

BUILDING INDUSTRY SYNERGY



2014 Home Improvement & Outdoor Living Show
September 12th -14th in MBCC
www.HomeImprovementShow.info

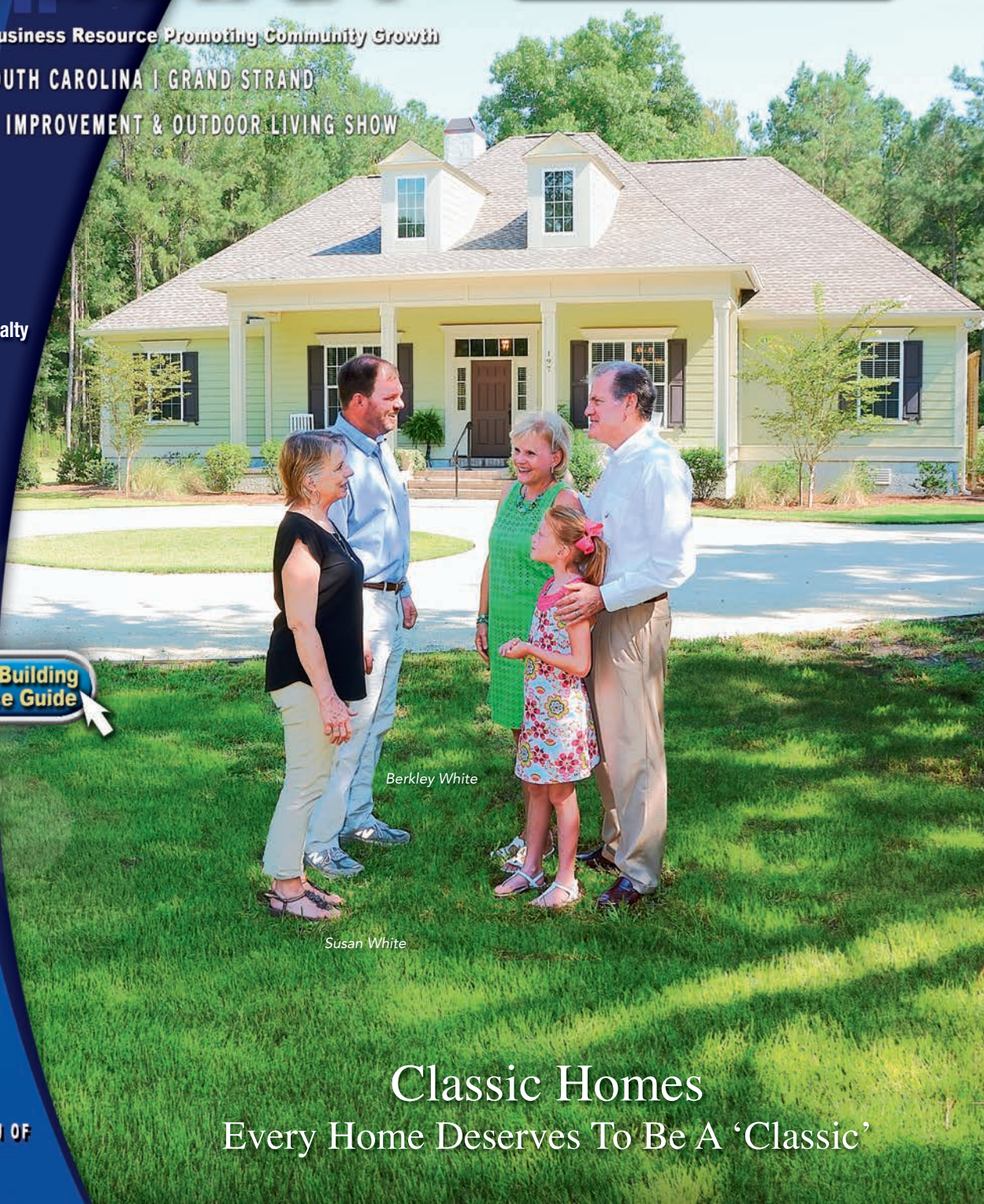
A Business to Business Resource Promoting Community Growth

SOUTH CAROLINA | GRAND STRAND

2014 HOME IMPROVEMENT & OUTDOOR LIVING SHOW

- HGHBA Show Guide Exhibitor Map
- HGHBA Show Schedule Seminars
- Doors - Windows - Specialty Millwork
- Kitchen Design Outdoor Living Kitchens
- History Of Myrtle Beach Ocean Forest Hotel
- Realtors Horry / Georgetown
- Lighting Fixtures

Visit Our On-Line Building Industry Resource Guide



Berkley White

Susan White

Classic Homes
Every Home Deserves To Be A 'Classic'

OFFICIAL PUBLICATION OF



VIEW EACH ISSUE ONLINE

www.BUILDINGINDUSTRYSYNERGY.COM

2014 Home Improvement and Outdoor Living Show

September 12-14 at the MB Convention Center

Visit us at booths #710 and #711 for complimentary gifts and contests!



Pawleys Landing

An exclusive design by the CRG Design Team, this 3 bedroom, 2.5 bathroom home sits just a short golf cart or bike ride away from the beach. Own a piece of Pawleys Island surrounded by fresh seafood markets, local shopping, and award winning golf courses for an amazing price!



Parkwood

Perfectly situated just south of the Dunes community in Myrtle Beach and a short drive to the beach, this 3 bedroom, 2.5 bathroom home features many upgrades as well as optional additions like a detached garage with or without a guest suite above the garage.

This home has an amazing floor plan and location!



Wachesaw East - Recent Price Drop!

The CRG Design Team designed this home with style and functionality in mind! Located in Wachesaw East, a gated community in Murrells Inlet, this beautiful 3 bedroom, 2 1/2 bath home features hardwood floors, granite countertops, stainless steel appliances, and a gorgeous golf course view!

CRG Companies & Real Estate

CRG Real Estate provides a full-service, boutique real estate brokerage firm with experience in all types of real estate transactions throughout the Grand Strand area. Combining top agents, cutting-edge technology, and a new way of doing business builds a more productive client relationship and reinforces CRG's reputation as the premier real estate team of the Grand Strand.

Whether you're looking to build a brand new home or find the perfect home, our experienced Realtors can help you every step of the way!



Stacy Cook
Realtor



John Harris
Realtor



Karin Holt
Realtor



Melanie Reaves
Realtor



Judy Upchurch
Realtor

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



Welcome to the 4th Annual Home Improvement & Outdoor Living Show



Eddie Friend
2014 HGHBA
President

I would like to welcome everyone to the 2014 Home Improvement & Outdoor Living Show presented by The Horry Georgetown Home Builders Association. With more than 200 exhibitors ready to showcase their products and services, dozens of workshops, product demonstrations and the return of our expanded Specialty Market Place, we are sure this year's show will be the best one yet.

The 4th annual Home Improvement & Outdoor Living Show is sure to be this season's must see event for the whole family. It's your opportunity to come out and visit the Home Improvement Pros, Unique Craftsman & Outdoor Living Specialists in person. This environment gives you a chance to ask any question on your mind, no matter how big or how small.

There will be workshops on entertaining, decorating ideas, gardening, lawn care, culinary demonstrations, photography and much more. We know you'll be sure to find something to inform

& inspire you. Be sure to check the complete workshop and seminar schedule on page 7 of this show guide for topics, summaries and available times.



This year's show will once again allow you to support our local artist by visiting The Waccamaw Arts & Crafts Guild Exhibit and see dozens of these individuals sharing & demonstrating their artwork & crafts for all to enjoy. The opportunity to meet a few of our local authors & receive a signed copy of their work will also be available.

Once you have experienced the market place, talked with the "Pros",

enjoyed the workshops & demonstrations and have fully cemented your ideas, make sure to save all of your brochures, business cards and samples to file away at home. They will be valuable resources when you are ready to start that next home improvement or new construction project or plan for future purchases.

With hundreds of products, countless ideas, and numerous ways to enhance your Indoor or Outdoor Living space on display, you are sure to be inspired for an exciting finish to 2014. We look forward to seeing you at the 4th Annual Home Improvement & Outdoor Living Show brought to you by the Horry Georgetown Home Builders Association & Professional Remodelers Council.

– Edward Friend
Excalibur Construction
2014 President
Horry Georgetown Home
Builders Association ■



Sunrooms • Screen Rooms • Patio & Pool Enclosures • Pergolas • Garage Screens • Windows • Hot Tubs



(843) 651-6514

Call for a Complimentary Consultation

www.CarolinaHomeExteriors.com

Visit our showroom at 11730 Hwy 17 Bypass | Murrells Inlet SC | 29577



Visit us at the HGHBA Home Improvement & Outdoor Living Show | **Feature Booth 1 and Booths 100 & 101**



FINANCING... YOU CAN COUNT ON

Infinity Capital Partners, a group of *highly* experienced and certified professionals, can find a solution for all of your business financing needs.

Small or medium sized businesses that have approached a bank or local lending institution have learned that these establishments will only lend to the most credit-worthy businesses.

Whether you need new equipment, accounts receivable or inventory financing, need to raise working capital or acquire a company, **Infinity Capital Partners**, due to relationships with national lenders, has a program that will deliver a loan. There are even special programs for Construction Equipment, Medical Practices and Church financing.

Please contact us today for a *free, no-obligation* analysis of your financing needs.

305-2411 N. Oak Street, Myrtle Beach, SC 29577 • (910) 233-5015

InfinityBusinessLoans.com

Visit us in Booth #300 September 12th -14th in the MBCC

2014 Home Improvement & Outdoor Living Show

What Can You Expect to Find at This Year's Show?

The Board of Directors of the Horry Georgetown Home Builders Association is pleased to present the Fourth Annual Home Improvement & Outdoor Living Show to be held September 12, 13, 14, 2014 at the Myrtle Beach Convention Center.

Does your backyard need some help? In addition to many great seminars and workshops, special events include a Backyard Makeover Contest valued at almost \$6,000 sponsored by WBTW-TV 13 and Quality Pools & Spas, Landscaping and Design. To enter, submit a photo of your backyard to WBTW's Contest page, then visit WBTW's booth during the show and vote for your entry.

WLSR Radio and American Pinewood Racing Association is inviting Kids of all ages to race custom designed pinewood race cars. For \$1 you can race a best-of-3 heat against other racers and help Coastal Animal Rescue, a cage free, no kill, 100% volunteer cat & dog shelter, as your \$1 entry fee will be contributed to them.

Spend some time in the Specialty Market Place and browse a selection of southern fare, locally produced wine, jams, jellies, local

honey, fresh produce, baked goods, environmentally friendly cleaning products and more.

Check out the Culinary Demonstrations and learn from local chefs as they share secrets, techniques and recipes. Following the demos please stay and enjoy a tasty sampling.

Check out the Seminar & Workshop schedule on the next page. You will find workshops on beer brewing, photography, landscaping, Fall herb gardening, making your own environmentally friendly cleaning products, just to name a few.

Looking for a new "Best Friend"? Check out the pets available for adoption at the Coastal Animal Rescue booth.

Of course, the stars of our show are our exhibitors. Visit their exhibits and find many new products and services.

For further information regarding this years show, visit www.homeimprovementshow.info or call (843) 438-4124. ■



2014 Home Improvement & Outdoor Living Show SHOW SCHEDULE - SEMINARS

FRIDAY
SEPTEMBER
12

- 11am Photography**
Chuck Gee Photographic Collections - Tips From A Professional
- 12pm Cookin' Up Soul Food**
Chef Mike Chestnut - Big Mike's Soul Food
- 1pm Seafood Gumbo**
The Gumbo Guy - Carolina Gumbaya
- 2pm Total Outdoor Solutions - Pools, Landscapes, Hardscapes, Outdoor Kitchens and more...**
Bill Seay - Quality Pools & Spas, Landscaping & Design
- 3pm Trees for the Urban Landscape**
Gary Forrester - Clemson Extension Service

SATURDAY
SEPTEMBER
13

- 11am Back to Basics-Make your own, all natural, organic, biodegradable household products**
Amber Bradshaw - Low Country Healthy Living
- 12pm Souper Soups - Manhattan Clam Chowder & Minestrone**
Chef Dan Henn
- 1pm Blueberry Scones**
Barbara Whitley - Crady's Eclectic Cuisine
- 2pm Home Brewing Beer**
The Homebrewer's Pantry
- 3pm Pest Problems in the Landscape**
Gary Forrester - Clemson Extension Service

SUNDAY
SEPTEMBER
14

- 12pm Pretzel's You Can Make at Home**
Lou Zulanch and Jason Brock - Benjamin's Bakery & Café
- 1pm Home Brewing Beer**
The Homebrewer's Pantry
- 2pm Fall Herb Gardening**
Kris Reynolds - Inlet Culinary Gardens
- 3pm Back to Basics-Make your own, all natural, organic, biodegradable household products**
Amber Bradshaw - Low Country Healthy Living
- 3:30pm Lawn Care**
Gary Forrester - Clemson Extension Service

SPECIALTY MARKET PLACE VENDORS

American Culinary Federation - Myrtle Beach Chapter
Hyman's Vineyard's Home Sweet Farm

Carolina Gumbaya
Big Sam's Salad Dressing & Marinade
Crumb Buns

Benjamin's Bakery & Café
Chirping Bird Society
Low Country Healthy Living

The Home Brewer's Pantry



table of contents

PAGE 4

2014 HGHBA President Eddie Friend

Message to show attendees

PAGE 6

2014 Home Improvement Show

What will you find at this year's show?

PAGE 7

Show Schedule - Seminars

PAGE 9

2014-15 HGHBA Calendar

PAGE 10

Lighting Homes Across the Grand Strand

With all of the lighting options that are available today, it is important for builders and their homeowners to work with reputable companies that are devoted to supplying the best lighting to suit their specific desires and needs.

PAGE 12

Myrtle Beach Regional Economic Development Corporation

What's the ROI of Economic Development in Horry County?

PAGE 14

2014 Horry Georgetown HBA Golf Tournament

PAGE 15

EP Tile & Marble

The Grand Strand's largest inventory of high quality granite.

PAGE 18

Doors - Windows - Specialty Millwork Along The Grand Strand

Four premier resources to assist with all your needs

PAGE 22

The Recipe for a Classic Kitchen Susan White of Classic Talks About Kitchens

The kitchen is the heart of the home. Just ask Susan White, President of Classic. Susan, along with her son Berkley, has been designing homes...and kitchens for decades.

PAGE 26

Lighting Specific Rooms In Your Home The Significance of the Overall Design

You might not always notice the specific type of lighting in a room, but your impression of that room is certainly affected by it. Lighting determines the ambience, style, and function of a room.

