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- ENERGY EFFICIENCY ACROSS THE GRAND STRAND
- FLOOR COVERING ACROSS THE GRAND STRAND
- 2017 HGHBA NEW HOME PARADE WINNERS
- 2017 HGHBA AMBASSADORS ANNOUNCED
- 2017 HGHBA CALENDAR OF EVENTS
- 2017/2018 BIS EDITORIAL CALENDAR

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table of contents

PAGE 5

HGHBA President's PODCAST

HGHBA president, Martin Pettigrew, continues to work to increase the ways current relevant information is delivered to our local industry through electronic and social media. See how the New Home Parade APP and the digital Flipbook were implemented to promote the New Home Parade Plan Book for 2017's highly successful New Home Parade that was held the weekends of March 17,18 & 19, as well as March 24,25 & 26.

PAGE 6

Current HGHBA Related Information

Past 2015/2016 HGHBA President Rob Clemons receives prestigious honor from *Professional Builder Magazine*. The 2017 HGHBA Home Show brought in record crowds back on February 10, 11 & 12. Meet your 2017 HGHBA Ambassadors.

PAGE 7

The 2017 New Home Parade Winners Are Announced

After a seven-year hiatus the Horry-Georgetown Homebuilders Association's New Home Parade was held on March 17-19 and 24-26th featuring 20 homes throughout Horry and Georgetown counties to tour. The winners are officially announced.

PAGE 8

Better Business Bureau of Coastal Carolina

The Better Business Bureau exists to create Trust in the Marketplace. Information that many of our readers may not know regarding our local BBB.

PAGE 9

The 2017 HGHBA Calendar of Events

A detailed overview of the HGHBA related events taking place throughout 2017.

PAGE 10

Online Building Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory.

PAGE 12

Energy Efficiency

Carolina Cool, Monarch Solar and Southern Comfort Home Energy Solutions are three local companies that are available to assist you in your efforts to build or remodel the most energy efficient home or business possible.

PAGE 17

Conway Chamber of Commerce

Per the city of Conway's Planning Department, in 2016 Conway issued more business license permits than any previous year, and recorded a 4.5% increase from 2015 to 2016 in housing units added.

PAGE 18

Prestige Custom Homes

Terry Price and Lynn Blevins have achieved a great deal of success building homes and commercial structures throughout the Grand Strand since they founded Prestige Custom Homes back in 2012.

PAGE 23

Floor Covering Across The Grand Strand

The Flooring Depot in Myrtle Beach, SC & Shallotte, NC, Waccamaw Floor Covering in Conway, SC and J & S Flooring in Georgetown, SC are well established and have earned the respect of the local building contractors, property management companies and homeowners in this area for well over a decade.

PAGE 28

Myrtle Beach Area Chamber of Commerce

Finding springtime activities throughout the Myrtle Beach area is easy at GrandStrandEvents.com.

PAGE 29

Content Marketing – Is It The New Advertising?

Marketing Strategies president, Denise Blackburn, discusses the importance in today's market of Content Marketing. With the introduction of electronic media, the world was introduced to Content Marketing and the word, content, was suddenly in vogue.

PAGE 31

2017/2018 Editorial Calendar For Building Industry Synergy

Preview the next 6 issues of Building Industry Synergy, the topics that will be discussed and the space reservation deadlines for each issue. Learn about the exact audience that Building Industry Synergy reaches through both print and online marketing.

BUILDING INDUSTRY SYNERGY

SC - GRAND STRAND

2017 MARCH / APRIL ISSUE

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on the cover

Prestige Custom Homes owner's, Lynn Blevins (left) and Terry Price (right) in front of a home in Grande Dunes that they built for Frank and Maria Hawfield. Frank has known Terry and his family for years, from their days in Monroe, NC. He said, "I got to know Lynn about 12 years ago. They're both hardworking fellas and they know how to make things happen." Coming from backgrounds that included flips, spec and tract home building, Lynn and Terry evolved to strictly building custom homes and completing commercial projects. Lynn said, "We customize every aspect of the house." Terry added, "A customer brings their plans and ideas to us and then we turn them into their dream." Part of the process of turning paper plans into reality includes site evaluation, reviewing home designs, and setting the budget and the building schedule before breaking ground. Lynn noted they have invested in the resources – from software to subcontractor relationships in order to keep the process flowing.

PHOTO © CHUCK GEE



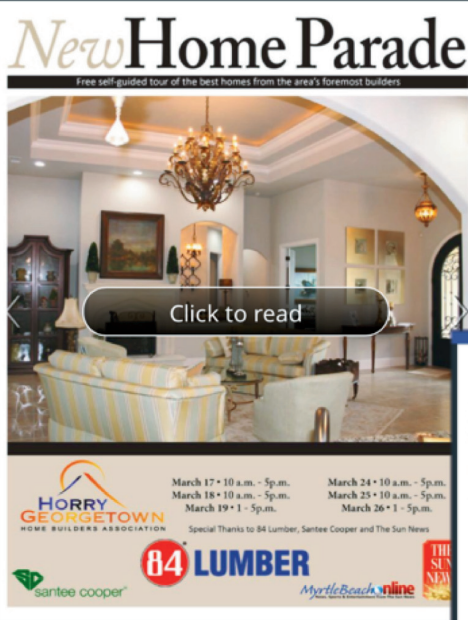
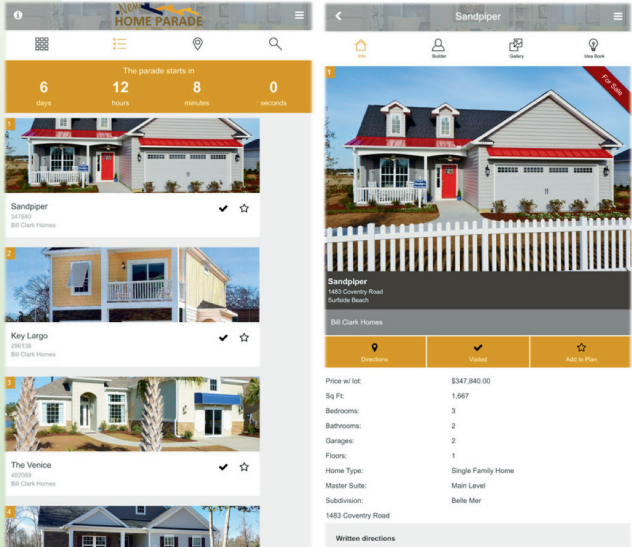
HGHBA Has Gone High Tech

