

BUILDING INDUSTRY SYNERGY

JULY-AUGUST 2017

- TRENDS IN OUTDOOR LIVING & BACKYARD RETREATS ACROSS THE GRAND STRAND
- HGHBA MEMBERS CARRY THE CONSTRUCTION CAREER MESSAGE TO RISING 9TH GRADERS
- CCU GRANT CENTER DISCUSSES CONSTRUCTION GROWTH ACROSS THE GRAND STRAND
- EXTERIOR PRODUCTS & ROOFING TRENDS IN OUR INDUSTRY
- 2017 / 2018 HGHBA CALENDAR OF EVENTS
- 2017 / 2018 BIS EDITORIAL CALENDAR

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The 2017/2018 HGHBA Calendar of Events

The schedule of all related HGHBA upcoming events for the rest of 2017 & the beginning of 2018. Also, the new HGHBA member inductees from the June 20th luncheon meeting in RIOZ.

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

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CCU's Grant Center For Real Estate & Economic Development -

The Grand Strand / Growth In The Making

Research Economist, Professor at Coastal Carolina University and Associate Director of the Grant Center, Rob Salvino, discusses the tremendous growth the Grand Strand has experienced over the last year & that the foreseeable future looks bright for the construction industry.

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H & H Homes - Reaching Higher For Quality & Satisfaction

Ralph Huff III, CEO of H & H Homes, is celebrating 26 years in the homebuilding industry. The company that has continued to branch out to different areas throughout the Carolinas celebrated it's 5,000th closing in 2016 & now is fast approaching number 6,000. They are currently listed at 78th in Builder Magazine's Top 100 list nationally. H & H Homes opened up an office in Myrtle Beach after the recent housing recession with a strong desire to introduce their brand to the retirees looking to relocate to the area. Jason Faulkner, Myrtle Beach Division Manager, oversees the growth in eight distinct communities in Horry & Brunswick Counties.

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Trends In Outdoor Living - Creating Personal Retreats & Gathering Spaces

Now the outdoors, especially the backyard, has become an expansion of a home's interior and the homeowner's personality. Building Industry Synergy spoke with four local business owners about trends in the landscaping and pool industries.

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Marketing Strategies - Smart PR. Dynamic Brands

Like many of our own clients, Marketing Strategies recently underwent a brand rejuvenation: an updated logo (keeping the basic concept), an updated color palette that needed refreshing after 20 years, and an updated positioning statement: Smart PR. Dynamic Brands.

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2017/2018 Building Industry Synergy Editorial Calendar

A schedule of the next six issues of Building Industry Synergy, as well as a quick preview of the topics that will be discussed in each issue, as well as the space reservation & material submission deadlines for each.



Building Industry Synergy

SC - GRAND STRAND

2017 JULY / AUGUST ISSUE

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HOME BUILDERS ASSOCIATION



Here's A Question

Here's a Question. Why would I, a member of the Home Builders Association, bother to include the HBA logo on my marketing & correspondence?

Here's your answer: When you include the logos of the Horry Georgetown Home Builders Association (HGHBA), Home Builders Association of South Carolina (HBA of SC) and the National Association of Home Builders (NAHB) on your bid sheet, business cards, letterhead and any other method of communication to customers or perspective customers, you've just told them you think enough of the industry and your customer to invest in organizations that support and help construction.

Who else is looking out for the end product? Who else is addressing regulations that drive up the price of their new building? Who else is offering education to make you, the contractor, more efficient and professional?

We all need help in our jobs. And these Associations are here to help you and the industry in every aspect.

While you are running your business you don't have time to worry about building codes, or EPA regulations or OSHA regulations. Your Association, HGHBA, HBA of SC and NAHB, will be working to stop or curb new regulations on your behalf, and communicating to you how you may need to change the way you do things in order to be compliant.

So when your customer sees the logos and asks you what it is, you can tell them you've got a good reason to have the logos on your correspondence. And I ask you...why not?



2017 HBASC Fall Convention



Greenville, SC Oct. 13th-15th

Head Up for Fall...upstate that is!

The HBASC 2017 Fall Convention is back! Come up to beautiful Greenville for a weekend of education, entertainment, and enterprise experience. Join friends and colleagues October 13th-15th to discover the real meaning of mixing business with pleasure.

- Master Builder Educational Classes
- USC and Clemson Tailgates
- "Fall for Greenville" Festival-HBASC Game Night
- Pinnacle Awards Ceremony
- Downtown Greenville Shopping

Contact HBA of SC at 803-254-5762, for a registration form.



on the cover

Homeowner, Cindy Bement (far right) talks with CEO of H&H Homes, Ralph Huff (second from the right), Myrtle Beach Division Manager, Jason Faulkner (second from the left), and President, Jack Rostetter (far left) in front of the model home in Pelican Bay. Cindy and her family moved to Pelican Bay in 2016. She said she chose the community and H&H Homes because, "We liked the location, the large lots, and the included upgrades. A lot of builders don't give you the upgrades." She is especially thrilled about the energy efficiency - her utility bills are always lower than friends' bills with smaller houses.

