

BUILDING INDUSTRY SYNERGY

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- 2016 HGHA HOME IMPROVEMENT
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- Horry Georgetown HBA
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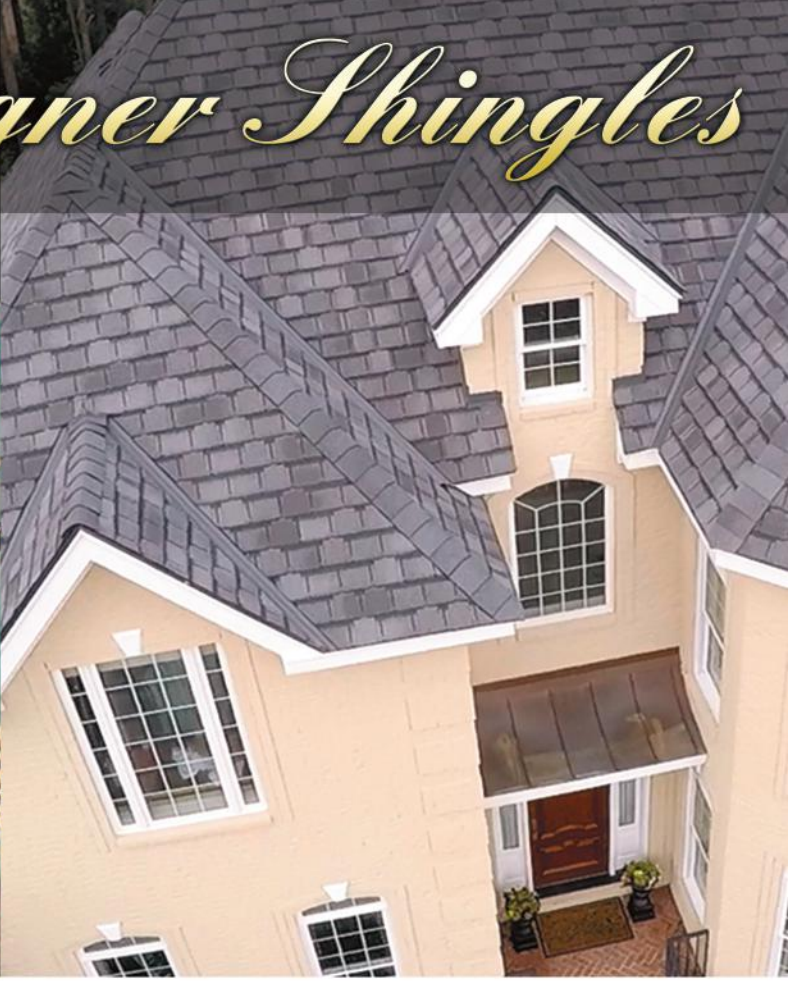
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South Carolina | Grand Strand | 2016 Spring Issue

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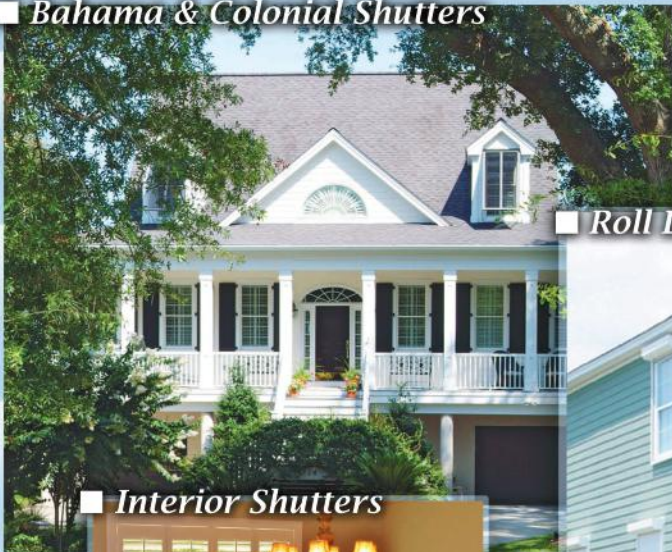
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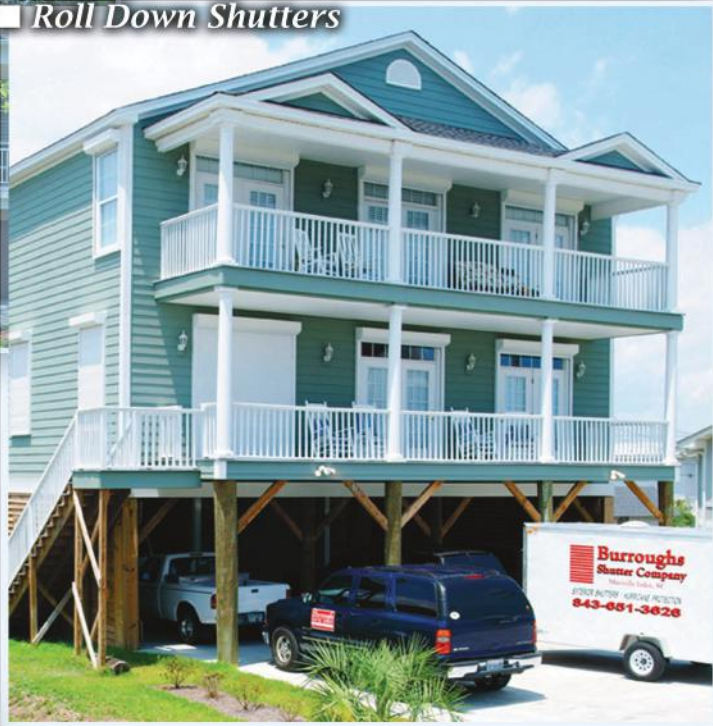


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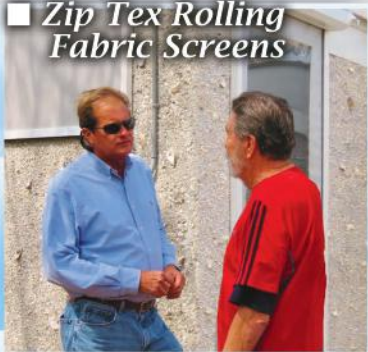


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Master Builder Course: Deck Construction Workshop

FEATURING:

Simpson Strong-Tie Connections and Cox Treated Wood

This educational workshop is approved for Master Builder and AIA credits.

Course Description:

Introduction to Deck Design

Deck construction overview, continuous load paths, posts and ledger connections, joists, guardrails, posts, fasteners, etc....

Southern Yellow Pine

Southern Yellow Pine Impact on Building structures historically and modern day. Examine green aspects of SYP. Compare Life Cycle Assessments of SYP to other building materials. Learn the differences between Above Ground and Ground Contact Treated Southern Yellow Pine and the changes in the treated wood industry.

Instructors:

Eddy Longshore, Cox Industries, Inc., Continuing Education Manager and Dan Scallion, Simpson Strong-Tie, Territory Manager.

Date: Wednesday, May 4th, 2016

Time: Registration 7:30 AM Class begins at 8:00 AM

Fee: FREE for all HGHBA members

Contact HGHBA at (843) 438-4124 ext. 2 or dee.nesbit@hghba.com to register for course.




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BUILDING FOR THE FUTURE

Why Be A Member Of HGHBA?



Every man owes part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

~ Theodore Roosevelt,
26th President of the United States

Credibility: When you join the Horry Georgetown HBA you become a member of the state and national associations as well. These organizations have been around for more than 50 years and signal to the public that your company is committed to high standards and fair business practices.

