

BUILDING INDUSTRY SYNERGY

A Business to Business Resource Promoting Community Growth
SOUTH CAROLINA | GRAND STRAND | MAY-JUNE 2014

- The Horry Georgetown Home Builders Association
- MB Regional Economic Development Corp.
- Landscaping - Curb Appeal
- Pools & Spas
- History of MB
- Synergy

Visit Our On-Line Building Industry Resource Guide



Eddie Friend

Tracy Friend

Excalibur Construction, Inc.
Build it Once, Build it Right

OFFICIAL PUBLICATION OF


**HORRY
GEORGETOWN**
HOME BUILDERS ASSOCIATION



VIEW EACH ISSUE ONLINE AT

www.BuildingIndustrySynergy.com



CRG
COMPANIES

CONSTRUCTION | REAL ESTATE | DESIGN



Custom Home Design | Quality Construction | Talented Real Estate Professionals

ONE COMPANY
Endless Possibilities

Custom Designs and Beautiful Homes

CRG Companies relies on traditional work values and forward thinking strategies.

Our teams of talented professionals work together to design and build custom homes along the Grand Strand focusing on green building methods and fresh designs.

[www.CRGConstruction](http://www.CRGConstruction.com) | 843.651.8460 | www.CRGCompaniesinc.com



■ *Bahama & Colonial Shutters*

WE HAVE IT COVERED:
Privacy • Shade • Beauty • Protection

■ *Roll Down Shutters*



■ *Interior Shutters*

Matt Burroughs, Sales (843) 385-1992
 bsc.matt@gmail.com



■ *Commercial & Residential*

Burroughs Shutter Company
 Murrells Inlet, SC

Long-Standing Relationships & Quality Products

Our custom manufactured shutters are made from high-tech composite materials that won't flake, chip, peel, rot, or warp and featured powder coated stainless steel hardware.

Call Today! (843) 651-3626

www.BurroughsShutterCompany.com

 Burroughs Shutter Company, LLC



■ *Zip Tex Rolling Fabric Screens*

Stan Burroughs, Owner & Operator
 (843) 241-1052
 bsc.stan@gmail.com

- Operable Exterior & Interior Shutters
- Hurricane Rated & Historically Correct
- Bahama, Colonial Raised Panel & Louvered Shutters
- Roll Downs, Roll Ups & Accordion Shutters
- Aluminum & Clear Storm Panels
- Fabric Shield Storm Panels
- Zip Tex Rolling Fabric Screens

ALUTECH
 UNITED, INC. 

Atlantic Shutter Systems
 A Tapco International Company 



SYNERGY – A Blueprint for Success

Denise Blackburn-Gay, APR
President & CEO
Marketing Strategies, Inc.



Synergy. This has always been one of my favorite words. I think I first came across it in college during an organizational behavior class. Sure enough, in preparation of this article, I rummaged through a stack of ancient textbooks to find the word with its definition highlighted in yellow. Staring at me from the page, which also is now somewhat yellowed, was the definition: ‘the creation of a whole that is greater than the sum of its parts.’ You’ll have to admit, the meaning is pretty simple but the concept is *oh...so powerful!*

With just seven letters, and an origin that dates back to the 16th century, synergy may well be one of the most powerful words in the English language. It is a word whose concept is so easy to understand that even a child can grasp its meaning. Think about it. Good things become even better when they are paired

For those of you who have worked with Marketing Strategies, you know that every strategy statement that we write begins with an introductory sentence: ‘We will take a synergistic approach to marketing utilizing advertising and public relations. Although that catchphrase has been rewritten inserting the words ‘both traditional and interactive’ in front of the word ‘advertising’ and adding a mention of social media, the true meaning remains the same. The discipline of advertising is enhanced, or made better, through the use of public relations and other related specialties.

Something similar is going on in the homebuilding and real estate industries. A relationship that in some instances already existed, is being brought to light through the introduction of this publication, **Building Industry Synergy.** Here, two important and related trades are teaming together to make their industries, and their individual businesses, even stronger.

So why has it taken all of these years for the people who build the homes and the people who sell the homes to come together? Within every industry there remains a tight-knit group of individuals who hold the product and money close to the vest. Those times, however, are changing as industries--not just construction and real estate--are realizing the added benefits of working together. It is synergy at its best and networking taken to a whole, new (and grown-up) level.

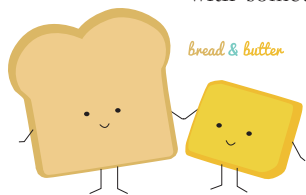
Today, more than ever, agents are bringing their clients in to model homes and for good reason. The quality of construction, the use of new energy efficient materials and the numerous warranties and options appeal to buyers. Builders and developers respect the fact



that real estate agents are a large source of sales for their communities and are making strides to bridge the separation that may have previously existed.

While the gap between these industry giants has been a wide one in many areas, it is a little narrower here along the Grand Strand. Builders, affiliates, and real estate agents have worked together on a number of occasions for the betterment of the entire community.

Our area’s first Southern Living Showcase Home is a perfect example, and one that I was privileged to be closely associated with. In 2012, the builder, Classic, along with a number of partners in related, but distinctly different



with something equally as good. Take for instance bread and butter, peanut butter and jelly, and advertising

and public relations. In case you didn’t catch that, the last one is my own take on synergy.

But quite honestly, advertising is better when it is combined with public relations. Both disciplines complement one another, rounding out the marketing equation.

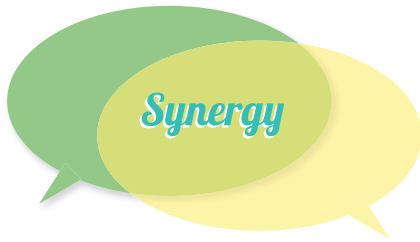


Berkley White, with his mother Susan (left) and his wife Kim, inside the area’s first Southern Living home.

industries, came together to showcase their 'best'. The end result was a beautiful and well-constructed home, made even better through the products and services of more than forty partners.

Through tours and special events, our area's Southern Living Showcase Home welcomed over 5,000 visitors and collected more than \$15,000 in donations for distribution to area charities.

That Southern Living Showcase Home is an example of synergy in action. The old marketing acronym, AIDA, equating to



attention, interest, desire, and action, was evident as the collective efforts of the partners brought attention to, interest in, and related sales (direct and indirect) to those associated with it.

For builders and real estate agents

who may be a little less familiar with the term, synergy, but are interested in the end result, there are some rules of engagement that both parties will find helpful:

- Align yourself with the right partner(s). The alignment could be based on geographical location or your business philosophy.
- Educate your partners on your strengths and clearly outline what you can bring to the table.
- Don't be afraid to ask questions. You are an expert in your industry. You need to learn more about the industry with which you are partnering.
- Know 'your' role and 'their' role.
- Don't let 'ego' get in the way. Synergy actually helps level the playing field Expert + Expert = Success
- Treat your partner like you want to be treated. There is no room for cheap tricks or dirty deals. A trust-based system always works best.
- The relationship needs to be transparent to your client. They will

actually appreciate the partnership. After all, it benefits them, too.

- Embrace the opportunities that synergy brings.

Just maybe Aristotle was onto something when he said, "the whole is greater than the sum of its parts." Now, if we can just put his words into action....

Denise Blackburn-Gay, APR is President and CEO of Marketing Strategies, Inc., one of the area's leading marketing and public relations firms. With more than 30 years of experience she has worked with both builders and realtors establishing brands and enhancing images. This former Vice President of Marketing, Sales, and Public Relations with Burroughs & Chapin, Inc. serves on the Business Advisory Council of Horry-Georgetown Technical College, the Advisory Board for the University of Florida's School of Advertising, and is a member of Forbes' Insights panel. Denise can be reached at (843) 692-9662 or denise@marketingstrategiesinc.com. ■

YOUR PROJECT IS OUR PROJECT.

Founded in 1956, 84 Lumber is one of the nation's leading suppliers of building materials to professional residential and commercial builders and remodelers, operating more than 250 stores nationally, and right here in the Myrtle Beach region.

84 Lumber provides unmatched personal service, and offers a full line of building products including windows, interior doors and trim, exterior doors and cement siding. 84 Lumber also offers professional contractors turnkey installation programs through its Construction Services Division.

84 LUMBER
84LUMBER.COM

811 Lumber St
Myrtle Beach, SC 29577
843-445-2984

Raymond Goodman
Manager, Myrtle Beach

table of contents

Page 4

Synergy – A Blueprint for Success

Synergy – the creation of a whole that is greater than the sum of its parts. This concept is so powerful. The relationship between the home building and real estate industries is being brought to light through this publication, Building Industry Synergy.

Page 7

Economic Development Creates A Lasting Impact on the Grand Strand

In 2011 a group of community leaders founded an organization to create more well-paying, year around jobs and diversify the local economy. The Myrtle Beach Regional Economic Development Corporation (EDC) was formed.

Page 9

2014 HGHBA Calendar

Page 10

The Horry Georgetown Homebuilders Association

Professionals involved in the construction industry in Horry and Georgetown counties enjoy many benefits of the Horry Georgetown Homebuilders Association (HGHBA).

Page 16

National Home Remodeling Month

The Professional Remodelers Council of the Horry Georgetown Home Builders Association, an affiliate of the National Association of Home Builders (NAHB) is joining with 148 state and local councils across the country to mark May 2014 as National Home Remodeling Month.

Page 17

2014-15 Editorial Calendar

The South Carolina Grand Strand edition of **Building Industry Synergy**, direct mailed free of charge bi-monthly, reaches a broad building industry economic sector across Horry and Georgetown counties. Preview the upcoming issues and editorial subjects that will be discussed.

Page 18

Creating A Backyard Oasis Along The Grand Strand

Local residents across the Grand Strand enjoy converting their outdoor living space into a true paradise with the installation of a relaxing pool area and backyard retreat.

Page 21

Synching History

The Coastal Carolina lifestyle is a mixture of wild excitement and momentum tempered by an historic tendency to savor life's sweetness.

Page 24

Excalibur Construction Build it Once, Build it Right

Every custom home that has been built by Excalibur Construction stands as proof of the company's commitment to excellence.

Page 31

The Foundation of Curb Appeal

The foundation of curb appeal should be focused on the architectural design of the home first. The landscape package is extremely important , however it is secondary to the home's design and should complement the home's many features.

Page 33

Brady Glass Solutions

The building contractors & real estate industry's one stop shop for all glass service & installation needs. After working for 10 years in the glass industry, David Brady decided to open his own glass company with his wife, Toshia in 2010.