HGHBA President's Podcast

The Horry Georgetown Home Builders Association has developed more technical communication means to keep up with this technical world. HGHBA President Martin Pettigrew creates monthly Martin's Corner, You Tube podcast, to showcase highlights from previous events, tip of the hat, calendar of events and more. Check out the link for February/March 2017. <https://www.youtube.com/watch?v=aNdGMgeZRm&feature=youtu.be>

New Home Parade APP

Bringing back the New Home Parade after 7 years with updated ways to communicate the event proved to be successful. One of the ways to showcase the 20 homes and help the consumer get around was through our FREE Downloadable Myrtle Beach New Home Parade APP (screen shots on right). This APP helped the consumer locate the home through mapping, keep notes and maneuver through plans and pictures of the homes.



NHP Flipbook

Another new feature was the online flipbook for the New Home Parade Plan Book. Consumers could view on the the website myrtlebeachhomebuilders.org, myrtle beach online or our Facebook .





2017 Spring Home Show a Big Success!

The 2017 Spring Show was held on February 10-12 with record crowds and a full showing of vendors. Many gathered information for future projects, met with potential clients, taught seminars and workshops and showcased their wares to the attending consumers. The Pet House Project held their silent auction on pet house to toys to home items to dinner and trips all to benefit the no kill, no cage, all volunteer center Coastal Animal Rescue raising over \$8,000. During the Spring Show numerous dogs and cats found their forever home. Don't forget to mark your calendars, the Fall 2017 Home Improvement & Outdoor Living Show is scheduled for Sept. 22-24, 2017.



Professional Builder Magazine Names Rob Clemons, Dawol Homes to its 40 Under 40 Class of 2017

Honorees are nominated for accomplishments before the age of 40

Professional Builder magazine recently announced its annual list of 40 Under 40 builder superstars on its website, ProBuilder.com. Rob Clemons of Myrtle Beach is among the honorees. Rob works with Dawol Homes and Carolina Bays Real Estate, both located in Myrtle Beach, SC. Each member of the Class of 2017 is profiled in the March 2017 issue. There were more than 200 nominations this year, illustrating the depth of talent among this collection of future, and present, industry leaders. Congratulations to Rob!

Meet Your HGHBA Ambassadors



Pictured left to right: Rob Clemons, Dawol Homes; Stephanie Bohardt, Monarch Roofing; Stan Godshall, Port City Elevators; Lesley Hill, Suncoast Building Products; Denise Blackburn-Gay, Marketing Strategies, Inc.; Sara Montiz, CRG Companies; Anastasia Lowery, Metal Roofing Systems; and Holly Hollerbach, Hollerbach Designs, Inc. (absent: Joe Cuseo, Southlantic Water Systems)

The Ambassadors are available to greet and assist new members at events. They serve as the HGHBA social connection with Facebook and Twitter. They are busy sharing, liking, and tweeting HGHBA information out to promote the Association and its members. So LIKE the HGHBA Facebook page and join our Twitter.



Best of Show Harbor Club

After a seven-year hiatus the Horry-Georgetown Homebuilders Association's New Home Parade was held on March 17-19 and 24-26 featuring 20 homes throughout Horry and Georgetown counties to tour. Classic Homes won the Best of Show with the highest score overall on their Harbor Club home (shown above). Listed below are other winners in their individual categories.

- Detached Homes 240,000 -269,999 Preston, Great Southern Homes
- Detached Homes 270,000 – 289,999 Hartford, Mungo Homes
- Detached Homes 290,000-319,999 Valentia, RS Parker Homes
- Detached Homes 320,000 – 339,999 Hickory , Kolter Homes
- Detached Homes 340,000 – 374,999 Sandpiper, Bill Clark Homes
- Detached Homes 375,000-404,999 Harbor Oak, DR Horton
- Detached Homes 410,000-459,999 Calabash, H & H Homes
- Detached Homes 460,000-495,999 Calistoga, Arthur Rutenberg
- Detached Homes 496,000-700,000 Catalina, Classic Homes
- Detached Homes Over 1 Million Montalcino, Arthur Rutenberg
- Townhouse 500,000-550,000 Harbor Club, Classic Homes
- Interior Design Detached 240,000 -269,999 Preston, Great Southern Homes
- Interior Design Detached 270,000 –289,999 Hartford, Mungo Homes
- Interior Design Detached 290,000-319,999 Valentia, RS Parker Homes
- Interior Design Detached 320,000 –359,999 Hawthorne, RS Parker Homes
- Interior Design Detached 340,000-374,999 Sandpiper, Bill Clark Homes
- Interior Design Detached 375,000-404,999 Harbor Oak, DR Horton
- Interior Design Detached 410,000-459,999 Calabash, H & H Homes
- Interior Design Detached 460,000-495,999 Calistoga, Arthur Rutenberg
- Interior Design Detached 496,000-700,000 Catalina, Classic Homes
- Interior Design Detached Over 1 Million Montalcino, Arthur Rutenberg
- Interior Design Townhouse 500,000-550,000 Harbor Club, Classic Homes
- Overall Highest Score Best of Show: Harbor Club, Classic Homes





DID YOU KNOW....

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

The Better Business Bureau exists to create Trust in the Marketplace. For well over 100 years the Better Business Bureau has stood for an ethical marketplace where buyers and sellers trust each other. For the past 30 years, your local BBB, the Better Business Bureau of Coastal Carolina has been serving 15 counties in North and South Carolina.