Money Savings: Your HBA membership could be worth thousands! Being a HGHBA member means getting discounts on building materials, shipping, GM automobiles, office supplies and more. Your membership doesn't just pay for itself, it can pay you back. Visit www.nahb.org/na for details.

Advocacy: The HGHBA, along with our affiliated state and national organizations, represent your interests before the community and government. Just in 2015, the HBA of South Carolina saved members \$355 million by supporting legislation that has a positive impact on the Home Building Industry and by working to reduce regulatory barriers.

Education: Professional development is vital to a business's success. HGHBA is dedicated to helping members grow their businesses and recognize the latest industry trends and regulations by offering education programs, free to HGHBA members.

Networking: HGHBA believes it is good business to do business with a member. Our annual events and general membership meetings make networking a priceless member-only advantage to you and your company!

Community Involvement: HGHBA takes pride in building a better community. During the year, members work together supporting numerous local charities and non-profits.

Marketing Opportunities: During the year HGHBA offers opportunities for you to feature your business to the community and the industry. Table Top Displays, Home Show and Home Improvement & Outdoor Living Show are just a few of the opportunities members enjoy.

Industry Resources: With HBA Membership comes knowledge and service at your fingertips. Need technical advice or resources to support your work? Our accessible, friendly and professional local, state and national staff is here to help.

Integrity: Membership provides you the satisfaction of knowing that you are supporting the industry that is supporting you! Join, participate and strengthen the integrity of your industry!

If you would like more information about membership in the Horry Georgetown HBA or just have a question, please call (843) 438-4124 or email rao@hghba.com.

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More than 300,000 people are currently living in Horry County & the Myrtle Beach housing market is booming.

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Reliable Energy Efficiency Companies You Can Trust

Whether you have a new construction project, remodeling project, repair issue or routine maintenance request, Carolina Cool, Ford's Fuel & Propane and Dean Custom Air are consistently recognized as industry leaders across the Grand Strand.

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Vote Travel in 2016

The Myrtle Beach Area Chamber of Commerce is doing its part to promote National Travel and Tourism Week (NTTW) 2016 which will take place May 1st through May 7th.

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Calibre Development

Dave Henn founded Calibre Development in 1997 and has continued to be recognized as an outstanding builder of fine custom homes across the South Strand and into the Myrtle Beach area.

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New Homes Attract Consumers Looking to Save on Energy Costs

Recent studies have revealed new home buyers are in search of homes that include features that will help them reduce energy consumption and enhance the conveniences of modern living.

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Floor Covering Strong Building Supply Relationships Lead To Quality Results & Controlled Cost

When designing homes or commercial structures in today's market, selecting the proper floor covering is essential. Four local companies are featured that have continued to demonstrate professionalism & integrity, as well as provide quality installations & maintenance with the building contractors and homeowners throughout the Grand Strand.

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Build Your Business With Social Media

Social Media - While many builders use social media, few understand how to unlock its vast potential and even fewer are aware of which networks are uniquely suited to the building industry.

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The SC Grand Strand – A Top Business Destination

Myrtle Beach Regional Economic Development Corporation (MBREDC) – Did you know the Grand Strand is highly ranked as a top BUSINESS DESTINATION nationally?

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We're In Business To Keep You in Business

In 2015, the Home Builders Association of South Carolina (HBASC) worked diligently to advance the issues most important to our members, which led a total savings of over \$355 million for 2015 alone!

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Important facts for our local builders to know about their potential customers.

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The 2016-17 Editorial Calendar for Building Industry Synergy

The 2016/2017 Editorial Calendar for Building Industry Synergy displaying the timing of upcoming issues and the topics that will be discussed.

BUILDING INDUSTRY SYNERGY SC - GRAND STRAND

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on the cover



Calibre Development owner, Dave Henn (left), meets with clients, Barth and Penny Boss at the site of the construction of their new home being built by Calibre Development in The Reserve.

2016 HGHBA Golf Tournament Sponsorship Opportunities

The 2016 HGHBA golf tournament will be held Thursday August 11th. Now is the time to sign up to be a sponsor for the event. The opportunities available are shown below.



Title Sponsorship - \$2,000 SOLD - 84 Lumber

- Your company name is in the title of the tournament
- Your logo to appear on registration forms / promotion of event
- Logo / company name to appear on front cover of golf program
- One tee box sponsorship
- One foursome (4 players)
- Tabletop opportunity at Awards Ceremony
- Recognition at Awards Ceremony

Awards Ceremony Sponsor - \$500 SOLD - Silverline Windows

- Company logo on signage welcoming golfers to the Awards Ceremony
- Opportunity to speak during Awards Ceremony (2-3 minutes)
- Recognition in Golf Program
- Tabletop Opportunity
- One tee box sponsorship

Beverage Cart Sponsor - \$500 (2 Available)

- Logo / company name on signage on beverage cart
- Recognition in Golf Program
- Recognition at Awards Ceremony

Awards Sponsor - \$500 SOLD - Universal Forest Products

- One tee box sponsorship
- Recognition in Golf Program
- Company representative to present awards with Golf Committee Chairman

Hospitality Sponsor - \$250

(To be approved by Golf Committee)
Prominent location to set up tent to promote company through product display, giveaways, etc.

- One tee box sponsorship
- Recognition in Golf Program

Contest Sponsor - \$250

(Contest to be approved by Golf Committee)
Opportunity to "man" your hole/tee and host a contest – great for networking.

- One tee box sponsorship
- Recognition in Golf Program
- Opportunity to present contest prize during Awards Ceremony

Skill Prize Sponsor

- (4) Available (\$150 cash or in-kind)
- Recognition in Golf Program
 - Recognition at Awards Ceremony
 - Opportunity to present prize to winning golfer

Golf Cart Ad - \$250

1 Available (Ad provided by sponsor)
Company may put an ad in front of every golfer. Ad will hang from name holder. Ad copy and size to be approved by the Golf Committee.

Tee Box Sponsor (\$100) per Tee Box sponsored

- Sign on sponsored tee box
- Recognition in Golf Program

Raffle Prizes – Item(s) to be raffled

- Recognition in Golf Program



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To sign up to be a sponsor for the 2016 HGHBA Golf Tournament or to enter the upcoming event in August, please call (843) 438-4124 or email rao@hghba.com.



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Home Office: (910) 790-9300

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Brady Glass Solutions
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(843) 455-7611

Atlantic Kitchens
Phone: (843) 808-9889

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Dawol Homes
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Classic Homes
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Phone: (843) 839-3388
**Certified Master
Builders of SC**
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(803) 771-7408

BEC Construction
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**Landmark Homes
of South Carolina**
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CRM Services
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2016 Calendar of EVENTS

MAY

- 4 Master Builder Course Credit –Deck Construction Workshop at 84 Lumber
- 10 HBA of SC Executive Board
- 17 General Membership Luncheon in Rioz
- 17 HBA of SC 5th District Meeting

JUNE

- 21 General Membership Luncheon in Rioz
- 28 PRC Luncheon

JULY

- 13 HBA of SC Executive Board

AUGUST

- 7 NAHB Fall Board – Miami
- 9 HGHBA Board of Directors Meeting
- 11 HGHBA Golf Tournament
- 16 General Membership Luncheon in Rioz

SEPTEMBER

- 9-11 Home Improvement & Outdoor Living Show in the MB Convention Center

OCTOBER

- 18 General Membership Luncheon in Rioz
- 21-23 HBA of SC State Convention in Charleston, SC
- 25 PRC Luncheon

NOVEMBER

- 10 Fall Clay Tournament
- 15 General Membership Luncheon in Rioz
- 17 HBA of SC Legislative/Strategic Planning
HBA of SC Board of Directors Meeting

DECEMBER

- 7 HBA of SC Executive Board Meeting
- 8 PRC Luncheon
- 13 HGHBA Board of Directors Meeting

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



The 2016 HGHBA Golf Tournament will be held on Thursday August 11th. Team registrations are now being accepted.