PHOTO © CHUCK GEE

WORKFORCE DEVELOPMENT

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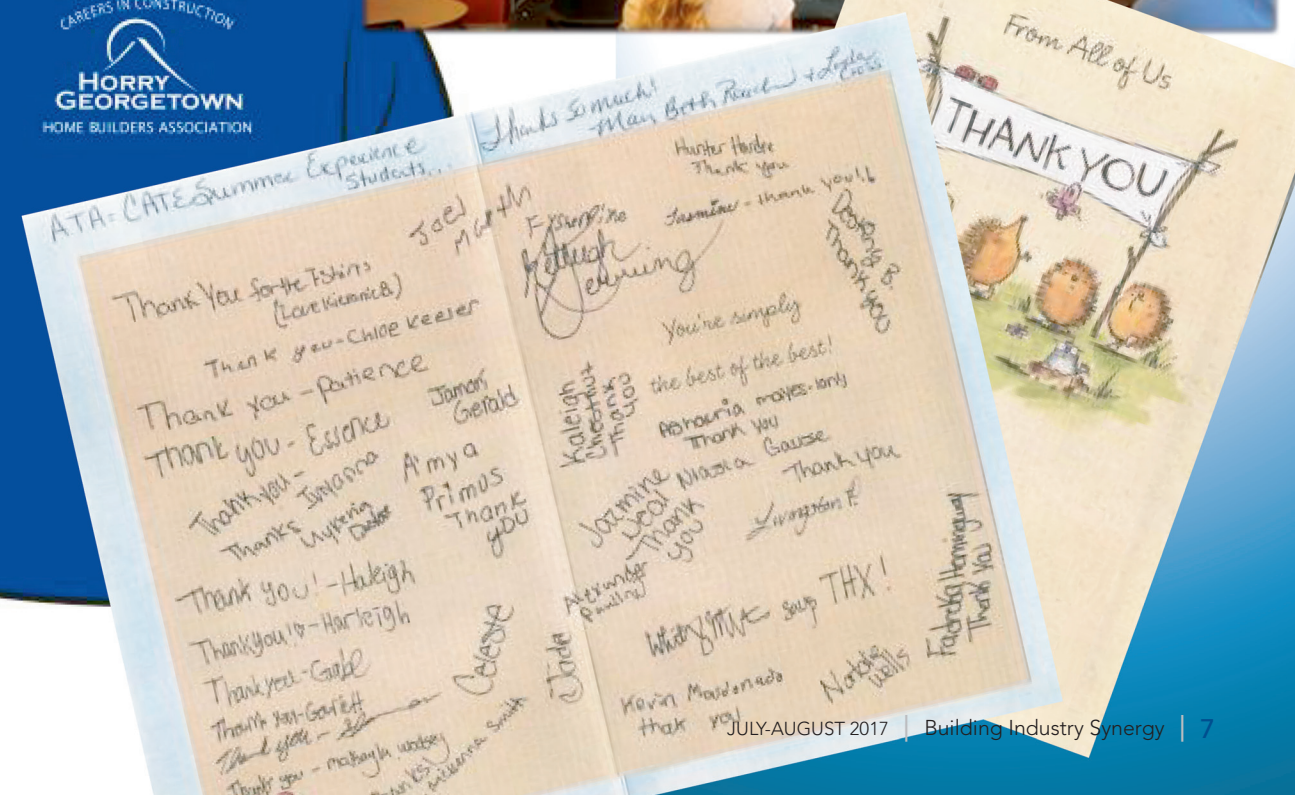
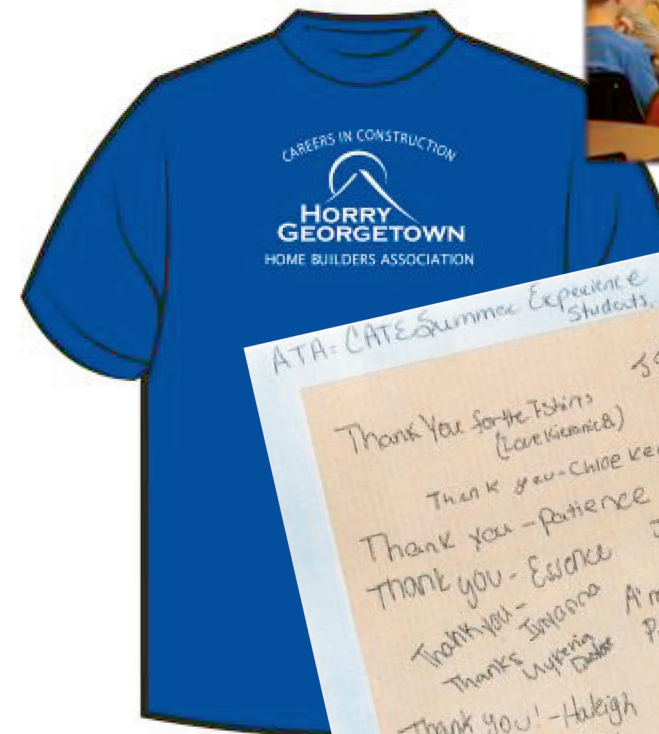
As part of the initiative for the Workforce Development, a student program was created called Careers in Construction. This program is a focused effort to encourage to future leaders to work toward a career within the building industry. The CATE (Careers And Technology Education Program) at the Academy for Technology and Academics met the middle of June for the Summer session encouraging rising ninth grade students to make a career decision by basing curriculum around their future career goals. Our part in this effort was a four-day program consisting of the following speakers and topics:

DAY ONE Monday 8:30 AM
Martin Pettigrew, President of the Horry Georgetown Home Builders Association and Owner of Monarch Roofing
He encouraged the students to find their niche, what they are good at, what they love to do and build upon those strengths to own their own business and to be successful. He spoke on the job market needs, company job demands and career possibilities. Each Student was given a Camo Koozie.

DAY TWO Tuesday 8:30 AM
Yvonne and Troy Yates, Owners of Hospitality Services
As a Plumbing Company Owner and Aging in Place Specialists, Yvonne encouraged the female students that the building industry is not strictly for men. Troy spoke on the niche market of aging in place while giving a message on work ethic. Each student was given a construction rubber ducky.

DAY THREE Wednesday 8:30 AM
Lesley Hill, Owner SunCoast Building Products & Supply
Lesley represented the HGHBA as a female in the building industry discussing how the industry is profitable and a great career to start. She served as a positive role model. Each student was given a Careers in Construction T-shirt (design seen below).

DAY FOUR Thursday 8:30 AM
Rob Clemons, Dawol Homes & Real Estate Agent
He discussed all the jobs available in the building industry along with the average salaries to encourage those not on a four-year college path that they too can make a profitable living through this industry with training. Each student was given a HGHBA lunch bag.
The students were very appreciative and sent a Thank You card (seen below.)

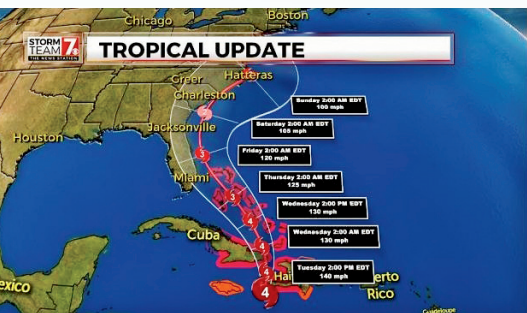




Planning for Uncertainty

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

In the world we live, disaster recovery is not an option, it's a must. Small business owners invest a tremendous amount of time, money and resources to make their ventures successful, yet, many owners fail to properly plan and prepare for disaster situations. According to the Institute for Business and Home Safety, an estimated 25 percent of businesses do not reopen following a major disaster. You can protect your business by identifying the risks associated with natural and man-made disasters and by creating a plan for action should a disaster strike. By keeping those plans updated, as many businesses can testify after experiencing last year's Hurricane Matthew, you can help ensure the survival of your business.



Myrtle Beach Area Chamber of Commerce has expanded its hurricane information website to provide guidelines to help businesses develop a business continuity plan for any type of business interruption. The chamber's Business Interruption Planning site, MyrtleBeachBusinessInterruptionPlanning.com, offers the tools a business needs to prepare its own disaster recovery plan so that, should an interruption occur, it can resume operations. The site includes the basic

elements of planning for a business interruption, recovering from a business interruption and creating a crisis communications plan for your business.