- BBB has been in business over 100 years?
- In 1906, the President of the Coca Cola Company was being sued for false advertising; who 3 years later became the President for, now known as, American Advertising Federation (AAF). This was the start of BBB in 1912.
- Since 1912, the BBB has pioneered the idea of promoting market place ethics and providing unbiased information on businesses FREE to the community.
- The total number of inquiries processed by the entire BBB system in 1961 was 100,000. Today, the BBB system processes over 87,000,000 instances of service to the public!
- The first BBB site on the internet (not even yet called World Wide Web) was from the BBB of Massachusetts, Maine, Rhode Island & Vermont in 1991, providing a searchable reliability report database. It was one of the earliest sites on the internet to do so.
- Your local BBB has been in business for 30 years?
- Your BBB services 15 counties in North and South Carolina?
- The sole objective of the early Bureaus was to promote truthful advertising?
- The core mission objective of the BBB is business self regulation?
- BBB Complaint Mediation services are free to the public?
- BBB helps consumers make smarter buying decisions and connect to Accredited Businesses through a variety of tools and referrals.
- Consumers are often unsure where to find reliable, unbiased information about businesses and that's why they turn to the BBB.
- BBB Accreditation demonstrates your commitment to the BBB Standards of Trust
- 3 out of 4 consumers prefer to do business with a BBB Accredited Company when given the option
- BBB helps consumers identify trustworthy businesses, and those that aren't through our online Business Reviews.
- You can check out a Charity with BBB before making donations?
- BBB helps consumers find businesses and charities they can trust?
- BBB Shred Events are free to the public?
- The BBB Seal represents the torch of truth?
- When a consumer sees the BBB Seal on a Business they associate it with trust?



BBB Business Reviews are search engine optimized (SEO) for Accredited Businesses.

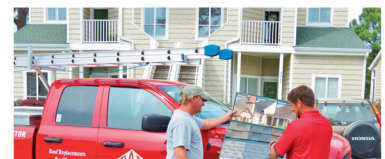
BBB provides consumer tips that can be found at <http://www.bbb.org/myrtle-beach/news-events/lists/consumer-tips/>.



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2017 Calendar of EVENTS

APRIL

- 6 Spring Clay Tournament
- 11 Board of Directors Meeting
- 18 General Membership Luncheon

MAY

- 16 General Membership Luncheon
- 29 Memorial Day – Office closed

JUNE

- 13-17 NAHB Mid Year Meeting – Washington, DC
- 20 General Membership Luncheon

JULY

- 4 4th of July – Office closed

AUGUST

- 8 Board of Directors Meeting
- 10 HGHBA Golf Tournament – Legends Golf & Resort
- 15 General Membership Luncheon

SEPTEMBER

- 4 Labor Day – Office closed
- 22-24 Home Improvement & Outdoor Living Show In Myrtle Beach Convention Center

OCTOBER

- 17 General Membership Luncheon

NOVEMBER

- 9 Fall Clay Tournament
- 14 General Membership Luncheon
- 23-24 Thanksgiving – Office closed

DECEMBER

- 12 Board of Directors Meeting
- 25 Christmas – Office closed
- 29 New Year's – Office closed

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.



BBB Auto Line Program is fast, fair and free. The lemon law complaint program covers new car warranty issues against participating manufacturers?

You can report or see local scams through BBB Scam Tracker at <https://www.bbb.org/scamtracker/myrtle-beach/>.

As a consumer or local business we encourage you to check with us, so that you can go into your next buying experience with more confidence. We are here to

serve you. For more information email us at bbbinfo@coastalcarolina.bbb.org or contact me directly at drjohn@coastalcarolina.bbb.org.

Please remember to think local first for all of your needs. Look for the BBB Seal as a source of confidence and trust.

To find out how we can help your Business or learn more about how BBB can help you resolve your consumer concerns contact us at (843) 488-2227 or visit www.bbb.org/myrtle-beach. ■



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Energy Efficiency

by Susan Roush

In today's market the awareness of reliable energy efficiency is about so much more than just installing a heat pump in your home or business. Each structure has to be properly sealed to ensure that whatever system you choose to install will perform at maximum efficiency and you will reduce your energy consumption. Carolina Cool, Monarch Solar and Southern Comfort Home Energy Solutions are three local companies that are available to assist you in your efforts to build or remodel the most energy efficient home or business possible.

CAROLINA COOL

Carolina Cool Uses Latest Technology to Make Energy Efficiency Soar

Carolina Cool, a local leader in HVAC sales and service, takes a refreshing approach to home energy efficiency that blends common sense with kilowatt savings. President Verlon Wulf said, "We are concentrating on home performance. It doesn't really make sense to spend the money to put in new



Carolina Cool owner, Verlon Wulf.

technology or high efficiency systems if your home isn't prepared for it. First and foremost we have to make sure the home envelope is sealed, the ductwork is right, and basics are sound." Carolina Cool is BPI certified (Building Performance Institute) to do home analysis using approved industry standards.

A BPI analysis helps consumers prioritize which energy-savings steps to take first. Verlon explained, "One thing we do is called the blower door test." This test creates negative pressure in the interior environment,



which allows the technician to find all the areas of leakage, and address the biggest sources first. Carolina Cool also installs solar, and because of their focus on overall home performance, giving proper attention to attic insulation and other factors that would be counter-productive to installing high-tech solar panels is critical.

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Other advances in efficiency technology have occurred with mini split systems called variable refrigerant volume (VRV) as an alternative to central HVAC systems. Verlon



said, "It really makes the efficiency soar." A mini split consists of an outside unit and

refrigerant piping that comes into a cassette or head on the wall, or into a very small air handler. There is no ductwork. Carolina Cool recently retrofitted their new offices. The system actually searches how many BTUs are necessary, and the compressor only pushes as much refrigerant as needed; it is quiet and controls humidity. For new home construction, VRV is not that common yet in the US, but Verlon thinks this will change in the near future. Business, property management companies, and homeowners can look to Carolina Cool for all their mechanical system needs. Besides,



energy efficiency analysis, HVAC services, and solar installation, the company offers air quality checks, plumbing and electrical services. For further information contact Carolina Cool at (843) 492-6409 or visit www.CarolinaCool.com. ■

MONARCH SOLAR

Monarch Solar Offers Turnkey Solutions for Going Solar

PLEASE SEE INSIDE FRONT COVER OF THIS ISSUE FOR MORE INFORMATION

The Grand Strand has a local source for solar installation and service thanks to Monarch Solar. Martin Pettigrew, owner of Monarch Roofing – now celebrating its 10th year – took the necessary training to open Monarch Solar.



in the Grand Strand.