Page 36

Landscaping Across the Grand Strand Staying Ahead of the Curve

As summer is upon us it's natural to begin thinking of being outdoors and making the most of our outdoor spaces. A 2014 survey conducted by the American Society of Landscape Architects showed that the outdoor design features and elements that are highest in demand are lighting, seating and dining areas, native plants, landscaped gardens and outdoor kitchens.

BUILDING INDUSTRY
SYNERGY
SC - GRAND STRAND

PHOTOGRAPHY:
Chuck Gee

CONTRIBUTING WRITERS:
Albie Esposito, Becky Billingsley,
Denise Blackburn-Gay, Jonathan Harmon,
Morgan Dendy, Peggy Mishoe,
Sarah George

CONTRIBUTING DESIGNERS:
Cindy Ziegler, Mike Brown,
Lynn McDuffie

Building Industry Synergy, Inc.
All rights reserved. PO Box 926, Myrtle
Beach, SC 29578, (843) 945-4452

Building Industry Synergy is printed by
Sheriar Press
3005 Highway 17 North Bypass
Myrtle Beach, SC 29577

Every precaution has been taken to ensure the accuracy of the materials in this publication. Building Industry Synergy cannot be held responsible for the opinions expressed or facts mentioned by its authors. Reproduction of the materials in this publication in whole or in part without written permission is prohibited.

POSTMASTER: Please send any notices to
PO Box 926, Myrtle Beach, SC 29578

Advertising Information: For information regarding advertising in Building Industry Synergy please call (843) 945-4452 or email info@sc-bis.com. Visit buildingindustriasynergy.com for further details regarding upcoming issues.

Press Releases: Please send all information to info@sc-bis.com

on the cover

Eddie Friend with Excalibur Construction works closely with numerous professionals who share his commitment to the building and real estate industry, including his wife Tracy, who is Broker-in-Charge with Friends and Associates Realty. Eddie and Tracy enjoy the relationships that they develop with the homeowners they work for. On the cover the two industry professionals visit with Will and Sherry Estanich in their home built by Excalibur.



COVER PHOTO © CHUCK GEE



Economic Development Creates A Lasting Impact on the Grand Strand

by Morgan Dendy
Director of Marketing & PR

Economic development isn't something new to Horry County.

Over the last 20 years there was some noteworthy success in recruiting companies like MetGlas and Blue Cross | Blue Shield, but it wasn't until 2011 when a group of community leaders decided to restructure the existing organization that the mission became crystal clear: to create more well-paying, year around jobs and diversify the local economy.



With new leadership and new found political and community support, the Myrtle Beach Regional Economic Development Corporation (EDC) was



The announcement of PTR Industries.

formed. Under the direction of the new President, Brad Lofton, the EDC came out of the gate swinging.

You may have heard some of the recent buzz about their work in Horry County, as company names like PTR Industries, StarTek, Ithaca Guns and others have become household names here on the Grand Strand. Over the last two years, the EDC has been working hard to recruit these and other companies, as well as support the growth and expansions of existing companies like Native Sons, Canfor and B3C Fuel Solutions. Since January 2012, the organization has announced 1,533 new jobs in Horry County.

Last year the EDC worked hand in hand with elected officials, private-sector partners and economic allies to generate the best year in non-tourism related or retail job creation in the history of their program.

(Continued on page 8)

syn·er·gy
noun [sin-er-jee]

1. the increased effectiveness that results when two or more entities work together to create a result greater than the sum of their individual efforts.



Dynamic Marketing + Smart PR =
Marketing Strategies, Inc.

{ see also: 4603 Oleander Drive, Suite 4 • Myrtle Beach, SC • MarketingStrategiesInc.com • (843) 692-9662 }

(Continued from page 7)

Today, the EDC continues to focus on recruitment efforts in the targeted industries of aerospace, manufacturing, technology, marine and corporate headquarters. The pipeline is strong and there continues to be significant interest from companies that want to take advantage of the benefits of locating here.



The future is bright for this community and the hard work of the EDC and its partners will leave a lasting impact on the Grand Strand.

If you are interested in learning more about Myrtle Beach Regional Economic Development Corporation, or getting information on how you can support their efforts, visit their website at www.mbredec.org. ■



**Think Safety
This Summer**

THE LOUVER SHOP

*Completely Cordless Is Stylish And
The Safest Choice In Window Coverings
For Children and Pets*

FREE Consultation • FREE Measure
Plantation Shutters • Specialty Shapes
Blinds and Shades
Woven Woods • Screen Shades • Roller Shades
Ask about motorized blinds and shades!

SHUTTERS, BLINDS & SHADES - MADE IN AMERICA
843-916-1607 • 800-528-7866
www.louvershop.com
Custom Window Coverings Since 1973!

2014 Calendar of EVENTS

MAY

- 20 General Membership Luncheon Meeting in Rioz
- 28 HBA of SC Executive Board Meeting

JUNE

- 3-7 NAHB Legislative Conference
- 17 General Membership Luncheon Meeting in Rioz
Guest Speaker Representative Alan Clemmons
Program Legislative Update

JULY

No Scheduled Meetings

AUGUST

- 2-5 HBA of SC State Convention in Hilton Head
- 7 Golf Tournament / Cook Out – Legends Golf Course in MB
- 12 HGHBA Board of Directors Meeting

SEPTEMBER

- 12-14 2014 Home Improvement / Outdoor Living Show in MBCC
- 24 HBA of SC Executive Board Meeting

OCTOBER

- 21 General Membership Luncheon Meeting in Rioz

NOVEMBER

- 13 Fall Clay Tournament at the Backwoods Quail Club
- 18 General Membership Luncheon Meeting in Rioz

DECEMBER

- 10 Professional Remodelers Council Meeting
- 16 HGHBA Board of Directors Meeting



HGHBA Associate Vice President, Jill Brogdon Marshall (far right) & HGHBA President, Eddie Friend (second from right) induct four new members into the HGHBA at the April 15th meeting in Rioz. The new member inductees were Frank McGinnis with Bank of America (far left), Nancy Lee & Chris Sansbury with Century 21 McAlpine (middle two) & Jason Faulkner with H & H Homes (blue shirt).



South Carolina Department of Transportation (SCDOT) Commissioner, Mike Wooten, gives the HGHBA members an update on the current and upcoming projects with the SCDOT, including the budget and finances needed for the projects.



The HGHBA was well represented at the April 15th lunch meeting in Rioz. If you would like more information regarding the HGHBA please email rao@hghba.com.



If you are interested in having a table top display at one of the upcoming HGHBA lunch meetings contact Rose Anne O'Reilly or Lynn Holder at (843) 438-4124.



The Complete Solution...
for anything outside the four walls of the home!

QUALITY
POOLS & SPAS
LANDSCAPING & DESIGN



843.234.2665

New Construction & Remodeling

Contractor Pricing:
Residential & Commercial

- ◆ In Ground Custom Pools & Spas
- ◆ Residential & Commercial Waterfalls & Entry Walls
- ◆ Paver Decks & Driveways
- ◆ Decorative Block Retaining Walls
- ◆ Landscaping Irrigation & Outdoor Lighting
- ◆ Stucco Masonry Walls
- ◆ All Types Of Fencing
- ◆ Gazebos & Outdoor Kitchens
- ◆ Outdoor Firepits & Fireplaces



State Licensed Level 4 Contractor, Member of Assoc. of Pool & Spa Prof. (APSP), Member of SC Nursery & Landscape Assoc., HGHBA Member, ICPI Certified & Stucco Certifications Member of Assoc. of Professional Landscape Designers (APLD)

EMAIL:
qualitylandscaping@live.com

www.qualitypoolslandscaping.com

The Horry Georgetown Homebuilders Association

by Peggy Mishoe

Professionals involved in the construction industry in Horry and Georgetown counties enjoy many benefits of the Horry Georgetown Homebuilders Association (HGHBA).

legislation, networking and providing high quality homes and commercial buildings at fair prices to customers of varied incomes were among their prime concerns.

Today, Larry W. Paul, owner of L.W. Paul Construction, and Jimmy Thompkins, owner of Thompkins Construction, are still active charter builder members. Both of them have distinguished themselves in



Joining the HGHBA makes them members of the Home Builders Association of South Carolina (HBA of SC) and the National Association of Home Builders (NAHB). On all three levels, they have access to employees who help them with their professional needs.

Over 45 years ago, 7 builders and 8 associates (charter members) started the HGHBA to raise the level of professionalism in the industry. Education,



The Horry Georgetown Home Builders Association office is located at 728 Hwy. 501 East in Conway, SC. The office is the last building on the left facing 501 Bypass just before Busbee Lake entering Conway.

We're Your Partner For New Construction And Remodels

The Local Building Contractors Leader In Cultured Stone Products for 40 Years



Kitchens:

- Countertops
- Backsplashes
- *New Tyvarian Backsplash
- Under Mount & Drop-In Sinks

Bathrooms:

- Walk-In Shower Conversions
- Shower/Tub Doors
- Showers & Shower Walls
- Shower Pans
- Tubs/Whirlpool Tubs/Tub Walls
- Shower Inlays and Mosaics
- Vanity Tops - with and without integral bowl

Specialty Projects:

- Thresholds
- Base Molding
- Pantries
- Laundry Rooms
- Fireplaces
- Window Sills
- Wainscoting
- ... And More!



- We Value Our Builder Relationships -
- Your Production Schedule is Key -
- We Promise to Deliver the Highest Quality Products & Services -

550 Piedmont Ave. | Myrtle Beach, SC 29577 | 843-448-2354 | www.eastonind.com

numerous ways on local, state and national levels.

While their representative may have changed over the years, charter associate members Santee Cooper, Horry Electric and Waccamaw Brick, which was formerly Waccamaw Clay Products, have continued to remain active with the HGHBA.

Since 1978, Rose Anne O'Reilly has served as executive vice-president of the HGHBA. She says, "I've been fortunate over the years to have great leaders. Our Board Members care about our communities, education and building professionalism within our industry. Due to their commitment, HGHBA is one of the most respected organizations in the area for its education efforts, community work and its involvement in the implementation of laws and regulations that affect the building industry."

With hundreds of dedicated professionals from all areas of the industry working together, the HGHBA has grown into a highly respected, influential organization that has led the way to better building practices.

HGHBA members are home and commercial builders, remodelers,



.....
2014 HBA of SC president, Harry Dill, at the local Horry Georgetown HBA meeting in Rioz on April 15th.

subcontractors, suppliers, insurance agents, energy professionals and others who play vital roles in the industry. All of them work together for the good of their professions and their customers.