2017 hurricane season predictions: Near average Atlantic hurricane season

The 2017 Atlantic hurricane season forecast released in April from Colorado State University calls for the number of named storms and hurricanes to be slightly below historical averages.

A total of 11 named storms, four

hurricanes and two major hurricanes are expected this season, according to the forecast prepared by the CSU Tropical Meteorology Project, headed by Dr. Phil Klotzbach. This is slightly below the 30-year average of 12 named storms, six hurricanes and two major hurricanes. The Atlantic hurricane season runs from June 1 to Nov. 30, though storms sometimes form outside those dates.

The chamber's Business Interruption Planning web page is packed full of tips on preparing for a storm, a shelter checklist and emergency telephone numbers. During an actual storm, we'll post the latest news and weather reports on our website. Also in this section, you will find a Post Hurricane Business Survey. After a hurricane, send this survey back to us so we can pass along the



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status of your business to those who inquire.

Myrtle Beach Area Chamber of Commerce's mission is to promote, protect and improve business in the Grand Strand. 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, South Carolina 29577.



The new HGHA member inductees at the June 20th luncheon meeting in RIOZ were (left to right): David Brady (Brady Glass Solutions), Joe Victoria (Affiliate Member - Victory Plumbing), Beck Coggeshall (Affiliate Member - BEC Construction), Joel Langley (Spectrum Paint), Julie Casper (Newby, Sartip, Masel & Casper), Eddy Longshore (Cox Industries), Sydney Chase (Chase Signature Homes), Julie Chase (Affiliate Member - Chase Signature Homes), Robert Frye (Bee Page One) & Okey Batton (Best Distributing).

Think HBA First
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2017-18 Calendar of EVENTS

AUGUST

- 8 Board of Directors Meeting
- 10 HGHA 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

- 13-15 HBA of SC Convention
- 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

FEBRUARY

- 16-18 Home Show in Myrtle Beach Convention Center

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



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EXTERIOR PRODUCTS – Advances and Trends that Combine Curb Appeal and Function

by Susan Roush

Contractors, as well as home and business owners are becoming increasingly smarter about products and processes. They want to collaborate with providers who have the knowledge and expertise when it comes to new home construction and/or improvements to existing structures. As with every aspect of life, technology is making changes to the roofing and exterior products industries. Four HGHBA members talk about what's trending.

Randy Hann and Will McCourt, co-owners of **Contract Exteriors**, have offices in six key markets including the Grand Strand. They keep abreast of exterior trends especially in roofing,



Will McCourt

siding, and decking. Will said, "In the roof replacement segment, we are seeing more homeowners choosing design, color, and extended warranties, and not just price. They want to make sure the roof they choose will last for a very long time." Will also noted that in metal roofing more manufacturers are starting to experiment with different designs. When properly installed, a higher quality metal roof will last a long time, though asphalt shingles still have better warranties and metal is subject to corrosion, particularly on oceanfront homes. Solar roofing is starting to gain popularity. Will said when Elon Musk introduced solar slate looking materials it created a lot of buzz. "There is a wait and see approach, due to the expense of this solar roof product." In 2018, Tesla will offer Tuscan style solar roofing tiles.



Randy Hann

Randy Hann discussed current siding options. "Vinyl siding has a great place in the market, but it does have its limitations whether wind or warranty related. Probably the most proven product along the Grand Strand is James Hardie fiber-



Contract Exteriors Customer Experience Representative, Kathleen Morelli (right).

cement siding." Their ColorPlus® Technology siding is a prefinished product with an industry-leading 15-year paint warranty. Their color offering includes increasingly popular cooler coastal hues that homeowners are gravitating to. Randy said, "A lot of our customers will add additional projects through the course of their exterior siding remodel. For instance, when we are residing a home, we are also asked to replace windows or add a deck. With siding, a lot more people are adding trim detail to increase curb appeal. We're seeing this with starter homes and custom homes, whether it's window trim, soffit and fascia detail or porch beams and columns."

When it comes to decking, AZEK® is a premium composite PVC product that resists mold, mildew, stains and scratches. Homeowners are selecting this product due to it being able to withstand the harsh coastal environment. Contract Exteriors offers homeowners a design-build service that includes 3-D renderings to help with color and style selections.

In general, Will noted of consumers, "They're really vetting their contractors to make sure they carry the right certification, licenses and insurance." Contract Exteriors is the only contractor on the coast that has all the highest accreditations from GAF®, James Hardie®, and AZEK®. **For further information about Contract Exteriors, please refer to the inside front cover of this issue.**



Lesley Hill

SunCoast Building Products & Services, Inc. has seen changes in the guttering industry in the last 20 years. President, Lesley Hill said, "We have departed from homes being built on the Grand Strand without gutters, to installing gutters on all structures to control heavy rain water from storms which destroy landscapes along with aiding to control drainage and foundation



erosion. What's more exciting is noticing a trend where Gutters and Downspouts are becoming decorative exterior fixtures – they're being used to make houses and buildings pop."

Today a Half Round Copper appearance is super popular as are "Black and Gray materials." Gutters have even



Zebulan Hill on an installation job for Nations Homes in Grande Dunes.

come inside. SunCoast just finished an industrial chic 'man cave'. Where they installed galvanized half-round gutters around the upper perimeter of the room for up lighting and to complement a galvanized metal ceiling fan. SunCoast offers consumers less costly options of an aged copper or galvanized look in aluminum. Gutter coils come in a variety of colors.

In terms of downspouts, Lesley mentioned, "We're seeing all kinds of ornamental pipe bands for attaching downspouts." Scupper boxes add architectural detail to down spouting.

Lesley noted, "People are using cascading rocks under downspouts instead of the timeworn 'splash block' and for a 'Spa effect' are using rain chains instead of downspouts." Rain chains come in different styles, and produce a trickling sound when water flows out of the gutter onto them. Rain barrels are being used to collect and conserve water for gardens. SunCoast installs drains for customers as well, including French drains and pop-ups.



Darryl Hill with Suncoast installs a drain for a Nations Homes project.

Finally, keeping gutters free of debris in areas with pine trees and heavy foliage is easier with a pine guard. These guards capture falling pine needles and foliage while allowing water to flow properly into the guttering taking water away from the structure's foundation. These "guards" make vacation homes worry free keeping homeowners from the task or extra cost of having them cleaned yearly.



(Continued on page 14)



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David Jimison



The IKO roofing shingles have been one of the more appealing brands that Eastern offers.