Installing solar panels during the home-construction phase is most logical because there is higher efficiency in the solar system installation, minimal disruption to the homeowners' life, and the possibility of built-in financing through the mortgage. Solar systems are relatively easy improvements that can add 10% to the value of a home and help create a more efficient living space. After completion of solar installation, homeowners will have control of their electricity production and see reduced utility bills.

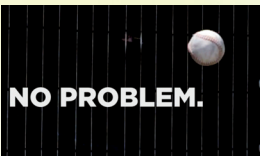


Fahyre Panhuis, Business Development Manager for Monarch Solar explained, "We are not just an installer. We offer a turnkey solution working with our customers from beginning to end. We offer a free consultation, survey the site, inspect the roof, order materials, do the paperwork, pull permits and coordinate inspections." After installation, Monarch Solar runs an internal

quality control to ensure proper installation and operation.

An in-office monitoring system alerts Monarch Solar to low-production panels so they can rectify the situation. A drop in

productivity from one panel will not affect the others. Solar panels are extraordinarily durable. The system is designed to withstand 145mph winds and hail storms up to 262mph. A baseball thrown from a pitching machine will not break a solar panel. Systems are based upon proven technologies and backed by major companies with long-term warranties.



Monarch Solar owner, Martin Pettigrew (far left), Fahyre Panhuis (middle) and Nick Safay (far right). Fahyre is the Monarch Solar business development manager and Nick is the Solar Program Outreach Coordinator for Santee Cooper's Rooftop Solar Programs.

Myrtle Beach is one the fastest growing regions in the US, and with the building boom in new construction and new home growth, it has also become a prime area for solar. As a qualified member of the North American Board of Certified Energy Practitioners (NABCEP) and a Trade Ally of Santee Cooper, Monarch Solar is prepared to deliver the benefits of solar energy for homebuyers and homebuilders



Monarch Solar sales executive, George Schiessl (far left), business development manager, Fahyre Panhuis (middle) and production leader, Nathan Kovacs (far right).

(Continued on page 14)

Given the life span of solar panels, one wants to start with a roof that is in excellent repair. Monarch Solar is in the ideal situation to offer roofing/solar packages that benefit the customer.

Incentives to go solar include a 30% Federal tax credit, a 25% tax credit in South Carolina, and local utility company rebates. Monarch Solar has a relationship with a bank that has a “fantastic solar loan

program,” said George Schiessl, Solar Sales Executive. “For 18 months there is no payment, no interest and no money down, which allows time to get the tax credit reimbursement to pay the loan.”

With the recent government tax credits, solar has become more attractive in South Carolina. The building industry’s participation in Myrtle Beach is essential to increase awareness of the benefits of solar

energy. Adding solar technologies in new building designs can provide a significant competitive advantage to a builder and add a new source of revenue through the sale of solar as a renewable technology.

For further information regarding Monarch Solar or to schedule a free consultation, email info@MonarchSolar.com or call 843-81 SOLAR (843-817-6527). ■

SOUTHERN COMFORT HOME ENERGY SOLUTIONS, LLC

Southern Comfort Home Energy Solutions, LLC is a company with deep roots. Its parent company is the half-century old Waccamaw EOC; a non-profit organization that has also been involved in weatherization for 30 years. Southern Comfort Home Energy Solutions takes weatherization to the next level. Their services include energy audits, insulation, air sealing, and crawl space conditioning.

Sales and Marketing Manager, Michael Hughes, sums up the array of services by



Southern Comfort Home Energy Solutions’ Sales & Market Manager, Michael Hughes, and Energy Specialist, Tiffeny Vaught.

saying, “If your home is energy efficient then you have a healthy home.” Making sure your home is healthy and energy efficient is where Tiffeny Vaught, Energy Specialist, and her technicians come in.



Energy Specialist, Tiffeny Vaught (middle) always carefully takes the time to explain to customers each step that is necessary to complete a thorough external and internal visual inspection and then the importance of performing further diagnostics to test the air quality and find sources of air leakage.



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They have the knowledge and tools to perform energy audits. They start with an external and internal visual inspection and then do further diagnostics to test air quality and find sources of air leakage. While the technicians carry out the inspection, Tiffeny explains each step to the homeowners.



Sales and Marketing Manager, Michael Hughes (middle), sums up the array of services by saying, "If your home is energy efficient then you have a healthy home."

Southern Comfort Home Energy Solutions' services are not limited to individual homeowners. "We would like to form partnerships with the building industry and utility companies to be their source for energy audits," Michael said. "Besides energy conservation, builders and buyers of new homes could be rewarded with lower interest rates for energy-efficient homes."

Michael and Tiffeny offer consultation to help consumers identify their priorities after the audit report has been prepared. "Doing an energy audit really helps people to see where their energy losses are coming from," Tiffeny explained. She added, "Before homeowners go to the expense of replacing windows or doors, they should know if simple weather stripping could do the job." Michael and Tiffeny shared the example of one homeowner who immediately began to see a 30% savings on their utility bill after taking remedial action recommended by a Southern Comfort audit. The audit includes a chart illustrating the amount of savings per month to be gained by taking specific corrective actions and the break-even point where customers will begin to save money.

"We have one of the most, if not the most, experienced staff doing energy audits.



They are constantly training on the latest methods of energy conservation," Michael stated. "I think our price is probably the most lenient price. We give people the report and we refund the price of the report if they choose to use Southern Comfort to do the work to make the corrections." As another resource to consumers, the company offers useful energy-saving tips on their website.