Many members not only serve in positions in the local association, but also serve at other levels.

In 2014, Harry Dill was elected President of the HBA of SC. Harry, a partner with Clinch Heyward at Sterling Homes in Myrtle Beach, has served the HGHBA in several capacities, including four terms as president and was inducted into the South Carolina Housing Hall Of

Fame in 2009.

Harry says, "Probably what I cherish most from my twenty some odd years of membership in the HGHBA is the relationships I have developed locally, statewide and national. Monitoring legislation that affects our industry is one of the necessities of our modern day society and the HGHBA is one of the best platforms to launch that effort. The HBA of SC, as well as NAHB, daily monitors this legislation on our behalf, providing up to date information regarding our industry.

"Giving back to our community is equally important, and the HGHBA has always been at its best in that arena, whether it is building doghouses for the Humane Society, collecting coats for needy children or adding rooms for a child in need, the members of the Association will always come through. Builders have some of the biggest hearts imaginable."

Harry adds, "I can honestly say that the HGHBA has been instrumental in forwarding and maintaining my career both through the people I have met and the education I have received. I'm not sure I could have been successful without it."

Eddie Friend is serving his second term as HGHBA president. Eddie, a Virginia native and the owner of Excalibur Construction and Friends & Associates Realty in Myrtle Beach, has been involved

"I can honestly say that the HGHBA has been instrumental in forwarding and maintaining my career both through the people I have met and the education I have received. I'm not sure I could have been successful without it."
—HARRY DILL, 2014 HBA of SC president

(Continued on page 12)



YOUR TRUE EXTERIOR SOURCE

Siding, Roofing, Decking & Waterproofing



16 Years Experience With Exterior Products & Installation



CONTRACT EXTERIORS

(843) 357-9234

9751 Moose Road, Unit 9
Murrells Inlet, SC 29576

Email: info@contractexteriors.com

www.contractexteriors.com



(Continued from page 11)

in local industry since 1996 and has built over 200 unique homes.



2014 Horry Georgetown HBA President, Eddie Friend with Excalibur Construction.

He also does additions, renovations and light commercial. Eddie and his wife, Tracy, who is Broker-in Charge at Friends & Associates, work together in that business to provide highly specialized services to Excalibur's clients and others who may be selling or buying homes.

For years, the HGHBA has been the primary training agency for area builders and associates, and additional training is provided on all levels.

Eddie pursued educational opportunities through the local, state and national associations that have made tremendous differences in his success. He was the first Master Builder in Horry County, and is qualified as a green builder through the NAHB's LEED program. He currently serves as chairman of the state's Master Builder Committee and has served as chairman of the Professional Remodelers Council.

"Giving back is important," he said.

"Being involved in organizations that support your chosen profession is necessary for everyone who wants to have a career that means something to the community as a whole."

He adds, "One of big benefits of membership that I see, outside of legislation and other issues nationally as well as across the state, is the networking that comes with it for builders, associates, suppliers and subcontractors alike to have a forum in which they can come together with other like-minded individuals and really look at finding ways to make building better for the consumer in the end."

In addition to giving back by serving the HGHBA, members give to people and animals as a group through several charitable projects, and as individuals through charities of their choosing or creation.

In August of 2013, Berkley White, vice-president of Classic Homes, received the Thomas N. Bagwell Builder of the Year Award from the HBA of SC.



HBA of SC 2013 Thomas N. Bagwell Builder of the Year Award recipient, Berkley White with Classic Homes.

Berkley and his mother, Susan White, the company's president, co-founded Classic in Myrtle Beach in 1997. He has been a member of the HGHBA since then and has served in numerous capacities, including two terms as president. He is a certified Master Builder, a long-time member of the Southern Living Custom Builder Program and built the Grand Strand's first Southern Living Showcase Home.

A Myrtle Beach native, Berkley grew up with both parents involved in building. He says, "It's been a wonderful thing for my life. It's been fascinating to watch the industry change over the years."

He adds, "This is a very respected profession and I think the members just elevate it to another level of professionalism. I've always told people that we run a business and happen to build homes. It's still one thing that is done by people. When you think about how many people it takes to build a house -- the coordination and the efforts -- it's amazing."

Among other benefits of HGHBA membership, Berkley places high importance on the strong legislative influence that has helped create better codes across the state, and better relationships between building professionals, legislators and code enforcers. "You're more powerful as a group than as one person," he said. ■

- Framed or Frameless Shower Enclosures
- Mirrors & Mirror Walls
- Hurricane Resistant Glass & Glazing
- Commercial Door Installation, Replacement & Repair & much more!

Brady Glass Solutions

GLASS IS OUR BUSINESS!

YOUR PRODUCTION SCHEDULE IS OUR FOCUS

ALL WORK GUARANTEED

FULLY LICENSED & INSURED



843.957.2546

3931 Mega Dr. # 15 - Myrtle Beach - SC

www.glassmyrtlebeach.com

Email: bradyglass@sc.rr.com

Serving Residential & Commercial Building Contractors & Property Management Companies in Horry & Georgetown Counties



The following individuals are at the helm of the HGHBA in 2014:



Vice President **Rob Clemons** is vice-president of Dawol Homes, Inc., based in Myrtle Beach, and has been involved in the local building industry since 2003. He grew up in an Air Force family and has lived in or visited places around the world. The company builds custom homes and has won many awards, including HGHBA Parade of Homes awards in luxury home and townhome categories. Rob's main focus is on making customers' lives better by giving them the best product possible.



Associate Vice President **Jill Brogdon Marshall**, a native of Horry County, is supervisor of Energy Support Services at Santee Cooper, based in Moncks Corner. Santee Cooper focuses on being the state's leading resource for improving the quality of life. Jill is a member of the Conway Rotary Club, a graduate of Leadership Grand Strand and serves on the board and as treasurer of the South Carolina Association of Heating and Air Conditioning Contractors. Her most rewarding accomplishment is the one that calls her "Mommy."



Secretary/Treasurer **Fred Coyne**, a Florida native, is president of Westbridge Homes, Inc., based in North Myrtle Beach. He has built homes in the area since 1986 and has served two terms as HGHBA president. The company focuses on building nice homes for nice people, and its awards include three Chrysalis awards for remodeling excellence. Fred has served as a council member in the City of North Myrtle Beach since 2007.

Board of Directors:



J.R. Abernathy is president of Dynamic Construction, Inc. of Myrtle Beach, a family owned and operated company. A native of Gastonia, N.C., he has been in the construction industry for 31 years. Since 1999, he has been involved in the industry in the HGHBA coverage area. The company constructs new homes and renovates residential and commercial properties.



E. Lawrence Langdale, a Charleston native, is vice president of Chicora Affiliates, LLC of Myrtle Beach and has been involved in the industry in the HGHBA area since 1984. The company's main focus is real estate sales, contracting and development. He has served two terms as president of the HGHBA. He participates in Masters Swimming for exercise and enjoys spending his free time with his family.



Kelly W. Jones, a Myrtle Beach native, is owner of Kelpro Fire and Water Restoration. He has been a licensed contractor for 28 years, a general contractor for eight years and has specialized in fire and water restoration for 12 years. For Kelpro, the focus is not on being the biggest company in the area, but rather the one most known for its customer service. It has always been Kelpro's mission to give customers the personal attention they need and deserve during a very difficult time in their lives.



Martin Pettigrew, a native of Canada, is the owner of Monarch Roofing in Myrtle Beach, and has been involved in the local industry for eight years. Monarch Roofing is a Master Elite Installer. Only three percent of all roofing contractors have been able to achieve those credentials. Martin and his employees believe in the products they use and the services they provide. They ensure that each customer receives the best of both, and provide Peace of Mind warranties.

(Continued on page 14)



Kelvin Causey, a Conway native, is general manager of operations at UFP Mid-Atlantic, LLC, which focuses on wood floor and roof trusses, and has been involved locally since 1985. Kelvin loves his employees (his external family), and says that without them, he could not take care of his internal family; his wife, Brenda, and their two children, Emily and Chris. Brenda's support has helped him understand the value of building relationships, not only with his family, but also with his employees, customers and fellow professionals.



Susan Morich, a New York native, is a commercial insurance agent with John T. Cook & Associates, based in Myrtle Beach. She has been involved in the industry in the HGHBA area since 1988 and has over 50 years experience in commercial insurance. She taught insurance classes at Hostra University in New York, and is licensed to teach in South Carolina. J.T. Cook & Associates is part of the Correll Insurance Group consisting of 15 agencies. The company focuses on providing competitive insurance pricing with proper coverage for small, large or difficult accounts.



Greg Pons, a Mobile, Alabama native, is manager of a local Lowe's Home Improvement store. He has been involved in the industry in the HGHBA area since 2003. Lowe's is based in Mooresville, North Carolina. Since its founding in 1946, Lowe's has grown from a small hardware store to the second largest home improvement retailer worldwide and has established a reputation for providing high quality products at low prices.

Honorary Directors:

Charles Foster, a South Carolina native, is president of Regions Insurance and has been involved in the industry in the HGHBA area since 1990. The main focus of the company, based in Columbia, is contractor insurance. Charles was with Frank B. Norris & Company for 25 years before it became a part of Regions in 2013. He is active in his Columbia community, where he coaches girls' soccer at S.C. Flora High School. In 2002, he was named HGHBA's Associate of the Year.



Raymond Goodman, a North Carolina native, is General Manager of 84 Lumber in Myrtle Beach. He has been involved in the industry in the HGHBA area since 1993 and has established a reputation for being honest and fair. He currently serves as the HBASC's District Associate Director for the Fifth District. He has received the HGHBA Associate of the Year award twice. 84 Lumber Company is based in Eighty Four, Pennsylvania. The Myrtle Beach location serves the public and manages several local subcontractors, enabling it to provide turn-key services for contractors.



Ralph Bussey, a North Augusta native, has served twice as president of the HGHBA. He is a consultant/estimator with Excalibur Construction, a residential and light commercial building and remodeling company. Ralph has been involved in the industry in the HGHBA area since 1981, working 24 years as a building official inspector and 28 years as a contractor. He is an instructor at Horry Georgetown Technical College, where he teaches classes for residential builders, general contractors and plumbers. He organized the first combined builder and building official training. He was named the National Flood Plan Manager of the Year in 2000. A retired building official, he has also been named Inspector of the Year.

