Georgetown. As an additional benefit to their customers, Trusted Home Services cross-trains all of their technicians in both the HVAC and electrical trades.

A good way to prevent those unexpected emergencies is to have maintenance completed annually. General Manager Jeff House explained, "Yearly maintenance improves comfort, energy costs, and the life of the unit. I cannot stress enough the importance and value of



Office Manager, Kendra Thornton, General Manager, Jeff House (middle) & Sales Manager, Richard Bellamy (right) in front of the office located @ 2130 Hwy. 905 in Conway.

yearly maintenance." The team at Trusted Home Services does one of the most thorough checks on the Grand Strand. According to Mr. House, "We check the whole system: every component including the

ductwork and we provide a detailed report to each customer."

One of the trends Trusted Home Services recommends is installation of an ionization system which improves the overall quality of the air inside your home. "We install a Clear Sky self-cleaning ion generator inside the air handler to clean and prevent mold, mildew, and bacteria.



This is particularly important around our area with all of the recent flooding," Jeff said. The system helps a great deal with allergies because it significantly improves the quality of air you breathe. "Wi-Fi thermostats are also very popular now and Trusted Home Services offers thermostats that are compatible with Google, Alexa, and other smartphone-controlled options. That convenience can also be extended to lighting, blinds, cameras, and more being operated by your fingertips or voice commands. These options have been



a big trend in the many new builds they've done around the area.

Generators and surge protection are becoming more requested, especially since all of the major storms recently. Trusted Home Services can provide surge protection for equipment only or your whole home, indoors and outdoors. They offer standby generators that can be retrofitted to work from propane or natural gas.

They also offer a standby generator that is fully automatic. "It kicks on by



Service Technician, Mark Hackett (far left), Sales Manager, Richard Bellamy (2nd from left), Electrical Supervisor, Kamandi Montgomery (2nd from right) & HVAC Supervisor, Tracy Berrier (far right).

itself and takes about 5 minutes for power to be restored with the standby generator," Jeff noted.

Overall, though, a genuine commitment to customer service is what makes Trusted Home Services stand out as a leader in the industry and a great choice for Property Managers and others all along the coast. Every member of the company receives weekly training focused on customer interactions

(Continued on page 24)



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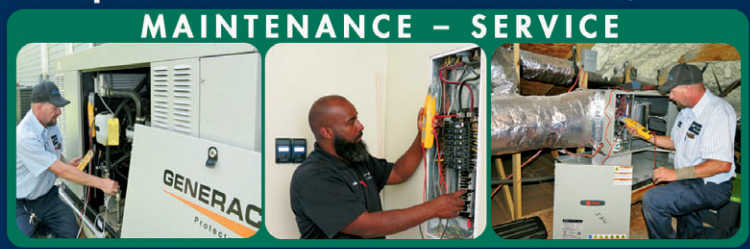
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with the continuous goal of maintaining the highest degree of professionalism at all times. Jeff's goal has remained the same over his 28 years in the industry, "We strive for customer satisfaction with the highest quality of work, and we stand by what we do." Trusted Home Services is your go-to choice for HVAC and electrical maintenance and service. Just as their name implies, quality and comfort you can trust!

Dependable Service Plumbing and Air focuses on serving homeowners, HOAs, and property management companies in the Grand Strand with maintenance and service. Owner Dave Sodano is serious about maintaining a high level of customer satisfaction and trains his technicians weekly on process procedures, code changes, and how to ask important questions



Dave Sodano with Dependable Service Plumbing & Air

others may not. "We don't want to treat a symptom when we can provide a cure," he said. They use a 12-step diagnostic program and provide upfront pricing (not hourly) for different levels of options: good, better, best. Clients then can choose the best solution based upon their needs.

HOAs and property management companies who partner with Dependable Service Plumbing and Air have the option to become a Loyalty Customer. "That provides 10% off our standard rate and they will never pay overtime. Loyalty Customers also receive priority booking and two years of warranty over the typical 90-120 days." A



quality HVAC/Plumbing company who is dependable and knowledgeable is a must-have for our region, especially through all of the busy season. Dependable Service Plumbing and Air's contact number



Dependable Service Plumbing & Air Plumbing Service Manager, Joe Anderson

is a great one to tuck away for those unexpected emergencies that always come at the worst time.

According to Joe Anderson, Plumbing Service Manager, household plumbing problems are often caused by poor water quality.

