

BUILDING INDUSTRY SYNERGY

SEPTEMBER-OCTOBER 2017

- KITCHEN & BATH DESIGN TRENDS
- WINDOWS - DOORS - SPECIALTY MILLWORK
- 2017 HGHBA GOLF TNY SPONSORS & WINNERS
- NORBORD INTRODUCES THANK A FRAMER CAMPAIGN
- 2017 HBA of SC FALL CONVENTION October 13th - 15th
- 2017 / 2018 HGHBA CALENDAR OF EVENTS
- 2017 / 2018 BIS EDITORIAL CALENDAR

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**R.S. Parker Homes
Indigo Bay – Carrying on
the Family Tradition**

OFFICIAL PUBLICATION OF



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Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist with your new construction or remodeling projects.

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Building Industry Synergy spoke with four experts in cabinetry, appliances, fixtures, fittings and glass enclosures to learn what is trending in our area.

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R.S. Parker Homes - Indigo Bay
Carrying On The Family Tradition

The Parker family has been involved in land development and construction for over 40 years. R.S. Parker Homes has been in business for over 15 years. R.S. Parker proudly introduces its newest community in the popular Carolina Forest area. Indigo Bay is truly an exclusive R.S. Parker community from the ground up. Ronnie said, "The goal is to offer a low country custom-looking home at an affordable price without all the aggravation and heartache of acquiring a lot, interviewing several custom builders, bidding them out, and then starting the process."

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CCU's Grant Center For Real Estate & Economic
Development - World Renowned Economists to
Speak at CCU Real Estate & Economic Summit on
September 29th

Coastal Carolina University, in conjunction with the Grant Center for Real Estate and Economic Development, has announced their 20th Annual Real Estate and Economic Summit scheduled for September 29 at Pine Lakes Country Club in Myrtle Beach, SC. Lawrence Yun, Chief Economist and Senior Vice President of Research at the National Association of REALTORS® (NAR), will deliver the keynote address. Also, scheduled to speak is Dan Mitchell, a libertarian economist and senior fellow at the Cato Institute.

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Doors - Windows - Specialty Millwork
Prevailing Trends And New Products

Building Industry Synergy reached out to four respected business owners & sales managers currently affiliated with the Horry Georgetown Home Builders Association to give their feedback on the latest trends they have noticed.

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The 2017 HBA of SC Fall Convention • October 13-15

Learn about all of the sponsors for this event and the upcoming event schedule. Find the contact information to register.

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Norbord Introduces Their September 2017
Campaign 'Thank A Framer'

People don't often think about the men and women who build their houses. We just take for granted these structures we call home, but the sweat and effort that goes into creating them deserves a little respect. Learn how you can donate to the HBI (Home Builders Institute) and do your part to help train the next generation of skilled professionals.

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The Horry Georgetown Home Builders
Association Announces The 2018 New Home
Parade Dates

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The HGHBA 2018 Home Show Will Be February
16th - 18th • Reserve Your Exhibitor Space Now

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Building Your Brand • Create A Buzz

Denise Blackburn with Marketing Strategies discusses the importance of strategic marketing campaigns to reach your goals. You want it done correctly and you want results.

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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 & the space reservation / material submission deadlines through next year's 2018 July/August Issue.

Building Industry SYNERGY SC - GRAND STRAND

2017 SEPT / OCT ISSUE

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HOME BUILDERS ASSOCIATION



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.

See pages 30-31 for Convention Sponsors
and Full Weekend Schedule.



Above: Past HGHBA President, Rob Clemons presents Jill Marshall, Santee Cooper with the 2016 Pillar Award.

Below: The Ambassador & Education Committees work on plans for The Workforce Development. Project, promoting Building Industry Careers to today's youth.



on the cover



Ronnie Parker Jr. enjoys spending some time with Jessica Vollmerhausen (far left), Cheryl Cray (2nd from left), Sonya Schaffner (2nd from right) & Kim Kauffman (far right) in front of the three RS Parker model homes at Indigo Bay in the Carolina Forest community. Jessica manages the model and inventory homes, Cheryl and Sonya are Builder Representative Realtors for R.S. Parker Homes and Kim is the Design Center Coordinator. Since R.S. Parker is developing Indigo Bay, they are the Architectural Review Board, which eliminates third party input for getting plans approved. Ultimately, this natural gas, gated community will be home to 353 families. There is a 50-acre lake, allowing for approximately half of the homes to be on lakefront lots. The clubhouse and pool are under construction with ample land set aside for additional amenities. There is a 9' walking path around the whole community - wide enough for walking and bicycling.