PAGE 28

4th Annual Home Improvement & Outdoor Living Show Exhibitor List & Map

PAGE 30

Synching History – The Ocean Forest Hotel

The history of the hotel & the founders' desire to keep the surroundings in Myrtle Beach ecologically intact.

PAGE 34

Every Home Deserves To Be A 'Classic'

Susan White and her son, Berkley, have been building beautiful 'Classic' homes together across the Grand Strand for nearly two decades. Berkley was named 2013 'Builder of the Year'.

PAGE 41

The Importance of Customer Service, Experience & Integrity

When selecting a Realtor, excellent customer service, experience and integrity are important qualities to look for as well as having a comfortable personal connection with the agent.

PAGE 44

Kitchen Designs & Outdoor Living Kitchens

One of the most often remodeled rooms in the home is the kitchen, second only to bathrooms according to the NAHB. Learn about several local companies available to assist you with your new construction or kitchen remodeling project.

PAGE 47

Builders Working With Realtors What a Bright Idea!

The importance of combining the efforts of Realtors and building contractors so often gets overlooked.

PAGE 52

Quality Pools & Spas/ Landscaping & Design

For over 20 years, home and business owners, builders and others searching for the perfect outdoor solution have been turning to Quality Pools & Spas/Landscaping & Design.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

PHOTOGRAPHY:
Chuck Gee, Bobby Dalto

CONTRIBUTING WRITERS:
Becky Billingsley, Denise Blackburn-Gay,
Erica Thomas, Morgan Dendy,
Peggy Mishoe, Robyn Pigott

CONTRIBUTING DESIGNERS:
Cindy Ziegler, Lynn McDuffie, Mike Brown

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

Mail Service provided by
New Media Hospitality Solutions
357 Lake Arrowhead Road
Myrtle Beach, SC 29572

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

Scott and Cathy Campbell (right), along with their nine-year-old daughter, Kelsey, enjoy a gorgeous, sunny day outside their new Prince George home. Pictured with the Campbells are Susan and Berkley White with Classic Homes. Classic has established a stellar reputation building homes from Myrtle Beach to Pawleys Island, SC over the past two decades.



COVER PHOTO © CHUCK GEE

2014-15 Calendar of EVENTS

2 0 1 4

SEPTEMBER

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

OCTOBER

- 21 General Membership Luncheon in Rioz: Speaker – Brad Dean with the Myrtle Beach Chamber Of Commerce

NOVEMBER

- 11 NAHB Business Management for Building Professionals Course: Required for Certified Master Builder of SC Designation (see page 50 for registration information)
- 13 Fall Clay Tournament at the Backwoods Quail Club (see page 51 for registration information)
- 18 General Membership Luncheon Meeting in Rioz

DECEMBER

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

2 0 1 5

FEBRUARY

- 20-22 2015 Home Show in MBCC

SEPTEMBER

- 11-13 2015 Home Improvement & Outdoor Living Show in MBCC
- 18-20 2015 Parade of Homes (Weekend 1)
- 25-27 2015 Parade of Homes (Weekend 2)

If you would like to join the Horry Georgetown Home Builders Association or if you just have a question please call (843) 438-4124 or email rao@hghba.com.



The HGHBA Fall Clay Tournament at the Backwoods Quail Club will be held on November 13th. Refer to page 51 of this issue for registration information.



The 2014 Home Improvement & Outdoor Living Show will be held September 12th-14th in the MBCC. Please refer to pages 28 & 29 of this issue for show hours and guide with exhibitor map.



The 2015 Home Show will be held February 20th-22nd in the MBCC.



The 2015 Home Improvement & Outdoor Living Show will be held September 11th-13th in the MBCC.

Visit Us In Feature 5 Sept. 12th - 14th In The MBCC

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

Lighting Homes Across the Grand Strand

by Peggy Mishoe

With all of the lighting options that are available today, it is important for builders and their homeowners to work with reputable companies that are devoted to supplying the best lighting to suit their specific desires and needs.

Grand Strand Lighting

Grand Strand Lighting is a family owned business that lives up to its motto of "Making Your World Brighter!"

Owned and operated by Michael and Tyler Harnish, a husband and wife team, Grand Strand Lighting offers a wide array of



Grand Strand Lighting owners, Michael & Tyler Harnish.

products, competitive pricing and superior customer service.

Customers can visit the showroom every day except Sundays and shop in a home-like atmosphere that is welcoming to children and pets.

Michael, Tyler and their staff value every customer, regardless of the amount of lighting products they want or need to purchase. Whether they are purchasing one item or enough to light a whole house, every customer receives the same personalized service.

Tyler says, "We have a knowledgeable staff that understands the importance of lighting in all aspects and can help our customers make the right decisions."

Grand Strand Lighting's customer base includes many builders that send their



Grand Strand Lighting is located at 11826 Hwy. 17 Bypass in Murrells Inlet (just South of the Garden City Connector).

homeowners to the showroom for lighting selections. When homeowners go in with specific lighting allowances, they select their lighting and receive special pricing because of the commitment that they and the builder have made to Grand Strand Lighting.

Grand Strand Lighting's commitment to them extends to delivering completely labeled packages, including bulbs, to the home-site, which saves time for the builder and installers.



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)

Michael and Tyler have embraced the changes in businesses brought about by the dominance of the Internet.

Tyler says, "We depend on our website to help customers browse catalogs at their own convenience."

Whether a customer is shopping on the website or making their selections in the showroom, they are given the choices of many time-proven lighting fixtures and accessories, as well as the newest trends.

The large number of indoor and outdoor products shown on the website includes home décor items, ceiling lights, wall lights, ceiling fans, table lamps, post lamps, pendants, mirrors, bulbs and more.

While many customers may prefer to pre-shop on the website, many of them also prefer to make their final choices in the showroom with the assistance of a lighting professional.

Grand Strand Lighting is located at 11826 Hwy 17 Bypass in Murrells Inlet, just south of the Garden City Connector.

Butler Lighting

Ben Butler and his wife, Vicki, opened Butler Lighting in Myrtle Beach in 1973, but the company's history of serving the public goes back far beyond that.

Ben's father, James P. Butler, founded Butler Electric in 1948 when he opened the first store in Whiteville, North Carolina.



Butler Lighting owner, Ben Butler (right) and his son Thomas Butler (store manager).

Ben grew up working with his father during the summer months and learned a great deal about work ethics and how customers should be treated.

After Ben and Vicki graduated from college and married in 1973, they moved to Myrtle Beach and started a new life and a new business.

Together, they operated their first Butler Lighting store on 3rd Avenue North. In 1979, they relocated to 926 Frontage Road East.

And they have been there since, growing, evolving and offering the kind of products and customer service that has made Butler



Lighting a top choice for many homeowners and building industry professionals. Ben says, "We try to deliver a good product on time and at a good price."

Since 2012, Ben and Vicki's son, Thomas Butler, has been managing the store, and they all continue to work together.

They are proud to provide excellent shopping experiences in the oldest and largest lighting showroom in Myrtle Beach with dedicated staff members to assist customers in making their choices.

Ben says, "We have friendly, trained personnel to help our customers. Choosing lighting can be overwhelming, and when you have an experienced, knowledgeable salesperson guiding you through it, the process goes smoothly."

Thomas says he is excited to be moving the business forward and taking advantage of any new technologies that might make the showroom or the website more convenient for customers.

He persists in making it convenient and easy for customers who are not local or those who just prefer to shop online to sit at home and make their choices on the company's website, where over 70,000 products are shown.

The Butlers are choosy about the

manufacturers they purchase from and have always tried to select those offering high quality products.

The products that are available in a wide range of prices, colors and finishes include chandeliers, sconces, fans, recessed lighting, pendants and many different home décor items.

The Butler family and staff have worked with many builders along the Grand Strand to provide lighting for their homeowners and are often closely involved in the process. "We walk the homes with builders and homeowners to help them make their selections," Ben said.

Thomas is proud to be the third generation of Butlers to serve the public with their lighting needs and to be there at a time when technological advances are rapidly occurring.

One of the biggest changes the industry has seen over the years has been in the colors and finishes that are offered. "There used to be about four or five basic finishes, and now there are hundreds," Ben said.

For over six decades, Butler Lighting has been on the forefront in the lighting business, keeping up and keeping their customers informed as more and more products made their way into the market.

In addition to the Myrtle Beach, South Carolina location, Butler Lighting has stores in the cities of Greensboro, Wilmington, High Point and Winston Salem in North Carolina. ■

COUNTER OPS

**CUSTOM COUNTERTOPS
& CABINET REFACING**

GRANITE - LAMINATE - SOLID SURFACE - QUARTZ

RESIDENTIAL & COMMERCIAL CABINETS

843-399-5991

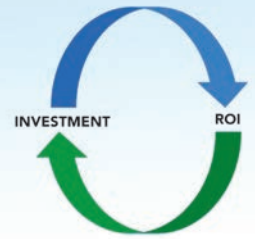
1580 HWY 9 E LONGS SC 29568





Economic Development: What's The ROI?

by Morgan Dendy
MBREDC Director of Marketing & Public Relations



As a follow up to my last article, "What Is Economic Development And Why Is It Important", I would like to explain the return on investment (ROI) of economic development in Horry County.

Cited from Dr. Henry Lowenstein's editorial in The Sun News August 12, 2014, "Putting Horry County's Economic Future First", Dr. Lowenstein says, "Economic Development is revenue producing, not a revenue consumer."

The Myrtle Beach Regional Economic Development Corporation has secured 1,504 committed jobs from new and

existing businesses since January 2012. These jobs will produce an estimated \$4.2 million per state and local tax revenue – each year. Over a five-year period, that's approximately \$21 million.

"We do these calculations in recognition that the revenue does not come in one lump sum, at one time, in one place or one tax category. Rather, it is realized gradually and distributes across various taxes supporting our schools, roads, local services and state-supported-services. Expanding the number who pay taxes reduces the need to raise taxes," said Dr. Lowenstein.

According to Dr. Lowenstein, the



When more jobs are created in Horry County, more people pay taxes which in-turn is invested into community growth via roadways, schools, public services, etc.

MBREDC's \$1.3 annual budget results in a rate of return to taxpayers of approximately 223 percent. That is \$3.23 for every dollar invested.

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

MARBLE & STONE

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

CONCRETE

- ✦ Decorative Garage Coatings
- ✦ Stamped Overlays
- ✦ Seamless Floors
- ✦ Quartz Broadcast Epoxy
- ✦ Industrial Coatings
- ✦ Acid Staining
- ✦ Clean & Seal

EMAIL:
Eric@BeyondCleanCares.com



BEYOND CLEAN
BEYOND CLEAN

TILE, STONE & CONCRETE RESTORATION
843.855.0977 www.BeyondCleanCares.com

Visit Us In Booth #'s 713 & 806 Sept.12th-14th In The MBCC

This is the power of economic development recognized by our competitors. Horry County is in intense competition in South Carolina and worldwide to attract [and retain] businesses. Its successes are gaining attention. To date it has attracted new jobs, and business headquarters from other states, Canada, Germany, plus expanding existing industry.

The MBREDC's work is an investment to put our future first: jobs, higher incomes, quality of life and opportunities for community and our families' are Horry County's future to grasp.

Henry Lowenstein, Ph. D is a Special Projects Researcher and advisory board member for the Myrtle Beach Regional Economic Development Corporation.

For more information on how to become a member of the MBREDC and job support creation, call (843) 347-4604 or visit us online at www.mbredc.org. ■



The New Home Parade Returns To Horry & Georgetown In 2015

The Board of Directors of the Horry Georgetown Home Builders Association (HGHA) proudly announces the return of the HGHA's popular New Home Parade. The Parade will be held the weekends of September 18th-20th and September 25th-27th in 2015.

For information on participating in this exciting event or for any other information regarding the HGHA call (843) 438-4124 or email rao@hgba.com. ■





www.leonardusa.com

Storage Buildings built to match your home!







**Visit us Sept. 12th-14th
2014 Fall HGHA Show
at MBCC, Booths 412, 413,
414, 509, 510, 511**

Visit or call our store at:
**1206 E. Hwy 501
Conway, SC 29526
843-347-6300**

Mention Promo Code 238
to receive one **FREE** standard
ramp or one standard tie down
set with building purchase.

The Annual Horry Georgetown Home Builders Association Golf Tournament



LEGENDS GOLF COURSE IN MYRTLE BEACH

On Thursday, August 7th, the Horry Georgetown Home Builders Association hosted their annual golf tournament at The Legends Golf Course in Myrtle Beach. Fortunately, after a couple weeks of clouds and rain leading up to the event, the 'golfing gods' decided to brighten the day up a little with the first real consistent sun that Myrtle Beach had seen in recent memory. The winners and finalists are listed to the left.

Closest to the pin -
 Hole #5 – Ricky Grice
 Hole #7 – Kevin Seay
 Hole #13 – Jim West
 Hole # 17 – Martin Pettigrew

Second Place - (58)
 Tracy Davis
 Ricky Grice
 Matt Raines
 Jamie Sawyer

First Place - (57)
 Will Canipe
 Tom Seacrest
 Randy Williamson
 Nicholas Williamson

Third Place - (59)
 Sal Baglione
 Chad Chalmers
 Derek Gaboriault
 Chad Webb

For further information regarding this year's tournament, the 2015 golf tournament or any HGHBA upcoming events call (843) 438-4124 or email rao@ghgba.com.



Visit Us In Feature 2 September 12th - 14th In The MBCC



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



EP Tile & Marble

by Peggy Mishoe

Eric Pate saw a need for a larger inventory of high quality granite in the Grand Strand building industry and filled it with thousands of slabs of Brazilian granite and marble.



“Carving Your Dreams in Stone” is the company’s slogan, says Eric, who was a union fabricator for 14 years while chief executive officer

(CEO) of Old World Stone in Seattle, Washington.

Eric was a third generation stone fabricator before opening EP Tile & Marble at 3245 Pottery Circle in Myrtle Beach, SC during the summer of 2014 with the above mentioned largest inventory of granite on the Grand Strand.

select the stone for their custom built homes.

Eric says, “Several of the local fabricators maintain a small inventory of slabs, limiting the choices a homeowner has to choose from, forcing the customer to visit other fabricators to find what they really want. We want to help the fabricators keep their customers by offering a huge variety.”



The stone quarry in Brazil. EP Tile & Marble’s direct ties to the Brazilian suppliers help them to offer the best pricing across the Grand Strand.

can provide very accurate costs to their customer.”