Several significant benefits to membership in the HGHBA are below:

Advocacy

We represent your interests before the community and government by supporting legislation that has a positive impact on the home building industry and by working hard to reduce regulatory barriers. Not only does the HGHBA do this locally, but the HBASC and NAHB have your back at the State House and at Capitol Hill.

Networking

We believe it's good business to do business with a member. Our annual events and general membership meetings make networking a valuable member-only advantage to you and your company.

Marketing

Don't you want greater exposure to your community and the industry? We provide you with numerous opportunities to promote your company's products and services such as the Spring Home Show in February, the potential Parade of Homes tour in March, the Home Improvement / Outdoor Living Show in September, numerous Table Top Display opportunities at monthly luncheon meetings, potential exposure in this publication which is our Official Publication and is mailed out to all members as well as every licensed residential & commercial builder, architect & subcontractor in Horry & Georgetown counties, in addition to Realtors & developers. Mailing labels are also available.

Education

Professional development is vital to your business's success. We're dedicated to helping you grow your businesses and recognize the latest industry trends and regulations by offering tons of education courses.

Insurance Benefits

Members get special rates on various insurances like auto, health, workers' comp and liability.

If you would like to join the Horry Georgetown Home Builders Association or have any questions regarding the above information, please call (843) 438-4124 or email rao@hghba.com.

The original 15 Charter Members of the Horry Georgetown Homebuilders Association are listed below:

Larry W. Paul

L. W. Paul Construction

Jimmy Thompkins

Thompkins Construction

George Jenkins

Jenkins Construction

Liston T. McDowell

Liston T. McDowell Construction

T. L. Holt

T. L. Holt General Contractor

S. D. Cannon

Pee Dee Construction

A. G. Jordan

A. B. Jordan Construction

Rick McIver

McIver Shaw Lumber

Santee Cooper

Colin Hucks

Horry Electric

Charlie Webster

Waccamaw Clay Products

George Bishop

Waccamaw Lumber & Supply

Bobby Martin

Myrtle Beach Lumber

Dan Campbell

Conway Hardware

James Taylor

McLean Concrete

Robert Grissom

See the difference a Pro makes:

- Residential Roof Anchors
- Roof Cleaning
- Pressure Washing
- Pure Water Window Cleaning





**Owner:
Sheila
Smeltzer**



Brunswick & Horry County's Leader in Window Cleaning, Scratch Removal, Glass Protection & Restoration Services



910.279.3988
www.aplusprowindow.com
 Email: info@aplusprowindow.com





Partnering with local Building Contractors since 1999- Ensuring a worry free window & glass experience in the important final stage of construction along with the life of your homeowners home.



May is
National
Home
Remodeling
Month



National Home Remodeling Month

The Professional Remodelers Council

The Professional Remodelers Council of the Horry Georgetown Home Builders Association, an affiliate of the National Association of Home Builders (NAHB) is joining with 148 state and local councils across the country to mark May 2014 as National Home Remodeling Month.

The Professional Remodelers Council was established to promote professionalism and integrity in the remodeling industry in Horry and Georgetown counties and to better educate consumers how to choose and work with a professional remodeler.

Increasing home value, completing needed maintenance, and improving energy-efficiency are some good reasons to remodel now. Another good reason is that remodeling turns your dreams for your home into reality. Be sure to trust those dreams to a qualified, professional remodeler.

For additional information, call the Horry Georgetown Home Builders Association at 843-438-4124 or email rao@ghba.com. ■



Making Your World Brighter!

WE ARE YOUR COMPLETE LIGHTING SOURCE.

Plus accessories such as mirrors, table lamps, medallions, ceiling fans & light bulbs

Premium Building Contractor Focus:

Special Builder Packages, Competitive Pricing, Superior Customer Service & much more!



Grand Strand Lighting

(843) 293-7117

www.GrandStrandLighting.com

Email: Tyler@grandstrandlighting.com

11826 Hwy. 17 Bypass - Murrells Inlet - SC
(Just South of The Garden City Connector)

EDITORIAL CALENDAR

2014 - 2015



A Business to Business Resource Promoting Community Growth

The South Carolina Grand Strand edition of **BUILDING INDUSTRY SYNERGY**, direct mailed free of charge bi-monthly, reaches a broad building industry economic sector across Horry and Georgetown counties. The local target audience includes licensed residential & commercial builders, architects, building subcontractors, real estate developers, Realtors and each member of the Horry Georgetown Home Builders Association (HGHA). Recognized as the Official Publication Of The HGHA, **BUILDING INDUSTRY SYNERGY** offers a resourceful link to progressive evolving building ideas, trends and solutions with professionals throughout the industry. A fully interactive digital edition of each issue is posted on www.BuildingIndustrySynergy.com. Gain expanded industry product and service facts by direct link to each advertiser's website. Include your business in the "Building Industry Resource Guide", providing resource connection to a broad spectrum of products offered by the professionals in the building industry.

BUILDING INDUSTRY SYNERGY

P.O. Box 926 • Myrtle Beach, SC 29578

843-945-4452

www.BuildingIndustrySynergy.com

Submit all materials to: info@sc-bis.com

OFFICIAL PUBLICATION OF



MAY-JUNE

- Pools - Spas
- Landscaping - Curb Appeal

Material Close: April 10, 2014

JULY-AUGUST

- Attorney - Accountant
- Energy Efficiency: HVAC-Solar Energy
- Bathroom Design - Plumbing

Material Close: June 10, 2014

FALL HOME IMPROVEMENT OUTDOOR LIVING SHOW ISSUE

- Realtor Marketing
- Kitchen Design - Cabinets
- Lighting
- Millwork: Doors-Windows- Specialty Items

Material Close: August 10, 2014

NOVEMBER-DECEMBER

- Construction Site Health & Safety
- Exterior Products - Roofing - Siding
- Home Automation: Security - Theater

Material Close: October 10, 2015

JANUARY-FEBRUARY

- Design - Architect - Surveyor
- Sitework: Brick - Concrete
- Floor Covering

Material Close: December 10, 2014

SPRING HOME SHOW ISSUE

- Financial Institution - Insurance
- Local Building Supply
- Sunrooms - Enclosures

Material Close: January 15, 2015

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

Creating A Backyard Oasis Along The Grand Strand

by Jonathan Harmon

Along the Grand Strand we have beautiful beaches, top notch shopping and intriguing entertainment venues that makes for one of the premier vacation destinations in the country. Coupled with this attraction, you will find a wide array of extraordinary home sites. Whether the property is a primary residence or a vacation rental property, one of the more popular concepts local residents use to convert their outdoor living space into a true paradise is with the installation of a relaxing pool area and backyard retreat. Fortunately Horry County is also home to some of the most talented and driven companies to accomplish this task.

Quality Pools & Spas / Landscaping & Design

(PLEASE SEE AD ON PAGE 9 OF THIS ISSUE)

In the mid-90's there were very few custom pool builders on the Grand Strand and none that offered a combination of full design to include landscape and hardscape with the total package. Bill Seay saw the



Bill Seay with Quality Pools & Spas / Landscaping & Design

value of a company that would offer a turn-key package to the building contractors, homeowners, and developers and has worked to evolve Quality Pools & Spas, Landscaping & Design into a one stop destination for “everything outside the four walls of the home”.

Quality Pools and Spas/Landscaping & Design can do far more than just install pools. They are a licensed full service pool and landscaping installation and design company that can transform a backyard or



a community into a relaxing tranquil inviting space that appeals to today's society. It all starts when a team of specialists sits down with you and helps you conceptualize your perfect backyard sanctuary. It is here where Quality Pools & Spas/Landscaping & Design is able “to create an environment at a customer's home that is both functional and appealing”, says Seay. The company is exceedingly efficient at providing the upmost guidance from the conceptual stage through the design and installation all the way to the maintenance and service needed in order to keep your refuge as functional and as attractive as the day it was completed.

From the initial concept Quality's team of trained professionals are able to bring your ideas to life with the design of your pool, revamping or completely

overhauling the landscape, and finally putting on the special touches such as pavers, hardscapes, outdoor kitchens, fireplaces, fire pits, gazebos, steam rooms, spas or anything you can imagine to make you never want to leave the comfort of your personally designed outdoor living area.

Quality Pools and Spas/Landscaping and Design is equally equipped to take care of both residential and commercial clients every need. From turning a backyard into a much deserved getaway to redesigning an entire community to provide unlimited enjoyment for the residents, the long standing company takes pride in designing and completing the desired outdoor paradise for each of their customers.



The General Pool Company, Inc.

Brothers Tommy and Troy Ashburn have owned and operated The General Pool Company, Inc. since 1987. They work

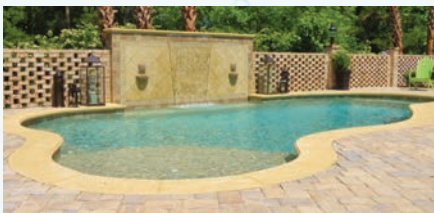


Tommy (right) and Troy Ashburn with The General Pool Company

with builders, businesses and homeowners to provide commercial and custom residential pools, spas, fountains and other features, as well as cleaning services. "Our goal is to present an inviting atmosphere with a casual elegance," Tommy says.

The company constructs custom concrete Gunite pools and spas. "We build every one of our pools as if we were building it for ourselves," Tommy adds. Modern technology allows the company to offer clients the ability to use automatic control systems to operate all the pool and spa functions with a wall-mounted control panel, a hand-held remote or a smartphone. Some of the functions included are timers, lights, heaters, fountains, deck jet sand waterfalls. A large percentage of the company's custom pools are now being finished with quartz plaster, which is a much harder substance and more stain-resistant than the traditional marcite (crushed white marble.) Salt generators are also being used to sanitize pool water, eliminating the traditional chlorine that, as most people remember, can fade swimsuits, bleach hair, and lead to red eyes and skin irritation.

The General Pool Company, Inc. offers more than 100 pool designs and shapes that can be customized to meet



anyone's needs. Clients have the opportunity to see two or three pools incorporated into their designs before making their decisions.

Another popular way to truly accentuate your backyard retreat is with the addition of one of The General Pool Company's fantastic outdoor kitchens, fire places and fire pits. From the beginning of the design process the Ashburns will

incorporate everything thing you need to turn your backyard into a true utopia. If you're looking for a new amazing pool or looking to change your backyard into an oasis that you never want to leave, The General Pool Company, Inc. can make that happen.

Tommy says many people think they

(Continued on page 20)



Our Personal Touch Keeps Your Pool Sparkling!