PHOTO © CHUCK GEE



GOLF *Is a four-letter word...*

*The Horry Georgetown Home Builders Association makes it **FUN!***

The HGHBA Golf Tournament sponsored by 84 Lumber was a fun time for all who participated. After 7 straight days of heavy rain, thunder and lightning, the weather calmed for 90% of the tournament and we managed to finish despite a few showers.



Thank you Sponsors!

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3rd place Moorland



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Preparing Tomorrow's Leaders

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

What is leadership? Simply, leadership is the art of motivating a group of people to act toward achieving a common goal.

Leadership also means making a difference and creating a positive change. Whether it's serving our member businesses, advocating for pro-business, pro-Grand Strand public policy, or advertising the local tourism industry, one thing is consistent: Myrtle Beach Area Chamber of Commerce is always seeking the next great opportunity to expand and enhance our impact upon the community. That's what leaders do.

Building on Success

Our commitment to leadership includes supporting several programs that impact the community.



Since its inception in 1979, Leadership Grand Strand has continued to provide an outstanding leadership and community orientation program for local business people. This program provides a source of leaders for the Myrtle Beach area by ensuring that LGS participants receive necessary community information and leadership skills.

gsSCENE for Young Professionals provides an opportunity for those 39 years



and younger to network and educate themselves on important issues facing the Myrtle Beach area. MBACC encourages gsSCENE members to become involved throughout the community and serve as future leaders.

Based on "The 7 Habits of Highly Effective People," The Leader in Me equips students with the self-confidence and skills they need to thrive. Along with the Myrtle Beach City Council, Rotary and other civic



organizations and businesses, Myrtle Beach Area Chamber is a partner organization of this Horry County Schools initiative.

Youth Leadership Academy is an annual MBACC and LGS event that provides activities for students grades 9-12 who demonstrate leadership skills. YLA recognizes the students' talents and challenges them to become effective, ethical leaders.

For the second year, the chamber's Educational Scholarship Foundation presented \$1,000 scholarships to 14 students representing local high schools. The foundation, which is funded by local business contributions, supports students who have shown leadership and accomplishment inside and outside the classroom.

South Carolina Business Week contributes to the preparation of young adults for the business environment by introducing them to the principles of leadership, teamwork and the American free enterprise system. MBACC provides sponsorships to help local students attend this program.

The growth and development of people is the highest calling of leadership. With this in mind, Myrtle Beach Area Chamber will

continue to build long-term business relationships in the community, foster the growth of our city, and most importantly, reach out to the leaders of tomorrow.

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 HGHBA member inductees at the August 15th luncheon meeting in RIOZ were (left to right): Tyler Knox (Charter Elevator), Hernan Arias (Greenhill), Chandler Coggeshall (Home Pest Control Co.), George Graham (Adams an Old Castle Company), Genarro Maruca (G & M Construction & Design), Jose Guidera (Palmetto Construction), Bonner Guidera (Affiliate Member - Palmetto Construction), Chasity Todd (Affiliate Member - Vines Plumbing & Water Restoration), Stacey Vines (Vines Plumbing & Water Restoration), Adam Palisnk (South State Bank).

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2017-18 Calendar of EVENTS

SEPTEMBER

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

JANUARY

16 General Membership Luncheon

FEBRUARY

16-18 Home Show in Myrtle Beach Convention Center

MARCH

2-4 New Home Parade
9-11 New Home Parade
20 General Membership Luncheon

APRIL

5 Spring Clay Tournament
18 General Membership Luncheon

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.

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Kitchen & Bath

by Susan Roush

Aging-in-place and small-space living concepts influence manufacturer's designs. In some cases, what was old is new again, but beauty and function never go out of style.

A 2017 National Association of Home Builders (NAHB) survey reported that kitchens and bathrooms dominate the remodeling market as the most popular projects. Kitchens and bathrooms, especially master baths, are also areas that get special scrutiny from

homebuyers. *Building Industry Synergy* spoke with four experts in cabinetry, appliances, fixtures, fittings and glass enclosures to learn what is trending in our area.

Marsh Furniture Company, the east coast's premier cabinet manufacturer, is



Marsh Furniture Company has a long standing partnership with Atlantic Kitchens. Atlantic Kitchens has locations in Myrtle Beach, as well as the south and north ends of the Grand Strand. This kitchen is in a Bill Clark Homes model at Belle Mer in Surfside Beach, SC.

a 111-year-old family-owned business located in High Point, NC. This makes them uniquely qualified to discuss the latest trends in cabinetry. Hands down, shaker-style cabinet doors are currently the most popular in kitchen cabinet design. Since the late 1700s, Shaker furniture has been known for its focus on form and proportion within a minimalist design. The shaker-style cabinet has a recessed panel and simple straight lines. In addition to their shaker-style cabinets, Marsh offers 20 different traditional, contemporary and transitional door styles.