Eric has been importing stone from Brazil for over 17 years. His alliances with Brazilian suppliers allow EP Tile and Marble to offer the best pricing in the area. “Our distribution hub is at the Port of Wilmington, North Carolina, so we don’t have the large costs of trucking the granite halfway across the state,” Eric said. “We only have to truck it to Myrtle Beach. We pass that savings on to the customers.”

“We’re in their backyard. We can deliver it to their location every day of the



The EP Tile & Marble 30,000 square foot warehouse located at 3245 Pottery Circle in Myrtle Beach.

“We have thousands of slabs of granite, and that’s just in Myrtle Beach,” he said.

To have anywhere near that many choices of colors and patterns of high quality granite and marble, you previously would have needed to travel nearly 200 miles from Myrtle Beach, Eric said.

As a granite wholesaler, EP Tile & Marble sells only to fabricators, but viewing and selecting the stone is open to everyone. Builders are invited to choose the stone for their spec homes, and homeowners may

Eric explains some of the steps that are taken to assure that everything goes smoothly. “At EP Tile, we strive to make the construction process as stress-free as possible by doing our part very efficiently. We start with gathering the information from the homeowners and builders. We guide them through the process of selecting the stone and then we provide all gathered information to the fabricator. By providing precise measurements, high resolution photos and color selections, the fabricator



EP Tile and Marble’s granite slabs are shipped directly to the Port of Wilmington, NC, only an hour and a half away from Myrtle Beach.

(Continued on page 30)



Since the extensive granite inventory for EP Tile & Marble is here in Myrtle Beach, deliveries can be made every day to the Grand Strand area.

week and we have free delivery.”

The 30,000 sq. ft. Myrtle Beach location is conveniently located in Fantasy Harbor behind the old Waccamaw Pottery Mall. It is easily accessible from Hwy 501 by taking the George Bishop Parkway exit and turning left onto Pottery Drive at the first traffic light.

Many of the stones can also be viewed in pictures of kitchens and in many colors and patterns shown on the EP Tile & Marble website, which also includes information about the company.

The headquarters is located in the Port of Wilmington in a 200,000 sq. ft. facility that is the central distribution hub for

servicing the Eastern part of the country.

EP Tile and Marble guarantees its slab quality. Every slab has been inspected three times before shipping. Eric says, “Our slabs do not have the cracks, fissures, big spots and veins running across them that people are used to seeing these days. As a past fabricator, I know what my customers want.”

He adds, “Granite will last many lifetimes; it needs to be the best.”

For further information regarding EP Tile & Marble call (866) 601-9828, email Eric.Pate@EPTile.com or visit www.EPTile.com. ■



It's the biggest investment of your life. Why choose anyone but a Certified Master Builder of S.C. to build your new home?

A Certified Master Builder of South Carolina is a professional designation program created by the Home Builders Association of South Carolina to identify exemplary home builders who have a proven track record of **integrity, stability and exceptional service**. When you choose a Certified Master Builder to build your dream home, you know you're getting a safe, quality-built home.

Look for the CMB designation behind your builder's name.

Jeff Annas, CMB
Annas Dev. & Building
843-497-6040

Ric Hucks, CMB
Westmoreland Group
843-520-4800

David Wolons, CMB
Dawol Homes
843-294-2859

Shawn Becker, CMB
Ameri Built Homes
843-903-5229

Jeff Sanderson, CMB
Whitney Blair Custom Homes
910-575-4900

Ed Friend, CMB
Excalibur Construction
843-626-9879

Berkley White, CMB
Classic Homes
843-839-0537



BUILDERS. REMODELERS. CRAFTSMEN.
www.MasterBuilderSC.org

— Enjoy The Casual Elegance Of Your Backyard Retreat —



In Ground Custom Residential & Commercial Pools
Complete Custom Backyard Retreats
Outdoor Kitchens - Fireplaces - Hot Tubs & Pavers

Featuring the residence of Charlie and Bev Campbell in Murrells Inlet SC. The Campbell's own Murrells Inlet's "Dead Dog Saloon".
Photography by Pat Donahue

Since
1987

The General Pool Company, Inc.

(843) 626-7283

For Further Information Visit

<http://www.buildingindustrysynergy.com/general-pool.php>

Email : PJSUNIM@SC.RR.COM



Doors - Windows - Specialty Millwork Along The Grand Strand

Four Premier Resources to Assist with All Your Needs

by Erica Thomas

Many consumers are not familiar with the term “Millwork” in reference to building or renovating a home. Millwork refers to woodwork, such as doors, window casings, and baseboards, which were crafted by a lumber mill. Today, the increase in the use of synthetic materials has led many professionals to consider any item that is composed of a combination of wood and synthetic elements to also be defined as millwork. There are still building supply companies that offer the craftsmanship of custom millwork, which could be anything from cabinetry and paneling to shelving and stairs.

Builders First Source

(Please see the back cover of this issue for more information on Builders First Source)



Builders First Source local Sales & Marketing Manager, Joe Pezzullo.



Builders First Source Conway, SC location at 651 Century Circle (Behind Lowes on Hwy. 501).

In the 1990’s, the building materials industry changed significantly. Home-builders began to grow by acquisition, creating large national competitors. Building materials manufacturers also consolidated at this time. It was inevitable that the building material supply industry – those companies between the consolidating manufacturers and consolidating home-builders – experienced the same trend. Builders First Source was born from this industry evolution and currently operates 54 distribution centers and 47 manufacturing facilities in 9 states.

The Grand Strand as a coastal area requires certain weather related details for

window and door products from hurricane sustainability to sealed energy efficient installation. BFS, along with Anderson, is a leading supplier of products suitable for coastal application. Particular features that are trending are hideaway screens and impact glass for coastal regions. Both windows and doors are offered in elegant shapes and monumental sizes to create dramatic window combinations.

Another of the BFS primary product suppliers is Schlage. Almost everyone is familiar with Schlage locks, however they also specialize in designer door hardware. There are so many details to consider when designing or renovating a home that door

hardware may be overlooked. Both safety and aesthetics are important when considering these options. Schlage offers designer escutcheon plates to go on the door to add to the customization of your home design as well as keyless entry touch pads for added safety.

The driving force for Builders First Source is the desire to provide professional class building materials and services to the country’s homebuilders and remodelers. Together with top notch suppliers and in-demand products that consistently stay current with design trends, BFS can be your go to source for everything you need to build the most cutting edge home designs.

Pella Windows & Doors



Pella Windows & Doors local Territory Manager, Ron Miller.

In 1925, Pete and Lucille Kuyper from the small Dutch community of Pella, Iowa, invested in a newfangled invention — a window screen that rolled up and down like a shade. The couple went on to found what would become Pella Windows & Doors. “The company is still owned by the Kuyper family,” Ron Miller, Myrtle Beach Territory Manager, shared, “and that spirit of innovation and technology is still alive within the company today.”



Pella's Designer Series Casement Windows, with triple pane glass and internal blinds.

Consumers and builders today are willing to invest in environmentally friendly and efficient products. However, when we think of the materials that make up windows and doors we often don't focus on the glass. Pella Windows & Doors is an industry leader in energy efficient glass. Their double and triple paned Low-E glass for windows and exterior doors increase the energy efficiency of the home by insulating

and blocking up to 86% of UV light. They also offer Hurricane Shield impact resistant glass. Framing and trim options include wood, fiberglass or vinyl.

Further innovation is evident in their remote operated between-the-glass blinds and shades. These can be changed out easily with Pella's exclusive snap-in-technology, to easily update the aesthetics of your room. Between-the-

Glass protects the shades from dust, damage, pets and tiny hands.

Finally, if you really want something truly original that Pella Window & Doors doesn't offer, they will craft a one-of-a-kind window or door just for you. Just hand them a drawing. They can accommodate unique shapes and intricate designs for window or door grills as well as stained or beveled glass.

VISIT US IN BOOTH #809 ~ September 12th-14th in MBCC

THE POWER OF YELLOW.*



Vinyl. Evolved.

The future is now. Introducing the next generation in vinyl: new Pella® 350 Series windows and patio doors. Advanced technology — including 61% more vinyl, plus metal reinforcement — makes them some of the strongest and most durable in the vinyl industry. An exclusive energy-saving system helps give them a U-Factor as low as 0.17 and makes them up to 83% more energy-efficient*. And a robust frame creates a more premium look inside and out. Innovative solutions to put your business light years ahead. That's The Power Of Yellow.



VIEWED TO BE THE BEST.®

pro.pella.com



Pella Windows & Doors www.pella.com Myrtle Beach, SC Contact: Ron Miller 843-331-4211 Email : rmiller@323.pellapdsn.com

* Calculated based on average projected energy savings in a computer simulation using Lawrence Berkeley National Laboratory Resfen 5.0 standard criteria for a 2,000-square-foot home when comparing a Pella 350 Series Advanced Low-E with argon triple-pane vinyl window to a single-pane vinyl window. © 2011 Pella Corporation

84 Lumber



84 Lumber, Myrtle Beach Market Manager, Raymond Goodman.

84 Lumber Company had its beginning in 1956 when Joseph A. Hardy III opened the original 'cash and carry' lumberyard in the rural town of Eighty Four, Pennsylvania. Now, under the leadership of his daughter Maggie Hardy Magerko, the company has grown to 257 stores in 30 states.

84 Lumber's Construction Services Division offers both residential and commercial contractors turnkey material/labor packages for the installation of framing, roofing, windows, doors, trim, insulation, drywall, cabinets and more.

The windows of your home can be an expression and a protection. 84 Lumber offers windows from preferred window brands such as Plygem, Silverline, Jeld-Wen, Andersen and Eagle. They include the standard vinyl series to the more expressive custom colors, shapes and sizes with interesting grill patterns and designs or even glass block. Imagine that today your windows can become part of the color pallet of your room design, or you can let light into a bathroom while obscuring a clear view from the outside. 84 Lumber's products also include Veri Lock system with built in security wiring for those who make home protection a priority.

Exterior and interior doors are a key part of the overall appeal of your home. You can be more creative with interior doors by choosing options that include designer glass. This way the door isn't necessarily a barrier to another room but adds an interesting flow



84 Lumber Myrtle Beach, SC location at 811 Lumber St.

from room to room. 84 Lumber has available door lines by Therma-Tru, Jeld-Wen, and Masonite which include designer glass and other options such as vented sidelites and blinds between the glass.

Some of the newer and custom door and window options can offer a challenge when it comes to installation. 84 Lumber has in-house experts who will help you from point to point, from selecting your product to the actual installation in your home.

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

Myrtle Beach Building Supply



Myrtle Beach Building Supply General Manager, Zann Smith. The Murrells Inlet location is at 3653 Hwy. 17 Bypass.

Myrtle Beach Building Supply was founded in 2002 by Bobby Smith and Joe Jenkins and continues to be family owned. Value, service and knowledge are a few of the key principles that guide them in what they provide. All decisions are made at the local level and all their team members are veterans of the Building Materials Industry.

Exterior doors are more than just an entryway. Even when we were young and drawing a picture of our house, it was just a box until we added the door. From elaborate carved wood to the functional and energy efficient, the front door is often the first impression and personal expression that a person gets when they visit your home.



Myrtle Beach Building Supply Purchasing Agent, Joel Smith in his Murrells Inlet office.

Myrtle Beach Building Supply can guide you through the vast array of choices to find the perfect addition to the overall look of your home and express the personality of the homeowners.

Back yard or patio doors can enhance your view the way the perfect frame enhances a painting. Whether your view is of the beach, a wooded area or your own back yard, that view can be made remarkable by the shape size and glass in the patio door. Myrtle Beach Building

Supply has established relationships with vendors, like Therma-Tru, Jeld-Wen and Masonite to name a few, and can offer customized door options so your view can be the “best dressed.”

Myrtle Beach Building Supply is proud to provide local contractors and builders with a comprehensive range of high value building solutions. They treat their customers like family, dedicated to supporting their project from supplies to delivery, because in the construction industry timing is everything.

The millwork in your home is much more than the trim and finish that is the icing on your proverbial cake. It is part of the structure and design that makes your house a home. Staircases and rails, a grand paneled bookcase that fills the wall, as well as outdoor finials, pillars and pickets are all part of the millwork that puts the “custom” in a custom home.

Erica Thomas holds a Bachelor's degree in fine art from Virginia Commonwealth University. As advertising professional she has over 25 years experience developing media and marketing strategies to build brand awareness for clients. She is currently the Director of Client Services for Marketing Strategies, Inc., a full service marketing and PR firm in Myrtle Beach, SC. ■

Let Us Help You Design Your Dream Kitchen

You could get used to this!

VISIT US SEPT. 12TH - 14TH AT THE MYRTLE BEACH CONVENTION CENTER, BOOTHS 800 & 801

Palmetto
OUTDOOR KITCHENS

www.PalmettoOutdoorKitchens.com

Call or stop by one of our two locations to set up your Free Design Consultation:

MOUNT PLEASANT 843-216-0006
1000 Johnnie Dodds Blvd., Suite 101 • Mount Pleasant, SC 29464

MURRELLS INLET 843-357-0019
3753 Old Kings Highway • Murrells Inlet, SC 29576

The Recipe for a Classic Kitchen

Susan White of Classic Talks About Kitchens

The kitchen is the heart of the home. Just ask Susan White, President of Classic. Susan, along with her son Berkley, has been designing homes...and kitchens for decades.



Susan White

Today, thousands of kitchens throughout the Carolinas are 'classics' thanks to the mother and son team who, through the expertise of an experienced staff and modern technology, turn ordinary into extraordinary in both new homes and remodels.

For those of you who visited the Grand Strand's first Southern Living Showcase Home built by Classic, you no doubt remember the grandeur of its kitchen. With rich cherry cabinetry, a beautiful tray ceiling and built-in island, its design could have well been taken from the pages of a kitchen design book. Rather, it was the design of mastermind Susan White. "I love designing kitchens," said Susan. "They are the true focal point of the home. Susan, a gourmet cook herself, knows what it takes to create a kitchen that is both esthetically pleasing and functional.

BEFORE



AFTER



Classic is a master at remodels, offering everything from design to installation. Just ask the Durants who wanted a more "open" professional feel in their 30 year-old kitchen in Mt. Pleasant, SC. Classic not only provided new, custom cabinetry, but also reconfigured plumbing and added an island bar with sink, storage, and seating. Optimal work space and increased lighting make this kitchen the perfect gathering place for this "on the go" family.

"Large or small, the kitchen has a soul of its own," said Susan. "It's the place families meet and friends congregate; where the aroma of home cooked soup or a slow roasting pot roast can ease the cares of the day and seemingly make everything just a little better."