One of their happy customers, Hon. Stephanie Ganaway-Pasley summed up her positive experience as follows:

"They were on time, professional and knowledgeable about their services. They provided accurate cost estimates and options as to what work should be done first in order to address our most pressing concerns. The workers who provided our services were courteous and caring about our home, taking care to use shoe covers etc. so as not to do any unintended damage. The comfort and cost savings were immediate. We noticed that in areas where there were drafts, they were no longer drafty and we saw a reduction in our electric bill of more than \$100.00 per month. We would strongly recommend this service to any home owner as an investment that will pay dividends well into the future."

To schedule an energy audit or to learn more about Southern Comfort Home Energy Solutions, visit HomeEnergySolutionsSC.com or call (843) 855-4582. ■

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Serving as the leading economic development organization for attracting, recruiting, and retaining quality businesses and investments in Conway, South Carolina

by Devin Parks, *Director of Economic Development
Conway Chamber of Commerce*

When discussing economic development in the business community of Horry County, a word often associated with Conway, SC is potential. It's safe to say the secret is out about Conway. Per the City's Planning Department, in 2016 Conway issued more business license permits than any previous year, and recorded a 4.5% increase from 2015 to 2016 in housing units added. A recent assessment conducted by the City of Conway, tallied Conway's total population at 25,758 people, well above the census projected population of 21,561. Conway is experiencing unprecedented growth.

Yet since its founding in 1792, the city has preserved its rich history and small town charm amid the recent growth. It's no longer just the "homestretch" of the Myrtle Beach tourist's drive. Conway has much to contribute to its municipal neighbors, and much more to offer than the average citizen may be aware. Conway has 200+ office, professional and commercial buildings and sites available, and market profile data indicating many areas of opportunity for business development. Couple that with City incentives for new businesses that offer benefits for as many as five years, and it's clear why the word "potential" is the perfect fit for Conway. All this information is out there, but no single mechanism existed for gathering, packaging and presenting Conway's specific economic opportunities.

In 2016, research from U.C. Berkeley showed that over 97% of initial site selection screening is conducted online now. It is critical for any LED initiative to ensure their city's information and data is readily available, and can reach on a local, national and even global level. With that in mind, in partnership with the City of Conway, the Conway Chamber of Commerce has implemented a new economic development brand for Conway, South Carolina, ConwaySCNOW.

On Monday, March 6th 2017, The Conway Chamber of Commerce launched a powerful interactive economic development website, www.ConwaySCNOW.com.

The website serves as a "one-stop-shop" for all things business in Conway, South Carolina. The goal in its design was simplicity. Without deviating from the main page, one can access a beginning to end guide for starting a business in Conway, search all existing businesses by industry, annual revenue, number of employees and more, discover what commercial sites and properties are currently available, and pull customized analytics specifically catered to each location. The website provides a broad view of Conway's demographics with graphs and charts for visual emphasis, while also providing the user access to detailed information regarding talent pool, labor force, and consumer spending demographics amongst others.

For more information on the Conway Chamber of Commerce's economic development and other initiatives, contact the Chamber at (843) 248-2273, visit the Chamber website at www.conwayscchamber.com or www.conwayscnnow.com. ■



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Prestige Homes

Building Homes and Relationships Across the Grand Strand

Prestige Custom Homes is in their fifth year, though co-owners Lynn Blevins and Terry Price have multiple years of home building experience between them. For Terry's part, "I was born into it – all my life building – it's what I've done." Lynn came to home building via remodeling and flipping houses in Knoxville, TN and found the business suited him. Lynn met a builder in Myrtle Beach who needed a superintendent and Terry was already building for the same company when they met. They formed Prestige Custom Homes in 2012.

PHOTO © CHUCK GEE



by Susan Roush

Terry said, "We have grown leaps and bounds since we started and intend to grow even more to become one of the premier builders in the Grand Strand area." During the past five years, Lynn said they have learned a lot more about SEO marketing, networking, and branding. They are now in the process of building their own new office in North Myrtle Beach on 12th Avenue South, and anticipate moving into it this summer. They have also added Sales and Marketing Manager, Joey Sewell, and two new superintendents to Prestige Custom Homes. To date, they have built 25+ homes ranging from a 1,200 square foot English Country Cottage to a 10,000 square foot Tuscan-style home. Prestige Custom Homes also has commercial clients.

Coming from backgrounds that included flips, spec and tract home building, Lynn and Terry evolved to strictly building custom homes and completing commercial projects. Lynn said, "We customize every aspect of the house." Terry added,

Terry Price and Lynn Blevins founded Prestige Custom Homes in 2012. To date they have built over 25 homes ranging from a 1200 square foot English Country Cottage to a 10,000 square foot Tuscan-Style home. Prestige Custom Homes also has several commercial clients.

“A customer brings their plans and ideas to us and then we turn them into their dream.” Part of the process of turning paper plans into reality includes site evaluation, reviewing home designs, and setting the budget and the building schedule before breaking ground. Lynn noted they have invested in the resources – from software to subcontractor relationships – to keep the process flowing.

Their partnership works because as Terry said, “Whatever gets thrown at us, we just bounce back and keep going because we click with each other. He knows what his job is and I know what my job is, and we both care about doing the right things. We want happy clients. When the job is done we want people to say, ‘Hey, two good men.’”

Terry is the self-described “sticks and bricks” man. He said, “Lynn takes the time to meet clients in the beginning and spends a lot of time to make sure they get everything they want.” Building is then turned over to Terry. One of Lynn’s favorite things used to be going on job sites, but the price of growth has kept him busy with all the preparatory and planning work. He said, “When I price a house I do it with what most



PHOTO © CHUCK GEE

One of Lynn’s (left) favorite things used to be going on job sites, but the price of growth has kept him busy with all the preparatory and planning work. Terry (not shown in photo) is the self-described “sticks and bricks” man. After Lynn spends a lot of time with the clients in the beginning to make sure they will get everything they want, the actual building process is then turned over to Terry.

people would consider upgrades – bigger base, bigger crown, bigger doors. We do custom cabinets in all of our houses.” Every house over two stories has an elevator, or the space to add one later.