Speaking to the products favored by



Ken Marsh, Director of Sales for Marsh Furniture Company.

consumers, Ken Marsh, Director of Sales, added, "With whites and grays in the spotlight, painted cabinetry is the norm and is especially strong in coastal regions." For bathrooms Ken said, "We recently introduced a vanity tower cabinet that rests on the countertop." This cabinet is ideal for storing toiletries and cosmetics within handy reach, yet neatly out of sight.

David Littlefield, VP of Sales & Marketing, explained the Marsh finishing process. "We do everything in-house. We apply a factory finish to all of our products in a pre-selected offering of colors. The finish is baked on and it's really almost impervious to anything; we



David Littlefield, VP of Sales & Marketing for Marsh Furniture Company.

have the ability to lock it in for longevity." Marsh Furniture's finishing options include paints, stains and glazes for added embellishment.

Ken and David noted other kitchen trends. Ken said, "We released a whole line of cabinetry in 2016 with roll-out trays. That line is very popular with aging-in-place-design and assisted living facilities." Soft-close doors and drawers have steadily increased in demand for all ages. Ken and David also see kitchen designers get creative with cabinetry by stacking smaller glass-front cabinets on top of standard cabinets for added customization. Ken added, "Quartz is the trending material for countertops because of the stone's predictability and patterns." David said, "We've seen backsplashes and flooring going to more textured, tactile looking materials."



This kitchen is in the Bill Clark Homes model at Tuscan Sands in Barefoot Resort.

Marsh Furniture believes that it pays to seek out a professional kitchen and bathroom designer to help with the fundamental design to ensure a functional space with the appropriate codes and practices implemented. Marsh Furniture Company has a long-standing partnership with Atlantic Kitchens in the Grand Strand area, who distributes its products with best-in-class designs and installation. Marsh also operates a lumber company in Pamplico, SC that provides their dimensional lumber. As Ken proudly pointed out, "Our cabinetry is not just made in America, but it's made in the Carolinas."

Nancy Swift, owner of Swift Appliance located in Murrells Inlet and Mount Pleasant, SC easily talked about what is new and popular in kitchen appliances. She said, "Every manufacturer is now going after the black stainless. Nancy reported that hood manufactures also came out with black stainless. She added, "They've got cool new things for ventilation options –



Nancy Swift, owner of Swift Appliance in Murrells Inlet & Mt. Pleasant, SC.

everybody has these open living spaces now so one manufacturer made a type of ventilation that goes in the ceiling so you don't have a big hood blocking your view."

Stainless steel is changing in other ways. "Whirlpool is coming out with a copper color this fall," Nancy said. Refrigerator interiors are moving away from solid white. KitchenAid has a platinum interior and Jenn-Air has a black interior. A quick look at the display ads shows that darker interiors really make the contents pop. In the coastal area, white kitchen appliances are still a popular option. Kevin Swift, manager of the Murrells Inlet store, said panel-ready appliances to match cabinetry sells well too.



Kevin Swift, general manager of the Swift Appliance Murrells Inlet store, in the showroom.

On one hand, there are 8' tall refrigerators, and on the other, there is a push for smaller appliances. Nancy said, "There's a lot of interest in small-space living so a lot more of our vendors are getting into the 24" ranges and smaller refrigerators for the compact living concept." Small living is partly driven by urban millennials, as is the appeal of the retro look for rounded refrigerators, such as the one Smeg manufacturers. Sometimes though, consumers get nostalgic for refrigerators that remind them of Grandma's kitchen, or they want to keep to a period mood befitting older architecture.

For other kitchen appliances, Nancy said Bosch just came up with a new line of dishwashers with a third rack. "I still think the Bosch dishwasher is the best bang for your buck – quiet, efficient, flush

(Continued on page 14)



The Swift Appliance showroom in Murrells Inlet features many of the most up to date appliances that are popular with today's homeowners and contractors for new construction and remodeling.

front." Nancy added a tip no matter what brand dishwasher you buy: Add a rinse agent. "No modern dishwasher will work properly if you don't use a rinse aid." Thank government regulations for this. Nancy also noted that people are getting tired of all the electronics and many are going back to the laundromat gold standard – Speed Queen.

Summing up, Nancy said, "Right now the economy is good, so we're seeing a trend to go for the extras" – be it beverage centers or icemakers. Whether

a consumer is buying an entire appliance package or a single fridge, family-owned and operated Swift Appliance will try to do the best by their customers and keep educating customers so they can make the best decision.