- In Ground Custom Residential and Commercial Pools
- Pool Remodeling
- Licensed Builders SC & NC
- Certified Pool Operator
- Pool Tile - Large Selection
- Deck Coatings & Copings
- Aluminum Screened Enclosures
- Salt Generators
- Quartz & Marcite Plaster

WINTER COVERS - RENOVATIONS - REPAIRS - CHEMICAL SUPPLIES

809 Seaboard St. - Myrtle Beach - SC

(843) 626-7283 Email: PJSUNIM@SC.RR.COM

Free Estimates on Pool Cleaning Annual or Semi-Annual



cannot have a pool because of the size and shape of their lots, but most can because concrete pools can be designed to fit any space. "Once they pick out a design, we

can start working on their color choices," he says, adding that the company produces its own pool coping colors and considers color one of the key aspects of the project.

Colors are very important because the

four colors you'll see throughout a pool's life are in the plaster, tile, coping and decking," Tommy says. "All four colors working together provide a soothing and inviting backyard retreat."

Barrier Reef Pools

In 2006 Tony Walton relocated to the United States from Australia and founded Barrier Reef Pools. Barrier Reef Pools is retail and full service company that installs and maintains phenomenal fiberglass pools. Their territory stretches from Miami Florida to Canada.

Bryson Preston was more than happy relocate to Myrtle Beach, SC to join the Barrier Reef Pools team. He currently



Bryson Preston with Barrier Reef Pools

manages the Little River location on Hwy. 9. Here at Barrier Reef Pools "We excel at providing a quality product at a reasonable price with excellent customer service", says Preston. The company employs certified technicians to help insure that they always deliver premium service from the initial conception phase, through the installation phase and continue on through the future maintenance of the pool.

Barrier Reef Pools specializes in fiberglass pools with a lifetime guarantee perfect for vacation homes or local residents desiring to turn their backyard into an attractive oasis. Having a pool is certainly a luxury and always requires some level of maintenance. The maintenance on fiberglass pools can be very efficient and cost effective to manage.

Barrier Reef Pools offers a variety of sizes, shapes and colors for their fiberglass pools that typically appeal to any customer. People who are looking to buy a pool have done a little bit of research and know the size and color they like and that's where



the company comes in and takes care of all the permits, installation and redesign, as well as extensive teaching on how to use and manage the equipment.

Bryson Preston and Barrier Reef Pools are dedicated to meeting every customer's needs and ensuring that they receive exactly what they are looking for. From

initial installation through the life of the pool, Barrier Reef Pools will be there with the customer assuring that they have a pool they can enjoy through the seasons.

Jonathan Harmon has a degree in Business Videography and Graphic Design & attended the University of South Carolina, as well as Flagler College in St. Augustine, Florida. He owns his own videography company, Makers Mark Media, and can be reached by phone at 843-457-1894 or by email at JonathanHarmon@makersmarkmedia.com

For all of your creative & advertising needs.
 Lynn F. McDuffie (843)839-3933 email: Lynn@McDuffieAdv.com



by Becky Billingsley

The Coastal Carolina lifestyle is a mixture of wild excitement and momentum tempered by an historic tendency to savor life's sweetness.

Long ago buffalo roamed the South Carolina coast, and mighty sturgeon teemed in its waters. Cougars and alligators competed with Native Americans to hunt and fish for survival. Waccamaw, Chicora and other Siouan tribes built curve-top dwellings called suks, and Chief Harold "Buster" Hatcher of the Waccamaw Indian People says their villages sometimes had palisades.

European settlers populated the areas around Georgetown and Little River in the early 1700s due to their deep ports, and hearth cookery in cast iron pots was the norm. They were literally melting pots containing a variety of ethnicities.

Pilau (pronounced PER-low), a traditional rice and meat dish, had Persian, French and West African influences. Fresh pork was slow-cooked over coals, and it was slathered with mustard sauce brought by German immigrants. Seafood and vegetable dishes took on aspects of recipes and cooking methods brought from Scotland, England, France, Africa and more.

Coastal South Carolinians have never lost their love for outdoor cooking, and patio or backyard kitchens are a common element in modern area building designs. Whether they are humble concrete block pits, cast iron pots full of pilau over a wood fire or gas grills set in handsomely mortared structures, locals love to go outside in all temperatures to cook and share the rich bounties this land offers.

Synching History

Myrtle Beach's history is a bit different. Settlers were sparse in the middle of Long Bay, because it has no deep port and the area to the west was an almost impenetrable swampy forest. Travelers in 1780s said they could ride 26 miles along the beach of Long Bay, in the stretch where present-day Myrtle Beach is in the middle, and see only shells, sea grass, coral, sponges and three- to six-foot sand dunes that separated the beach from the forest.

Train tracks didn't make it to the Grand Strand area until the beginning of the 20th century, but rivers and deep ports helped make people and the goods they produced mobile. River transport also made possible a lumber boom.

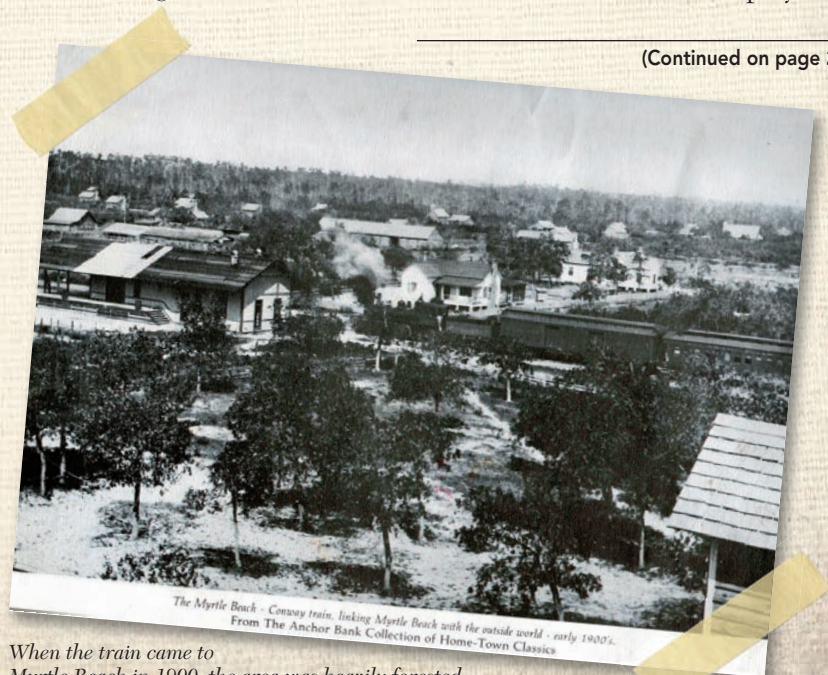
Throughout the 1800s, great swaths of virgin forests in this area were cut, as detailed by Robert McAlister of Georgetown in his 2013 book, *The Lumber Boom of Coastal South Carolina*. Henry Buck, from the shipbuilding town of Bucksport, Maine, came to the South Carolina coast in 1825 and saw much potential in dense growths of live oaks,

pinus and cypress. He "...noticed that farmers who owned high land near his had slashed the bark of hundreds of longleaf pines to make turpentine from the sap," McAlister wrote, and "...watched barrels of naval stores, turpentine tar and pitch, being loaded onto flats to be poled down the river to Georgetown, where they would be sold to merchants and transported by ship to Charleston and cities in the Northeast."

Buck soon built South Carolina's first steam sawmill in an area of Georgetown County near Bucksport that was called Bucksville, which at one point, McAlister wrote, was "as large or larger than Conwayborough." Conwayborough was the former name of present-day Conway, and it was the most populated town in Horry County well into the 20th century.

Lumber was sent to Maine for ship and boat building, and southern pine became renowned as a preferred boat building material. From 1840 to 1885, "The Buck family mills had been the largest lumbering operation in coastal South Carolina," but their company only

(Continued on page 22)



When the train came to Myrtle Beach in 1900, the area was heavily forested. Horry County Museum, Conway, South Carolina.

(Continued from page 21)

put a dent in the forests compared to what came later.

In 1900 Atlantic Coast Lumber Corporation opened in Georgetown, and McAlister quotes a 1916 *American Lumberman* article that said ALC, "... owns in fee and controls the timber rights on approximately 250,000 acres of land, bearing about 2,000,000,000 (that's billion, with a B!) feet of lumber, board measure." At that time there were 455 lumber mills in South Carolina.

By 1930 the forests from the coast to 50 miles inland were depleted because many of the lumber companies, like ALC, employed clear-cutting and made no effort at regeneration. The landscape was forever changed.

The heavily developed town that now makes Horry County famous, Myrtle Beach, was ironically one of the last areas along the Grand Strand to experience deforestation. But once trains arrived in 1900, they brought passengers in and



Guests who visited the posh Ocean Forest Hotel in Myrtle Beach brought a desire for upscale amusements. **Author's collection.**

hauled lumber away.

Old photos taken of the Ocean Forest Hotel when it was being constructed in 1929 at the north end of Myrtle Beach show it was aptly named. Maritime forests surrounded it, and hotel management promoted the natural beauty in its advertising.

The Ocean Forest, which was razed in 1974, looked like a cross between a castle

and a wedding cake with its center tall tier and two smaller flanks. It marked the introduction of magic and pizzazz to Myrtle Beach because it lured wealthy customers, and they expected amusements beyond seine fishing and swimming.

A new type of tourist industry was created, one fueled by golf courses, horse racing, sport fishing, car races, restaurants, theaters, amusement parks, concerts and

ARCHITECTURAL
COMMERCIAL
PORTRAIT
WEDDINGS



843.833.0510
CHUCKGEEPHOTOGRAPHY.COM
EMAIL: SEAG125@YAHOO.COM
P.O. BOX 4686 PAWLEYS ISLAND, SC 29585

 **Chuck Gee**
PHOTOGRAPHY



festivals. Locals enjoyed the fun along with visitors, and today many old-timers will say they were lucky to grow up in such a unique seaside community where vibrant excitement could be switched off with a few miles' drive to the countryside and a return to old traditions.

Those roots remain. Locals slow down to share their lives by looking at their friends face-to-face and having conversations at oyster roasts and pig pickin's. They fish in the rivers and ocean

and relax on porches in rocking chairs after supper to listen to frogs and, in many areas, the roar of bull alligators.

Aspects of the sea have always influenced coastal dwelling designs, whether with a mind to building them to withstand hurricanes and floods, catch cool sea breezes, provide shade, incorporate foreign heritages in the styles or simply absorb elements of the natural surroundings in the décor.