One of the challenges to custom home building is keeping communications open and managing expectations. As Lynn said, “Things can change from a piece of paper to real life 3-D.” The biggest reward is, “The finished product and the relationship you have with the

homeowner afterwards,” Terry said. Lynn agreed, “Absolutely, we wouldn’t be friends with so many of our homeowners if they weren’t happy.”

Among the happy homeowners are Terry and Jan Timmermans who had Prestige Custom Homes build their Charleston Landing home in North Myrtle Beach. The Timmermans purchased their lot ten years ago and considered three or four builders before the economy took a downturn at the end of 2008 and the builders ended up dissolving their businesses. Jan took it as a good sign when they met Lynn Blevins at an HGHBA home show two years in a row. She said, “I really liked him, he seemed top quality.” Terry added, “They have a real good team of professional contractors who really know what they’re doing.” Jan agreed, “The cabinet people were fabulous.”

Jan also appreciated that Prestige Custom Homes was so accommodating to changes, “They were listening; I was very happy about that.” One of the hardest parts of building was dealing with the architectural review board,

PHOTO © CHUCK GEE



The residence of Bret and Brooke French in The Bluffs in Myrtle Beach, SC. The couple had the lot in The Bluffs for seven years. “We’ve known Lynn for longer than that. He was always our primary choice as a builder because we were impressed by his quality and commitment, and his ability to manage a lot of things well”, said Brooke.



The living area and kitchen in the residence of Bret and Brooke French in The Bluffs in Myrtle Beach, SC. “I think our home is very unique for our neighborhood, and a lot of our neighbors ask if we are from California because of the style. Lynn was very involved during the architectural design phase of the home”, said Brooke.



“They were very precise,” Terry noted.

Of the build, Terry said, “They were on budget and pretty much on time from what they told us.” Jan remembered, “People said we would end up spending thousands and thousands more, but Lynn was right on budget.” Furthermore, neighbors are envious of the large island, and the amount of cupboard and pantry space Jan has in her kitchen. Terry has the energy-efficient home he wanted. Terry was on site nearly every day. He said, “I enjoyed watching it go up. I would have been happy if they let me pound some nails!” Jan doesn’t care if they ever move, “It’s nice to have something brand new; I never had a brand-new house before.”

Brooke and Bret French also purchased a lot several years before building in The Bluffs in Myrtle Beach. They had the lot for seven years, though as Brooke said, “We’ve known Lynn for longer than that. He was always our primary choice as a builder because we were impressed by his quality and commitment, and his ability to manage a lot of things well.”

The Frenches worked with an



Lynn came up with the idea to use a retractable large panel screen for the screen porch access to avoid having a traditional screen door that would break up the clean visual lines from the front to the back of the home of Bret and Brooke French.

architectural company for their plan because they wanted a contemporary home, but because it was in The Bluffs, the exterior had to be Mediterranean style. Brooke said, “I think our home is very unique for our neighborhood, and a lot of our neighbors ask if we are from California because of the style. Lynn was involved during the architectural design phase.

Invariably there are some bumps along the way during construction

though Lynn always gave Brooke and Bret a sense of calm. Brooke recalled, “I used to ask Lynn, ‘do you get in your car and just scream?’ Lynn was always very professional and kept his cool – he had the ability to roll with us and say, ‘we’re going to get this fixed’ when issues came up.” Lynn also came up with the idea to use a retractable large panel screen for the screened porch access to avoid having a traditional screen door that would break up the clean visual lines from the front to the back of the house.

When asked why she would recommend Prestige Custom Homes Brooke said, “The quality of the work, the detailed subcontractors, and their prices are very reasonable. Terry can come in and just look at something and know if it will work or not. They are such a good team and work so well together.” Like the Timmermans, this was the French’s first new home. Brooke said, “I am just so thankful for my home. It still blows me away how beautiful it turned out.”

If anyone can vouch for the character and quality of Prestige Custom Homes, particularly from a



The master bathroom in the residence of Frank and Maria Hawfield in Grande Dunes in Myrtle Beach, SC.

building perspective, it is Frank Hawfield. He and his wife, Maria, had their third custom home in the Grande Dunes built by Prestige Custom Homes. Owing to the fact that Frank has developed around 300 lots and has learned a lot in the process, he was probably one of the more relaxed clients. He felt, "With Terry and Lynn it would be a good experience and it would be fun." He added that with a million dollar home, "You don't want to make too many messes!" Frank has known Terry and his family for years, from their days in Monroe, NC. He said, "I got to know Lynn about 12 years ago. They're both hardworking fellas and they know how to make things happen."

One of many special features to the Hawfield house is what could be considered an outdoor kitchen, except it is inside along the back of the house. It can be closed off from the main house, and the wall of French doors can be opened up to nature, which Frank finds especially useful if the grilled chicken starts smoking too much. There is a powerful vent over the built-in grill,



PHOTO © CHUCK GEE

The rear exterior of the residence of Frank and Maria Hawfield in Grande Dunes in Myrtle Beach, SC. This was the Hawfield's third custom home and Frank felt that with Terry Price and Lynn Blevins it would be a good experience and it would be fun. Frank has known Terry for many years and he met Lynn about twelve years ago. "They're both hard working fellas and they know how to make things happen", said Frank.

which is surrounded by steel and masonry. The high ceiling has a beautiful stained tongue-in-groove wood ceiling.

Like the Timmermans and French family, Frank Hawfield would not hesitate to recommend Prestige Custom Homes, whatever size home a person wants. Of all the positive comments made by other

homeowners, Frank said, "I'll just put ditto marks on it all!"