As the owner of Brady Glass Solutions, David Brady is heavily involved in bathroom remodeling – at a rate of one or more a day! He is in prime position to observe design direction beyond the installation of beautiful glass shower doors. David said, "The shower is the heart of the bathroom. You want that 'wow' factor in



David Brady, owner of Brady Glass Solutions in Myrtle Beach.

two main areas - the kitchen and bathroom, especially the master bathroom." He continued, "The most popular trend now is definitely the seamless, frameless shower door. The barn door slider is also really becoming popular." David explained that this type of door gives the appearance of a frameless sliding door – it is a sharp looking door with a trim header set down from the top edge of the glass.



The slider is a good alternative to the swing door for smaller rooms that have a 4' or 5' shower opening, because it does not protrude into the bathroom. David added, "This type of slider shower door was created to show off nice tile work." In tile design, David noticed it has moved away from the traditional 6" x 6" square tiles. He said, "Now they're taking 12" x 24" tiles and running them in a staggered vertical pattern." Herringbone is another popular layout, and the use of tile borders and frames create visual accents. Metallic and glass tiles give a special luster to a bathroom.



In overall bathroom design, David is seeing contemporary, clean lines using grays and neutrals for the base color. He added, "People are going with sleeker finishes such as brushed nickel and chrome and higher end fittings like champagne-bronze. A lot more quartz is being used for counters, along with undermount sinks."

Besides custom glass and shower



doors, Brady Glass Solutions specializes in custom mirrors. With mirrors David said, "We're getting requests for something we did in the early 2000s where we put lights and faucets through mirrors. We have done it a great deal this year. It's tricky to do, but it's pretty cool looking."

No kitchen or bath design is complete without considering plumbing fixtures, faucets and accessories. Longley Supply Company is supplying solutions + style for everything from faucet water filtration to a walk-in tub. Trisha Hogan has been a showroom consultant long enough to see styles come and go and come back again, and she shared her observations.

Trisha said, "We probably sell a lot



Trisha Hogan has been a showroom consultant for the Myrtle Beach branch of Longley Supply Company for over 9 years.

more granite and quartz composite sinks than stainless now. They come in a variety of colors; they are scratch resistant, stain resistant, and heat resistant. If you're looking for something that's going to complement your countertop with color, that's a great way to go." Trisha continued, "People who were interested in cast iron, would be drawn to fireclay." She explained that it is a very durable,



Longley Supply Company recently remodeled the showroom in the Myrtle Beach branch.

(Continued on page 16)

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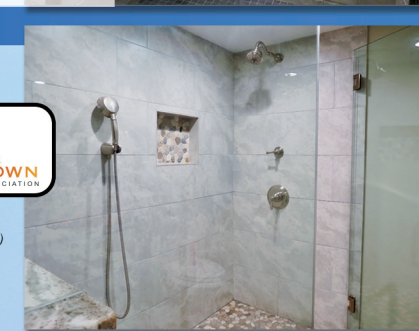
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beautiful product that comes mostly in white or linen. This material is most often associated with apron-front sinks.

For faucets Trisha reported, "Chrome for kitchen and bath is really big. I sell a lot of stainless as well, especially in kitchens with stainless appliances. I always encourage people to bring a sample of their countertop because it will tell you every time what sink and faucet to use with it." Touch and sensor faucets are big, as are spring faucets, which have a commercial-chic appearance.

In bathrooms, Trisha noted the return satin brass and polished brass. "Satin brass is really pretty and it adds warmth." Interestingly, it is the younger consumer that likes it, many of whom were unaware of the prevalence of polished brass 30 years ago. Trisha is selling many stand-alone tubs with the floor-mount faucets. Tubs come in all different designs, from claw foot to contemporary. She added, "A



The shower display in the Longley Supply Company showroom is complete with functioning shower heads so the customers can make informed decisions on what works best in their bathroom.

lot of people are not putting tubs in the master bath anymore. They are using that space for gorgeous custom showers."

Aging-in-place living calls for adaptable fixtures. Longley Supply Bath & Kitchen Company has a whole ADA section. Trisha said, "People get sticker shock from walk-in tub prices, but it's probably the equivalent of one month in a nursing home. If you can make your bathroom safe and easily accessible, you can stay in your home so much longer." Walk-in tubs come with jets, air, and even chromotherapy. Accessories have become more decorative and less institutional



The Longley Supply Company showroom in Myrtle Beach has this fully functioning faucet display.

looking.

Longley Supply Bath & Kitchen Company has a newly remodeled showroom, complete with displays of working kitchen faucets and showerheads. Trisha will gladly assist. She said, "The best part of my job is working with my clients and helping them create the image they have in their minds." ■

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R.S. Parker Homes

Indigo Bay – Carrying on the Family Tradition



by Susan Roush

The exterior of the Ashfield model in Indigo Bay.