"We take a great deal of pride as one of the only companies who offer a maintenance free, whole house filtration system that produces one million gallons of bottled quality water before needing serviced." In typical homes, that would take about ten years and can change a family's life. "Our system

conditions the water by removing the chlorine and ammonia, coats the home's water pipes on the inside, and extends the life of appliances. With the whole house system, owners and managers do not need to annually flush tankless water heaters.



Dependable Service Plumbing & Air HVAC Service Manager, Mike Harbula

Other trends the company has noticed on the plumbing side of the business are low-flow fixtures (shower heads, faucets, toilets, etc.) that conserve our natural resources by using less water per minute.



Additionally, the tankless water heaters have been a big request over the past year. "The on-demand units offer an endless supply of hot water that is 98% efficient with gas," Joe said. They also offer recirculating

capabilities so the bathroom in the very back of the house can get almost instant hot water within 5-15 seconds which saves in overall consumption. Mr. Anderson also noted many insurance companies are now requiring whole house automatic water shut-offs due to the recent floods. "These are Bluetooth capable and can be controlled from anywhere."

From running gas lines, to plumbing and HVAC services, Dependable Service Plumbing & Air can service commercial, residential, and new construction projects. They believe in doing what is right for their customers, and consider their name their promise. They are located in Pawley's Island and provide service from Little River to Georgetown.

Homeowners, property managers, and commercial companies all over the Grand Strand rely on **Carolina Cool's** fast and friendly service, up front pricing, free estimates, and quality workmanship. Carolina Cooling & Plumbing, Inc. was established in 1985 and quickly developed an excellent reputation for quality work at competitive prices. In 1999, the original owner sold the company to Verlon Wulf, a department manager for a large



Verlon Wulf with Carolina Cool

Mechanical Contractor in Portland, Oregon. He, and his wife Claire, applied common operational practices they utilized in the large metro area. This resulted into quick growth and further success as the mechanical contracting leader in the Myrtle Beach area. In 2006, after starting an electrical division, the name was changed to simply, Carolina Cool, Inc. Carolina Cool is the largest complete mechanical services company in the area and provides plumbing, electrical, and HVAC services.



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(Continued on page 26)

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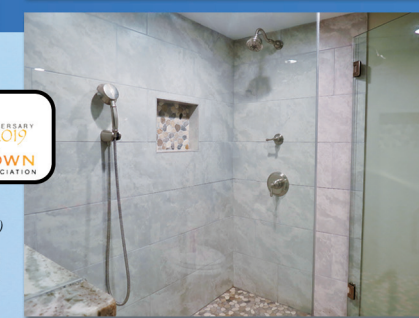
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Property Management companies depend heavily upon Carolina Cool, especially with emergency issues in the busiest seasons. No one plans on a plumbing emergency, so it's good to know a company with a same day, 24/7 emergency repair policy. Whether the issue is a burst, blocked, or leaking pipe, or a sewage backup issue, their trained professional plumbers will fix the problem. Mr. Wulf pointed out, "We are problem-solvers. Our technicians

are smart and they cure issues – we fix things. That's the bottom line with us." Those same professionals do more than just emergencies. Some of the best contractors in the area are part of the Carolina Cool team and ready to assist with new builds and remodels in the Myrtle Beach area.

As far as trends, Mr. Wulf cited the instantaneous water heaters at the top of the list. These have become very popular in areas and communities with natural gas, as they provide an endless amount of hot water on demand without spiking your electric bill." That's something many commercial businesses are incorporating as well. "Where these places may have one or two large inefficient boilers or water heaters, we are taking those out to install these more efficient instantaneous water heaters with smart logic," Mr. Wulf added. Carolina Cool has been retrofitting a lot of the high-rise hotels in the Myrtle Beach area, and the savings



and abundance of hot water is incredible.

They also service all sanitary systems, including commercial systems. "We have a pull-behind jetter that allows us to unclog any size drain, including large commercial systems," Mr. Wulf noted. "Our customers depend on their plumbing systems working properly, so we give them the assurance that we will be there when they need us."

(Continued on page 28)



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New BBB Study Shines Light On Online Counterfeit Products

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

Recently, the BBB did an in-depth study on counterfeit goods that are purchased online. These goods, ordered in good faith, are difficult to distinguish from legitimate products and stem from a large network of organized criminals and credit card processing mechanisms that support them.

Consumers are looking for ways to save time and money; many times, by ordering online. However, the risk of encountering counterfeit goods can affect anyone. These goods range from brand-name sunglasses and handbags to golf clubs and consumer electronics, as well as other kinds of products.

BBB's report finds that any shippable item with a reputation for quality and sizable markup is a candidate for counterfeiting. While counterfeit goods often are reputed to be deeply discounted;

in reality, counterfeit sellers regularly use selling prices that are close to the price of the real product, so the prices offered are no longer a signal that the product is counterfeit.