The next two HGHBA luncheon meetings in RIOZ will be held Tuesday, May 17th & Tuesday, June 21st. All HGHBA members are encouraged to attend.

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Reserve Your Space Now For the 2016 Home Improvement & Outdoor Living Show in the Myrtle Beach Convention Center on September 9th-11th

The 2016 Home Show back in February was a huge success. The traffic throughout the three day event was tremendous. Record numbers of show attendees visited the Myrtle Beach Convention Center on February 12th-14th. This is definitely a sign of things to come. The 2016 Home Improvement & Outdoor Living Show in September has continued to grow each year. The show this coming September promises not to disappoint!! Judging by the recent success, the exhibitor space will most assuredly be filling up very soon. Now is the time to reserve your space for this exciting event. As always, Building

Industry Synergy will be handing out the show issue at the front entrance to every show attendee that enters the Myrtle Beach Convention Center that weekend.

For further information about reserving your exhibitor space in this year's show call (843) 438-4124 or email rao@ghgba.com.

For further information about reserving your space in Building Industry Synergy's show issue mailed out & distributed at the show in September, call (843) 945-4452 or email info@sc-bis.com.



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More People Living In Horry County Than Ever Before

by Jana Jones (WBTW News 13)

Myrtle Beach has been noticeably busier over the past couple of months but it's more than just spring breakers. For the first time in a long time, the housing industry in Myrtle Beach is booming. According to a new census, more than 300,000 people are living in Horry county.



While the millions of tourists that visit Myrtle Beach are helpful to the economy, so are year year-round residents who pay taxes. Last year, the residential construction



outweighed commercial construction indicating a successful year for the housing market.

It was also a successful year for local business owners.

Many told News13 this past year they didn't have much of an off-season because more people are living here year-round.

With Myrtle Beach being one of the fastest growing cities, some investors are changing where they're putting their money.



“Instead of looking to diversify my capital in say New York City, or in other areas, I'm looking now to concentrate on this area. To me, this is the future in the United States. I see Myrtle Beach as becoming a major city like Miami, like Atlanta,” Peter Kalbacher said.



Myrtle Beach city spokesman Mark Kruea said some national chains have expressed interest in coming to the area. He couldn't say what chains but did say one of them was a well-known grocery store up north. ■



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Having a reliable company available and ready to assist with unanticipated maintenance requests is vitally important to the daily operations of all property management companies. Heating and Cooling, as well as Plumbing issues often arise at the busiest and most inconvenient times. In this editorial feature, you will find three reputable companies that have proven themselves over time to be reliable and always available to address the above mentioned needs and also offer alternative forms of heating. Whether you have a new construction project, remodeling project, repair issue or routine maintenance request, Carolina Cool, Fords Fuel & Propane and Dean Custom Air are consistently recognized as industry leaders across the Grand Strand.

CAROLINA COOL

*Heating – A/C – Plumbing –
Electrical – Solar*

by Susan Roush

The fundamental business of Carolina Cool is heating, ventilation and air conditioning, but the overriding concepts are comfort and efficiency. Carolina Cool can provide all this through the diverse skills of their technicians.

When President Verlon Wulf bought the organization in 1999, it



Carolina Cool owner, Verlon Wulf.

had eight employees. Carolina Cool has grown to 105 employees with a fleet of 70 + trucks. The growth has been a logical response to dealing with mechanical systems that need the expertise of different trades. The company already had a plumbing division, and under Verlon's direction they added

the solar and electric sides. They began doing solar installations around 2007, which required electricians to do the final hook up, so an electrical division was a natural addition.



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The original company also did crawl space encapsulation, which has evolved into including attic encapsulation and the growth of an indoor air quality division to do sampling and diagnostics. As Verlon notes, “Here in the South there’s a lot of opportunity for mold to cause issues, so having an indoor air quality division means a lot.”

Comfort extends beyond the ambient air temperature. Verlon says, “We want to make customers feel comfortable from the time they pick up the phone to the time the technician hands them an invoice for billing.” Efficiency is derived not only from having the necessary trades under one roof, but also from keeping pace with the technology that allows heating and cooling to be controlled remotely. Carolina Cool also

does retrofits for higher efficiency appliances and lighting. Verlon says, “In a lot of ways we are an energy company – if we can go into a home or business and save them 20 – 30-percent on a utility bill that’s a supply of energy.”



Many property management companies rely on Carolina Cool as a one-stop resource. Verlon says, “We respond quickly, we’re fair priced, and they know when they call us, it will get taken care of.” This applies whether a renter’s AC goes out, or a hotel’s indoor

pool dehumidifier needs servicing.

The company prides itself on being a relationship-based business. A strong office staff backs the technicians as they personally field calls. Relationships extend to community service in the shape of Home

Works and other outreach programs, like Habitat for Humanity. Recently Carolina Cool helped move four tons of water to Flint, Michigan in response to their water crisis.

Remember: Heating, air conditioning, plumbing, electrical and solar too. Get comfortable. Get Carolina Cool! To learn more call (843) 238-5805, email VWulf@CarolinaCool.com or visit www.CarolinaCool.com. ■

FORD’S FUEL AND PROPANE

Energy Efficient Products

by Sylvia Trembley

As a 4th generation family owned & operated business, Ford’s Fuel And Propane understands the importance of using clean energy efficient high quality products!

In 1923, Founder Walter Boyd Ford had a business vision which began with delivering fuel with a mule and wagon during the construction of Highway 9 to Horry County. He continued to keep the Ford family business going through the depression years.



4th generation Ford’s Fuel and Propane owners – Bunky Ford (left) and Frankie Ford (right).

It was this determination along with understanding the needs of customers that established Ford’s successful business

foundation which continues today 4 generations later.

The Ford family was ahead of their time in embracing the concept of environmentally ‘green’ products! As time moved forward and with a desire to respond to the consumer’s request for both efficient and cost effective fuel, in 1960 Ford’s fuel expanded into the propane fuel business.

Ford’s Fuel And Propane innovative business and ‘consumer conscious’ vision evolved into providing an extensive product line of proven fuel efficient products including: Gas Grills, Gas Logs, Gas Fireplaces, Gas Lights, Gas Appliances,

(Continued on page 14)

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A Ford's Fuel And Propane delivery truck.

Whether serving the homeowner, builder or property manager, Ford's Fuel And Propane is a 'ONE STOP SHOP' for purchase, installation and service of clean efficient products. For more information, you may call 800-615-5981, view Ford's products and services at www.fordsfuelandpropane.com or visit 3 Ford's Fuel And Propane locations to serve you at 4115 Holly Street in Loris, SC; 1519 Old Hwy 17 North in North Myrtle Beach; 172 Ocean Hwy East in Supply, NC. ■

DEAN CUSTOM AIR

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Founded in Bluffton in 1968, Dean Custom Air is highly successful family-owned and operated company that expanded to several different areas from Georgia to Wilmington, North Carolina.

In 2005, the Conway location opened at 1857 Lone Star Street with Bob Burger as general manager. This location serves a large portion of Horry and Georgetown Counties and has five divisions including the Commercial division, the Custom Homes



Dean Custom Air, Conway SC location, general manager, Bob Burger.

division, the Production Homes division, the Replacement System division and the Service division.