PHOTO © CHUCK GEE

The Parker family has been involved in land development and construction for over 40 years. R.S. Parker Homes has been in business for over 15 years. Ronnie Parker Jr. gave a quick look back: “My grandfather and my dad were always involved in land development – residential and commercial projects – from the late 70s. Our first construction in Myrtle Beach was in 1984. My dad (Ronnie Parker, Sr.) was involved in the construction of a mid-rise condo in Cherry Grove.” Ronnie got his General Contractor’s license in 1997, and the family made a conscious effort to get into homebuilding in 2003. Ronnie said, “We were doing residential development work and came to the conclusion we needed to build homes as well.” R.S. Parker Homes was able to grow during the lean years of 2008-2011 by finishing out communities that banks had taken over.



The living room area in the Ashfield model home.

PHOTO © CHUCK GEE

Fast forward six years and R.S. Parker proudly introduces its newest community in the popular Carolina Forest area. Indigo Bay is truly an exclusive R.S. Parker community from the ground up. Ronnie said, “The goal is to offer a low country custom-looking home at an affordable price without all the aggravation and heartache of acquiring a lot, interviewing several custom builders, bidding them out, and then starting the process.” Since R.S. Parker is developing Indigo Bay, they are the Architectural Review Board, which eliminates third party input for getting plans approved.

Ultimately, this natural gas, gated community will be home to 353

PHOTO © CHUCK GEE



Indigo Bay is a natural gas, gated community that will be home to 353 families. This includes a 50-acre lake, allowing for approximately half of the homes to be on lakefront lots.

PHOTO © CHUCK GEE



Indigo Bay offers three model homes that are available for tours Monday through Saturday from 10 AM to 5 PM & Sunday from 1 PM to 5 PM. (From left to right) The Ashfield, the Willbrook & the Bellefield are shown here.

families. There is a 50-acre lake, allowing for approximately half of the homes to be on lakefront lots. The clubhouse and pool are under construction with ample land set aside for additional amenities. There is a 9' walking path around the whole community – wide enough for walking and bicycling. The exterior custom appearance comes in part from the raised brick-skirted slab foundation, 50-year architectural shingle roofs and gutters around the house. Every plan has a rear-covered porch, and some will have larger covered front porches. Furthermore, homes are constructed to Environments for Living standards. Ronnie explained, “Environments for Living specifies and inspects what we put in. Every homeowner gets a certificate when they purchase their home with an energy guarantee for heating and cooling.” In 2016, Santee Cooper named R.S. Parker Homes the Smart Energy New Home Builder of the Year.

Lisa Clark, Corporate Director of Sales and Marketing, named several other distinguishing features of Indigo Bay homes. R.S. Parker uses James Hardie ColorPlus® Technology siding, and they are one



The kitchen area in the Ashfield model home.

of the few builders in the area using this product. Lisa explained, “The color is actually done in the factory instead of being painted on site in the elements, so you get the exact color across each board.” This technology results in boards that resist chipping, peeling, cracking and fading. Standard interior features include hardwoods in all main living areas, staggered-height kitchen cabinets with crown molding, granite kitchen counters, tile showers in the master bath with seats, brushed nickel fixtures, lever door handles, bullnose

corners, and special trim features.

Jessica Vollmerhausen manages model and inventory homes and assists in the Design Center. Three model homes open for viewing are the Ashfield, Willbrook and Bellefield, and three inventory homes have been built to date. In total, there are 10 plans to select from, all of which are brand new to Indigo Bay. Square footage runs from 1835 to 4141 and prices start at \$304,900.

The Design Center offers a thoughtful selection of materials. R.S. Parker staff and their trade partners choose the most popular materials, current appliances, colors, fixtures and finishes, and they monitor inventory as trends and tastes change. There is enough selection to satisfy a sense of individuality without being overwhelming.

Within the models offered Lisa explained there are good, better and best versions. “Our good home is 98-percent standard, with minimum upgrades. You can walk into an Indigo Bay home, the smallest home that we offer with standard features, and you know what you’re getting.” The better category offers a mix of upgrades, and the best has all the upgrades. Similarly, there are good, better and best in landscaping packages. Fencing

options are on display with the model homes, including DHEC-approved fencing for swimming pools, since pool packages are an option.

Ronnie said, “We have outdoor living packages that can include anything from paver patios, to fire pits or fireplaces and outdoor kitchens. If you’re on the water we have different dock options.” Lisa added, “If you’re on a wooded lot we have storage shed options that mirror the home style.”

Beyond choosing the lot, model and options, Lisa listed five in-person touches required when building an R.S. Parker home:

- Writing the contract with the sales agent
- Dedicated time with a design consultant where every exterior and interior choice is addressed
- Pre-construction meeting, after the lot has been prepped, where the builder reviews the home plan and the full home package to make sure he understands the homeowners expectations
- Pre-drywall meeting with the builder and homeowner to go over the energy efficiency program and to find anything that needs to be changed or tweaked



The dining room and entrance foyer in the Ashfield model home.