Eastern Building Supply, A Richards Company, has acquired its second boom truck to meet the demands of their roofing customers. David Jimison, Myrtle Beach Branch Manager said, "Roofing manufacturers have stepped up to meet Energy Star rated shingles that reflect heat and help increase energy efficiency." Asphalt is still the king of roofing materials, but there is now a bigger array of color choices. The shape of shingles has changed from basic rectangles to a cut that resembles slate or shake-shingles. David said, "The quality of asphalt shingles has increased dramatically

in the past 30 years because of changes in technology and the application of asphalt." Eastern Building Supply carries IKO, CertainTeed and Atlas roofing shingles. The felt underlayment market has competition from synthetic materials. David explained that synthetics have more moisture resistance and offer more UV protection, which allows a roof to go unshingled for longer without damage. "It's also safer for the installers because they have better grip when walking on the roof." The IKO roofing shingles have been one of the more appealing brands that

Eastern offers Impact-rated shingles have also gained ground, and they produce insurance savings. These shingles are manufactured to withstand sustained winds of 130mph.



Eastern Building Supply outside sales representatives, Lou Kamp (far left), Jody McAfee (2nd from right) & Larry Hacker (far right) with Myrtle Beach Branch Manager, David Jimison (2nd from left).

A related roofing product, the skylight, has also improved through technology. Eastern Building Supply installs the Velux® brand, which has the option of remote-controlled shades that block UV rays in the summer to keep interiors cooler. Conversely, shades retract to allow for solar warmth during cold months.

Overall, skylight technology has improved to produce safer and quieter panes that stay cleaner longer due to a special coating. These skylights also qualify for a tax rebate.

In terms of exteriors David noted, "Myrtle Beach has typically been a white trim, white soffit market, and now were seeing more variation. With exterior vinyl siding there is more demand for darker, richer colors. We are seeing a lot more stone on houses than in the past." He said this change is driven by consumers and builders, "It produces more curb appeal and it's also a good option for builders to give homeowners before the home is finished."

Eastern Building Supply caters to smaller and mid-size builders at competitive prices in a convenient seamless manner.



Martin Pettigrew

Monarch Roofing owner Martin Pettigrew started his business at possibly the worst time – 2007. In fact, when he called his insurance agent to say he was coming to pick up his papers, the agent thought he was joking and the paperwork was not ready. Martin replied with excitement to the agent, "Are you joking? I just sold my first roofing project. This is a great opportunity!" Monarch Roofing now has five divisions: new construction residential and tear-off residential, repair, commercial, and solar, which is the new star that is exploding with potential.

For trends in residential roofing Martin pointed to, "The affordability of the designer series of architectural shingles. About four years ago, GAF came out with their Designer Value collection.



Camelot II Royal Slate Designer Value Collection Shingles

The shingles are thinner but have the look of the designer shingle at a fraction of the cost of the premium shingles." Research and technology has allowed GAF to make the shingle thinner yet more durable by reinforcing the granule glue to prevent rapid deterioration.

Martin continued, "In commercial, TPO roofs are really trending. They are white single-ply application; they reflect the sunlight and save a lot of energy for commercial owners." TPO is a membrane made from polypropylene and ethylene-propylene rubber – essentially the domain



Heirloom Brown 4 Designer Shingles

of chemical scientists who can combine the raw material of rubber tree latex and cellulose to manufacture polymeric rubber.

Monarch Roofing has achieved a Master Elite Contractor Certification that only 2% of all roofing contractors in the United States have achieved and they are the only GAF President 2 Star Awardee in North and South Carolina.

The HGHBA recently made a presentation to students at the Academy for Technology and Academics to advance the idea of skilled labor. Martin told the students, "Like in any career path, hard work and dedication will provide you many opportunities. However, the timing for entering the building industry has never been more ideal! The construction industry is very large and offers many different careers from accounting, marketing, estimating, managing and now, more than ever, skilled labor!"

Martin is the 2017 President of HGHBA, and he shared his positive outlook.

"Our industry is going through a very unique phase. The overall building industry is growing and we are living in one of the most appealing areas of the country in terms of growth. It is a great time to be part of our industry and to be in construction in general." **For further information about Monarch Roofing please see the next page (16) of this issue.** ■



Martin Pettigrew & several other HGHBA members recently spoke to the students at the Academy for Technology and Academics about the positive rewards of a career in the building industry.

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THE GRAND STRAND Growth in the Making

by R.F. Salvino, Ph.D.,
Research Economist and Professor at Coastal Carolina University, and Associate Director of the Grant Center for Real Estate and Economic Development

Construction industry growth across the Grand Strand has exceeded fifteen percent from last July of 2016 through April of 2017, compared with the same period a year ago. Over the coming months, the economic value of residential and commercial construction activity based on permits filed over the nine month period will exceed \$600 million as the infrastructure, foundations, and materials are put in place.

The Grant Center for Real Estate and Economic Development tracks single family building permits in the region, one indicator of this growth, and the chart below provides historical perspective for residential construction growth in Horry County, the largest of the Grand Strand counties. Note particularly the upward trend on an annual basis since 2010.

This construction activity reflects the continued growth in the residential population, the recreational housing sector and the tourism economy. In many ways, residential construction is a beneficiary of this growth, but in no small way it is a growth engine itself. As Pat Mason of the Center for Carolina Living shared at the CCU Real Estate Club meeting in May, hundreds of thousands of people are moving to the Carolinas each year in search of a great place to live with an exceptional quality of life, a variety of housing options to meet any budget or taste palate, and a relatively easy tax burden. The following chart provides some perspective for the population growth across the Carolinas, relative to the nation.

Population, percent change
April 1, 2010 to July 1, 2015

United States	4.1% increase to	321,418,820
South Carolina	5.9% increase to	4,896,146
North Carolina	5.3% increase to	10,042,802
Horry County	14.8% increase to	309,199
Charleston County	11.2% increase to	389,262
Greenville County	9.0% increase to	491,863
Florence County	1.5% increase to	138,900
Richland County	5.9% increase to	407,051

For all of those living across the Grand Strand, growth has an essential, economic meaning. Increased growth means more jobs, higher income and greater opportunity. More importantly, these opportunities arise across an ever-widening range of roles and business segments, as long as the growth continues. New opportunities in medicine, the tech sector, higher-ed, and of course everything associated with tourism, construction, and real estate and beyond. Since 2013, over 5,000 jobs have been created in the region's economy. With more income earners and a growing population, demand for an increasing variety of goods and services creates yet more opportunities for entrepreneurs and innovators, diversifying the economy and building more variety into the quality of life for everyone.

The built environment accommodates and paves the way for growth and innovation. The young professionals embarking on new career opportunities and recent retirees transitioning into a more leisure-oriented lifestyle, each seeks new and interesting ways to enjoy everything life has to offer. A new restaurant with a new cuisine, a unique neighborhood offering access to a host of outdoor recreational amenities, or an ambitious city park offering a venue for music, sports, and other leisure, all must be envisioned, designed, and constructed. As the region grows, these opportunities grow also, making the Grand Strand an inviting place for all life has to offer. The building industry, both commercial and residential, is in the unique position of creating and experiencing these opportunities first-hand, literally changing the landscape before us!