Dean Custom Air is an authorized dealer for Carrier, Lennox, Trane, Mitsubishi and Honeywell, and installs other respected brands of air conditioners, heat pumps and combined systems. The company helps make homes green with the latest in Energy Star and other high (EER) energy efficient ratio systems. All of the systems use R410A (Puron) refrigerant that does not contribute to ozone depletion.

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Scores of successful contractors, developers and property managers depend on Dean Custom Air to provide and service energy efficient heating and air conditioning for their homes and commercial projects.

Custom home builders appreciate the knowledge, experience and commitment that the Custom Homes division of Dean's Custom Air offers. The company has a solid reputation for satisfying custom home clients by providing and installing systems that make their homes splendidly comfortable and market appealable. Bob says "We always like to be in a good relationship with the homeowners and the builders so we can provide the best, most adequate units that meet their needs."

There is no guesswork involved when a system is being selected. "We always perform a manual J AC calculation to make sure they get the correct size," Bob said. "We want to do it right the first time."

Dealing with the Production Homes division, residential builders find the same kind of service from the dedicated staff and technicians that understand deadlines and the need to install high quality system expertly and efficiently. Through its Light Commercial Division, Dean Custom Air installs and services HVAC systems in offices, churches, small businesses and other buildings.

The Replacement Systems division will help any property owner get the most efficient system and usually saves immeasurable energy costs in the future for owners removing old systems. Dean Custom



Air offers free estimates and expert evaluations for new systems, repairs or replacements. Striving for reliability, comfort and lower energy use, well-trained, efficient and friendly technicians guide each customer in whatever process is required to fill their HVAC needs.

The Service division operating on its reputation for quick response, the service technicians does not end a day until all calls are answered. The knowledgeable, skilled and attentive technicians at Dean Custom

Air take pride in what they do and how they do it. "Our technicians don't replace something or tell you need something unless you absolutely do." Bob says, "That's what Dean Custom Air is all about, honesty and integrity." It is evident that Dean Custom Air is an asset to The Low Country by providing exceptional products and services. *To learn more call (843) 236-4247, email BBurger@DeanCustomAir.com or visit www.DeanCustomAir.com.* ■



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Vote Travel in 2016

by Kori Hippe
*Myrtle Beach Area Chamber of Commerce
Membership Marketing Manager*



Beginning May 1 and continuing through May 7, Myrtle Beach Area Chamber of Commerce will join hundreds of cities, states and businesses across the country in the nation's annual salute to the power of travel and tourism in America. As part of National Travel and Tourism Week (NTTW) 2016, our industry is campaigning for travel and encouraging everyone to join us in supporting "Travel '16."



This year's NTTW is more than just another campaign. It's a movement that positions the travel industry as a "primary" driver in the U.S. economy and an important part of our daily lives. Figuratively speaking, travel is the perfect presidential candidate: it's a job creator, it's pro-family and it's good for our health. According to the U.S. Travel

Association, the \$2.1 trillion travel industry supports one in nine American jobs. Locally, tourism accounts for a \$6.3 billion economic impact and another \$1.9 billion in labor impact and supports 73,500 jobs throughout our community.

Putting out the Welcome Mat

To salute NTTW and prepare for our local celebration of summer, Myrtle



For 60 years, 84 Lumber has been providing unparalleled service and expansive offerings to professional builders. Our more than 250 locations across the country ensure we've got all of your building materials needs covered, from lumber to name brand windows and doors; custom millwork to components plants manufacturing trusses and wall panels; kitchen and bath design studios to turnkey installed services.

84 Lumber's Installed Sales Team has completed hundreds of projects in the southeast and throughout the United States including single family production homes, assisted living facilities, apartments, hotels, office buildings and mixed-use urban centers.



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Beach Area Chamber of Commerce and Myrtle Beach Area Hospitality Association will once again extend a big "Thank You for Visiting" to the more than 17.2 million tourists who choose the Grand Strand as their vacation destination. Visitors flying into the area will receive a warm hello from local entertainment at the Myrtle Beach International Airport, and the chamber's Oak Street and Murrells Inlet welcome centers will be serving complimentary refreshments.

National Travel and Tourism Week also is a chance for Myrtle Beach Area Chamber of Commerce to say thank you to the hundreds of small business owners in the area who are an integral part of the economic engine of tourism. To learn more on how "Tourism Works for Us" in the Myrtle Beach area, visit TourismWorksforUs.com.

Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's



business community. The Association of Chamber of Commerce Executives has named MBACC the 2015 Chamber of the Year, and the U.S. Chamber of Commerce has awarded the chamber its five-star accreditation. For more information on how you can put the power of MBACC membership to work for you, call (843) 626-7444, visit us online at MyrtleBeachAreaChamber.com, or stop by our main office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■



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The marsh view of Pawleys Island home prior to the complete renovation.

PHOTO © CHUCK GEE

Calibre Development

Custom Built Homes

Each Home Is A Special One Of A Kind

The interior & exterior of this older Pawleys Island home was totally renovated by Calibre Development. All new cedar siding, impact resistant windows, a metal roof & doors were installed.



by Susan Roush

Dave Henn, founder and owner of Calibre Development, seemed destined to become a custom homebuilder. As a boy he loved woodworking, though no one in the family shared the skill or interest. "I was always trying to build something, whether it was a tree fort or a box."



PHOTO © CHUCK GEE

The upstairs bedroom of the home shown above was completely renovated by Calibre Development. Antique heart pine flooring, cypress walls & cypress ceilings were installed.

He used to marvel at the finer details of turn-of-the-century homes in his grandparents' stately neighborhood. He enjoyed summer construction jobs, studied hard, got a scholarship, and went to college. After graduation, Dave began his corporate career in banking. A successful path took him to Greenville, SC where he became the head of commercial real estate in the upstate region. This position fed his desire to build, and after 12 years in banking Dave decided, "I'm going to move to the beach and build houses."

Dave started Calibre in 1997 in Pawley's Island. One of his houses caught the eye of an architect who asked if Dave could build a house for a client. "This very quickly evolved into becoming a custom

builder. From there we evolved into what I call a super-custom builder: one time, one of a kind, very special homes.” In the intervening years, Calibre Development has built over 50 homes in DeBordieu and another 75 or so in the Waccamaw Neck area. The company has a portfolio of special projects including major home renovations, custom garden hardscapes, and a complex swimming pool environment. With every build Dave says there has been one guiding principle, “Quality in our construction and integrity in our actions.”

Quality and integrity are themes echoed by past and current clients. Kay and Sam Koonce decided to build in DeBordieu about seven years ago. The Koonces had built other homes along the coast before family ties drew them to Pawleys Island. Kay said, “We interviewed several people, but we just fell in love with Dave Henn. He was so easy to work with, such an honest person, and was on top of every situation.” They had such a positive experience that when they moved to their DeBordieu home full time following retirement they decided to enclose a deck on the upper floor. Kay said they got the



The kitchen & dining room were totally renovated by Calibre Development. Antique heart pine flooring, cypress walls, a new ceiling & a new kitchen island were installed.

The view of the kitchen in the Pawleys Island home seen above prior to the complete renovation.

same team together, and also opened up part of the attic to make Sam an office, “which has worked out beautifully.”

The Koonces were interested in

environmentally sound products and they wanted less maintenance. Dave was attentive to their concerns and preferences. His banking experience was also evident. Sam said, “With Dave you always knew where you stood. If there was any kind of change order, he let you know exactly what

PHOTO © CHUCK GEE



Calibre Development owner, Dave Henn (right), enjoys visiting homeowners, Sam and Kay Koonce, on the rear porch of their home built by Calibre Development overlooking the North Inlet in DeBordieu.

it was going to cost. He was very well organized.” Kay agreed adding, “He had spreadsheets of everything. You knew which products you were getting. The other nice thing is he had someone working here all the time, so there were no big time lapses where you wondered, ‘where is everyone?’”