- New-home orientation with the homeowner, the same builder and sales agent to explain all functions

Jessica noted, “We’re a very hands-on company. Ronnie and his dad are here daily, and we make field visits often to make sure houses are coming along as expected. We want to make houses as functional as possible for our buyers; there’s a lot of thought and effort put into everything.”

One future Indigo Bay homeowner who has been the

recipient of this thoughtful effort is Randy Ferrante. He said, “R.S. Parker helped us design what we needed – something that other custom builders didn’t even consider doing. We felt like we were getting personalized service – they cared about what we wanted.”

Randy and his wife Sandra met Sonya Shaffner, their sales representative at Indigo Bay. Randy said, “We liked their base model, but wanted to add some custom changes, and they were very agreeable.” Randy continued, “R.S. Parker’s standard package is very good, but this is my wife’s retirement house and probably the last one that we’ll ever buy. I told her to pick out what she wanted and make it as nice as she wanted it to be, so we did a lot of upgrades.”

Randy added, “The gentleman building the house for us, Fred Gatzke, is very seasoned. He’s been building for a long time. He’s very good at explaining what’s going on, making suggestions without being pushy, listening to what we want.” The Ferrantes have also been impressed with Sonya’s involvement throughout the process. They expect to move into their lakefront home in October.



The master bathroom in the Ashfield model home.



The exterior of the Willbrook model home.

Beth and TJ Goff already lived in a Carolina Forest neighborhood when they bought a lot in Waterway Palms Plantation to be closer to the Intracoastal Waterway. They had seen an R.S. Parker home in Waterbridge, and as Beth recalled, “It sealed the deal – we just fell in love with it.” They were impressed with the quality and custom look of an R.S. Parker home. Beth added, “Their upgrade options were really good for our family, and it was enjoyable working with them; they helped us make the house look amazing within our budget.”

Beth has a list of things she loves about her home, including hardwood flooring that does not show scratches from their dogs. She said, “I love our kitchen, specifically the pot drawers – they’re fantastic – and the butler’s



The exterior of the Bellefield model home.

pantry between the dining room and kitchen. My favorite of all features is a laundry shoot; the clothes go

straight from the kids’ bathroom to the laundry room.”

Ronnie Parker summed up the R.S. Parker Homes creed of always doing the right thing. “As a builder it’s how you deal with adversity and problems that really reveals your character as an organization. I don’t know any builder our size that has two dedicated warranty people. I think our team of employees and subcontractors care about the customer and want to treat them right.”

You can view the Indigo Bay models and inventory homes at 1017 Planters Place, Myrtle Beach, SC 29579 – Monday through Saturday 10AM to 5PM and Sundays 1PM to 5PM. ■



The living room area in the Bellefield model home.



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LAWRENCE YUN AND DAN MITCHELL TO HEADLINE EVENT

Our global population is at an all-time high, economies face moderate growth, and central banks grapple with ending quantitative easing. What does that mean to us here at home? With the US population growing nearly double digits in the last ten years, reshaped demographics, unemployment declining and the stock market gaining, the face of business as we know it is changing. Hear from the world's leading economic experts, how demographics, economics, politics and technological factors are impacting you. How should you invest? How should you prepare? What's next? Is it business as usual? Hardly!

Coastal Carolina University, in conjunction with the Grant Center for Real Estate and Economic Development, has announced their 20th Annual Real Estate and Economic Summit scheduled for September 29 at Pine Lakes Country Club in Myrtle Beach, SC.

Lawrence Yun, Chief Economist and Senior Vice President of Research at the National Association of REALTORS® (NAR), will deliver the keynote address.

Dr. Yun appears regularly on financial news outlets and is often a guest on CSPAN's Washington Journal. He is a regular columnist on Forbes' website and is a frequent speaker at real estate conferences throughout the United

States. *USA Today* recently listed him as one of the top 10 economic forecasters in the country.

Also, scheduled to speak is Dan Mitchell, a libertarian economist and senior fellow at the Cato Institute. His work has been published in the *Wall Street Journal*, *New York Times*, *Washington Post*, *National Review*, *Forbes*, *USA Today*, and *Investor's Business Daily*, to name just a few. Mr. Mitchell is a frequent television commentator and appears regularly on all major networks.

Robert F. Salvino, Jr. Ph.D. professor at Coastal Carolina University, and Associate Director of the Grant Center for Real Estate and Economic Development will round out the

slate of speakers. A well-known local economist, Dr. Salvino has worked with numerous local industries and government entities in conducting research, monitoring economic trends, and developing forecasts that have a direct impact on Horry and Georgetown Counties.