Whether fine tuning an existing kitchen or designing the kitchen of a brand new

home, clients love working with Classic and specifically with Susan. From the minute they walk into Classic's showroom with its wide array of fixtures and finishes, they know they're in good hands. Susan's expertise, coupled with her ability to listen, enable her to turn a client's dream into reality.

For our show issue, Susan has agreed to share tips on designing the kitchen of your



- ✓ 100% Drug free and background check employees
- ✓ 24Hrs a day with a live person answering the phone
- ✓ 100% customer satisfaction

✓ Special property management pricing

✓ Residential & Commercial



★★★★★

BBB ACCREDITED BUSINESS

Best #1

2013 Best Of The Beach Winner
2013 Readers Choice Winner

4011 C Belle Terre Blvd. Myrtle Beach, SC 29577

843-236-9060
FollowTheSnowMan.com





Recessed lighting, a copper stove hood, an island bar of weathered brick and its warm patina give the Oakton kitchen an old world look. Appliances are cleverly concealed with wood grain panels matching the beautiful cherry cabinetry. This eat-in kitchen is the heart of the home and designed to withstand the test of time.

dreams in addition to sharing one of her favorite 'classic' recipes.

• **Dream.** "You will never have a dream kitchen if you don't have a dream," said Susan. Envision how you want your kitchen to look and how it will function. If you find ideas you like in magazine – ads, articles, etc. – depicting everything from cabinets to appliances – pull them out and put them in an idea file. You can refine your ideas later. For now, dream big!

Hint: Organize your ideas. Make notes on the material as to what you like about it. Is it the configuration? The finish on the cabinets? The backsplash? File relevant ideas together. In essence, your idea file is similar to a recipe file.

• **Make it Yours.** Envision how you will use your kitchen. Are you a single-cook family or are there many cooks in the kitchen? Do you like to entertain? Have you



The Motils opted for a sleek contemporary look. Upper cabinetry and beautiful lighting fixtures emphasize the kitchen's high ceilings and add an air of sophistication. Its granite-topped island provides plenty of workspace and seating for an informal meal. A fireplace and additional seating, including occasional chairs and a dining nook, may very well provide the coziest seat in the house – especially at dinner.

always wanted an island bar where the family can gather for informal meals? Do you want to gaze out a window above your kitchen sink?

"Make your kitchen fun," suggests Susan. "Mix tones, textures and materials to bring your kitchen to life. Spice it up."

Take a look: For a quick peek at some of Classic's latest kitchen designs see what's trending at pinterest.com/mbshowcasehome

• **Maximize your space.** There are creative ideas for getting the most from even the most compact kitchen. For example if storage is an issue, draw the eye up with floor-to-ceiling cabinets. Turn attention away from the size of the room by creating a focal point with a beautiful backsplash, a pop of color on an accent wall, or a piece of artwork. To make small spaces appear larger minimize color contrasts. A gray theme is both a current look and one that is timeless. Other neutrals work equally as well.

• **The main ingredient(s).** There are dreams and there are needs. Refine your ideas with those items you cannot live

(Continued on page 24)

Worst Backyard To Wonderful



VOTE FOR

The Backyard that Needs the Most Help!

**Almost \$6,000 package from
Quality Pools & Spas/Landscaping & Design**

**WBTW
News 13**

Coverage You Can Count On.

VOTE AT WBTW BOOTH



Ahhh! Life is beautiful in this La Bellissima kitchen. Amid graceful arches, its earthy textures and unique details make this outdoor oasis a magnet for guests and an escape for its homeowners. Who said kitchens had to be indoors?

without. “There’s usually at least one item that you know you really want,” said Susan. “The rest are just the pieces of the puzzle that fit around it.”

Some items are essential. These are your main ingredients. Lighting, for example, is key to making the kitchen feel warm and inviting. “Glass pendants are one of my favorites,” said Susan. “They add a nice touch without overpowering the room.”

• **Determine your budget.** You have ideas and you now know the essential component(s)/ingredient(s). It’s time to put pencil to paper. Once you have a dollar figure in mind you can look for options

within your price range.

Just like a recipe, designing a kitchen involves determining the required ingredients, measuring carefully, adding a little spice here and there, and most importantly, savoring the end result.

Speaking of a classic, here’s a recipe straight from the kitchen of Susan White. “This is one of my all-time favorites,” said Susan. I love serving this to my family and at

dinner parties. The basil makes it a perfect summer appetizer and a great winter meal. Picking the basil from your own herb garden is an added bonus,” she said.

For further information regarding any of the above you can contact Susan White with Classic at (843) 839-0537, email Susan@ClassicHomeBuilding.com or visit ClassicHomeBuilding.com. ■



Tomato Basil Soup

1-2 Tablespoons olive oil

1 Cup peeled baby carrots

1 Medium onion, peeled and diced

¼ Cup fresh basil leaves (loosely packed)

One 14-ounce can tomato sauce

One 14-ounce can diced tomatoes

One 14 ounce can chicken broth

¼ cup 2% milk

Salt and pepper

Heat the olive oil in a large saucepan over medium heat. Add the carrots and onion and sauté until they begin to soften, about 10 minutes. Add the basil and cook until the vegetables are tender, about 5 minutes more. Add the diced tomatoes, tomato sauce and chicken broth and bring to a boil. Reduce the heat and simmer for 20 minutes more. Allow soup to cool for 10 to 15 minutes until comfortable to touch. Transfer to blender or food processor (in batches if necessary). Puree until smooth. Return to saucepan; bring heat back up, over low heat, stirring slowly. Stir in milk (can use cream for a richer taste) and salt and pepper to taste.

Visit us in booth # 122 September 12th – 14th in the MBCC



Affordable Luxury For Your Windows

FREE Consultation • FREE Measure

Now Offering Exterior Shutters!



MADE IN USA

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

THE LOUVER SHOP

SHUTTERS, BLINDS & SHADES – MADE IN AMERICA

843- 916-1607 • 800-528-7866

www.louvershop.com

Custom Window Coverings Since 1973!

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 sub-contractors, real estate developers, Realtors, property management companies 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, 2014

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 35 days from material close date.



Lighting Specific Rooms In Your Home

The Significance of the Overall Design

by Robyn Pigott, Marketing Director for CRG Companies

Lighting can make or break a room. You might not always notice the specific type of lighting in a room, but your impression of that room is certainly affected by it. Lighting determines the ambience, style, and function of a room.



Kadin Karschner

"The type of light fixtures that you choose should be indicative of the style of your entire home. The correct light fixture can enhance the overall style of your interior design and complement the aesthetics."

- Kadin Karschner, Architectural Designer at CRG Companies

Natural Light

One of the most flattering types of light is the light that falls naturally through your windows. Photographers often take advantage of natural (or available) light and then add their own lights. You can apply the same principle to your own home design by evaluating the natural light that comes in your window throughout the day and then decide how you would like to complement those lights with artificial lighting.

Keep in mind that dark walls absorb light



while brighter walls reflect light. If you want to utilize natural light as much as possible, choose a lighter color for your room to amplify the already available light. If you prefer to minimize the amount of light in a room, choose a darker color for at least one wall of the room. This can be especially helpful in a media room where the focus is often on a television to reduce the amount of reflection on the screen. You can also opt for dark curtains that will keep out the majority of the natural light.

To bring more natural light to a darker area of the home that has little or no room for windows, like a hallway, you can install a skylight or solar tubes, which are bendable tubes that funnel light through a mirror system. This can also prove useful for bathrooms, laundry rooms, and walk-in

closets. Raising your ceilings or allowing plenty of height in your home design also allows more natural light to reflect on the walls of the large rooms. This creates a more open and brighter room.

Living Room

Your living room is another dynamic room that benefits from different types of lighting. Of course, natural light is great for day-to-day function. Light three of the four corners of the living room and focus one of those lights on an important piece of the room like an accent chair or beautiful piece of art. Add small sources of lighting like table and floor lamps to add an extra area for reading. An overhead light with a dimmer can be used when entertaining to change depending on the mood or available, natural light.



OOPS!

Is Your DIY Marketing Not Working?
CALL THE PROS!
Marketing Strategies, Inc.

OUR SERVICES:

- Advertising • Public Relations • SEO
- Web Development • Graphic Design
- Social Media • Special Events • Marketing Research

4603 Oleander Drive, Suite 4 • Myrtle Beach, SC (843) 692-9662 • MarketingStrategiesInc.com



Formal Dining Areas

For a formal dining room, you should focus the lighting on the table itself. This brings the attention to the food during meals and accents the most important piece in the room. If you're considering a chandelier, find a timeless piece that will not date your home. You can find chandeliers in simple designs or more elaborate styles. Before you finally select the perfect chandelier, consider the space and ceiling light to ensure you have a piece that will complement your home design.



Bedroom

A bedroom is a dynamic room and needs lighting that can easily be changed to suit the mood. When you're getting ready in the morning, plenty of light, especially natural, can help wake you up and prepare you for the day. If you dress in your bedroom, an abundance of light will help you decide what to wear before you walk out the door. You can even add angled lighting with cool tones to aim towards the dressing area.

In the evening, you want to wind down from the day's activities and transition into a comfortable state of mind. Small table lamps or recessed lighting above the bed allow you to read in bed and easily turn off the lights before finally falling asleep.

Of course, you might want the option of romantic lighting in your bedroom. Warm lighting can mimic candlelight and create an amorous mood. Dimming lights or lights angled away from the sleeping area can offer soft lighting without focusing on the bed.

Bathroom

Lighting is especially important in bathrooms where you will most likely spend your time getting ready. An overhead light fully illuminates the room and fills in any shadows on your face. Additional sidelights also provide extra light, best for applying makeup. A small, warm light can prove useful for those midnight bathroom trips, because it allows you to maneuver around the bathroom without fully waking you up with superfluous light.

Outdoor

Exterior lighting is especially important, not just for styling purposes but also for safety and security. Your walkways, sidewalks, front entry, and the perimeter of the home should all be lit well enough to discourage intruders. However, overly bright areas could disturb your neighbors. Wall scones add interesting light to create a clean, welcoming exterior. You can also use directional lighting to focus on architectural elements or beautiful landscaping.

If you are overwhelmed with lighting choices, want to stay within a specific budget, or just are not the design type, you should sit down with an architectural or interior designer to find the best lighting choices for your home. Taking the time to plan and research will not only help you design the perfect lighting but will also save you money in the long run.

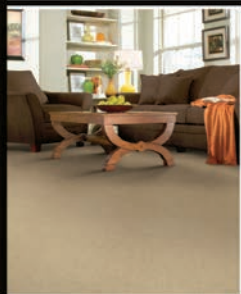
Robyn Pigott, Marketing Director at CRG Companies, is a copywriter and photographer in the Myrtle Beach area and holds a bachelor's degree in advertising with an emphasis on professional writing from West Virginia University. She can be reached at (843) 651-8460 or robyn@crgconstruction.com. ■



ENHANCE THE APPEAL OF YOUR CLIENT'S HOME WITH NEW FLOORING!



Grow Your Profit Potential!
We offer wholesale pricing and discounts for builders,
real estate agents and property managers



Helping your client choose the best flooring that fits their space and budget is our #1 goal!
Don't wait any longer. Turn FOR SALE into SOLD!



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

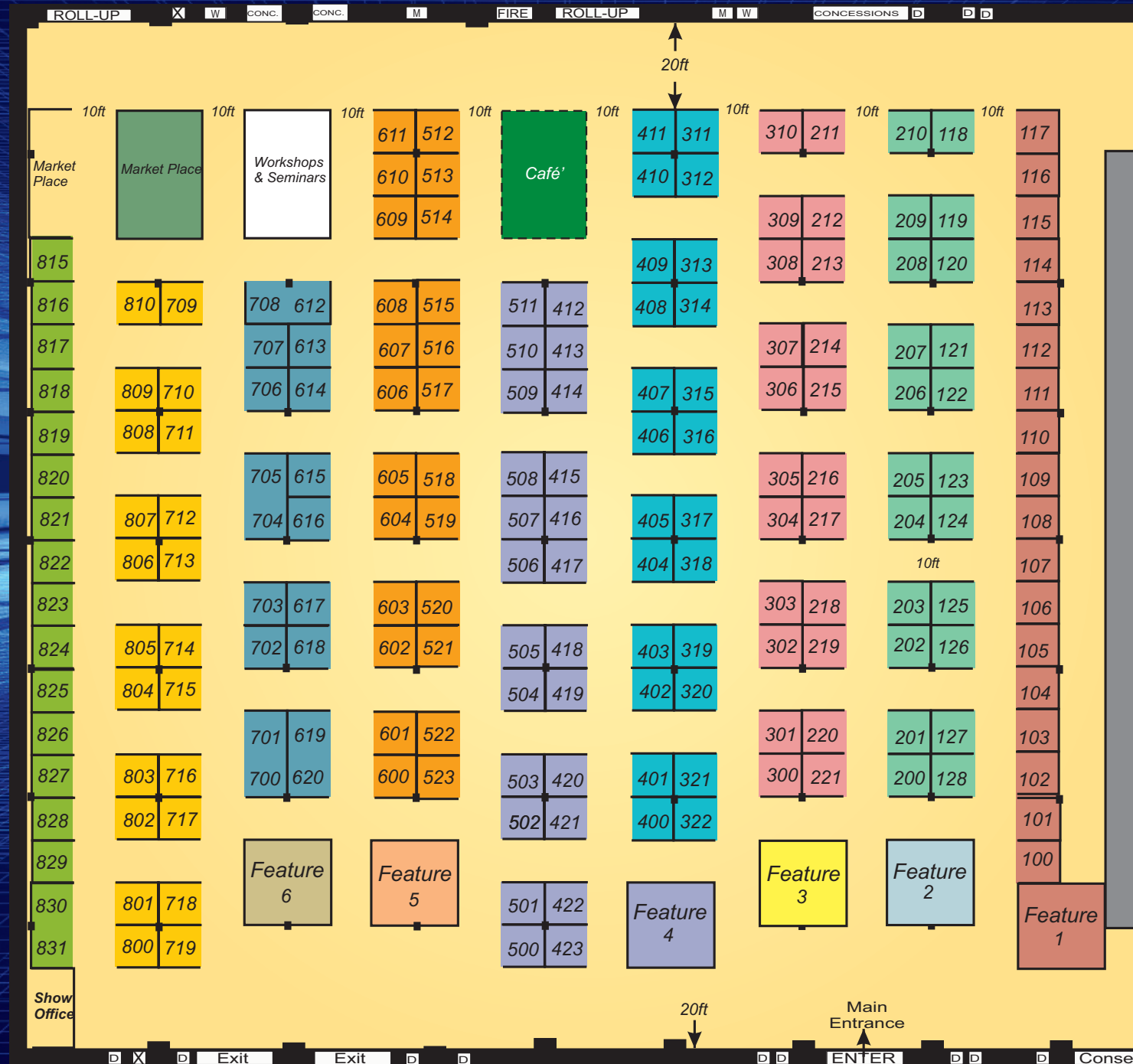
Myrtle Beach Convention Center

September 12 [10am-6pm] • September 13 [10am-6pm] • September 14 [11am-5pm]