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D. Ralph Huff III, CEO of H&H Homes, was willing to risk personal security to start a homebuilding company. He offered the equity in his home and his wife's retirement funds (with her support) to Murray Duggins, owner of a Fayetteville, NC real estate company that Ralph had run for several years. The plan was to use his assets with matching funds as seed money. Mr. Duggins said no, but within short order sold the real estate company to Ralph. As soon as the company started making a profit, Ralph began to build houses, one at a time.



by Susan Roush

After two years, he and his brother were building 25 houses a year, then 40 with the addition of another employee. By that point, Ralph convinced his wife Linda that she could make as much building two nice homes a year as she did on her music teacher salary. Linda joined in and eventually took over daily operations, until they reached the point that additional talent was required for the company's growth. Ralph said, "This is our 26th year, and last year we celebrated our 5,000th closing. Now we're pushing 6,000."

In 2016, H&H Homes moved up two notches to 78th in *Builder*

magazine's Top 100 Builders list. This represented a 20% growth for the company. President of H&H Homes, Jack Rostetter said, "Our goal is to get to 1,000 houses a year. That's based on gaining a small market share in a lot of the growth markets that we've expanded to." Jack joined the company in 2009; he had been the CEO of a Florida homebuilding company that built 1,100 homes annually.

H&H's initial footprint expanded from Fayetteville to Jacksonville, NC. This was a natural progression given the company's experience building for Fort Bragg military families.

A strategic thinker, Ralph said, "All of our research said that for us to maximize the enterprise value of H&H Homes, we needed to be regional." They added markets in a stepwise manner by first entering Wilmington and Myrtle Beach followed a year later by Raleigh, and then Charlotte and Charleston. Ralph continued, "So that footprint makes us not the biggest builder in the Carolinas, but the best situated for growth. Jack added, "Presence in these major markets is the health and welfare of the organization and explains why we are as substantial as we are."

After the housing recession, H&H Homes was the first builder to come to Myrtle Beach that did not have a prior presence. The company believed they could reprise retirees' dreams of moving to Myrtle Beach, and introduce a new wave of retirees to the brand. In return, the Myrtle Beach area has been very receptive. Jack said, "Myrtle Beach showed the fastest acceptance of our brand. We were able to start 10 inventory homes at a time, which made the real estate community and customers sense that we were substantial." Part of the enthusiasm for H&H Homes is due to being an ecoSelect™ homebuilder, complemented by design features and details that resonate with buyers. Through the



Bernie & Kimberly Johnson (right) and H&H Homes' Myrtle Beach Division manager, Jason Faulkner (left), visit in front of the Johnson's home. The Johnsons have lived in Palmetto Greens at Colonial Charters for nearly two years and love their H&H home. Bernie chose an H&H because of how the homes are built and the energy efficiency package. He had this to say about H&H Homes, "You will not find a better built home. Everyone on my street can vouch for that."

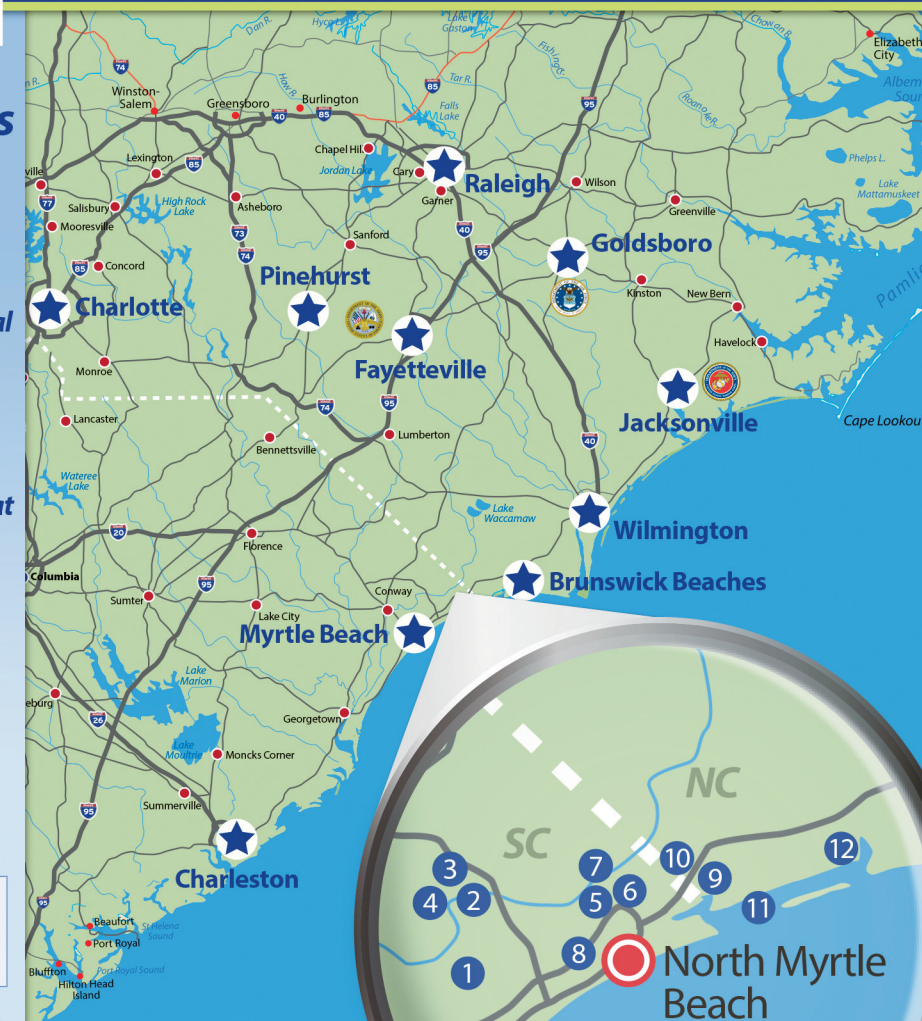


Where We Build

Myrtle Beach Area Communities

- 1 Astoria Park
- 2 Shaftesbury Estates
- 3 Shaftesbury Green
- 4 Cottages at Shaftesbury
- 5 Palmetto Greens at Colonial Charters
- 6 Palmetto Greens Townhomes at Colonial Charters
- 7 Palmetto Greens Condos at Colonial Charters
- 8 Pelican Bay
- 9 Lighthouse Cove
- 10 Aberdeen at Springmill Plantation
- 11 North Shore in Sunset Beach
- 12 Brick Landing Plantation

- KEY**
- ★ Division
 - Community



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ecoSelect™ certification program, all H&H homes are designed and built to be healthier, more comfortable and energy efficient through a combination of green

building strategies, water conservation, and superior energy efficiency features.