Lynn Blevins and Terry Price strive daily to meet the core values of Prestige Custom Homes: trust, integrity, professionalism, timeliness and compassion. They measure success by the relationships they have established, and the opportunity to build more. ■



The outdoor kitchen inside the rear of the Hawfield residence in Grande Dunes in Myrtle Beach, SC. This outdoor kitchen can be closed off from the interior of the home and the French doors along the back of the home (seen in photo above) can be opened to enjoy the outdoors if desired. The vent over the built-in grill is surrounded by steel and masonry and the higher ceiling is accentuated by beautiful stained tongue-in-groove wood.

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by Susan Roush

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Jaime Pando got his start in the floor covering business with Sherwin Williams. "I worked in both sides of the company, starting in the painting side, but I liked the flooring side better. The only reason I left was I wanted to try to do it on my own – the challenge of it." Within two years



Jaime Pando

of moving to Myrtle Beach, the conditions were right for Jaime to start his own company in 2004. He had already established loyal customers, such as Traditional Home Builders, Chancel HRT and Bridges Custom Homes. Since that time, The Flooring Depot has become the first source for many other builders and residential customers.

The Flooring Depot keeps up with industry to serve their clients better. Jaime said, "The world of floor coverings is ever changing in terms of styles, products,



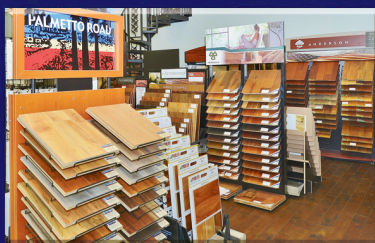
(Continued on page 24)

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colors and textures. To give an example, products like luxury vinyl tiles (LVT) are very much in vogue these days and they weren't five years ago. Tile and hardwood are still preferred products, but LVT and LVP (planks) are starting to take a lot of market share. Our goal is to stay ahead of the curve to be able to offer our customers the latest and greatest as far as what is fashionable and practical to use in their home."

In order to stay ahead of the curve, they are constantly monitoring fashion trends and learning from their distributors. "We dedicate quite a bit of time to it and we try to accommodate our customers as much as possible for new products that maintain continuity with the style of their home, while still remaining economically feasible and



J & S FLOORING

Nothing Looks Quite as Beautiful as Value

J & S Flooring has been serving contractors and homeowners in Georgetown and the south Grand Strand for over 25 years. It started as a family business in 1991 by



Gregg Pierce

William Pierce, and nephew Gregg Pierce has been the sole owner for the past 11 years.

Gregg is candid about the fact that there is a lot of crossover in the products that

functional." This is particularly important in an area with high humidity, sandy soil, and an active lifestyle.

Part of functionality is learning about new waterproofing techniques and best practices in installation to increase the longevity of floor covering. Of his installation team, Jaime said, "I'm very, very fortunate. I have a team of people that have been with



us a long time – a core group since the beginning that have become like family to us. They are very dedicated and can accomplish things that nearly border on the unbelievable. They are the backbone of the business."

The Flooring Depot occupies a niche space in the flooring market. They represent companies and products that work best in

flooring companies offer. Despite this, he has found a niche. As Gregg said, "One thing I do that not many flooring dealers do any more – maybe only about 10-percent – is that I stock material, a lot of companies are just a showroom and if you need something they're going to order it for you. I have a couple hundred thousand dollars' worth of inventory in stock, so if somebody needs something, they can cut it, load it up, and take it with them." Stocked in their 10,000 square foot showroom / warehouse are wood, carpet, ceramic, and vinyl products.

Approximately a third of J & S Flooring's



the Myrtle Beach environment. Clients benefit from receiving good products and good service at a reasonable price. Jaime summed up, "Our goal is not to be the largest, but to be the best at what we do."

The Myrtle Beach showroom is located at 864 Kingswood Drive. For further information regarding the Myrtle Beach branch call (843) 234.2877 or visit www.TheFlooringDepotMB.com. To serve southeastern NC and the north end of the Grand Strand, there is a Flooring Depot in Shallotte, NC. This branch on Main Street also has a complete showroom with specialists to assist builders and their customers to achieve their design goals. For the Shallotte, NC branch call (910) 754.2874 or visit www.TheFlooringDepotNC.com. ■

business comes from well-known contractors. Coastal Structures is a general contractor that has a broad portfolio of commercial buildings up and down the Grand Strand. Robert McCarley of Coastal Builders and David Henn of Calibre Development both build custom homes for clients who have the discerning eye and the means to install high-end flooring where it matters. Regardless of need, every retail customer can expect the same dependable service as contractors.



Design consultant Andie Sanford joined the team a couple of years ago, and customers can

benefit from her design assistance.

J & S Flooring's tag line is, "Nothing looks



Gregg Pierce with design consultant, Andie Sanford.

quite as beautiful as value." Gregg explained, "A lot of people will go to a home improvement center and see 'free installation' that's really not free. When it's all said and done the price is actually more, and customers aren't getting the service." This is due to the use of subcontractors who use other subs. With J & S Flooring, Gregg said, "My installation people are there for me every day, and customers appreciate that." A special service that J & S Flooring offers is Credit Connect. Gregg said, "It's a consumer



J & S Flooring is located at 2104 S. Fraser St. in Georgetown.

financing program where we can do 12 months same as cash – no interest for customers." Another economic benefit to customers is that J & S is a local Abbey Carpet & Flooring outlet, which means it is aligned with a national buying group to get the best pricing, special products, and warranties from flooring manufacturers.

Of flooring products Gregg noted, "There's a product that's been out for a few years, but now it's really starting to take off; it's called WPC (wood polymer composite). It is a waterproof floating floor that snaps together like laminate. The inventor and patent holder is COREtec®." WPC is a realistic-looking product made to look like wood or ceramic but it is quieter and softer than wood or ceramic.