EXHIBITOR LIST / MAP

Exhibitor	Booth #	Exhibitor	Booth #
A Backyard Creation, LLC	704, 705, 615, 616	Contract Exteriors, LLC	Feature 2
AAA Blind & Shutter Factory	508	Conway Air Conditioning & Metal Co, Inc.	604, 605
ADT LLC	819	Costco Wholesale	403
AHG Professional Painting	126	Creative Shades	209
Air Mechanical, Inc.	521	CRG Construction	710, 711
Allstate Insurance - Franklin Sanders	500	Crumb Buns	Market Place
American Culinary Federation Myrtle Beach Chapter	Market Place	Curbscapes	512, 611
AmeriGas Propane	609, 610	Dale Publishing	219
ARS / Rescue Rooter	402	Dean Custom Air LLC	315, 316
Barnaby & Sons	518, 519	Designing Women of the Carolinas	718
Bath Fitter	220, 221	Easton Industries	314, 408
Benjamin's Bakery & Café	Market Place	Easy Radio / WEZV	Cafe
Beyond Clean Tile & Stone Restoration	713, 806	Elko Spas, Billiards & Pools	502, 421
Big Sam's Salad Dressing & Marinade	Market Place	Energy One America	217
Bluegreen Vacation Unlimited	311	Enhanced Heating and Air	207
Building Industry Synergy	104	EP Tile and Marble LLC	522, 601
Building Officials Association of Horry/Georgetown Counties	807	Everstone By Burns	124
C & T Kitchen Remodeling LLC	603	Family First Security	208
Carolina Cool, Inc	716, 717	Ferg & Sons	310, 211
Carolina Energy Conservation	520	Ferguson	419, 504
Carolina Granicrete LLC	216	First Choice Home Remodeling LLC	410, 312
Carolina Gumbaya	Market Place	Ford's Propane Gas, Inc	110, 111
Carolina Home Exteriors	Feature 1 - 100, 101	Freedom Boat Club	804
Carolina Solar Security	108	G & D Aquatic and Landscape	415
Carolina Temperature Control	714, 805	Goode Fence Company	423
Chirping Bird Society	Market Place	Gordon's Oriental Rug Cleaning	303
City of Myrtle Beach Fire Department	817	Grand Strand Garage Door	202
Clemson University Cooperative	607	Grand Strand Insurance	803
Cloos Cosmetic Concrete LLC	308	Granite Transformations	302
Closet Factory	318	Green Energy Foam Insulation	400
Coastal Animal Rescue	827, 828, 829	Gutter Helmet of Myrtle Beach	213
Coastal Crete Engraving	617	Guy Roofing, Inc	618
Coastal Direct Satellite	313	Home Sweet Farm	Market Place
Coastal Dry Home	808	Home Works - Coastal Team	802
Coastal Grout Works, LLC	301	Hughes & Hughes Nursery	112, 113
Coastal Transformations	420, 503	Hurricane Protection Services	712
		Hyman Vineyards	815, 816
		Hytech Marketing	606
		Inlet Pools	203
		J. David Utterback, Architect	417
		Kinetic Advanced Water Systems	409
		Kitchen Craft	406, 407

Exhibitor	Booth #	Exhibitor	Booth #
Kitchen Magic of the Lowcountry	218	Security Vision	123
L C Barnaba	109	Shade & Shutter Expo	306, 307
Lane's Professional Pest Elimination	322	Slide-Lok of the Carolinas	127, 201
Leaf Filter North of North Carolina	125	Smith's Concrete Products Inc	118, 210
Leonard Buildings	412, 413, 414, 509, 510, 511	Southeastern Insurance Consultants, LLC	507
Little River Rotary Club	824	Southern Exposure Sunrooms	107
Low Country Healthy Living	Market Place	Southern Scapes of Myrtle Beach	105, 106
Lowe's of Myrtle Beach	700, 701	Southlantic Water Systems	319, 320
Map Destinations dba Capital Resorts	205	Special Operations Wounded Warriors	214
Mister Sparky of Myrtle Beach	418, 505	Spectrum Painting	120
MJM Custom Building & Remodeling	703	Surfside Chiropractic Center	121
Monarch Roofing	612, 613, 614, 706, 707, 708	Tailored Living Featuring Premier Garage	602
More Space Place	309	TD Bank	128
Murphy's Wallbed Solutions	619, 620	The Countertop Store, Inc	608, 515
Myrtle Beach Exteriors	404	The Flooring Connection, LLC	523, 600
Northstar Financial Advisors	300	The Graham Marketing Group	305
Omar Kingfishers	516	The Homebrewer's Pantry	Market Place
Palmetto Exterminators and Palmetto Mosquito Control	206	The Louver Shop of Myrtle Beach	122
Palmetto Outdoor Kitchens	800, 801	The Sun News	119
Palmetto Paverstones Inc.	709, 810	Trademark Home Exteriors, LLC	Feature 3
Pella Windows and Doors	809	Tri-City Surface Coating Inc	416
Plant Doctor	607	Turner Chiropractic and Rehab	514
Pools and Palms by L&L	114, 115, 116, 117	Universal Concrete, LLC	102, 103
Pools Plus of the Carolinas	405	US Pro Care	317
Premier Sound Satellite & Security LLC	215	Vision Auto Glass	506
Prestige Custom Homes of Myrtle Beach	715	Waccamaw Arts & Crafts Guild	820, 821, 822
Quality Pools & Spas, Landscaping & Design	Feature 5	Waccamaw Publishers	702
Rain or Shine Patios	825	WBTW-TV 13	Feature 6 - Media Sponsor
Re-Builders, Inc	200	Weber & Associates	513
Rhino Shield	204	Weitzel's Custom Screen Rooms Inc	719
Royal Maids, LLC	304	Williams Flooring of the Carolinas	212
Santee Cooper	321, 401	Window World of Myrtle Beach	Feature 4, 422, 501
Scentsy (The Lucas Todd Company)	411	Wine Lights	818
Seaside Pools & Spas	823	WLSC Tiger Radio/ Tiger TV	830, 831



If you have any questions regarding the show or an exhibitor please call (843) 438-4124 before or during show hours.



Synching History The Ocean Forest Hotel

by Becky Billingsley

If it hadn't been for the Great Depression Myrtle Beach might have a more natural look to it, because the founders of the Ocean Forest Hotel also owned much of Myrtle Beach, and their philosophy was to keep surroundings ecologically intact.

A 1912 deal struck between Burroughs & Collins Company and New York investor Simeon Chapin, "...was the largest single land transfer in Horry County history," the company's own written history says. "They chose to name the company Myrtle Beach Farms because the land involved was primarily farmland used for growing Irish potatoes." Chapin put up money and the Burroughs transferred 53 coastal land tracts from Burroughs & Collins to Myrtle Beach

Farms Company. The new company's purpose was "...developing Myrtle Beach into a major resort."

In 1926 John T. Woodside and his brothers, who were from Greenville, S.C., bought 64,488 acres of land from Myrtle Beach Farms Co. for \$950,000. The Woodsides planned to build a resort that would attract wealthy northerners. Their Ocean Forest Hotel, considered one of most beautiful and upscale hotels on the East Coast, opened in 1930.

A 1929 article in the Aiken-Standard described the Myrtle Beach area as "...104 square miles of virgin forests, rich farm lands and picturesque dunes. Great forests are separated from the water only by sand dunes, myrtle and other small growth." A City of Myrtle Beach comprehensive plan updated in 2011 says, "The Woodside family was captivated by the area's natural beauty and planned a development that was attractive in its own right. The combination



The Ocean Forest Hotel had 225 guest rooms with salt water running to them. Photo courtesy Barbara Horner.

of the natural and built environments was an important business strategy and was highlighted in advertising for the new resort."

A traffic circle was an important part of the hotel's design, according to the City of Myrtle Beach 2011 comprehensive plan:

Perhaps more grand than its architecture was its carefully crafted place in the landscape. Two diagonal streets, Poinsett and Calhoun, cut dramatically across the grain of nearby streets to focus on the spot where the hotel once stood. The developers made a conscious decision to include a very subtle feature to this arrangement: the width of the pavement of the two



The aptly named Ocean Forest Hotel was surrounded by forests. Author's collection.

(Continued on page 32)

Transforming your outdoor living space into a fresh, ventilated, pest-free environment.



Our custom screen enclosures will add value and beauty to any home. Featuring clean lines and architectural simplicity, our screen porch enclosures consist of aluminum components with baked on enamel finish for durability and low maintenance.

- Suitable for existing deck or slab, retrofit, or new construction
- Colors of white, ivory, bronze
- Easily adaptable for glass or window additions
- Wrap-around aluminum columns available for existing wood posts
- Aluminum guard rails available
- Professionally installed
- Specializing in Arch Openings

Visit Us Sept. 12th-14th 2014 Fall HGHBA Show At MBCC Booths 718 & 719

Buzz Killer!



For more information or free estimate:
843-756-8810
www.weitzelsscreenrooms.com

Dealer for Phantom & Rainier Retractable Screens Made in the USA



LICENSED & INSURED

WE CAN FEEL THE

COLLEGE FOOTBALL 2014

SYNERGY

PRESENTED BY

BUILDING INDUSTRY SYNERGY



Date	Opponent
Aug. 30	at Georgia
Sep. 6	SC State
Sep. 20	* at Florida State
Sep. 27	* North Carolina
Oct. 4	* NC State
Oct. 11	* Louisville
Oct. 18	* at Boston College
Oct. 25	* Syracuse
Nov. 6	* at Wake Forest
Nov. 15	* at Georgia Tech
Nov. 22	Georgia State
Nov. 29	South Carolina

*ACC Conference Game
Note Home Games in BOLD

HEAD COACH DABO SWINNEY
www.clemsonigers.com



Date	Opponent
Aug. 30	at Citadel
Sep. 6	at NC A&T
Sep. 13	SC State
Sep. 20	at Florida A&M
Sep. 27	Elon
Oct. 4	at Furman
Oct. 11	* at Presbyterian
Oct. 25	* Charleston So
Nov. 1	* at Gardner-Webb
Nov. 8	at Charlotte
Nov. 15	* Monmouth
Nov. 22	* Liberty

*Big South Conference Game
Note Home Games in BOLD

HEAD COACH JOE MOGLIA
www.goccusports.com



Date	Opponent
Aug. 28	* Texas A&M
Sep. 6	East Carolina
Sep. 13	* Georgia
Sep. 20	* at Vanderbilt
Sep. 27	* Missouri
Oct. 4	* at Kentucky
Oct. 18	Furman
Oct. 25	* at Auburn
Nov. 1	* Tennessee
Nov. 15	* at Florida
Nov. 22	South Alabama
Nov. 29	at Clemson

*SEC Conference Game
Note Home Games in BOLD

HEAD COACH STEVE SPURRIER
www.gamecocksonline.com



WWW.BUILDINGINDUSTRYSYNERGY.COM



streets increases to emphasize the hotel's visual importance. Along the two diagonal streets, two landscaped islands were planned to interrupt Kings Highway (US 17 Business) to slow traffic and announce the presence of the residential neighborhood. These are three design features whose only purpose was to heighten the visual effect and improve the aesthetics of the development.

The area around the Ocean Forest had "nine beautiful fresh water lakes in the woods near the ocean," the 1929 article says, that were going to be used as part of a hunting game preserve. The hotel was described as, "...of the modern sky-scraper type, of steel and concrete structure and elegantly appointed with 225 rooms and bath...The building of the hotel and development of the Myrtle Beach area are looked upon as being one of the most outstanding and significant enterprises in the south. The Myrtle Beach Estates have

been incorporated for \$6,000,000, and the holdings have an approximate value of more than \$10,000,000."

City of Myrtle Beach literature about the Ocean Forest Hotel says it was,

Built on the ocean-side surrounded by pines and myrtle bushes that liked the shore...The hotel, standing 29 feet above sea level, with a 10-story wedding cake tower with two 5-story wings...had gardens, pools, stables...on thirteen acres. Some of the amenities were marble stairways, Czechoslovakian crystal chandeliers, Grecian columns, faucets that dispensed salt water to the 202 ventilated bathrooms, oriental rugs in the marble floored lobby [and a] grand ballroom. Guest lingered in the luxurious surroundings, playing shuffleboard on the hotel lawn, splashing in the surf, dancing to big-name bands, and dining on superb cuisine. The Ocean Forest had a corps of uniformed bellmen who would tote a guest's suitcase to his or her room. A carpeted double stairway flanked the ground floor entrance, and led guests through a columned portico onto the second floor. Eleven stories up, a beacon topped a graceful cupola. Old-fashioned deck chairs lined the hotel porches, and professional landscaping enhanced the hotel's campus. [A] spacious lobby, bedecked with fancy furniture, the dining room was decorated with a kind of gilt-looking wallpaper and lit by rows of polished chandeliers. Awaiting patrons were

countless tables covered in white tablecloths, silverware rolled in linen napkins, and centerpieces of fresh flowers.



Uniformed bellhops assisted guests at the Ocean Forest Hotel in Myrtle Beach in 1968. Photo courtesy JoAnne Utterback.

John Woodside had even grander plans to develop a 16,000-acre high-end resort called Arcady, and toward that goal he also built the Ocean Forest Golf Course and Country Club, which still exists and is now known as Pine Lakes Country Club. Plans for Arcady included "paved roads, utilities, a yacht basin, polo grounds and bridle paths," the Myrtle Beach comprehensive plan says, and was described by the Woodside Brothers as, "A national playground where the leaders of contemporary life may sustain their capacity for work by bringing to its utmost the art of rest and recreation."

However, the Great Depression negatively affected the financial health of the Ocean Forest, and the Woodsides were not able to make payments on the land they



This early postcard of the Ocean Forest Hotel has it painted white and without the many outbuildings it would later have. Author's collection.