It's a unique history full of tumultuous and exciting events and natural splendor that is worthy of inspection, reflection and preservation.

Synching History will examine aspects of Grand Strand heritage in future issues. Becky Billingsley is the author of "A Culinary History of Myrtle Beach and the Grand Strand" and the forthcoming "Lost Myrtle Beach," which will be released by The History Press in June. For further information email: beckybillingsley37@gmail.com. ■



In 1954, Hurricane Hazel destroyed much beachfront property. A construction boom followed. Horry County Museum, Conway, South Carolina.

amazing...
Results that go beyond expectations



Free Estimates • Residential/Commercial • Licensed & Insured

TILE & GROUT

- ◆ Clean & Seal
- ◆ Grout Color Sealing (re-Color to New)
- ◆ Crack & Chip Repair
- ◆ Anti-Slip Treatments
- ◆ Restore Floors & Showers to New

CONCRETE

- ◆ Decorative Garage Coatings
- ◆ Stamped Overlays
- ◆ Seamless Floors
- ◆ Quartz Broadcast Epoxy
- ◆ Industrial Coatings

MARBLE & STONE

- ◆ Clean, Seal & Repair
- ◆ Polish, Hone & Restore
- ◆ Scratch & Etch Removal

- ◆ Acid Staining
- ◆ Clean & Seal



BEYOND CLEAN
BEYOND CLEAN

TILE, STONE & CONCRETE RESTORATION

843.855.0977 www.BeyondCleanCares.com

EMAIL: Eric@BeyondCleanCares.com



Excalibur Construction

Build it Once, Build it Right

by Peggy Mishoe

PHOTO © CHUCK GEE

Every custom home that has been built by Excalibur Construction stands as proof of the company's commitment to excellence.

From the street views to the smallest

details, the homes are reflections of Eddie Friend's continuing determination to build exquisite homes and to build them the right way.

Since founding Excalibur Construction

in 1999, Eddie has not only kept up with and helped influence positive changes and growth in the building industry; he has become a leader.

Now serving his second term as president of the Horry Georgetown Home Builders Association (HGHA), Eddie places a high value on being involved with a professional organization that strives to make the local building industry the best that it can be.

In addition to many other benefits, the HGHA provides the opportunity to network with contractors, subcontractors, vendors and other professionals who share a common goal. It was through that association, along with the Home Builders Association of South Carolina, that Eddie became certified as the first Master Builder in Horry County and the sixth in the state. He currently serves as chairman of the S.C. Master Builder Committee, which



PHOTO © CHUCK GEE

includes members from all of the homebuilders' associations in the state.

Eddie says, "When I learned about the master builder program in 2005, I thought it was fantastic, and I immediately started doing what was necessary to get all of the requirements met so that I could become a master builder."

Along with other duties, the Master Builder Committee certifies new master builders from across South Carolina.

Eddie says, "The benefit of the Master Builder program is that it singles out those builders that are really going the extra mile to raise the level of professionalism, the quality of work that they do and the methods they use to do that work. It highlights the individuals that are really trying to build the best way you can and are using all of today's technologies to make homes the best that they can be."

Since completing the National Association of Home Builders' Green Building courses in 2007, Eddie has also been a Certified Green Professional.

Eddie Friend (second from the right) and his wife Tracy Friend with Friends and Associates Realty (far right) enjoy visiting Will and Sherry Estanich in their Myrtle Beach home that was completed by Excalibur Construction. "Eddie was very professional, but friendly. We felt like we could go to him with any issue or idea and he would be open minded", says Sherry.



Eddie Friend was the first certified Master Builder in Horry County and the sixth overall in the state of South Carolina. "The benefit of the Master Builder program is that it highlights the individuals that are really trying to build the best way you can and are using all of today's technologies to make homes the best that they can be", says Eddie.



PHOTO © CHUCK GEE

This enables him to build homes as "green" as his customers want them to be. He says, "When people were first starting to build green homes, there was a very big gap between standard building codes and green construction. As the



The living area in the residence of Will and Sherry Estanich. Their new home is about 1,000 square foot larger than their previous home, however the energy costs are far less, due to the spray foam insulation and other features offered in an Excalibur home



The master bathroom in the Estanich residence. "Eddie has a lot of great subs and they know what he expects, and he expects it to be perfect", says Will.

PHOTO © CHUCK GEE

green construction movement has grown, many of the things that were originally considered green are now part of our current building codes. That's a really good thing because we've seen the codes begin to catch up with green building practices that just make good sense. We'll see that gap get smaller as codes continue to catch up and implement those parts of green construction that are really a necessary function because they go so far to reduce the energy that a home is using."

Homeowner Sherry Estanich said the "dream home" that Excalibur built for her and her husband, Will, is 1,000 square feet larger than their last home, but the energy costs are far less, mainly because of the spray foam insulation and other features that are offered in the homes Eddie builds.

Like many others who live in homes built or renovated by Excalibur, Will and

Sherry are very happy with their home and are glad they chose Eddie as their builder. Sherry says, "Eddie was very professional, but friendly. We felt like we could go to him with any issue or any idea and he would be open-minded."

Will says, "Eddie was real good about any little changes."

Eddie was also good in coming up with less expensive ways to do some of the things they wanted. "Actually, he was helping us get the most for our money," Sherry said.

Will says, "He has a lot of great subs, and they know what he expects, and he expects it to be perfect."

Sherry says, "Everybody that he had over here was always very nice and respectful and helped find answers to any questions we had. If they did not know the answer, they found the answer."

Sylvia Dunbar-Jenkins said that her home in Plantation Lakes still looks



The residence of Sylvia Dunbar-Jenkins in Plantation Lakes. Sylvia was very pleased with the overall building experience that she had with Excalibur Construction. "If you can dream it, Eddie can make it happen", says Sylvia.



“brand new” in 2014 because of the way Excalibur built it, and she has been living there since 2009. “To me, it’s a testament of what a good builder Eddie is,” she said. “If you can dream it, Eddie can make it happen.”

Sylvia often drives by construction sites where Excalibur is building homes, and she still recognizes the people she sees on the sites. She says, “I look and I recognize the same craftsmen that worked on my home, and it’s been five years. These people are part of a construction team and that’s why you get such an amazing finished product.”

Sylvia’s home was built during a financial downturn that caused many businesses to close, including builders. She has neighbors who were left “dangling and wondering” with warranties and contracts that can’t be honored.

She says, “I think in Eddie’s case, the cream rose to the top. That’s why he’s still here.”

The rear of the Lent residence in Waterbridge. “We had never built a house before. Eddie did quality work, so even though we didn’t know to ask for something, it was already in his plans. That’s how he builds”, says Donna.

Peter Irussi is among the many homeowners who are quick to recommend Excalibur Construction to their families, friends or others who are thinking of

building a new home. Peter says, “Eddie is a great builder. He built us a super-quality home. I would recommend him to anybody. I have recommended him.”

The residence of Gregory and Donna Lent in the Waterbridge community in Carolina Forest. The Lents lived in Brookhaven, NY while Excalibur was building their home. “We were kept informed all the time”, says Donna. Eddie sent Gregory and Donna progress photography and stayed in close contact with them through the entire process.

PHOTO © CHUCK GEE



PHOTO © CHUCK GEE

Gregory and Donna Lent lived in Brookhaven, New York while their home was being built in Waterbridge and came down only a few times during the process.

Some of their friends warned them that they really needed to be close-by during the construction, but that was never a problem for them because Eddie sent them many pictures and stayed in close touch with them. “We were kept informed all the time,” Donna said.

“We had never built a house before. We were novices. Eddie did quality work, so even though we didn’t know to ask for something, it was already in his plans. That’s how he builds. Eddie suggested things to us that we would never have thought of in a million years.”

She adds, “Just because your house looks good, that doesn’t make it a quality home. You can’t see all the quality work that Eddie does because it’s behind the sheetrock.”



The kitchen in the Lent residence.

PHOTO © CHUCK GEE

Not only is Gregory and Donna’s home beautiful, it is strong and safe. “There’s nothing that’s ever going to knock my house down,” she said.

During the first meeting with Eddie,

Gregory told him that they wanted plenty of storage space since they were not going to have a basement. “He listened,” Donna said. “I have tons of storage space.”

PHOTO © CHUCK GEE



The Lents wanted plenty of storage space in their home since they would not have an attic. Eddie made sure they were not disappointed. “He listened. I have tons of storage space”, says Donna. “You can’t see all the quality work that Eddie does because it’s behind the sheetrock. There’s nothing that’s ever going to knock my house down”, Donna continued.

Excalibur also built a home for Gregory and Donna's daughter and her husband, and through all of it, Donna has kept her positive opinion of Eddie. "I consider myself an honorable person, and I think Eddie is an honorable person," she said.

Eddie works closely with numerous professionals who share his commitment to the building and real estate industry, including his wife, Tracy.

Eddie and Tracy have Friends and Associates Realty, where Tracy is Broker-in-Charge. She provides highly specialized services for Excalibur's customers and other clients that are looking for a place to build. She sells homes for Excalibur homeowners who have had to move for various reasons, and she often works as a relocation buyers' agent with people who are making career moves to the Grand Strand. Her highly detailed services sometimes include providing child care for clients so they can spend a weekend touring the entire area with her to find the right place to call home.

Eddie and Tracy have four children; Stefan, Cameron, Cassidy and Channing, and they all enjoy outdoor activities together.

In addition to being a part of charitable projects with other HGHBA



Eddie Friend (right) relies on Martin Pettigrew (left) with Monarch Roofing for his roofing needs. "Monarch's quality workmanship and appreciation for my schedule have made for an extremely rewarding relationship", says Eddie. Eddie works closely with numerous professionals who share his commitment to the building industry.

members, Eddie is one of the founders of Special Operations Wounded Warriors, and his family is deeply involved in it.

The non-profit provides a variety of outdoor experiences such as hunting, camping and fishing, along with relaxing times, for active members and veterans of the U. S. Special Forces that have been wounded while fulfilling their duty, many of whom are also Purple Heart recipients. What started with a single local event 4 years ago, has now grown

into a fully accredited 501 3© Charity. "We are sending these guys all over the country now to enjoy the outdoors and get back to just being one of the boys. It's a pretty amazing thing to be able to offer help and hope to someone who's still healing in many different ways. The brotherhood that exists between these unique warriors is very special and it is my honor to help share our appreciation for the sacrifices they have made to keep this country free and strong," Eddie said.