Jason Faulkner, Myrtle Beach Division Manager, oversees the

concurrent growth in eight distinct communities in Horry and Brunswick Counties and provides a synopsis of each:

Shaftesbury - Conway, SC

Shaftesbury is perfectly situated between Myrtle Beach and Conway. Residents who purchase one of the three distinctive H&H product lines have access to lifetime golf at Shaftesbury Glen. The community also has river and dock access, and pool access.

- Shaftesbury Estates is distinguished by larger lots, many with cypress ponds. Single family homes begin at 2,000 square feet, priced from the upper \$230s
- Shaftesbury Green homes range from 1,500 to 2,000 square feet, priced from the \$180s

PHOTO © CHUCK GEE



The Hoke plan, available in Shaftesbury Green and Brick Landing Plantation.

- Cottages at Shaftesbury especially appeal to buyers who want one-level living and freedom from yard work. The homes range from 1,400 to 2,000 square feet, priced from the \$160s

Astoria Park - Conway, SC

The newest H&H Homes community has the added feature of natural gas. There are seven different models, and square footage ranges in 1,600 – 3,000. Prices begin in the upper \$180s.

Pelican Bay - Longs, SC

This gated community offers wooded half-acre lots, boat storage, a day dock, and boat ramp to take advantage of the Intracoastal Waterway. A quick trip over the bridge makes for easy access to all the conveniences of North Myrtle



The Trillium Plan available in Astoria Park.

Beach. Sixteen sites remain in this special enclave for homes with a minimum square footage of 2,400, starting in the upper \$330s.



The gourmet kitchen with large center island in the Hickory plan available in Pelican Bay.



PHOTO © CHUCK GEE

The Palmetto Greens Townhomes at Colonial Charters, "Large Living for a Small Price".

Palmetto Greens at Colonial Charters - Longs, SC

- Palmetto Greens Townhomes at Colonial Charters square footage runs from 1,600 to 2,000, priced from \$170s. These townhomes have two-car garages. Exterior and lawn maintenance is included

- Condos are coming soon – 48 units will be available with two bedrooms / two bathrooms in 1,000 square feet. Prices will start in the low \$100s
- There are limited home sites remaining in the 87 single-family home section of Palmetto Greens at Colonial Charters

Aberdeen at Spring Mill Plantation – Calabash, NC

Situated between Meadowlands and Farmstead Golf Courses this community is within minutes to multiple other courses, shops, restaurants, Sunset Beach and boating/fishing venues. Homes range from 2,000 – 2,900 square feet, priced from \$209s.

Lighthouse Cove – Carolina Shores, NC

Lighthouse Cove is another H&H Homes easy-lifestyle, easy-access community whether retired or raising a family. There are four plans to choose from for homes ranging 1,600 to 2,600 square feet, priced from \$170s.

North Shore - Sunset Beach, NC

This is truly a boutique project with expansive waterway views. In 2017, National Geographic named Sunset Beach one of the top beaches in the world. H&H Homes offers a limited production opportunity of four homes starting at 2,000 square feet from the \$400s.



Gorgeous homes from the Beach Collection at North Shore in Sunset Beach, NC.

Brick Landing Plantation – Ocean Isle Beach, NC

Brick Landing is a known community that offers a great golf course, community pool and tennis. Sunday brunch or post-round drinks/lunch are a tradition at The View Restaurant located in the clubhouse that overlooks the course and Intracoastal Waterway. Homes begin at 1,600 square feet, priced from \$214s.

Apart from the varied portfolio of communities, why should potential homebuyers consider H&H? Jack Rostetter had no hesitation, "Our value and substance." Ralph added, "We've never walked away from a project once we started."

Building Industry Synergy spoke with two homeowners that chose H&H Homes. Bernie and Cimberly

Johnson moved into their Colonial Charters home nearly two years ago. Bernie recalled, "We traveled to a lot of neighborhoods up and down the Strand – we looked at about 30 homes." A realtor took them to Colonial Charters and that was it. "What appealed to us was the FROG – we never heard of it – having that extra room over the garage." They liked the location, the friendliness of the neighborhood and the Cumberland model that they chose. Bernie said, "This house excites me. The energy efficiency package is great!" He has since become the VP of the HOA and likes having a say in the community's upkeep.

Bernie said, "You will not find a better built home. Everyone on my street can vouch for that. When Rob showed us how these homes were

built, we were sold. I like knowing what kind of sticks are holding it up – no one else did that." New Homes Consultant, Rob Layman, was one of the top three consultants in the company in 2016. Bernie also gave credit to Mark Wisdo, H&H Homes Warranty Technician. "He did a phenomenal job. They came back within the year and did the blue tape thing and fixed imperfections. I was very happy how he went about it."

Cindy and Rich Bement and their children Austin and Brittany moved into their Pelican Bay home in the winter of 2016. Cindy said, "We liked the location, the large lots, and the included upgrades. A lot of builders don't give you the upgrades." The Bements chose to build the Washington model and added the option of a three-car garage. They



The spacious master bedroom with bay window in the Harmony Model Home in Lighthouse Cove.



The open living room and kitchen in the Calabash model home in Pelican Bay.

also added a pool, which was easy to do on the large lot. The building process went as expected with the house delivered on time. Cindy added, “You’re not going to make everybody happy all the time, but when you buy a lot / house with H&H, I think you get more bang for your buck.” She is especially thrilled about the energy efficiency – her utility bills are always lower than friends’ bills with smaller houses.

Cindy was unaware of the faces behind H&H until she went to the selection showroom. It came as a surprise to learn that Ralph and Linda are the essence of H&H Homes. She had gone to high school with Ralph’s younger brother in Raeford, NC. She said, “You couldn’t ask for better people.”

For Jack Rostetter’s part, it is rewarding to see the growth of H&H Homes, “but it doesn’t hit your heart

until you drive in the community and see the families.” For the man who was willing to take a big risk to start the company, his vision keeps paying. Ralph said, “The effect of H&H doing 620 closings is the same as 1,600 families getting a paycheck. A lot of my satisfaction comes from knowing that I can afford to put smarter and better business people around me.” ■



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Trends in Outdoor Living – Creating Personal Retreats & Gathering Spaces

by Susan Roush

The days of a humble concrete patio slab and a single grill are beginning to look like relics of mid-century modern America. The concept of bringing the outdoors in has reversed in recent years. Now the outdoors, especially the backyard, has become an expansion of a home’s interior and the homeowner’s personality. *Building Industry Synergy* spoke with four local business owners about trends in the landscaping and pool industries.