Drayton R. Honeycutt CPA, CFEA
 Along With The Honeycutt Group Team:
 R. Douglas Floyd, CPA, CFF
 Bryan Wates, CPA
 Christopher Peavy, Staff Accountant
 Heather Gault, Staff Accountant
 Janice Wheeler, Staff Accountant
 Darlene Peavy, Payroll Manager
 Kim Farrenkoph, Office Manager

The Honeycutt Group, CPA, PC

A Professional Corporation of Certified Public Accountants and Consultants

Our professional staff, with over a half century combined experience, takes a pro-active approach in developing and implementing a best designed plan to achieve your financial objectives. With a strong history in helping clients with many varying financial decisions in both business and personal lives, The Honeycutt Group mission is to help grow as well as streamline your business or personal financial life. We welcome the opportunity to talk with you.

~ INDUSTRIES SERVED ~

ATTORNEYS • CONSTRUCTION • FAMILY OWNED BUSINESSES • RESTAURANTS

"There is no art which one government sooner learns of another than that of drawing money from the pockets of the People" - Adam Smith (1723-1790)

1110 London Street, Suite 202 • Myrtle Beach, SC 29577 • 843.497.2920 • www.myrtlebeachcpa.com



This circa 1941 photo depicts the Ocean Forest Hotel without white paint, and it appears to show snowfall. Photo courtesy Ellen Walsh.

bought. They sold some of it, but in 1933 "...the remainder reverted to Myrtle Beach Farms, which would play a significant part in the town's growth."

With little notice to local residents, the Ocean Forest Hotel was demolished in 1974 after it was determined it was more cost effective to build something new there instead of spending money to upgrade the

existing structure. Today 1970s-style condos stand in its place, but the hotel's traffic circle entrance is still a terminus for several streets that radiate from it. "Unfortunately," the city's comprehensive plan says, "the landscaped islands were removed to accommodate vehicular traffic and the buildings that replaced the Ocean Forest were not designed to take advantage of the very special stage that had been created for the hotel."

The Horry County Board of Architectural Review considers several homes near the Ocean Forest site that are circa 1930-1950 to be historic, and its members would like to see it be made an official historic district. However, there is concern they won't be preserved, and their documentation says,

A well-preserved residential community, this area retains integrity of location, design, setting, materials, workmanship, feeling and association. Very little alterations or infill mar the proposed district, and it is one of the best collections of fine homes in the county...Much of the modern commercial development and high rise motels along the ocean have replaced historic beach homes, some of them cleared away by the natural disaster of Hurricane Hazel, but many of them victims of encroaching development. Mid-century commercial buildings face the same threat today, as their older facades compete for tourist dollars with brand new facilities along the Highway 17 Bypass, and their land is coveted for more modern high-rise hotels along the beach."

During the summer of 2014, vintage beach cottages from the Ocean Forest area were demolished to make way for new development.

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 "Lost Myrtle Beach," published in 2014 by The History Press. For further information regarding any of the above email: beckybillingsley37@gmail.com. ■

PASSION FOR EXCELLENCE & QUALITY

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



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
jaime.pando@theflooringdepotmb.com

www.theflooringdepotmb.com

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

www.theflooringdepotnc.com

Every Home Deserves To Be A 'Classic'

This home in Black Creek exhibits Classic's diverse building skills and use of materials. With move-in date growing near, this homeowner looks forward to calling this 'Classic' home.

PHOTO © BOBBY DALTO

by Denise Blackburn-Gay, APR, Marketing Strategies, Inc.

By definition, the word 'classic' means 'a work of art of recognized and established value; something memorable and a very good example of its kind'.

While traditionally we have assigned this powerful word to art, books, recipes and architectural styles, it is quite fitting that one of the Southeast's premier builders, and one widely recognized here

along the Grand Stand, just happens to be named Classic. The company owned by Susan and Berkley White has a history as interesting and diverse as the Grand Strand itself.

The Classic Story

Susan White was born with a passion for an industry that today she dominates. Growing up in a graceful Cape Cod style home that her mother designed and her father built, she was eager to prove herself. Opting for a powerful and prestigious career in medicine with the intention of becoming a pediatrician, Susan graduated from UNC Chapel Hill with degrees in both chemistry and zoology. With a love for beauty and a penchant for fine art, Susan's electives consisted of every art and design class she could work into her already overloaded schedule.

Following college, Susan won the



The Pomplun home, with its shingles and tabby foundation, is the perfect example of a 'Classic' lowcountry theme. Here, Jim Pomplun talks with (l-r) Susan White, her son, Berkley and Classic team member, Carolyn Greaves-Robertson. Homeowners may enter into their relationship with Classic as 'clients', but they soon become 'friends'.

PHOTO © CHUCK GEE

respect of her peers as a chemist and later as a biology teacher before she and her husband made the courageous decision to launch their own real estate firm.

It was during her career in real estate that Susan recognized the need for a talented and committed custom homebuilder. Deciding to embark on a career that has been both a wise decision for Susan, and a lucky one for the hundreds of homeowners who have had the opportunity to work with her, she returned to class, this time earning her general contractor's license and an associate degree in design. Susan had found her calling.

With his mother as a role model, there's little wonder that Susan's first-born son, Berkley, grew up to be a builder. Berkley spent his childhood years at the heels of his parents – visiting a never-ending parade of job sites and learning the ins and outs of a trade that would someday be his own. By the time he finished grammar school he was working with subcontractors, literally

The McKinnys now call the Grand Strand home. Drawing from their extensive travels, and with the help of Classic, they created a casually elegant home, tailor-made for their relaxation and entertaining. A handsome iron-forged door welcomes guests and serves as a gateway into this home and offers a picture perfect view to the outdoor living space beyond. The beautiful stone details on the home's exterior are reminiscent of not only the Southwest, but also the mountains of North Carolina, two of the McKinney's favorite places.



Tray ceilings, recessed lighting, arched doorways, and rich cabinetry surrounding a built-in fireplace/entertainment center are just a few of the many features that make the Pomplun home a Classic!



PHOTO © BOBBY DALTO

learning the trade the hard way – from the ground up. Later, while still in high school, he ran his own framing crew.

Much like his mother, Berkley wanted to choose his own path in life. While he enjoyed building, he wasn't sure this was the career for him. With the intention of becoming a veterinarian, he attended Appalachian State University earning a bachelor's degree in biology with minors in chemistry and math. To

defray college expenses, Berkley worked for an area contractor, continuing to gain experience as a builder. It wasn't long until he, too, knew he found his calling; leaving behind the field of medicine for building. Berkley White became a third generation builder, and oh what a builder! In 2013, Berkley was named **South Carolina's Builder of the Year.**

Today, Susan and Berkley are joined by a team of experienced professionals including Berkley's wife, Kim, an Auburn University graduate with degrees in



Built by Classic, Harbor Club Villas located in The Reserve, are individually owned yet maintained by the homeowners' association. These spacious, new townhomes offer the ultimate in style, comfort and quality. While homes vary, their features include vaulted ceilings, granite countertops, custom cabinetry, large walk-in closets and more. Homeowners have a long list of amenities from which to choose.

PHOTO © CHUCK GEE



In this Classic model at Harbor Club Villas, the natural lighting complements the home's unique architectural features that include columns, vaulted ceilings and alcoves. Classic Interiors has added the finishing touches with a palette of brown, tan and blue weaving together the colors from this custom Oriental rug.

architectural drafting and building construction. Kim's inherent eye for design and her attention to detail are an integral part of Classic's recipe for success. Along with Susan, Kim oversees Roofline Designs Inc., an in-house residential design firm that drafts many of Classic's custom floor plans.

Classic Examples

While always at the industry forefront, Classic took center stage in 2012 when the Grand Strand welcomed this area's first Southern Living Showcase Home – a home designed by Roofline Designs, Inc., built by Classic, and decorated by Classic Interiors.

Thousands toured the home because of its exterior beauty, but an equal number came simply to see its stunning interior.

Well known for their ability to create living spaces that are welcoming, comfortable, and withstand the test of time, Susan and her team at Classic Interiors had created a masterpiece. With its warm, rich hues and a global collection of furnishings, the interior was



What began as an impressive home, built to the Fortified for Safer Living standards in 2008, has become the Chuderewicz's happily ever after. Exterior remodels, including the addition of Pennsylvania fieldstone and an extensive outdoor living area, have given the home a new look and feel. Interior upgrades, and the addition of a new 'wing', have kept pace with changing times and this family's changing lifestyle.



This handsome fire pit and outdoor pool add the finishing touches to the Chuderewicz's new outdoor retreat. Intricate stonework and hand painted pool tile enhance the home's natural beauty and complement its Mediterranean theme.

as exquisite as the home itself!

The Southern Living Showcase Home is certainly one of the feathers in Classic's cap, but not the only one. The firm takes pride in building homes that are influenced by modern amenities, lifestyle preferences and geographic location. As a result, in 2005, Classic became the first builder in South Carolina to build to the FORTIFIED for Safer Living standards offering homeowners an option which specifies code-plus protection measures to increase a home's disaster resistance to natural weather hazards.

Make Mine a Classic

Classic, a member of the prestigious Southern Living Custom Builder program, has built nearly 1,000 homes in the Carolinas and is a premier builder for the Grand Dunes where over 150 homes can be called 'Classics'.

Widely recognized for their array of architectural styles, Classic's homes are examples of unique designs and individual expressions perfectly balanced



*This lovely Cottage at the Reserve sits in a well-manicured lowcountry community and is a testament to the timeliness of a home...or cottage...built by Classic. Attention to detail, both inside and out, along with superb craftsmanship, makes this a home that will be in the family for generations. Classic is currently finalizing plans for another home in **The Cottages at the Reserve**.*

with a sense of comfort and safety.

Along with new homes, their mark can be made on almost as many revitalizations. From kitchens to baths, to complete makeovers, they help homeowners realize the true potential of their home through modern adaptations that range from simple to complex.

While many first-time home owners

turn to Classic, it is those that choose Classic for their next home, and those that call on Classic for the re-imagination of their current abode – that affirm the quality of construction and attention to detail that has earned this builder a solid reputation and have customers requesting, "Make Mine a Classic!" ■

PHOTO © BOBBY DALTO



The Motil's enlisted Classic's help in selecting building materials and colors that would make their home the perfect combination of form and function. Inside, an open floor plan with custom cabinetry creates the ideal space for family and guests. The tranquil palette of its exterior, combined with a custom pool featuring fire and water bowls, has created a Zen-like feel inside and out.



Looking in from the great room, this pretty-as-a-picture kitchen appears to be 'framed' allowing us to catch a glimpse of its open floor plan and ample workspace. The hardwood flooring provides a rustic counterpoint to the custom oak cabinetry done in a mix of light and dark. A juxtaposition of tones, textures and materials bring the Campbell's kitchen to life.



As retirees from New York, the Levey's wanted a home designed around their newfound Southern lifestyle. Working with Classic, the couple chose an easily navigable floor plan, a HardiPlank, exterior, and plenty of windows to welcome the morning sunshine. Their home in the Reserve Club at Pawleys Island leaves the Levey's smiling and their friends a little envious.



PHOTO © BOBBY DALTO

Drawing on time-honored architectural features including graceful arches, a tray ceiling, and recessed lighting, this walk-in kitchen complements adjoining areas of the home. Two large teardrop chandeliers hold court over a granite island that serves as both a food prep and informal dining space. This model, The Montijo, is located in Grande Dunes and is open daily.



PHOTO © BOBBY DALTO

Look closely and you may see the doggie in the window. That's the Henderson's collie keeping watch as his master works in her home office nearby. This lovely home represents a close collaboration between the homeowner, the builder, and the designer. Working remotely, the Hendersons relied not only on the skill of Classic, but the expertise of Classic Interiors. Mrs. Henderson, who arrived post-construction, was welcomed by a home that was as beautiful inside as it was out!



524 Broadway
Myrtle Beach, SC 29577

ClassicHomeBuilding.com

(843) 839-0537





The Importance of Customer Service, Experience & Integrity

The Grand Strand is home to a number of realtors and real estate businesses. From new and cutting edge companies to well established ones that have served the area for decades, each company brings its own personality into play when representing home buyers or sellers. When selecting a Realtor, excellent customer service, experience and integrity are important qualities to look for as well as having a comfortable personal connection with the agent.

by Erica Thomas

CRG Companies

(Please refer to the inside front cover for contact information on CRG Companies including CRG Real Estate. Visit CRG and owner Preston Guyton in booth #'s 710 & 711 September 12th - 14th in the MBCC.)



CRG Companies owner, Preston Guyton.

CRG Companies, founded in 2009 and lead by Preston Guyton, covers all the angles of obtaining a home: construction, design and real estate. Choosing the right home design for your particular family, lifestyle and needs

can be daunting. CRG Companies works closely with each client to design a home that is a perfect fit. They even provide a 3-D rendering of the home, which allows the client to walk a virtual tour of their home before a shovel even hits the dirt. The same is true for designing a commercial space that fits specific business needs.

With a strong dedication to the betterment of the overall community, Preston Guyton and CRG Companies choose to build with environmentally friendly materials, and incorporate green building techniques. Many times they will incorporate reclaimed materials, like hardwood or stone, to enhance a look and save the materials from landing in a landfill. The CRG Construction division also handles renovation projects of all sizes, from a kitchen remodel to whole home/building renovations.

The Grand Strand offers a variety of lifestyles and culture, from the relaxed low country feel of Pawley's Island to the fishing



CRG Companies offers potential homeowners a unique experience with their ability to assist in finding your desired home with the real estate side of their business, or design and build your dream home with the construction/design side of their business.

village feel of Little River, each little city has its own personality so finding just the right place to live is also important. Do you like an

(Continued on page 42)

View Pages 15 & 16 for more information on EP Tile & Marble

CARVING YOUR DREAMS IN STONE

Homeowners & builders are welcome to shop our 30,000 square foot warehouse, stocked with thousands of granite slabs & we will communicate your selections to your fabricator.

3245 Pottery Circle, Myrtle Beach, SC 29579
(Warehouse behind old Waccamaw Pottery Outlet)
(866) 601-9828

EP TILE AND MARBLE, LLC

Visit Us In Booth #'s 522 & 601
Sept. 12th-14th In The MBCC

www.EPTile.com
email: Eric.Pate@EPTile.com

The Largest Granite Inventory Within 200 Miles!

active busy neighborhood or a more secluded peaceful setting? Whether you choose to buy an existing custom home or find the right piece of property on which to build, CRG Real Estate agents will work with you to find just the right place.

In an exciting new twist, CRG Companies recently applied their unique talents to their own company and designed a new commercial office complex where all three divisions (CRG Home Design, CRG Construction and CRG Real Estate) will exist. The new complex, located just north of the Garden City Connector on Highway 17, will include retail space and a restaurant space and is projected for completion by February of 2015.



Century 21 McAlpine Associates is located at 900 B Main St. in Conway, SC.

Century 21 McAlpine



Century 21 McAlpine Associates' owner, Nancy Lee.