Dave gives credit to others saying, “I’ve got a good team. I’m very relationship oriented; many of my employees and subs have been with me 10 to 15 years. They have to be competent, care about quality and relationships, and they have to buy into my business sense that we’re not predatory in anything we do because we’re in this for the long haul.” Kay Koonce confirmed this, “His subs were the best I’ve ever seen.” She added, “Good teamwork made for a great building experience.” Their house was completed in the expected timeframe, and Kay shared, “Our electrical bills are low. Dave uses really good products, and he did what he said he was going to do.”

Barth and Penny Boss are at the



The kitchen in the Koonce residence. Interior decorator, Jane Rowland of Jane Rowland Design, was extremely helpful working with the homeowners to complete the overall décor of their interior.

beginning phase of building their home in The Reserve. Barth’s first meeting with Dave came from serendipitously spotting the Calibre Development sign while driving down Highway 17 South. Their meeting went well, though at the time the

family was more interested in resales. Barth recalls, “The problem was that the homes we saw were very traditional and the floor plans were not very open.” They concluded that if they were going to get the home they wanted, then they would have to build it.

PHOTO © CHUCK GEE



The living room in the Koonce residence, overlooking the North Inlet in Debordieu.



The residence of Sam and Kay Koonce in Debordieu built by Calibre Development.



The view from the marsh in Pawleys Island of a custom home built by Calibre Development. Calibre installed beautiful cypress siding on the exterior of this home.

Having had a nightmare experience with their first custom build in California, they prudently interviewed other builders. In the end, Barth and Penny returned to Calibre. Barth said, “We really like Calibre Development and Dave Henn, the trustworthiness of his demeanor, his integrity, his honesty, and we like his personality. Whoever you pick you’re going to be with them 6-9 months, so you want to like and get along with them, and he knows numbers.” Barth said other builders would refer to past projects, but were not concrete about the numbers.

For his part, Dave says, “I see my job as executing on the vision of the architect and the owner, and any decorator that may be involved.” He provides solutions to potential problems and alternatives to ideas that may be difficult to fulfill. He is keenly aware of nature and other elements that will affect the durability of a home. With



Calibre Development was responsible for the installation of this sunken outdoor kitchen & living area. This project included installing a tiki hut, walkways, bollards & rope handrails. A critical part of this process was determining the correct drainage and precise elevations.

PHOTO © CHUCK GEE



Another view of the outdoor living space at the Watts residence seen above. Calibre Development was also responsible for the installation of the hardscapes throughout this project.



A structural engineer met with the Calibre Development team to discuss the structural repairs needed to complete the renovation of this Myrtle Beach home built in 1934

The ocean view of this Myrtle Beach home originally built in 1934. Calibre Development was responsible for the total renovation of this home.



The view of the bar and sitting area in the Myrtle Beach home shown above built in 1934 during the demolition process

The view of the custom bar and sitting area after Calibre Development completed the interior renovations. Pecky cypress wall paneling was installed.

interiors, Dave looks at proportion, balance and the finishing details. This attentiveness adds a curated sensibility to Calibre's custom homes.

Barth Boss gave an example of working out a custom detail. "We wanted a plug in the wall behind a drawer that will be used for a hair dryer so you don't see the outlet on the wall above the counter top." He liked that Dave's response was open and positive. Barth added, "A lot of builders have an attitude when it comes to changes – they don't want to put up with the owner. Barth thinks it is important that builders like the project they are doing, and he anticipates a relatively headache-free experience. He added, "It's going to be exciting; it's going to be a really nice house."

Dave Henn knows well that building can be frustrating for clients and builders, "Our factory has no roof and there are always unforeseen challenges." When frustrations arise, Dave recalls sage Proverbial advice: "A wise man controls his temper. He knows that anger causes mistakes."

Ultimately, Dave Henn of Calibre Development balances artisanship with business and durability with design. "We put the same quality and care in the least expensive thing we do as the most expensive." ■

Calibre



Development

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Part of the interior renovations to this Myrtle Beach home, originally built in 1934, included totally reframing the interior foyer and stairwell facing the ocean. Calibre Development was responsible for providing complete detailed shop drawings and photographed the original millwork and paneling in order to help recreate the identical original appearance of this area after the structural repairs were completed.

PHOTO © CHUCK GEE



The view looking from the living room to the foyer and stairwell in the renovated Myrtle Beach. As a result of major structural repairs needed, the wall openings had to be completely rebuilt. Calibre Development was responsible for matching & installing the cypress wood paneling on the left wall in this photo, as well as creating a custom stain to match the color of the original paneling installed in 1934.





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New Homes Attract Consumers Looking to Save on Energy Costs

The home building industry celebrates New Homes Month in April by sharing the top features that will be seen in typical new homes built in 2016. Once again, builders are responding to what home buyers want by offering greater efficiency in the design and function of the home.



“Today’s new homes include features that will help homeowners reduce energy consumption and enhance the conveniences of modern living,” said Ed Brady, chairman of the National Association of Home Builders (NAHB) and a home builder and developer from Bloomington, Ill. “Our builders are telling us that energy efficiency continues to be a top demand from consumers.”

NAHB recently surveyed builders about the features they are most likely to include in

new homes they build this year. Four of the top 10 features focused on energy efficiency: low-E windows, Energy Star-rated appliances and windows, and programmable thermostats.

These features correspond to the list of features that consumers say are most important to them, as well. According to NAHB’s latest survey of home buyer preferences, Energy Star appliances and windows, as well as an Energy Star rating for the entire house, are among the top five most-wanted features.

In fact, home buyers are willing to pay more for a home if they can get lower utility costs in return. On average, they will pay an

additional \$10,732 up front to save \$1,000 a year in utilities.

Other popular features that builders said they are most likely to add to their homes include a walk-in closet in the master bedroom, laundry room, great room (kitchen-family room-living room) and a central island and granite countertop in the kitchen.

More information about the NAHB surveys can be found at HousingEconomics.com.

Home buyers can access home buying and home building information and resources at nahb.org/forconsumers. ■



Strong Building Supply Relationships Lead To Quality Results & Controlled Cost

When designing homes or commercial structures in today's market, selecting the proper floor covering to fit the interior décor & provide the durability needed for high traffic areas is essential. Maintaining the floor covering in the future is also an important component to insure the longevity of the product. In this issue, we will profile four local companies that have continued to demonstrate professionalism & integrity, as well as provide quality installations & maintenance with the building contractors and homeowners throughout the Grand Strand.

THE FLOORING DEPOT

Catering To Local Building Contractors Since 2001

Jaime Pando has built a strong trusted business team of flooring product suppliers and installers, with the majority having worked with The Flooring Depot since his business began in 2001. "These relationships are like family and instrumental to our success!"



The Flooring Depot owner, Jaime Pando.

Jamie values his long lasting business relationships with residential and commercial building contractors along the Grand Strand. He continues to appreciate their business, having worked together with many companies over ten years. Professional relationships with Scott Mitchell with Quest Properties, Chancel Builders, Traditional Homebuilders, Sterling Homes, Bridges Custom Homes, Seaboard Homes, Indigo Homes along with many more business connections have evolved into friendships!

The Flooring Depot owner Jaime Pando strives daily to increase his

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The Flooring Depot showroom located at 864 Kingswood Dr. in Conway, SC behind the Suds carwash.

professional skills. When asked what your business vision is going forward, his answer is “to be recognized as a Craftsman in the industry; become a better operator; to always achieve a higher level of quality”.