For further information call (843) 546-8083 or visit www.JSFlooring.com. ■

WACCAMAW FLOOR COVERING

Three Decades of Serving Building Contractors and Homeowners

Waccamaw Floor Covering is a local family-owned and operated business going on 31 years. General Manager Bryan Squires has grown up in the business, literally, since he was a toddler when his father Charles Squires started Waccamaw Floor Covering. Bryan has



Bryan Squires

(Continued on page 26)





J & S FLOORING

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"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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NOTHING LOOKS QUITE AS BEAUTIFUL AS VALUE




15 years of hands-on experience, and is now responsible for daily business operations. Their guiding principal has remained steady during the past three decades. Bryan said, "We try to do quality work – not the cheapest work. Our installers have a lot of years under their belt. We try to do our best and keep everything local and keep it competitive." They have the largest in-stock flooring selection in the area for laminate, carpet, vinyl tiles, and vinyl planks in their 12,000 square foot warehouse and showroom. Waccamaw



Floor Covering has established solid relationships with builders such as Howell Homes, ARE Construction, and C&R Builders. They have also recently received the Reader's Choice Award from the Horry Independent. Bryan is quick to credit others for their longevity and achievements. He said they value and take pride in their highly skilled tradesmen and guarantee their work.

Waccamaw Floor Covering has been practicing 'Buy American, Hire American' long before the expression came up in the recent State of the Union address. Bryan said, "We use a lot of local people from Horry

County who have been working with us for years – dependable guys you don't have to worry about. They're a big asset to us for sure," Bryan said. In terms of sourcing carpet, it is made in America, mainly Georgia.



With other flooring products, the manufacturing landscape is ripe for bringing production back to the United States. Tarkett is a large flooring manufacturer of vinyl tile and plank products that Waccamaw Floor Covering carries; it is a Canadian Company, though they do a lot of manufacturing in the states.



When asked about new trends, Bryan said, "The biggest thing in the last year and a

half is the color change – there's lot more grey tones now. Everything used to be brown. More people are using hard surface floors now, whether it is hardwood, laminate or tile. I think it's due to a lot more pets in the home and a lot more allergy issues."

Another product that has become popular is waterproof core flooring, which can survive everything from every day spills to significant flooding. This core board product locks together like laminate, but is 100% waterproof. Wide planks that measure 10" wide and 54" long have also become popular.



Similarly, more installation patterns have evolved, especially for rectangular tiles that lend themselves to herringbone patterns and staggered grout layouts.

Waccamaw Floor Covering is always ready to assist customers with their flooring needs, whether it is an entire house or simply binding a piece of remnant carpet for an area rug.

For further information call (843) 248-3215 email WFC3215@scoast.net or visit www.WaccamawFloorCovering.com. ■



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Anthony Edwards - ARE Construction



Spring Ahead

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

Finding springtime activities throughout the Myrtle Beach area is easy at GrandStrandEvents.com. Whether you are wanting to explore a local state park, take in an art exhibit, find a foodie festival or sit back and listen to classical music, you can discover all this and more at GrandStrandEvents.com.

Nonprofit organizations, civic groups and businesses are encouraged to use GrandStrandEvents.com to promote fundraisers, theater performances and other community activities. Event information can be submitted directly through the website, which is a product of the Myrtle Beach Area Chamber of Commerce.

As a bonus, MBACC compiles a list of submitted events, which is distributed at the chamber's welcome centers at 1200 N. Oak St. in Myrtle Beach and the Myrtle Beach International Airport, along with the chamber's new mobile visitor center.

MBACC reminds Grand Strand residents that the welcome centers are a great resource not only for visitors but also for the community. The welcome centers provide information on education, real estate, dining, lodging, and other services and products. It's

a great resource for street maps, phone books, and of course, money-saving coupons!

This year marks the 79th annual Myrtle Beach Area Chamber membership meeting, which will take place on April 18th at the Marriott Resort & Spa @ Grande Dunes. The program highlights the chamber's accomplishments for 2016, outlines goals for the upcoming year, and awards are presented to distinguished local business community and individuals who vigorously display the chamber's mission to promote, protect and improve the local business community. Tickets are \$35 for nonmembers and can be purchased at MyrtleBeachAreaChamber.com.

The date for the Myrtle Beach Area Hospitality Association's Trio Dinner Coastal Culinary Experience has been set for Monday, April 24, and will be held at the Sheraton Myrtle Beach Convention Center Hotel. Tickets can be purchased at TrioDinner.org.

Trio Dinner is the culmination of a culinary arts mentorship program that pairs a professional chef with two students, one in high school and one in college. Each trio will showcase its unique cuisine at the Trio Dinner. Along with excellent fare, the event includes live entertainment and a silent auction benefiting hospitality educational programming.



Since 1938, Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. For more information on how you can put the power of MBACC membership to work for you, call (843) 626-7444, visit **MyrtleBeachAreaChamber.com**, or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577. ■

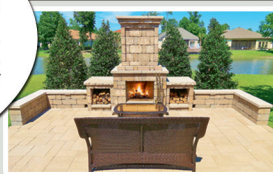
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advertisers' index

84 Lumber – Local Building Supply16	Got Granite Guys Over 500 Granite Slabs & 60 Colors To Choose From30	Port City Elevator Commercial & Residential29
Brady Glass Solutions26	J & S Flooring – Residential & Commercial Flooring Specialists25	Premier Sound Satellite & Security16
Builders First Source Local Building SupplyBack Cover	Marketing Strategies, Inc. Strategic Marketing Campaigns17	Quality Pools & Spas Landscaping & Design9
Burroughs Shutter Company Shutters & Hurricane Protection3	Monarch Solar Residential & Commercial Solar Specialists.....Inside Front Cover	Spann Residential Services, Inc. – Roofing - New Construction / Replacement / Repair... 8
Carolina Cool HVAC / Plumbing / Electrical / Solar12	Norbord – Energy Efficient Framing MaterialsBack Cover	Suncoast Building Products & Services, Inc. Specializing In Custom Seamless Gutters..15
Contract Exteriors – Siding / Roofing / Windows / Decking & More11	Palmetto Brick Company – Brick / Landscaping Hardscapes & Stone Supply .28	The Flooring Depot Design Center of Myrtle Beach & Shallotte23
Eastern Building Supply – Local Building Supply - Windows / Doors / Siding / Roofing / Decking / Cabinets & More14		Waccamaw Floor Covering Residential & Commercial27



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