Whether it's serving the HGHBA or the wounded warriors from Special Operations Wounded Warrior, Eddie and his family believe that giving back is an essential part life. ■



PHOTO © CHUCK GEE



www.homesbyexcalibur.com

info@homesbyexcalibur.com

(843) 626-9879

809-B Seaboard St.
Myrtle Beach, SC 29577



The Foundation of Curb Appeal

The foundation of curb appeal should be focused on the architectural design of the home first.

The landscape package is extremely important, however it is secondary to the home's design and should complement the home's many features. I will focus on the later and the impact it can have on curb appeal. One of the most important features in an attractive landscape is elevation. Hills are not prominent in



coastal South Carolina so elevating the foundation well above the curb can create a dramatic presence as you drive up to a property. Foundations with a crawl space or raised slabs accomplish this best but even a monolithic slab can create the illusion of height if it sits high enough on the lot. Have you ever noticed a house that appeared to be sunken as you drove by? This can really impact curb appeal in a negative way. Elevated foundations are also more forgiving when it comes to proper drainage and raised bed areas along the perimeter of the house. These raised beds really add to the appeal of the landscaping.

As I mentioned above, our coastal areas are typically flat. Sometimes a lot may be almost perfectly flat. I have even seen lots totally surrounded by higher ground. This can cause big problems when it comes to drainage. In my many years in this industry, one recurring problem I deal with is elevations and grading. Several building professionals

seem to think that the Finished Floor Elevation (FFE) is almost irrelevant when it comes to saving money on additional fill dirt. It was only a few



by Keith Alford



Young Interiors

Flooring Center

Flooring the Carolinas Since 1989.

YOUR COMPLETE FLOOR COVERING RESOURCE



Grow Your Profit Potential!

Wholesale Pricing & Discounts
Available for Builders, Real Estate
Agents & Property Managers.




FREE MEASURING
ON-SITE INSPECTION

Carpet • Hardwood • Natural Tile & Stone
Laminate • Area Rugs • Window Coverings



Young Interiors

Flooring Center

Flooring the Carolinas Since 1989.



843-399-6524 • 1830 Highway 9 East • Longs
younginteriorsflooring.com

months ago that I explained to the builder of a million dollar home that he needed to make sure that the FFE was high enough to compensate for code requirements, raised beds and drainage to the front curb. This meant that he was going to spend more money on fill material than originally planned, however he understood and agreed that this was the right way to move forward with the elevation.

For instance, if the distance from the house to the curb is one hundred feet and you grade at a 2% slope you will need eighteen inches of fall from the FFE to the curb. This is typical, but often other factors may include garage entries, adjacent lot elevations, PUD infrastructure, and soil types. A 2% slope is not sufficient on clay soils. When you factor in raised foundation beds there may be another twelve inches of fall needed to get the desired effect.

I have seen numerous situations where the expense of correcting drainage problems on poorly planned foundations outweighed the cost of additional fill material and a few projects that ended in litigation.

First Impressions

Everybody has heard that the first impression is a lasting impression, or that

there is only one chance to make a first impression, and so on. If you apply that to a new home that both the builder and their homeowner are proud of where does the landscape budget fit in? You can have an award winning house design but if you don't include a matching landscape, the curb appeal suffers. Your first impression suffers. A poorly planned or executed landscape package can affect the curb appeal for years to come. Yes, the landscape will grow and the owners can always add more plants but it's your award winning house sitting behind the low budget landscape as potential clients drive by. It is sort of like driving a Mercedes with four spare tires.

Recent data still confirms that investing in the landscape brings a 100% to 200% return on investment. The same is true for increasing a home's appraised value. So why are builders so reluctant to spend money on adequate landscaping? Is there a lack of perceived value with the customer? Do lenders frown upon this line item?

If you build two homes exactly alike and give one an additional \$5,000 in landscape upgrades it will usually appraise for more than the additional investment and it will sell faster than the other if all things are equal. The American Society of Landscape Architects (ASLA) recommends investing between 10 to 20 percent of a home's

value on landscaping. This may be a stretch for our area but all indications show that it would be money well spent. Some builders prefer to avoid the landscaping all together but it seems that they are leaving money on the table for someone else.



Lot Selection

Selecting the right location for a home can also add to the curb appeal of a property. House orientation, consideration of seasonal changes, and positioning of the foundation all affect the functional aspects of a home. You can have an awesome patio for entertaining but if it is facing the setting sun with no shade your oasis will feel like a desert on summer evenings.

Building a home on a wooded lot with mature trees can create a sense of enclosure and coziness. This makes a home site feel established and also creates outdoor settings and microclimates that can extend the living spaces. When planning your next project consider the elevations, landscape budget, and how it all comes together on the lot and you will be laying a good foundation for curb appeal that will pay dividends for years to come.

Keith Alford is Vice President of Landscaping for Quality Pools & Spas, Landscaping & Design and a member of The Association of Professional Landscape Designers (APLD). For additional information, call (843) 234-2665 or email qualitylandscaping@live.com. ■



Brady Glass Solutions

*The Building Contractors & Real Estate Industry's
One Stop Shop For All Glass Service & Installation Needs*

by Albie Esposito

With the dream of owning their own business and the promise to “do the best job possible, the first time around,” David and Toshia Brady founded Brady Glass Solutions of Myrtle Beach, in June of 2010. As Toshia explains, “David started out as a helper, learning the trade, and excelled from there. After being in the business for over 10 years, David felt it was the right time



David Brady in his showroom in Myrtle Beach, SC.

to branch out on his own. Since he had always dreamed of owning his own business, and there was a demand in the industry for fresh new ideas in the industry, we knew that Brady Glass Solutions was the answer.” David is the lead estimator, and Toshia manages the



office and showroom located at 3931 Mega Drive, Suite 15, just off route 544 in Myrtle Beach in the Big Block office complex. The showroom features custom shower enclosures and displays of standard shower doors. There is a variety of different textured glass samples as well as different hardware finishes to customize any bathroom.

Now, with David's 14 years in the industry, and combined company experience of over 40 years', including two seasoned foremen with more than 14 and 9 years of experience, as well as the lead Shower Door Tech with more than 6 years' experience, Toshia and David are understandably proud to tell us that, “At Brady Glass Solutions of Myrtle Beach we specialize in residential and commercial glass repair, replacement and service including custom mirrors and shelving, patio doors, shower doors, glass tops, insulated windows and store fronts. We are a licensed and insured full service Myrtle



Beach glass company. We continue to be highly recommended by our existing customers and, offer the highest level of experience in the area. Our goal is to make Brady Glass a household name for all glass needs.” We don't need to be the biggest glass company in Myrtle Beach, just one of the best. We strive to achieve that goal by offering competitive pricing, and courteous, professional customer service.



(Continued on page 34)

(Continued from page 33)

David and Toshia stay busy throughout the year in the renovation, repair, and new construction market as well as with individual homeowners. They install new shower enclosures, as well as service old ones, cut custom glass table tops to protect furniture pieces, create custom framed or unframed mirrors, install commercial storefronts, hurricane resistant products, and replace fogged insulated glass units in windows and doors. David and Toshia point out that insulated glass replacement in the Myrtle Beach climate is a common need for many of their customers, “We do hundreds of them per year, due to the

high humidity here, fogged windows are very prevalent.” They explain that all jobs begin with a free estimate and are followed by a written proposal based on the scope of work. “We will go out to the site and assess the job by measuring the openings, reading the plans, creating templates, or by providing ready openings



sizes so that the products will fit properly. “They continue, “ For showers, we have the opportunity to guide the builder and/or homeowner as to where they may need additional studwork in order to have a heavy glass shower enclosure. We install and provide a 1 year warranty on all our work. The warranty on the materials vary depending on what it is, but typically, any

insulated glass unit will come with a 10 year manufacturer’s warranty against seal failure.” We are a distributor of PGT Windows and Patio doors. PGT is one of the leaders in the industry of impact resistant patio door systems. The systems come in many different configurations, and are available in aluminum and vinyl. There is a sample of the patio door in our showroom for customers to experience prior to ordering.

Easton Industries, also located in Myrtle Beach, (843-448-2354), specializes in bathroom remodeling projects and has been working with Brady



A Well-Built Structure Starts With A Good Foundation.

We've been in business in Myrtle Beach for 43 years.



Sheriar | Press

FORWARD. THINKING.

In the 2013 PICA Award Competition, Sheriar Press of Myrtle Beach Won More Total Awards Than Any Other Printer in both North and South Carolina.

3005 Highway 17 North Bypass
Myrtle Beach, SC 29577
www.sheriarpress.com
843-448-1102
1-800-968-7294

Glass Solutions for over 3 years. Joni Moore of Easton Industries tells us that, “We take existing fiberglass tub shower units and replace them with cultured marble units, and our custom glass work is done through Brady Glass Solutions. They are always quick to respond and get the job done in a timely manner for us. Joni continues, “The great thing about Easton Industries is that everything is locally made and installed we’re proud to be made in the USA. That’s one of the many reasons we like working with Brady Glass, they are locally owned and operated.”



Beyond striving to provide the highest level of service and quality to their customers, David and Toshia actively serve the community as well. They explain, “ We have one 13 year old son and two daughters ages 10 & 6. We believe in strong community involvement whether it’s as individuals or as a company; thus we both volunteer as coaches with Horry County Parks and Recreation.” (David with basketball &




volleyball and Toshia with volleyball.) “As a company we assemble some of our employees to play in golf tournaments benefitting local charities such as The Boys & Girls Club, and last year were a sponsor for the NMB Women’s Club Purses with Purpose Charity Event.” David, Toshia, and the Brady Glass Solutions team combine their high level of knowledge and experience in all aspects of the glazing industry with their excellent professionalism and customer

service skills, to bring the highest level of quality to homeowners, residential builders, and commercial contractors. Call them today for a FREE estimate!