As The Flooring Depot sole proprietor, Jaime Pando embraces the philosophy “the home is an extension of your personal self”. In working with each flooring project, Jaime’s passionate goal is to help individuals achieve their sense of style in a home they are proud of fulfilling their dreams, providing function and superior value. It’s personal!

Jaime feels fortunate to have had the opportunity to begin his flooring product and business education in 1987 with Sherwin Williams Company in Richmond, Virginia. “The Sherwin Williams Company was a tremendous mentor in my training for 15 years!” In 2002 when Jaime made the decision to move to the SC Grand Strand area and begin The Flooring Depot, he was prepared and armed with a strong educational background in the flooring industry business.

“It is about personal relationships. People drive business”. Jaime is committed to providing the best product and service, whether working with a building contractor, a home owner or a property management company, The Flooring Depot offers flooring solutions with commitment to provide excellence and quality throughout each process. Offering a 2 Year Guarantee

on all Workmanship combined with continued customer service, The Flooring Depot provides a complete resource for expanded flooring product solutions in hardwoods, tiles, travertine, granite, slate and laminates along with expert skilled installation.

To learn more about the Conway location servicing the entire Grand

Strand call (843) 234-2877, email Jaime.Pando@TheFlooringDepotMB.com or visit www.TheFlooringDepotMB.com. For the Shallotte, NC location call (910) 754-2874, email ShallotteFlooringDepot@gmail.com or visit www.TheFlooringDepotNC.com. ■

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Clean Streak owner, Horace Adell, Jr.

Horace Adell, Jr., owner and operator of Clean Streak, Inc. is accountable for each space being cleaned to his company’s standard of excellence with all customers. His philosophy is whether the job is working with new construction, residential, commercial, medical, industrial or property management companies, it is about providing each customer with a superior cleaning result and insuring a healthy environment.

August 31, 2010 was an extraordinary day for Horace Adell, Jr. On this day, Horace was recognized and honored by The United States House of Representatives for winning the 2010 Western North Carolina Minority Business Person Of The Year Award, as being founder and president of Clean Streak, Inc. Starting his business with his Buick, a mop, a bucket, a broom and a lot of



determination, the Clean Streak, Inc. business has grown into a diversified and environmentally conscious company. Since 1983, the business has operated in all 9 counties in the Western North Carolina market and upstate South Carolina. In 2014 Clean Streak, Inc. expanded to the SC Grand Strand coastline. As of March 2016, the new Coastal Division of Clean Streak is now servicing the City of Myrtle Beach and handling the construction cleans for several building contractors in the area. Clean Streak has also completed jobs for the new WalMart Neighborhood Market in Murrells Inlet & The SC Children’s Museum on Oak St. in Myrtle Beach. Clean Streak’s Coastal Division is off to a great start.

Building contractors, don’t be surprised if Horace walks up to your construction site wearing a safety vest, hard hat, steel toe boots and goggles. He is trained and conscientious about safety regulations on

the job site. Consistent training of his “winning team” is a top priority. Each member of the team is aware of safety regulations, chemical application procedures; best organized coordinated order of cleaning and personal accountability. Clean Streak, Inc. is committed to same day response to customer’s needs. “We want you and your business to succeed”!

Horace Adel is passionate about “looking beyond the almighty dollar”. His goal is to consistently provide service his customers can trust and depend on. Clean Streak, Inc. guarantees a smile, positive attitude, positive energy and the best knowledgeable trustworthy service.

To learn more about Clean Streak’s services call (843) 750-0073, email FrontOffice@CleanStreakInc.net or visit www.CleanStreakInc.net. ■



Clean Streak takes pride in offering superior construction clean services to the area’s local residential and commercial building contractors and property management companies.

J & S FLOORING

*“Abbey Carpet & Floor Showroom”
Since 1991*

J & S FLOORING sole proprietor Gregg Pierce grew up learning all about flooring. His career destiny was set sharing “my entire family was involved in the flooring business”.



J & S Flooring owner, Gregg Pierce.

In 1991, having earned 40 years of retail flooring experience, Gregg’s uncle William Pierce opened J & S Flooring on Fraser Street in Georgetown, SC. In 1994, William Pierce seeking retirement contacted his nephew Gregg with the J & S business opportunity.

Today, an “Abbey Carpet & Floor Showroom”, locally owned J & S Flooring has the largest selection of hard and soft surface flooring in Georgetown County. As an Abbey Flooring dealer, J & S passes on the buying power benefits gained by national chains to their customers. Plus the Abbey product warranties insure a 60 Day Satisfaction Guarantee and an Exclusive Lifetime Warranty. All of this with “local hands on attention”.



Long time building contractor business relationships have evolved over the years between J & S Flooring and local companies

such as Coastal Builders, Dumont Brothers, Chapman Construction, BEC Construction, Coastal Structures & Calibre Development. “J & S Flooring has been handling the installation for our carpet and laminate flooring over the last decade. Owner, Gregg Pierce, has always been extremely responsive to all of our needs. He is a high integrity, very honest individual and runs a first class company that has established a stellar reputation in this industry. Recently one of our homeowners, the Weltons, decided they wanted to add a last minute

change to our project with them. They decided to add on additional carpet and requested that we match the existing carpet already in place. Gregg and his team were able to accommodate this request and had the new carpet installed within a week. This allowed us to complete the job on time. I would highly recommend Gregg Pierce and J & S Flooring to any local builder or homeowner”, says Dave Henn with Calibre Development. Gregg appreciates and enjoys serving the building industry.

(Continued on page 30)



J & S FLOORING
YOUR LOCAL ABBEY CARPET & FLOOR OUTLET

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

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

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Gregg takes pride in J & S Flooring having a professional skilled team of design professionals and installers offering quality personal service from start to finish. Complimentary in home design consultation along with free in home measuring and estimates is an added value when working with J & S Flooring. To learn more, call (843) 546-8083; email Gregg@jsflooring.com or visit www.jsflooring.com. ■

WACCAMAW FLOOR COVERING

Celebrating 30 Years Serving Local Building Contractors & Homeowners

After graduating from Horry-Georgetown Technical College in 2004, Bryan Squires became manager of Waccamaw Floor Covering. Bryan states “I grew up in the flooring business”. In relating how the business began, Bryan shared his dad Charles Squires gained knowledge and experience with building supply, flooring and installation products while working with a building supply company. With an entrepreneurial spirit and determination, he made the decision to open his own floor covering business in 1986 in Conway, SC. “I was just 2 years old when Dad opened Waccamaw Floor Covering” says Bryan.

Built on the business philosophy of offering the best brand products, professional installation and always ‘standing behind our work’, Charles and Bryan Squires appreciate the opportunity



Waccamaw Floor Covering general manager, Bryan Squires.

to work with residential homeowners as well as building contractors like Anthony Edwards, Jimmy Edwards Construction, Howell Homes, C&R Builders to name a few. Custom tile product and installation for all bathroom and kitchen areas is offered in addition to floor covering solutions. Top brand vendor resources such as Tarkett, Shaw, Mohawk, IVC and Karndean Design Flooring provide an excellent variety of selections in luxury vinyl planks, tiles, wood flooring, permastone, sheet vinyl and carpet.



The showroom offers a wide array of products on display and a friendly staff to assist homeowners with their selections.

To meet the needs of both contractors and homeowners desiring ready available solutions, Waccamaw Floor Covering is ‘THE LARGEST IN STOCK FLOORING DEALER IN THE AREA’ warehousing laminates, hardwoods and carpet. Flooring installation supplies are also in stock for purchase.