"We could not be more pleased to announce speakers of this caliber," said Barbara Ritter, Dean of CCU's E. Craig Wall Sr. College of Business Administration. The insights presented at the Summit will enlighten our entire region and will be of interest to everyone involved in commercial or residential real estate or investments."

The cost for the September 29 event is \$60 which includes a networking breakfast and luncheon recognizing the winners of CCU's inaugural real estate awards. These awards, made possible through a gift from The Tony and Carrie Grant Fund, celebrate excellence in residential, resort, commercial and government/public/non-profit sectors.

For online registration, visit Coastal.edu/business/summit/registration or call Wendi Lee at (843) 349-2284. ■



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DOORS – WINDOWS – SPECIALTY MILLWORK

DOORS - WINDOWS - SPECIALTY MILLWORK Prevailing Trends and New Products

by Susan Roush

Along with the uptick in new home construction in 2017 and the continued homeowner interest in remodeling their existing homes, the door and window products offered, as well as the hardware packages to accompany them continues to grow in today's market. *Building Industry Synergy* reached out to four respected business owners & sales managers to give their feedback on the latest trends they have noticed.

Joe Pezzullo the local Market Sales Manager for Builders FirstSource keeps apace with materials and markets in the building supply industry. When it comes



Joe Pezzullo in the Builders FirstSource showroom in the Conway location.

to doors, Joe said, "We are one of the only suppliers in the local area that actually has its own manufacturing capability locally. We manufacture most of our interior and exterior doors in our Conway facility."

Due to the size of their facility, Builders FirstSource can stock a wide range of products such as door slabs,

hinges, glass patterns, sidelites and transoms. Joe added, "We keep a wide range of different door styles, hinge finishes and casing profiles. This allows us to support the inventory needs of the local builder, better respond on quick turnaround orders when necessary, along with the added flexibility to address any changes that might arise."

For exterior doors Joe noted, "The largest trend [aside from going to fiberglass over metal or wood] is that the industry has really moved towards a Craftsman-style design. In years past, we saw a lot more radius window and doors, circle tops over windows and doors, and round columns on the front of the house. The industry has really squared itself off by moving to square and rectangular shapes for transoms, sidelites, and columns."

Joe added that doors are always evolving and have long been a focal point on the front of a house. "We see a lot more 8' tall entry doors than we saw 5 or 10 years ago. Doors are always evolving and they are always a focal point. Another trend shift is on the back of houses. Joe said, "Builders are incorporating large multiple panel sliding doors." View is everything from ponds to golf courses and large 12' to 16' wide and 8' tall sliding patio doors are being installed in greater numbers. "That used to be a feature of the custom home builder, but now you're seeing a



Builders FirstSource has its own manufacturing capability in the Conway location.

lot of production builders incorporating sliding panels – or at least making it an option."

With the return to a healthier housing market, specialty millwork that used to be the sole domain of custom builders is now seen in lower priced homes. Joe said, "We're seeing wainscoting in the dining room, coffered ceilings, and multi-piece chair rails. We are also seeing more utilization of wrought iron balusters." Along the Craftsman-style theme, square wood picket balusters and square newel posts are routinely replacing rounded forms on stairways.

Another perennial favorite, the lowcountry style, calls for shiplap and bead board paneling inside. Joe summed up, "With consumers having more money to spend again, products are being reintroduced that had been stripped away during downturn."

See Back Cover Of This Issue For Further Information Regarding Builders FirstSource.

(Continued on page 26)



Builders FirstSource stocks a large inventory of door styles, hinge finishes and casing profiles.



Jeremy Wernig with Pella.

Pella® is a brand long identified with quality and affluence for doors and windows. Jeremy Wernig is a local retail sales person, who also installs and services

the brand. He said, “We make amazing super fancy windows, but we’re also in line to sell vinyl windows.” Jeremy explained, “Pella has three grades of vinyl windows: Encompass, which is comparable to any standard vinyl window on the market. A little fancier one is the 250 Series, and the top vinyl window is the 350 Series, and that’s the one we can put hurricane glass in.” This grade of vinyl can support the weight of impact-resistant glass, which is three times heavier than regular glass.

Pella® makes a fiberglass window called Impervia®. Jeremy said, “To me it’s the future of windows. Vinyl can contract and expand whereas fiberglass is rigid, so



it makes a strong window that can carry the weight of a lot of glass – it’s stronger than vinyl. It is competitively priced to upper-end vinyl.”

Jeremy is proud of the Pella® brand’s commitment to research and design improvements. He said, “If Pella has an issue, they throw engineering at it until they don’t have the issue anymore. Pella comes up with a lot of innovations that are quickly copied by other companies, just not as thoroughly.” For example, Pella has developed EnduraGuard wood protection against moisture, decay, stains, and insects. Pella makes and treats all parts of the window, including the end grain, which is the most vulnerable, before assembling wood windows; this is a crucial step.