Jenna Hudson, co-owner of **Southern Scapes Landscaping & Garden Center** responds daily to commercial and residential landscaping needs.



Nick & Jenna Hudson

She said, “We’re seeing a lot of people that want to set themselves apart, whether it’s a builder that wants a different landscaping or hardscaping package to stand out in a new-construction community, or the homeowner who wants to set their yard apart from their neighbors. Homeowners want their outdoor living space to reflect their indoor living style, as well.”

The biggest growth in Southern Scapes’ business has been in providing the total package. Southern Scapes Landscaping & Garden Center is located at 1310 Hwy. 501

in Myrtle Beach “As the building industry is taking off, commercial and residential areas have to be landscaped,” Jenna said. In most areas, there are requirements for landscape appearance from county and city guidelines to Architectural Review Committees and HOAs. Southern Scapes is familiar with many community requirements, so it is a simple process for both builders and homeowners to allow Southern Scapes to create the landscape design to meet those requirements, reflect their style, and then execute that plan through installation and supply of materials.

Southern Scapes is responding to the need for low-maintenance and drought resistant landscaping. Jenna said, “A lot of homeowners in this area are living in more than one home. They want an attractive landscape, but they also want one that doesn’t require a tremendous amount of



In many local communities there are requirements for landscape appearance from the Architectural Review Committees.

maintenance when they aren’t here.” She added, “In the aftermath of last year’s hurricane people are looking for items that

(Continued on page 26)

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can provide shade, and be less likely to cause destruction in a big storm. We're seeing a tremendous amount of interest in palms; people saw how palms weathered the storm without uprooting."

Jenna found a new product that she is eager to share. "I love landscape lighting. I think it is the most forgotten art of landscaping. There is a new system to help control mosquitos, with attractive fixtures that emit a liquid, unscented mosquito repellent." The fixtures look like pathway lighting, with the option to have it without light for areas that only need the repellent.

Chad Redwine, Myrtle Beach branch manager for Palmetto Brick Company, sees a big uptick in outdoor kitchens, pools and other landscaping features. He said,



Chad Redwine in the Palmetto Brick outdoor brick display.

"Right now the biggest trend that we're seeing is more outdoor grills, grill islands, porticos, and gazebos." He noted that this is not just occurring in large luxury homes, but also as an outdoor living expansion into mid-range priced homes. Realtors and developers have come to Palmetto Brick

because they are incorporating outdoor kitchens / outdoor living packages to their inventory homes to offer as an upgrade.

Chad continued, "The outdoor grill islands and the outdoor kitchens have been



This outdoor grill area was completed by Southern Scapes Landscaping.

a big push. We are also seeing many people buying the pre-fab round fireplace kit to add ambience to their backyard patio. Everything is delivered on a pallet and you can assemble it in an hour or two." Palmetto Brick stocks eight different kinds by three manufacturers allowing for multiple styles priced from \$350 to \$500, allowing an economic way to add backyard ambience.

In the front yard Chad noted, "New homes are going with brick aprons on the entrance to the driveways and they're using brick and/or pavers for the skirts (edging of the driveway)."

Swimming pools are also driving business to Palmetto Brick. Chad said, "There's been probably a 40% increase in swimming pools." In the last three months, the company has seen 20 homes under construction that are all putting in swimming

pools. Palmetto Brick has solutions for a coherent design front to back. Chad said, "We carry two companies that offer concrete pavers in the 2 1/4" thick and the 1" thick size. So you can have the driveway and pool deck in the same color, but different thicknesses."

Palmetto Brick has a display open during weekends. "We actually have new landscape



Palmetto Brick's outdoor display of manufactured stone.

products outside as well as a new rock wall of manufactured stone to give people ideas for landscape walls, fencing, or garden walls."

From July 2016 through June 2017, pool permits were issued at a rate of nearly one a day in the unincorporated areas of Horry County alone. Factor in permits pulled in Georgetown County and all the city municipalities, and it adds up to a boom in business.



Drew Seay

Drew Seay of Quality Pools & Spas / Landscaping & Design is going full throttle and loving it. He said, "One of the biggest

trends is that people want a lot of pool deck space with different elevations. We've done a lot of vanishing edge pools lately with a lower deck." While vanishing edge pools are most popular with a waterfront view, Drew added, "We've done infinity edges on pools that don't have a water view - it's kind of like a floating pool on decks."



Vanishing edge pools have become very popular across the Grand Strand. This pool was completed by Quality Pools for a beach home in Myrtle Beach.

In terms of materials, Drew said, "Stone has been very popular compared to tile in the past." Many manufacturers produce stone comparably priced to tile, and it holds up well. Stone gives a whitewater effect when water spills over it."

Pool renovations and spa additions are also surging. Drew said, "I enjoy doing renovation because it's a fun thing to do. We are turnkey; we do everything - outdoor kitchens, landscaping, and hardscaping. In the last two or three years the growth has been phenomenal." Drew cautions homeowners to be wary of small businesses suddenly cropping up. It is worth the wait to have an established reputable company work on your project.



Another completed Quality Pools project for a homeowner on the Intracoastal Waterway.

Summing up, Drew said, "The possibilities are endless with pools; anything that people can come up with in their mind or from the Internet, we can create. There

will be a lot more neat things coming." Drew wants to be on the leading edge for bringing new ideas to the area, but the company's priority is to make sure that everything Quality Pools & Spas / Landscaping & Design uses has been thoroughly tested for performance. For further information regarding Quality Pools & Spas / Landscaping & Design please refer to page 9 of this issue.

Tommy and Troy Ashburn, owners of The General Pool Company, Inc., want to help create a backyard retreat with casual elegance. Tommy spoke handily about the transformation in pool environments in



Tommy Ashburn (left) & Troy Ashburn (right).

(Continued on page 28)



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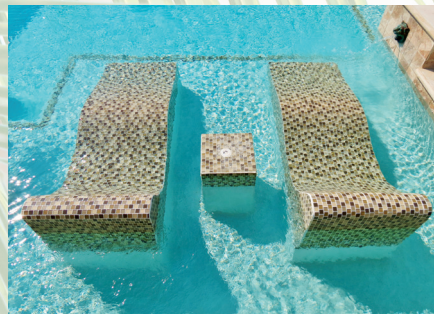


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recent years. He said, "People want wet decks with umbrella anchors installed, bench seats in pools and seating under the waterfalls of hot tubs." Tommy added, "Now we're widening the mouth of the waterfall from 12 to 24 inches to 48 to 60 inches." Built-in loungers that flank a built-in table that holds an umbrella are another special touch.