Bryan Squires (far right) takes pride in having a large in stock inventory to better assist local building contractors and homeowners.

“Offering the best overall flooring and tile result to our customers involves providing professional installation” says Bryan Squires. Bryan insures “our local installation team is well trained and highly skilled along with many being a part of our

company since we started in business. We guarantee their work. We take pride in sending installers to your home you can trust and value their work as well as their opinions and ideas”. Waccamaw Floor Covering’s professionalism & dedication to



Waccamaw Floor Covering is located at 1717 4th Ave. in Conway, SC.

quality has been recognized by Waccamaw Publishers for several years running. For the fourth year in a row, Waccamaw Floor Covering has received the Reader’s Choice Award through the Horry Independent & Carolina Forest Chronicle, recently gaining that recognition again in 2016.

The Squires family business continues to grow and expand product lines and services to best serve their customers and the community. Belief in a solid team serving the company and customers is a key part of their success. When you call or stop by, most likely you will have the opportunity to talk with Judy Livingston who has been with the company for 13 years. Understanding the needs of the customers and providing solutions is the goal for each member of the business team. Since 1986, providing professional residential and light commercial flooring and custom tile work throughout Horry and surrounding counties, Waccamaw Floor Covering welcomes the opportunity to make your home or business an exciting ‘ONE OF A KIND’!

To learn more about Waccamaw Floor Covering’s products & services offered, call (843) 248-3215, email WFC3215@sccoast.net or visit www.WaccamawFloorCovering.com. ■



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"Waccamaw Floor Covering is extremely reputable. They stand behind their jobs 100 percent to ensure customer satisfaction. Their knowledge of all flooring products is tremendous. They have excellent service and are great answering any questions from my homeowners. My homeowners are always completely satisfied."

Anthony Edwards - ARE Construction



Build Your Business With Social Media

Denise Blackburn-Gay, APR
President & CEO of Marketing Strategies



Social media offers both an opportunity a challenge. You know you can reach and engage your customers via a wide array of networks (Facebook, Twitter, etc.), but the environment is unfamiliar and somewhat foreign. As result, while many builders use social media, far too

few understand how to unlock its vast potential and even fewer are aware of which networks are uniquely suited to the building industry.



The first step in utilizing social media is to determine which networks are best suited to your business. Here are the top six social networks for the building industry and *very abbreviated* information on how to use them:

facebook

Facebook is a visual network. Posts with images and links get more views, more reposts and more interaction than just text.

Builders can use Facebook by posting photos of new homes or projects in progress.

Humanize your business by periodically including photos of your office, your staff, or even your office pets. Did you take part in a charity event? Include information and photos on Facebook. Don't forget to engage your audience through questions. If you posted photos of a new home or remodel ask viewers to comment on the room(s) they like best.

Keep the focus on your business. Show the quality of your work; provide a few ideas and a little insight about your company. Remember, your goal is to make prospects want to do business with you.

twitter

Twitter's fast-paced and short-message (144 characters) format allows you to send out several tweets throughout the day. This is a great place to link to your blog, photo galleries and industry news to create credibility.

Don't forget to use hashtags (#). They allow people to search and find you based on topics. Where possible, link Twitter with Facebook. This will save time and increase readership.



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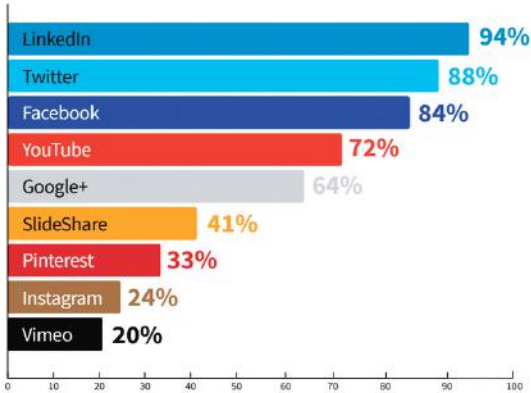
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B2B Content Marketing Social Media Platform Usage



2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Pinterest

Pinterest, primarily dominated by females, is an ideal place to share photos via boards categorized by interests. As a builder these might include: Kitchens, Baths, Outdoor Living, etc. Start with four to six boards in broad categories and populate them with with 10-12 photos per board. The key is to tie the boards in with the services you offer. High quality photography is a must.

Google+

Although fairly new, Google+ is critical to Search Engine Optimization (SEO). Gaining Google+ followers can have a positive impact on the search results that

those followers see. Similar to Facebook, visuals are an important part of status updates, and the use of hashtags help people locate topics of interest.

LinkedIn

LinkedIn is primarily a business-to-business social network. Set up a company page that profiles your business and links the profiles of management and staff. The focus should be on industry news and trends, with a

light mix of your own content. Updating your page at least weekly keeps you engaged with your industry and your prospects.

houzz

We've saved the best for last. Houzz is an industry-specific network that is perfect for the building industry. Your profile identifies the areas in which you excel and the location(s) in which you operate. Your photos allow you to showcase projects, tag products and create Ideabooks. Engaging with potential customers by answering questions related to your photos and obtaining reviews from current customers increase engagement and maximize potential.

Social media is about engaging with the consumer through a dialogue that is lively and ongoing. Just as your brand evolves, so must your message. The goal is to help people discover your brand, to explore your product offerings and ultimately to build long-term relationships.



Marketing Strategies, Inc. is a full-service marketing and PR firm offering an integrated approach to marketing, advertising, public relations, and interactive and social media. Recognized nationwide for their award-winning print and digital campaigns and successful Public Relations strategies, they have twice received the nation's most prestigious public relations award, the Herbruck-Fritsche Award. In addition, they have been honored as "One of the Southeast's Ten Most Reliable Web Design Firms" for five consecutive years. For more information on Marketing Strategies, Inc. visit them online at www.marketingstrategiesinc.com or call (843) 692-9662. ■



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The SC Grand Strand – A Top Business Destination

by Morgan Dendy
Director of Marketing & Public Relations
Myrtle Beach Regional Economic Development Corporation



It is no secret the Grand Strand is a top travel destination in the US! Did you know our area is highly ranked as a top BUSINESS DESTINATION?

Here is how the Grand Strand and South Carolina stack up against other metro areas in the US when getting down to business. In 2015, South Carolina ranked #3 in the country for TOP STATES DOING BUSINESS in *Area Development Magazine*. The ranking was based on labor climate; cost of doing business; labor costs; incentives; certified/shovel ready sites; cooperative government; utility rates; speed of permitting; workforce development and regulatory environment.

More specifically in Myrtle Beach, the low cost of living (7% lower than the rest of the US), along with doing business here makes it 1 of the fastest growing MSAs in the country!

Here is why.....and how:

Taxes

At 5%, combined with an average local sales tax rate of 1.13%, South Carolina is



among the lowest in the nation and Southeast. According to Kiplinger's 2014 analysis of state tax rules, SC is ranked the 9th most tax-friendly state.

Labor

South Carolina is among 10 states with the lowest cost of labor on the BUSINESS FACILITIES RANKING REPORT, based on unionization rates; cost of unemployment insurance; workers' compensation premiums; hourly pay in manufacturing; average annual pay in the private sector; and average employer cost for an 'employee plus-one' health care premium.

Utilities

South Carolina's diverse mix of energy sources (hydro-electric, nuclear, coal, natural gas and other renewable resources) places us at costs 15% less than the national average.