Research shows that eight in 10 Americans shop online, and the dominance of online retail means nearly anything can be bought online. However, nearly anything available online can be counterfeited, and research also shows that one in four people have bought something online that turned out to be counterfeit.

The investigative study, "Fakes Are Not Fashionable: A BBB Study of the Epidemic of Counterfeit Goods Sold Online," looks at the prevalence of counterfeit consumer goods and the criminal systems that circulate them. It digs into the scope of the problem, who is behind it, the multi-pronged fight to stop it and the steps consumers can take to avoid it.

The cost of counterfeiting affects not only consumers who lose money by receiving products not as advertised, but also the broader U.S. economy. BBB's report finds that counterfeiting and intellectual property piracy cost the U.S. economy \$200-\$250 billion and 750,000 jobs annually.

BBB has received more than 2,000 complaints and more than 500 Scam Tracker reports from people who have shopped for goods online and received counterfeit goods. Other national organizations have had more than 2800 complaints, representing a total financial loss of more than \$752,000. And these are just the one that were reported.



Online shopping can be risky.
Scammers use deceptive websites and fake images to sell counterfeit products.

DISCOVER MORE

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As a business owner, you're looking for more ways to gain customers. Read the study at www.bbb.org. Get informed and share the details with your customers and why shopping with a trusted business, is so important.

BBB Accreditation lets consumers know you're trustworthy. The BBB Seal displayed alerts consumers you're a trustworthy business. If your business is not BBB Accredited, call us and let us show you the benefits of BBB Accreditation. ■

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, call 843-488-2227 or <https://www.bbb.org/myrtle-beach/accreditation-application>.

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JULY / AUGUST ISSUE 2019

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

Space Reservation: July 5 Material Close: July 12

SEPTEMBER / OCTOBER ISSUE 2019

Distributed to show attendees @ the 2019 HGHB 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 20 – 22.

- BATHROOM & KITCHEN DESIGN
- MILLWORK ~
Doors / Windows / Specialty Products

Space Reservation: August 16 Material Close: August 23

NOVEMBER / DECEMBER ISSUE 2019

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

Space Reservation: October 18 Material Close: October 25

JANUARY / FEBRUARY ISSUE 2020

Distributed to show attendees @ the 2020 HGHB February Home Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center.

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

Space Reservation: January 10 Material Close: January 17

MARCH / APRIL ISSUE 2020

- FLOOR COVERING
- ENERGY EFFICIENCY ~
HVAC / Propane / Solar / Water Heaters

Space Reservation: March 6 Material Close: March 13

MAY / JUNE ISSUE 2020

- PLUMBING INSTALLATION
- PROPERTY MAINTENANCE

Space Reservation: May 8 Material Close: May 15

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



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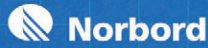
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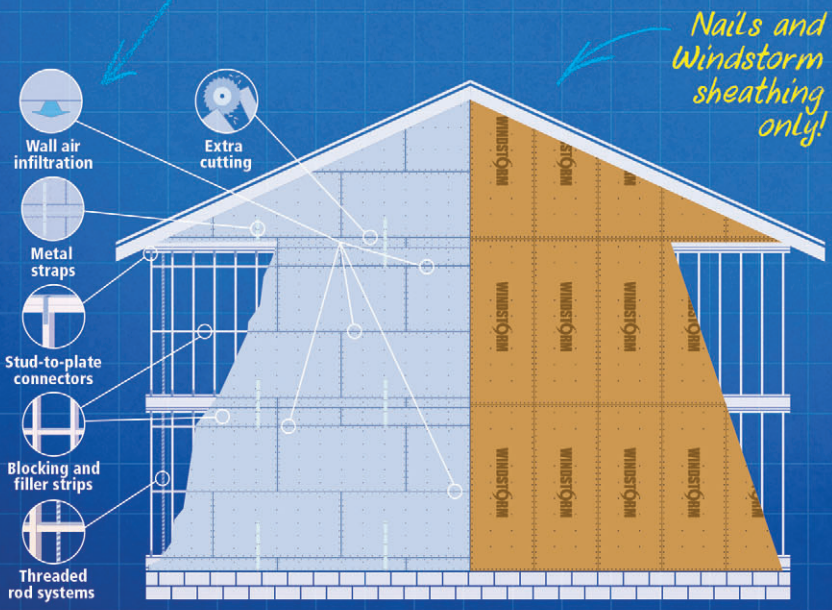
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