Century 21 McAlpine Associates, in Conway, was established in 1987 by James P. McAlpine and daughter Nancy. Nancy continues to be at the helm of the firm today along with Broker In Charge Chris Sansbury. Chris was honored recently with the Realtor of the Year award for Coastal Carolina.

What makes Century 21 McAlpine special, in a world with a frenzy of technology,

is they focus on the personal human touch. The agents are committed to making regular phone calls and showing up for face-to-face meetings. They show up for closings, they show up for inspections and they show up with a housewarming gift when you move in and they stay in touch even after you are settled in.

Part of their culture is keeping it small and keeping it human. "We don't want to be big, we want to be the best," said Chris Sansbury. "Even though we are a big franchise with Century 21, we only maintain around 22 agents at any given time. There are no top dogs and no underachievers. Keep it small and everyone's happy." Another way they keep it happy is balance. "Folks can't let business take a front seat to family. A balance

between life and business makes a more productive agent," Sansbury added. They must be doing something right. Century 21 Alpine agents consistently receive national Century 21 awards, even during economic down times. Two years in a row Century 21 Alpine won the "Highest Production Per Agent" in the Carolinas.

Community involvement and support of local business is another part of that human touch. Century 21 McAlpine has developed and continues to develop several new construction subdivisions. They support local builders and contractors and build homes for people. "I look at it as building a community from the ground up" said Sansbury.

From the scenic Waccamaw River
To the beaches of the Grand Strand
We will guide you to the ideal destination.

Whether buying your first home or selling the family estate...
Our mission is to provide you with professional service...
Based on fairness, honesty and integrity throughout the process!



Century 21
McAlpine Associates
Serving The Community Since 1987
Independently Owned & Operated

900 B Main Street, Conway, SC 29526
843-248-4314 www.c21McAlpine.com




CHRIS SANSBURY
Broker In Charge
Recognized as
"2013 Realtor Of The Year"
COASTAL CAROLINA ASSOCIATION OF REALTORS






**Berkshire Hathaway
Home Services
Myrtle Beach Real Estate**



*Berkshire Hathaway Home Services
Owner/partner, Marvin Heyd*

Owners of the Berkshire Hathaway Home Services (BHHS) Myrtle Beach Real Estate, Marvin Heyd, Nigel Horonzy and T.J. O'Brien, have managed this local business for over 20 years under the Prudential Real Estate Brand. They are excited to transition into the new BHHS Brand that brings

exciting resources, respect of being associated with the Berkshire Hathaway Company and the bright future for this local company.

“We are most proud to provide the very best service. That’s not just something we say, that’s something we are committed to,” said Heyd. “And with the superior technology provided through BHHS and our consumer friendly web site, we are able to do that with much greater ease.”

The roots in the Grand Strand area run deep for these owners.

Marvin Heyd’s family has been here since 1825 and Nigel Horonzy’s since 1860. You could say the history and knowledge of the area (where to live, what businesses are near by, the good golf courses, the good restaurants etc.) run in the veins of these fellows. The seasoned agents of BHHS Myrtle Beach Real Estate have over 300 years combined experience, with most of the agent’s tenure with the company reaching over 15 years. The company is known for its



Berkshire Hathaway Home Services Myrtle Beach held their Grand Opening ribbon cutting ceremony on August 5th. The new leading edge company is located at 7421 North Kings Highway in Myrtle Beach, SC.

quality customer service and has been helping customers turn vacations into lifestyles for decades. In fact, 70% of its clients purchase second and vacation homes.

BHHS Myrtle Beach Real Estate is also able to represent homebuyers and sellers from the NC border to the Southern most point of Georgetown and all areas in between. So with seasoned knowledge and maximum options within a broad geographical area, the agents can help you find the homes with your preferences in an area that is comfortable for you and walk you through every step of buying or selling a home.

Searching for the right home is personal. Your home is where your family, your work, your life happens, so it is important to choose a Realtor that will be personally engaged and make every step in the process flow smoothly. And when you are selling a home, price and exposure is everything. Make sure your realtor has the resources to reach out to buyers and the experience to price your home competitively.

Erica Thomas holds a Bachelor’s degree in fine art from Virginia Commonwealth University. As advertising professional she has over 25 years experience developing media and marketing strategies to build brand awareness for clients. She is currently the Director of Client Services for Marketing Strategies, Inc., a full service marketing and PR firm in Myrtle Beach, SC. ■

No Pitch, Just Proof.

Logos • Brochures • Site Plan Production Photography • Ad Campaigns • Billboard Design Web Page Development • Point of Purchase Displays & Signage • Since 1986

Lynn F. McDuffie (843)839-3933 email: Lynn@McDuffieAdv.com



Kitchen Designs & Outdoor Living Kitchens

by Erica Thomas

One of the most often remodeled rooms in the home is the kitchen, second only to bathrooms according to the NAHB. Whether you are making choices for a new kitchen in a new home or remodeling your current kitchen, there are many new fixtures and features available to consider. Among the top kitchen trends are automated faucets, highly functional cabinets that make the best use of space and color in places that have traditionally been neutral like sinks, counters and backsplashes. Another popular trend is outdoor kitchens, taking the American barbecue to a whole new level.

Ford's Fuel & Propane

Ford's Fuel & Propane, founded in 1923 by the Ford family and now owned by Bunky Ford, specializes in designing and installing outdoor kitchens. More Americans

than ever are taking advantage of backyard outdoor living by bringing their cooking skill – and everything including the kitchen sink – with them. According to an independent study of outdoor home cooking, spending on outdoor appliances is up 8% over last year. Consumers also demand flexibility and quality construction. Ford's Fuel & Propane will work with your particular outdoor space to design an outdoor kitchen that will function as elaborately as you wish and also be pleasing to the eye. Stucco or Stone with Granite or Tile countertops will surround your stainless steel appliances and can even flow into an outdoor fireplace to create a wonderful backyard entertainment setting. Fuel & Propane also offers gas lighting and



Ford's Fuel & Propane specializes in designing and installing outdoor kitchens.

gas logs that can further enhance the outdoor experience after dark.

Ford's Fuel & Propane offers a broad range of products and services including indoor and outdoor gas appliances, indoor



Ford's Fuel & Propane owner, Bunky Ford (left), with his brother Frankie Ford (right).

Our experienced technicians have EXTENSIVE TRAINING, EXPERTISE & KNOWLEDGE to ensure safe and efficient repairs or installation.

Outdoor Kitchens ♦ Full Service Custom Design ♦ With 3D Renderings

- Grills
- Gas Logs
- Fireplaces
- Tankless Water Heaters
- Gas Lights
- Gas Appliances
- Commercial Equipment Repair
- Generators
- Pool Heaters
- Fuel

www.fordsfuelandpropane.com
800-615-5981



Family Owned & Operated Since 1923

3 Locations To Serve You:

- 4115 Holly Street
Loris, SC 29569
- 1519 Old Hwy 17 North
North Myrtle Beach, SC 29582
- 172 Ocean Hwy East
Supply, NC 28462



Visit Us Sept. 12th-14th 2014 Fall HGHBA Show At MBCC Booths 110 & 111

and outdoor fireplaces, generators, grills, water heaters and more. They are your one stop shop for designing your backyard space. In addition, for maximum energy efficiency they offer a tankless water heater, which heats water on demand. Approximately 30% of a household energy bill is attributed to the hot water heater. Stop by one of their three convenient locations in Loris, North Myrtle Beach and Supply, North Carolina.

Longley Supply Company



Longley Supply Company general manager, Bobby Hipp and showroom consultant, as well as Certified Aging In Place Specialist (CAPS), Trisha Hogan, in their Myrtle Beach showroom.

Longley Supply Company was founded in 1906 by Henry E Longley, and is now led by his granddaughter, Emily Longley. Expanding from their first location in North Carolina, they opened a second location in Myrtle Beach in 1946. Since then, additional branch locations were established along the Southeastern Coast and Eastern parts of North Carolina, now totaling ten locations.

Longley Supply Company has a vast array of kitchen and bath products as well as plumbing, electrical, heating & air conditioning products for residential, commercial and industrial use. Just step into their impressive showroom at the Myrtle Beach location and you will see the seemingly endless supply of choices.

When it comes to kitchens, one of the easier ways to refresh the design aesthetic and functionality of your current space or enhance the look of a new room is the faucet. From traditional or antique looking fixtures to the modern motion activated touchless faucets, it is surprising how just a simple change like a new faucet can alter the look and feel of your kitchen. “Today’s on the go parents can use all the help they can



The Longley Supply Company showroom and warehouse is located at 1550 Hwy. 501 in Myrtle Beach.

get,” said general manager Bobby Hipp. “It’s great to have efficient options for not just parents but any generation.” Longley Supply Company offers a unique alternative to the traditional faucet. The InSinkErator hot (and chilled cold) water dispensers coordinate with the faucet and other elements of your kitchen. The sleek and elegantly designed hot water dispensers provide 200 degree water instantly at your kitchen sink allowing you to save time and get other things done – an amazing innovation for the modern kitchen.

**RESIDENTIAL & COMMERCIAL
WHOLESALE SUPPLY**
PLUMBING - ELECTRICAL - HVAC



**108 Years
In Business**

MYRTLE BEACH, SC
(1550 Hwy. 501)
843-448-5196

OCEAN ISLE BEACH, NC
(529 Seaside Rd. SW)
910-575-7793

WILMINGTON, NC
(2018 Oleander Rd.)
910-762-7793

LONGLEY
SUPPLY COMPANY
Supplying Solutions + Style

www.longleysupplycompany.com
phogan@longleysupplycompany.com

DXV
AMERICAN STANDARD

santee cooper
Trade Ally

GREEN INITIATIVE
WATER SAVING/CONSERVATION

Easton Industries

Established in 1974, now owned by Tom and Michelle Raub, Easton Industries has specialized in transforming kitchens and baths in the Grand Strand area for 40 years. Their custom production process allows them to design and manufacture kitchen countertops to specific and unique measurements. Easton Industries is the largest and oldest providers of Cultured Marble (Eastonite), Cultured Onyx and Cultured Granite, offering over 70 colors to choose from. If needed, they can custom design colors to match a variety of finishes or patterns that are part of your design.



Easton Industries owners, Tom and Michelle Raub, in their Myrtle Beach showroom.

Counter finishes can be High Gloss or a Honed Finish that provides a more textured look and hides fingerprints or smudges.

Eastonite is a unique product that can be installed



Easton Industries is introducing their newest product, Tyvarian Backsplashes. This product appears like 12" by 12" glass tile sheets with no grout needed.

directly over your current counters, whatever the surface from Formica to tile. Installation usually only takes a day and there is no, or very little, demolition. It is a very affordable option that allows you to have breakfast on your old counters and dinner on your new ones the same day.

When we are planning our kitchen and making our choices, we often don't think about the backspash as a key feature. In addition to their variety of Backsplash options, Easton Industries is introducing their newest product, Tyvarian Backsplashes. "Our Tyvarian Backsplashes take on the look of 12 x 12 glass tile sheets used for backsplashes, however ours is set in a mold with no grout needed." Michelle Raub explained. "The mold itself is set to look like small glass tiles but there are no actual grout

lines. This makes cleaning a breeze."

Although they have the largest showroom in the area, it was designed so that customers can understand their choices quickly and easily. The showroom personnel each have more than 10 years of experience with the company and will always have an answer to a question.

Whether inside or outside, the kitchen is the heart of the home. When making design decisions, make sure the heart of your home reflects your taste and personality. If you love high tech and modern there are plenty of options out there to build your perfect "smart kitchen." If you are environmentally conscious there are unique "green" options for you too. And don't be afraid to be bold with color and style that defines who you are.

Erica Thomas holds a Bachelor's degree in fine art from Virginia Commonwealth University. As advertising professional she has over 25 years experience developing media and marketing strategies to build brand awareness for clients. She is currently the Director of Client Services for Marketing Strategies, Inc., a full service marketing and PR firm in Myrtle Beach, SC. ■

Visit us at the 2014 Home Improvement & Outdoor Living Show at Booths 408 and 314.



Family Owned and Operated Since 1974

Kitchens • Bathrooms • Walk-In Shower Conversions • Tubs/Whirlpools/Showers
Vanity Tops • Backsplashes • Remodels/Renovations/New Construction • And much MORE!



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



Builders Working With Realtors What a Bright Idea!

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

With a bevy of marketing tools at their fingertips that include old-school traditionals as well as today's new media, why is it that the best advertising remains word of mouth and the best line of defense is not the do-it-alone technique but the collaboration of effort and expertise that so often gets overlooked?



③ While it occurs in all areas of business, it is nowhere quite as prevalent as between builders and realtors. With so much in common, why is it that they are often so far apart – separated by a lack of communication and a lack of cooperation?

Let's Work Together

According to Lou Shilman, with Inman News, the real estate industry's most authoritative source of market conditions and business trends, "Agents and brokers absolutely control the market. Today, builders account for only seven percent of all sales, or just under 400,000 deals a year. Historically, they've owned a 15 percent to 20 percent share."

Based on a study by Chadwick Martin Baily, one of the country's most reputable consumer research companies, 84 percent of 1,000 people identified as likely new-home buyers were already affiliated with an agent or were expected to connect with one when they actively begin their search for a builder.

"That's a statistic that can't be ignored," said Jonathan Smoke, chief economist at Hanley Wood, a building-centric publishing company based in Washington, D.C.

"Builders need realtors to sell their value," Smoke continued.



Visit us in
Booth #703
September
12th-14th in
the MBCC.

WATERBRIDGE

Preferred Builder
Your Goals Are Our Goals




"We're very pleased with Michael Marchese and MJM Custom Building & Remodeling. We made the right decision. He has a very good personality and he wants to please his customers."
 Joe & Mary Curci
 New Waterbridge homeowners



"I live in this community and I build homes as if they were for my family."
 Michael Marchese
 President -
 MJM Custom Building & Remodeling, LLC



MJM CUSTOM BUILDING & REMODELING LLC

843-995-8882

www.mjmcustomhomes.com

EMAIL: MJMCustomHomes@aol.com

Waterbridge is a new gated residential community with luxurious cottage style homes in Myrtle Beach
 120 acres of protected woodlands • Stunning views of 60 acre lake
 Largest residential swimming pool in SC with multiple amenities • State-of-the-art fitness center

Why Can't We Be Friends?

Builders and agents have seemingly had a love-hate relationship that has been going on for years. For one reason or another, agents tend to be a thorn in builders' sides. Some (builders) think all an agent does is bring a buyer to the model home. After that, the builder's sales force often takes over. To them the question remains: "Is this really worth the commission?"