For further information regarding Brady Glass call (843) 957-2546 or (843) 455-7611, visit www.glassmyrtlebeach.com or email bradyglass@sc.rr.com. ■


PASSION FOR EXCELLENCE & QUALITY


Hardwood • Tile • Stone • Carpet • Laminate • Luxury Vinyl Tile



the FLOORING

Design Center of Myrtle Beach & Shallotte **DEPOT**



CATERING TO THE LOCAL BUILDERS SINCE 2004

- Floor Covering Design, Sales & Installation
- True Craftsmen In This Coastal Region
- Each Job is Unique To Your Homeowner

MYRTLE BEACH: (Behind 'Suds' Car Wash on Hwy. 544)
864 Kingswood Dr. (843) 234-2877
jaimie.pando@theflooringdepotmb.com

www.theflooringdepotmb.com

SHALLOTTE, NC: (Next to the NC DMV)
5298 Main St. - Suite # 1 (910) 754-2874
shalloteflooringdepot@gmail.com

www.theflooringdepotnc.com



Landscaping Across the Grand Strand Staying Ahead of the Curve

by Sarah George, APR

As summer is upon us it's natural to begin thinking of being outdoors and making the most of our outdoor spaces. Landscape architects from across the country who specialize in residential design have weighed in on the 2014 outdoor landscaping trends and are finding that people are seeking a low-maintenance design that is suited for entertaining and relaxing. The survey, conducted by the American Society of Landscape Architects, further showed the specific outdoor design features and elements rated as the most in-demand for 2014 by respondents include lighting, seating and dining areas, native plants, landscaped gardens as well as fruit and vegetable gardens and outdoor kitchens. Local landscape companies agree that trends along the Grand Strand are following suit and are always working to stay ahead of the curve when it comes to landscape design and maintenance.

Quality Pools & Spas / Landscaping & Design

(PLEASE SEE AD ON PAGE 9 OF THIS ISSUE)

Outdoor recreation amenities, such as pools are also among the top trends for 2014 and Quality Pools & Spas / Landscaping & Design can certainly attest to the increase in demand for pools that work within the landscape design. Since the company was purchased over 17 years ago by owner, Bill Seay it has grown from a pool company to include literally everything outside the four walls of the home including landscaping, pavers, outdoor kitchens, lighting and design services.

According to Keith Alford, VP of Landscaping "it's important to match the pool with the landscape design so that all of the elements work seamlessly together. Our concept is to provide comprehensive, turnkey plans so the customer can funnel all communication regarding the exterior home space to one person. Our

ability to design, install and maintain every aspect of the project makes the process much more streamlined for our clients." "It also provides our customer with one contractor that is familiar with the total installation of the project. This improves



Eddie Deutsch, Quality Pools & Spas / Landscaping & Design's construction manager

time and overall quality of the finished products," adds construction manager Eddie Deutsch. "The economy in recent years has fueled the desire of homeowners to stay at home and enjoy their property versus traveling. Outdoor kitchens and living spaces are still on the rise," Keith continued. "The in-flux of retirees and families that relocate into our market area have also added to the demand for a creative and functional outdoor living space. According to Keith, "we have seen a boom in our retiree market. They typically purchase or build their home knowing what they want to see in the outdoor space

and look to us to ensure this translates into the design and ultimately the install."



While now feels like the perfect time - especially as we are trying to forget our recent abnormal long winter, Keith urges homeowners and builders alike to keep in mind we are fortunate enough to make landscaping a year-round project here. "We have a great climate that allows us to maintain your landscape as well as make changes year round," adds Eddie. "We are able to complete both new installations and remodel projects during any season so you never have to wait to make a change in your outdoor environment," concluded Keith.



Keith Alford, Quality Pools & Spas / Landscaping & Design's VP of Landscaping

Indigo Landscaping & Construction, Inc.

Co-owners of Indigo Landscaping & Construction, Inc., Amy and Rob Steuer agree that there is no 'perfect time' of the year for landscaping projects. While spring and fall may be ideal for plantings, Indigo Landscaping & Construction has the ability to design and install landscaping and outdoor living features year round. The real key, according to Amy, is hiring



Amy Steuer,
Indigo Landscaping
& Construction
co-owner

one experienced company to handle all aspects of the entire project, including swimming pools, fire pits, seating and dining areas, landscape lighting, and much more. By using one project manager, the end result will become a unique and cohesive backyard experience!

She recommends hiring a landscape architect for their added expertise and knowledge base, "Indigo Landscaping & Construction, Inc. is unique as we have two degreed landscape architects on staff!" She illustrated one of her favorite examples of full project integration with a family who had a large backyard with some beautiful natural trees, "while a typical kidney shaped pool would have worked, our architects were able to design a



custom V-shaped pool to allow the family to accommodate adult and children areas, and still provide the seating and dining areas, a fire pit, natural areas and lawn areas. When we coordinate the entire project, our clients receive the advantages of maximizing their spaces gaining a fully integrated outdoor experience."



Rob Steuer,
Indigo Landscaping
& Construction
co-owner &
Landscape Architect

Rob Steuer comments, "Outdoor living spaces increase the usable areas outside your home. Our clients want family gathering spaces, and to enjoy the outdoors while reaping the benefits of the comforts of home. We don't

believe in pre-packaged plans, and approach every project on an individual basis in order to truly encapsulate the desires of the owners. We help our clients maximize the usefulness of their spaces while keeping a close eye on their budget. We are in the business of giving our clients *rooms with a view!*"

Whether the space requires a new design and install or a complete renovation of the existing elements you will want to ensure all pieces of the outdoor environment are considered when making your selections. By contracting with companies who provide full landscaping services you can ensure your project will run smooth from design to install and continue to increase the curb appeal of the home for many seasons to follow.

Sarah L. George, APR holds a Bachelor's degree in Journalism from Marshall University and maintains Accreditation with the Public Relations Society of America. As a marketing and public relations professional she has nearly a decade of experience in helping clients achieve brand consistency and market exposure. She can be reached via email at Sarah@bgws.co or 843-457-7270. ■

INDIGO LANDSCAPING AND CONSTRUCTION, INC.

indigoland@sc.rr.com (843)235-0824
www.IndigoLandscapingSC.com

Rooms with a view!

Landscape Architecture - Design/Build - Maintenance - Irrigation - Lighting

BUILDING INDUSTRY SYNERGY

ADVERTISE WITH BIS

The South Carolina Grand Strand edition of **BUILDING INDUSTRY SYNERGY**, direct mailed free of charge bi-monthly, reaches a broad building industry economic sector across Horry and Georgetown counties. (Please see page 17 of this issue for more information.)

CALL (843) 945-4452 or email: info@sc-bis.com

advertisers' index

84 Lumber – Local Building Supply5
A Plus Pro Window Cleaning15
Beyond Clean – Tile, Stone & Concrete Restoration23
Brady Glass Solutions13
Builders First Source – Local Building SupplyBack Cover
Burroughs Shutter Company – Shutters & Hurricane Protection3
Chuck Gee Photography22
Contract Exteriors – Siding & Roofing11
CRG Companies – Construction - Real Estate - DesignInside Front Cover
Easton Industries – Cultured Stone Products10
Grand Strand Lighting16
Indigo Landscaping & Construction – Landscape Architects37
J & S Flooring – Residential & Commercial Flooring Specialists38
Marketing Strategies, Inc. – Promoting Your Business7
McDuffie Advertising – Graphic Design20
Monarch Roofing – Residential & Commercial Roofing & Framing SpecialistsInside Back Cover
Quality Pools & Spas / Landscaping & Design9
Sheriar Press – Printing, Digital Printing & Design34
The Flooring Depot Design Center of Myrtle Beach & Shallotte35
The General Pool Company, Inc. – Concrete Gunite Pools & Spas19
The Louver Shop – Quality Shutters & Shades8
Young Interiors Flooring Center – Your Complete Floor Covering Resource31



J&S FLOORING

YOUR LOCAL ABBEY CARPET & FLOOR OUTLET

Carpet - Vinyl - Vinyl Tile - Ceramic - Laminate - Hardwood

“J&S Flooring has been installing floor covering for my company for about 12 years now. They are a superior value vendor that offers great selections and top-notch workmanship. They are just excellent. They show up when they say they’ll be there.” **Bob McCarley, Coastal Builders**

Serving Georgetown & Surrounding Area Building Contractors Since 1994
2104 S. Fraser St. - Georgetown - SC

(843) 546-8083

www.jsflooring.com email: gregg@jsflooring.com

NOTHING LOOKS QUITE AS BEAUTIFUL AS VALUE




Affordable Luxury

LIFETIME
Designer
SHINGLES



You Deserve The Best!

(843)839-ROOF(7663)

MonarchRoofing.biz

info@monarchroofing.biz

-  Increase your home value by 6% upgrading your roof to a Designer Shingles Roofing System
-  Don't Gamble - Go Golden! Golden Pledge Warranty gives you the Ultimate "Peace of Mind"
-  Choosing a GAF Master Elite™ contractor is your assurance that you'll be dealing with a quality, reputable, and manufacturer trained professional contractor.

"My company, Excalibur Construction, has been using Monarch Roofing for all of our roofing needs for several years. Owner, Martin Pettigrew, has been a pleasure to work with. His professionalism, Monarch's quality workmanship and appreciation for my schedule have made for an extremely rewarding relationship. I would recommend Monarch Roofing to any local building contractor looking for these qualities in a roofing contractor."

Eddie Friend, 2014 HGHBA President

"Monarch has been very professional in all of our relationships. We have been working with them for a number of years now. We really appreciate the integrity & opportunities owner, Martin Pettigrew, brings to our customers and our company."

Berkley White, Classic Homes

"Monarch Roofing has been a great company to partner with for the past several years. Whether it's been roofing or framing, they roll all of our dry-in needs into one tidy package."

Fred Coyne, Westbridge Homes



Angie's list
Reviews you can trust.





Builders FirstSource



QUALITY SERVICE VALUE

Your First Source For Masonite Entry Doors, Interior Doors/Trim & L.J. Smith Stair Systems

*These products are in stock
and manufactured locally.
Professional installation
services are also available
for new single family
and multi-family
construction projects.*

(843) 347-7866

651 Century Circle, Conway, SC
(Behind Lowes on Hwy. 501)

(843) 237-0333

Tiller Dr, Pawleys Island, SC

www.blldr.com

Proud member of



Discover Masonite's Belleville® Fiberglass

Entry Doors



Masonite.com

Masonite® & Belleville® are trademarks of Masonite International Corporation. ©2014 by Masonite International Corporation.

Belleville PREMIUM FIBERGLASS

- Authentic Woodgrain Texture
- High-Definition Profile Panels
- Oversized Lock Block
- True Square-Edge Construction
- Stain-Grade Matching Mahogany Stiles



L.J. Smith® Stair Systems

America's Preferred Brand!

- **Broadest and most comprehensive product line**
 - 73 iron baluster styles
 - over 40 wood baluster styles
 - 33 handrail profiles &
 - 60 newel post designs
- **Seven Iron finishes and seven standard wood species**
- **Tremendous custom capabilities**
- **Industry Leader and Innovator**
- **Tools and hardware line exclusively for stair installers**
- **Patented Connect-A-Kit Handrail Fittings**