Tommy continued, "One of the most obvious transformations has been in the shift to free-form shapes over rectangular. I would say about 80% of our builds are free form." Deep ends have given way to pools that are



Built in pool loungers completed by The General Pool Company for a project at a residence on the Intracoastal Waterway in Myrtle Beach.

5' deep allowing more space for people to spread out. Tommy added, "People like

water features – like a pedestal with a decorative feature and waterfall, and they like the fire bowls"

In terms of pool water, Tommy said, "One hundred percent of my residential customers are going to salt generators because the saltwater system is like producing drinking water – perfectly safe – no chlorine smell, bleaching of hair or swim wear, safer for pets and easier to maintain and easier on the plaster." Heat pumps have also moved into the pool industry, though the outside temperature has to be 48° or higher. Heat pumps can be used to cool water, but it is expensive.

Automation is sweeping the pool industry. Tommy said, "With the touch of your smartphone or tablet you can manage your pool – both the fun and the practical stuff. With colored LED lights, owners can change the pool from blue to magenta if they wanted to. They could do a red, white and blue theme for patriotic holiday, or set different color themes that can change multiple times in an evening."



The General Pool Company's technician, Brandon Miller (middle), meets with company owners Tommy Ashburn (right) & Troy Ashburn (left) at a completed project in Myrtle Beach.

On the practical side, waterfalls, jets, water temperature, chlorine balances and variable speed motors can be controlled on the app. Tommy explained, "If you take the amperage use on a 3HP motor and cut it down to ¼ HP it saves a lot of electricity yet keeps circulation and chemicals going during winter months or when away on vacation."

The General Pool Company's technician, Brandon Miller, will train homeowners on the app. Until they get comfortable with it, Brandon can go online and recalibrate or adjust anything saving everyone time and frustration. ■

Marketing



Smart PR. Dynamic Brands.

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



Have you noticed how many businesses have taglines or positioning statements that don't relate to their services, or what, in a nutshell, the business stands for? Worse yet is the business that has a positioning statement that is crafted to be cute with rhyming words or alliterations that only make sense to the person who wrote it.

Like many of our own clients, Marketing Strategies recently underwent a brand rejuvenation: an updated logo (keeping the basic concept), an updated color palette that needed refreshing after 20 years, and an updated positioning statement: Smart PR. Dynamic Brands.

Delving into the 'behind the scenes', we wanted to share with you our MO behind the tagline, Smart PR. Dynamic Brands.

First, we do believe PR should be 'smart'. Setting goals and objectives for your communications processes makes you more effective. It improves communication between both your internal and external publics and it creates measurable results. But remember,

everything – including your communications (PR) strategy – starts with a goal.

What are the three basic PR Goals?

- **Reputation management goals**, which deal with the identity and perception of the organization.
- **Relationship management goals**, which focus on how the organization connects with its stakeholders – i.e. our internal public (our employees), our external public (the world beyond our walls), including our current clients and our potential clients.
- **Task management goals**, which are concerned with achieving tasks not only for our own organization, but our clients.

'S.M.A.R.T.' is a powerful acronym that addresses goal setting and PR head on. Each letter represents an important attribute:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

While many people are familiar with the S.M.A.R.T. acronym, less than one-third of them incorporate its valuable benefits when designing their communications strategy. Not only does PR start with goal setting, it starts with smart goals – hence, Smart PR.

(Continued on page 30)

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There is a strong relationship between Public Relations and Branding. The former begins with building the brand and the reputation while the latter focuses on leveraging that brand to create sales and market share. While Public Relations and Branding are distinct, they have an important synergy that cannot be ignored. Likewise, the adjectives that describe them are equally as important. As 'Smart' is to PR, 'Dynamic' is to Branding.

Defined, dynamic is an adjective which means "a process or system characterized by constant change, activity, or progress". What could better explain a discipline that is directly

affected by the economy, the competition, social-cultural factors and changing demographics, not to mention changes within the discipline itself. As an example, twenty years ago social media was just rearing its head. Today, Facebook alone has over two billion users per month. That impacts branding and that's dynamic!

Don't get stuck in a rut. Let Marketing Strategies design a communications program for you that combines Smart PR with Dynamic Branding. Give us a call today at (843) 692-9662 or visit us on the web at www.MarketingStrategiesInc.com. ■

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SEPTEMBER / OCTOBER ISSUE 2017

(Distributed to attendees at the September Fall Home Improvement & Outdoor Living Show from BIS booth)

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

Space Reservation: August 11
Material Close: August 18

NOVEMBER / DECEMBER ISSUE 2017

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

Space Reservation: October 13
Material Close: October 20

JANUARY / FEBRUARY ISSUE 2018

(Distributed to attendees at the February Spring Home Show from BIS booth)

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

Space Reservation: January 5
Material Close: January 12

MARCH / APRIL ISSUE 2018

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 2
Material Close: March 9

MAY / JUNE ISSUE 2018

- PLUMBING INSTALLATION
- FINANCIAL ~ Residential & Commercial Lending

Space Reservation: April 27
Material Close: May 4

JULY / AUGUST ISSUE 2018

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

Space Reservation: June 15
Material Close: June 22

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

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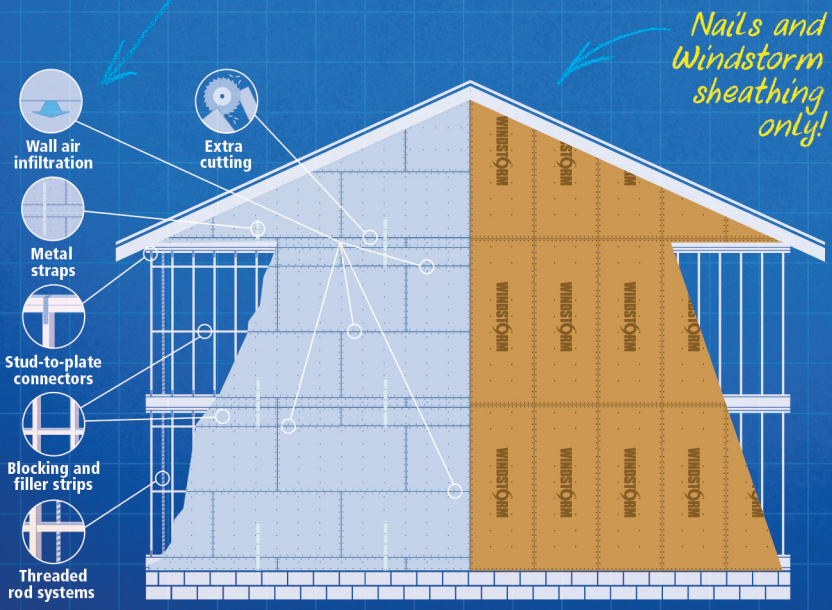
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