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On the Grand Strand, we are known for a network of local industry leaders dedicated to expanding and recruiting new industries to our community along with an **EXPLOSIVE POPULATION GROWTH RATE OF 3.7%**. Based on an annual poll of CEOs, Chief Executive Magazine agreed, pegging South Carolina the **8th BEST STATE FOR BUSINESS**.

For more information, you may visit *Myrtle Beach Regional Economic Development Corporation* at www.mbredc.org or call (843) 347-4604. ■

Logistics

Myrtle Beach is strategically located halfway between New York and Miami and about 2 hours from the port city of Charleston, SC, the nation's 8th largest seaport. By air, the newly expanded Myrtle Beach International Airport connects thousands of people in its terminals each day to destinations around the world.

Construction Cost

According to a 2012 MARSHALL VALUATION SERVICE report, construction cost in South Carolina are some of the lowest in the Southeast and the Nation...only higher than Alabama, Georgia and Mississippi. Overall the cost in the Southeast region ranges from 5-12% below the US average for Class A office facilities.



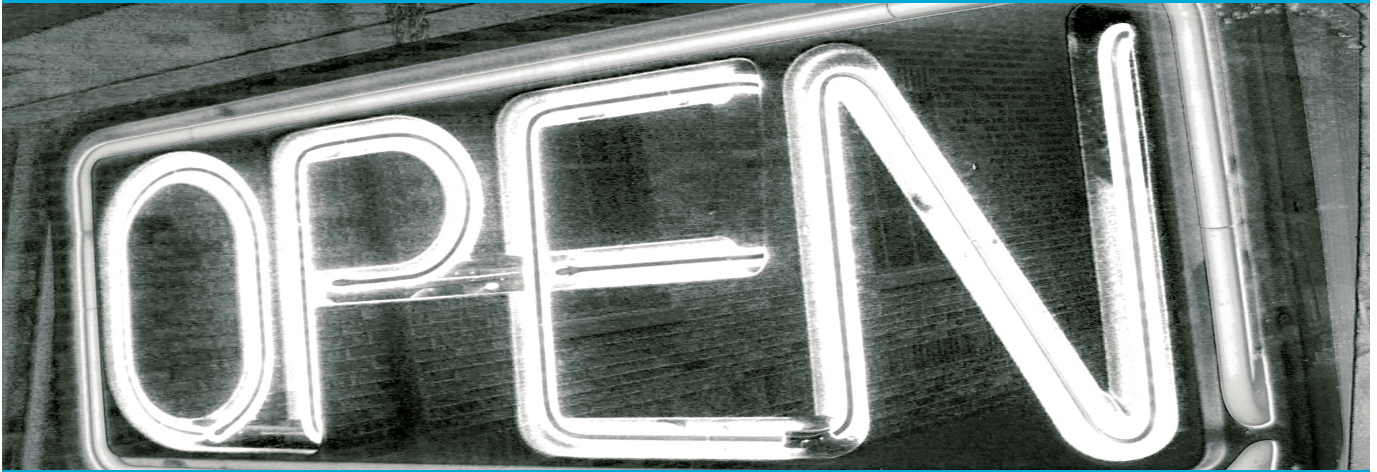
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Your HBA membership saved you \$29,853*!

*Estimated savings per licensed S.C. builder due to direct efforts made by the HBA.

In 2015, the Home Builders Association of South Carolina (HBASC) worked diligently to advance the issues most important to our members. The HBASC was actively engaged in more than 100 bills during the first year of the 2015-16 legislative session to promote and protect the vital work of homebuilders and developers across South Carolina. Our efforts included:

Successfully opposed mandated residential fire sprinklers in the building code: Over **\$180 million** in annual savings.

Passed budget proviso for state-specific high wind and seismic zone mapping: Over **\$150 million** in annual savings.

Supported legislation to prevent enforcement of erroneous building code section requiring fireproofing of floor joists in crawlspaces: Over **\$25 million** in annual savings.

These items along with other legislative and regulatory issues including health and unemployment insurance, local government policies, septic tanks, and building codes created total savings of over **\$355 million** for 2015 alone!

Your HBA influences government on all levels. Our goal is to protect affordable housing and to stop needless regulatory costs, which ultimately trickles down and affects everyone who works in the home.

If you know someone who makes their living in the construction industry, but is not a member, ask them why. Keep our industry strong and ask that they join the HBA today to make sure they have a job tomorrow!

For further information on how membership in the Horry Georgetown Home Builders Association can help your company please call (843) 438-4124 or email rao@hghba.com.



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What Are Homeowners Looking For In A Builder?

If you are a residential or commercial building contractor, there are always steps you take and a variety ways that you have found successful in finding potential clients. Well, have you recently thought about the fact that the potential clients (future homeowners, business owners, etc.) that you are after place an equal emphasis on finding you?

Finding the right building contractor for future home or business owners can be also be a very involved process. Just as you are in search of the 'perfect client', keep in mind that the 'perfect client' is in search of the 'perfect building contractor'. The information below was pulled directly from www.NAHBNow.com and can be extremely beneficial information



for you to review. Running a reputable contracting business and making sure that there are no remaining issues upon completion of each project and your customer is 100% satisfied with the overall experience can definitely help to insure that you are in line for future clients to come knocking at your door.

How to Choose a Home Builder

If you're in the market for a new home, you should shop for your builder as carefully as you shop for your home. Whether you are buying a condo, a townhouse, a house in a subdivision or a custom-built house, you want to know that you are buying a good quality home from a reputable builder. Here are some tips to help you choose a builder.



Make a List of Possible Builders

Once you have thought about the type of house you want, you can create a list of potential builders.

- Contact your local home builders' association to obtain a list of builders who construct homes in your area. You can find your local HBA at nahb.org/findanhba.

- Look in the real estate section of your local newspaper for builders and projects. Looking through the ads and reading the articles can

Do Your Homework

When you have a list of potential builders, it's time to start asking lots of questions — of both the potential builders and the owners of their homes.



- Interview potential home builders to get the answers to all the questions you have. Here is a list of questions to ask builders.

- Then, visit a builder's recently built homes and subdivisions. Drive by on a Saturday morning when home owners may be outside doing chores or errands. Introduce yourself and say you are considering buying a home from the builder who built their home. Talk to several owners, and try to get a random sample of opinions. The more people

you talk with, the more accurate an impression of a builder you are likely to get.

- Some questions to ask home owners include: Are you happy with your home? If you had any problems, were they fixed promptly and properly? Would you buy another home from this builder?

- Usually, people tell you if they are pleased with their homes. And if they are not, they'll probably want to tell you why.

- At the very least, drive by and see if the homes are visually appealing.



help you to learn which builders are active in your area, the types of homes they are building and the prices you can expect to pay. Make a list of builders who build the type of home you're looking for in your price range.

- Local real estate agents may also be able to help you in your search.

- Ask friends and relatives for recommendations. Ask about builders they have dealt with directly, or ask them for names of acquaintances who have recently had a good experience with a builder.

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• When you talk to builders and home owners, take along a notebook to record the information you find and your personal impressions about specific builders and homes. Doing so will help you to make comparisons later.

Shop for Quality and Value

Look at new homes whenever you can. Home shows and open houses sponsored by builders are good opportunities to look at



homes. Model homes and houses displayed in home shows are often furnished to give you ideas for using the space. You may also ask a builder to see unfurnished homes.

When examining a home, look at the quality of the construction features. Inspect the quality of the cabinetry, carpeting, trimwork and paint. Ask the builder or the builder's representative a lot of questions. Get as many specifics as possible. If you receive the answers verbally rather than in writing, take notes. Never hesitate to ask a question. What seems like an insignificant question might yield an important answer. ■



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