Many agents aren't particularly fond of builders, either. Over and above the commission issue, agents often feel like they lose control of the sales process. According to realtors, builders are less willing to negotiate and have hidden upcharges. Often, they (builders) don't make it easy to learn about properties or inventories and offer little in terms of information or training.



Success in New Home Sales

Aside from differences of opinion, many of today's top realtors have found success in new home sales and for good reason:

- **New Home Warranties:** by far the most powerful selling tool in comparing new construction to resale.
- **Rapid Appreciation:** new homes appreciate faster in equity.
- **Fewer Objections:** finding fault with something brand new is hard.
- **Up-to-date:** sales are easier when everything from carpet to appliances is new. Fresh is better.
- **Energy efficiency:** today's hot topic. Older homes simply don't offer the same efficiencies and value as the new home. Spending less on energy can equate to a significant savings over time.

So What's the Issue?

"It's not that people aren't buying, it's that they're buying existing homes; it's not a demand problem; it's a marketing and

messaging problem." said Shilman.

Why are existing homes so appealing to buyers? Pre-owned homes cost less per square foot than new homes. Often in mature neighborhoods and frequently not part of a homeowners' association, costs can be significantly lower.

What buyers may not take into consideration is that often, existing homes are in need of maintenance and tend to be less energy efficient. So, while they may not be paying monthly homeowner's fees, the perceived savings may be offset by higher energy and utility costs.

Marketing is Key

The million dollar question, in a market where new homes may very well cost that much, is what marketing strategies might we employ to close the gap between builders and realtors? Here are a few of Marketing Strategies' suggestions:

- Realtors are an excellent source of qualified leads, treat them as you would a

Smarter Security at your fingertips.



powered by  **ALARM.COM**

© 2014 Alarm.com. All rights reserved.

Please visit us in booth #123 at the Myrtle Beach Convention Center September 12 -14.

Our revolutionary security and home automation service, powered by Alarm.com, enables you to always know what's happening at home. With alert notifications and state of the art services like video monitoring, interactive security, thermostat adjustment, customized light control, and wellness services, you'll have the confidence knowing that the people and things you love will stay safe.

Alarm.com Services are available locally through



SecurityVisionMB.com • 843-839-4238



Studies have shown that building contractors that have developed relationships with Realtors have been more successful in total sales volume than the building contractors that do not.

customer. Educate them on how you build, and the value your homes offer.

Consider hosting a monthly luncheon at your model homes to give them a chance to become familiar with your product and learn about any new communities or floor plans you offer.

- Stay top-of-mind by regularly visiting Realtors' offices. Offer to be part of weekly sales meetings and be sure to keep them stocked with brochures and sales material. In this era of web-based marketing, don't forget to include web banners and information in a format that is Internet friendly.

Eblasts are also a quick and convenient way to stay in touch with a market that includes both realtors *and* consumers. Share information regarding new projects, floorplans, etc.

- Website. Keep your website up-to-date with not only updated content and photos, but video. To give you some idea of the effectiveness, last year, people viewed an estimated 456.6 million content videos. Video also enhances Search Engine Optimization (SEO) increasing your chances of being 'found' amongst thousands of competitors.
- Be social. Today, that means going beyond the traditional cocktail party or golf outing. Have an active presence on Facebook, Twitter, LinkedIn, YouTube, Pinterest, Houzz, and Google+ just to name a few.
- Blog. Blogging is the cornerstone of your online strategy. Develop a schedule to ensure regular postings. Keep content fresh and simple.
- Network. Take advantage of networking opportunities. Two trade-specific groups



that promote industry development and encourage member participation are the Coastal Carolinas Association of Realtors and the Horry Georgetown Home Builders Association. Consider membership in both.

For further information regarding any of the above information or marketing in general call (843) 692-9662 or email Denise@MarketingStrategiesInc.com.

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. ■

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 McCartery, 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

NAHB Business Management for Building Professionals

Presented by the HBA of SC and the Master Builders of S.C.

Business Management for Building Professionals

Instructor: Hal von Nessen, MIRM

Learn the management skills that give industry leaders the edge. This course will give you a solid foundation for managing small to medium size building/remodeling and service companies. This course explains critical elements from planning to evaluating progress and presents practical tips and tools for managing a business successfully. You'll get a solid grasp of business best practices and practical tools of value whether you are a new or experienced business owner.

This Course is Required to Earn the Master Builder of S.C. Designation

This course qualifies for:

6 AIA/CES LU

Continuing Education Hours: 6.0

Designations: CMB, CAPS, CGA, CGB, CGP, CGR, Master CGP, Master CSP

Continuing Education Credits: CMB, CAPS, CGA, CGB, CGR, GMB, CSP, Master CSP, CMP, MIRM.



Registration Fee

Member: \$225.00

Non-Member: \$350.00

To Register

By Phone: 803-771-7408

By Fax: 803-254-5762

By Email: mnix@hbaofsc.com

By Mail: 625 Taylor Street, Ste. A
Columbia, SC 29201

Online: www.hbaofsc.com

Payment and Cancellation Policy

A cancellation fee of \$50 will be assessed for cancellations received less than ten days prior to the date of the exam.



Tuesday, November 11, 2014 - 9:00 a.m. - 5:00 p.m.

HBASC Office - 625 Taylor Street - Columbia, SC 29201

Registration Deadline: 11/1/2014

Registration and Payment Information

Name _____

HBA Name _____

Company _____

Billing Address _____

City _____

State/Zip _____

Phone _____

Fax _____

Email Address _____

Check made payable to: HBASC

MasterCard VISA

Credit Card # _____

Exp. Date/VIC Code _____

Name on Card _____

Signature _____

It is the HBASC's policy not to share or sell member email addresses.

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



SOUTHERN PINE

HGHBA Second Annual Fall Clay Tournament Registration

When: Thursday, November 13, 2014
Registration 8 a.m. - Tournament begins at 9 a.m.
Where: Backwoods Quail Club, Georgetown, SC
Cost: \$100 per shooter, \$400 per team
Includes: Continental Breakfast, beverages, lunch & awards



_____ Yes, I would like to enter a team as follows:

Shooter 1 _____ Shooter 2 _____

Shooter 3 _____ Shooter 4 _____

Station Sponsorship Opportunity

Become a station sponsor for \$100 each. Signage recognizing your sponsorship will be displayed at your station plus you will receive recognition at the awards luncheon.

_____ **Yes, I'd like to sponsor a station.** _____ **Number of stations sponsored**

Company: _____

Address: _____

Contact Person: _____ Phone: _____

Email address: _____ Mobile: _____

Method of payment (check one) Check Visa Master Card Discover AmEx

Credit Card # _____ Exp. Date _____ CCV _____

Cardholder Name: _____ Signature: _____

Please return form via fax to 843-347-2774 or by email to rao@hghba.com

For further information regarding this year's Clay Tournament or any upcoming HGHBA events please call (843) 438-4124.



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

Quality Pools & Spas/ Landscaping & Design

by Peggy Mishoe

For over 20 years, home and business owners, builders and others searching for the perfect outdoor solution have been turning to Quality Pools & Spas/Landscaping & Design.



Quality Pools & Spas / Landscaping & Design president, Bill Seay.

Bill Seay, President of Quality Pools & Spas / Landscaping & Design, founded the company to provide and install swimming pools. It soon grew to encompass much more.

In fact, if you can dream it and your dream has an outdoor setting, it's very likely that the professionals at this company can provide it.

The business model for Quality Pools & Spas/Landscaping & Design is 'to handle everything outside the four walls of the home' for builders and customers.



Bill says, "We have built our core business around pool design and construction, landscaping design and installations, and hardscapes. The bottom-line for us is to make the design and installation phase of the outdoor pieces of the project as smooth and seamless as possible for the customer and for the builder. At the end of the project we want their home to be their Relaxation Headquarters, and we want them to cherish that piece of their investment."

He adds, "We are able to meet with the customers, on behalf of the builder, and develop the outdoor portions of their projects. This saves the builder time, reduces the number of sub-contractors he has to coordinate, and simplifies the process for the customer as well."

Drew Seay, Vice President of Construction, says, "We see our business model as a true partner to the builders and as having a positive impact on their schedules. We are truly blessed in this area to see strong investments in new homes and remodels happening. The builders are extremely busy." Drew adds, "The commercial development side of our business has also seen a tremendous growth spurt over the last two years and we are in the planning and design phases for several new and remodel opportunities with this segment of our industry."



Bill agrees, "The immediate future looks very good. We continue to see growth areas in new home developments, in the expansion of existing home developments, and in major

- 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



home remodels. In addition, we are seeing a nice increase in community developments making additions and improvements to their amenity areas. “



Quality Pools & Spas / Landscaping & Design VP of Landscaping, Keith Alford with a customer in his backyard retreat in The Grand Dunes in Myrtle Beach, SC.

With such a personalized process, the experienced staff at Quality Pools & Spas/Landscaping & Design help their customers envision and create their own unique relaxation headquarters just outside their doors.

Bill says, “The process with the customer allows us to address complimentary outdoor elements such as outdoor kitchens, outdoor fireplaces, additional water features, landscape lighting, and decorative retaining

walls. By designing the outdoors with one designer team, we can insure that all of the parts and pieces flow nicely and that the final project is specific to the homeowner.”

Customers who turn to Quality Pools & Spas/Landscaping & Design can depend on the company to inform them about the newest products or methods that might influence their decisions.

Drew says, “Over the past couple of years we have seen an increased interest in travertine pool decks, LED water features, and creative uses of benches and tanning ledges in the pool designs. During the design phase we are able to review these additional features with the customer.”



Since the company was founded, it has stayed on the leading edge, incorporating new



ideas and new technology as a natural progression.

Bill says, “Part of our design process includes the use of 3D modeling software. We can insert the customer’s home into our software, and then provide them with 3d color images to give them a preview of what their finished project will look like.”

For further information call (843) 234-2665, email qualitylandscaping@live.com or visit www.qualitypoolslandscaping.com. ■



MASTER OF ALL TRADES

SALES & SERVICE ON ALL BRANDS BY CERTIFIED TECHNICIANS

Carolina Cool offers a comprehensive list of indoor comfort services, all performed by highly trained & certified technicians. We are the masters of doing whatever is needed to make your life a little more comfortable. Call today and put yourself in a Carolina Cool Comfort Zone.

Visit us in booths
716, 717 in the
MBCC September 12-14

843 **238-5805**
CarolinaCool.com



HVAC · PLUMBING · ELECTRICAL · SOLAR · AIR QUALITY

advertisers' index

84 Lumber – Local Building Supply20	Ford's Fuel & Propane	Quality Pools & Spas / Landscaping & Design9
Beyond Clean	<i>Outdoor Kitchen Design & Installation</i>44	Security Vision
<i>Tile, Stone & Concrete Restoration</i>12	Grand Strand Lighting10	<i>Premier Security & Home Automation Services</i>48
Brady Glass Solutions52	Indigo Landscaping & Construction	Sheriar Press
Builders First Source	<i>Landscape Architects</i>51	<i>Printing, Digital Printing & Design</i>50
<i>Local Building Supply</i>Back Cover	J & S Flooring – Residential & Commercial Flooring Specialists49	Swift Services - Heating and Cooling
Burroughs Shutter Company	Leonard Storage Buildings13	<i>Installation / Maintenance / Service</i>22
<i>Shutters & Hurricane Protection</i>3	Longley Supply Company	The Flooring Depot Design Center of Myrtle Beach & Shallotte33
Carolina Cool – HVAC & Plumbing53	<i>Plumbing / Electrical / HVAC</i>45	The General Pool Company
Carolina Home Exteriors	Marketing Strategies, Inc.	<i>Backyard Retreats</i>17
<i>Custom Sunrooms & Enclosures</i>4	<i>Strategic Marketing Campaigns</i>26	The Honeycutt Group, CPA, PC
Century 21 McAlpine Associates, Inc.	McDuffie Advertising – Graphic Design43	<i>Accounting Firm</i>32
<i>2013 Realtor of the Year</i>42	MJM Custom Building & Design	The Louver Shop
Certified Master Builders of SC	<i>Preferred Builder in Waterbridge Plantation</i>47	<i>Quality Shutters & Shades</i>24
<i>In Horry & Georgetown Counties</i>16	Monarch Roofing	Weitzel's Custom Screen Rooms, Inc.
Chuck Gee Photography54	<i>Residential & Commercial Roofing & Framing Specialists</i>Inside Back Cover	<i>In Horry & Georgetown Counties</i>30
Contract Exteriors – Siding & Roofing14	News 13 – WBTW23	Young Interiors Flooring Center
Counter Ops	Northstar Financial - Infinity Capital Partners, LLC	<i>Your Complete Floor Covering Resource</i>27
<i>Custom Countertops & Cabinet Refacing</i>11	<i>Small & Midsize Business Lending</i>5	
CRG Companies – Construction - Real Estate - DesignInside Front Cover	Palmetto Outdoor Kitchens21	
Easton Industries – Cultured Stone Products46	Pella Windows & Doors19	
EP Tile & Marble, LLC		
<i>Largest Granite Inventory on the Grand Strand</i>41		

ARCHITECTURAL
COMMERCIAL
PORTRAIT
WEDDINGS



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

 **Chuck Gee**
PHOTOGRAPHY



Affordable Luxury

LIFETIME
Designer
SHINGLES



Visit us in Booth #s
612, 613, 614, 706, 707 & 708
September 12th-14th
in MBCC



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





Builders FirstSource



QUALITY SERVICE VALUE

Your First Source For Andersen Windows / Doors & Schlage Deadbolt Lock Systems

*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) 293-7830

4916 Hwy. 17 Bypass, Myrtle Beach, SC

(843) 237-0333

226 Tiller Dr. , Pawleys Island, SC

www.blldr.com

Proud member of:



THE UGLIER THE WEATHER, THE MORE BEAUTIFUL THE WINDOWS.

With Andersen, you have a choice of three coastal product lines to fit your needs, building requirements and design expectations. No matter which you choose, they are supported by our 110-plus years of commitment to quality, the service you expect from a leader and the reputation of the most trusted name in the industry.

WINDOWS • DOORS
Andersen

E-SERIES • A-SERIES • 400 SERIES

"Andersen" and all other marks where denoted are trademarks of Andersen Corporation. ©2014 Andersen Corporation. All rights reserved.



**THE OLD WAY IN IS
ON THE WAY OUT.**

The Touchscreen Deadbolt.

With features like a built-in alarm, keyless entry and Z-Wave® compatibility, what's on your doors is now as advanced as what's inside them.

Learn more at schlage.com




STRONG HAS A NAME.™