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For contractors, Pella® has a trim package that takes installation time down from 15 to 20 minutes per window to 2 to 3 minutes. It comes in 10 different prefinished stains and 3 different whites, plus a prime finish for custom paint. Jeremy reported, “Once they use it, they never go back.”

There are two specific design trends in windows that Jeremy noted. The first is the absence of grilles and the second is the use of mini blinds (or fabric) between the glass on sliding glass doors and French swing doors. He said, “They don’t get dirty, the dogs don’t mess them up and the grandkids can’t run through them. You can get rid of vertical blinds.” Pella® also minimizes hardware – the same slide that moves blinds up and down controls the tilt.

Apart from competitively priced vinyl window to the best wood windows, Pella® offers doors from entry-level fiberglass to higher end Architectural Series doors.

Raymond Goodman, Myrtle Beach Market Sales Manager for 84 Lumber, has a wealth of information when it comes to interior and exterior building products. There was a time when steel doors were standard, but in the coastal climate, they are subject to corrosion. Raymond said, “Fiberglass comes in a textured surface – it used to be smooth – and once it’s painted, it’s hard to tell the difference with the naked eye between a wood and



Raymond Goodman with 84 Lumber.

fiberglass door. He added, “You see more glass inserts than you used to, and most people want a sidelite.”

For interior doors, hollow core doors are still the standard, but six panel doors

are not as prevalent as they used to be. A three panel or two panels with an arch at the top are more in demand. Raymond also noted, “The door casing used to be a standard 2¼” size, now we’re seeing 3¼ casing or wider with different profiles such as fluting or a cut in border.”

Along with doors comes hardware. Raymond said, “There are more options now for the hardware on a door. It used to be that every interior door had brass hinges, now we are selling more of the oil rubbed bronze (ORB), and nickel plated hinges. Nickel is outpacing ORB, but both have become popular, especially with

(Continued on page 28)



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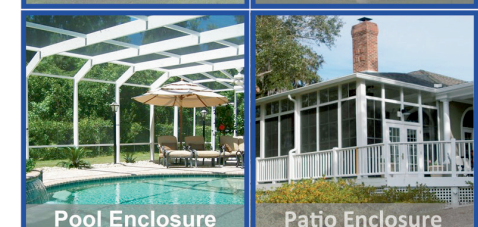
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Raymond Goodman & 84 Lumber prides itself on keeping up with the latest trends in the building industry & offering the most appealing door & window products to the contractors, as well as the do-it-yourself homeowners.

higher end houses.” Hinge material determines door handles and stops for finish. Lever door handles have largely replaced round doorknobs.

As for millwork, Raymond said, “Once you go through the door, the trim is what distinguishes a builder’s home.” A wider casing, wider base, crown molding and arches add specialty touches. Raymond sees less demand for wainscoting than in the past, possibly because there has been a trend away from wallpaper toward more creative applications of paint. Wider

crown, two piece crown, and coffered ceilings are more prevalent than they used to. For arches, 84 Lumber sells a metal arch that is added during the framing stage and then finished off with sheet rock. Raymond noted, “Generally, millwork is not as elaborate as we have seen in the past. People want more of a clean, fresh look.”

Nineteen years ago when Scott DeHollander and his wife Ronda opened Window World Myrtle Beach, they were store number 7; today there are 260+



Scott & Ronda DeHollander with Window World in Myrtle Beach.

stores across the nation. Scott said, “People trust the Window World name; it’s a national name today. We’re one of the very few companies that carry the Good Housekeeping Seal, and we’ve carried that for over 10 years.”

Scott reported that most window replacements are spurred by the desire for more energy efficiency. “Today with the insulated glass and the Low-E coatings we can help homeowners reduce their energy bills.” Low-E means low emissivity – a surface that emits low levels of radiant heat. Scott explained, “It’s a reflective metallic coating that’s put on the glass that is virtually in between the two panes of glass. The coating is so thin it allows you to see through it. When the sun hits it, it will reflect anywhere from 84 to 99% of that ultraviolet light.” In the winter months, the panes slow down the outward transfer of heat, retaining warmth inside. The window frames are vinyl. Scott said, “Most windows today, both in the remodel industry and in new construction, are going with vinyl. It is a maintenance free,



The Window World showroom showcases several of the door & window products that are popular in today’s market.

smooth look. There are colors available for interior and exterior finishes giving a lot of options for homeowners.”

In terms of style preferences, Scott observed, “People are taking Colonial grids out and using a Prairie grid to give their house a more modern look. Traditionally a flat grid was all that was available, now there are contoured grids or brass grids. A contoured grid is actually molded in a way to make it look more like wood.”

With Window World, everything they do is custom ordered and every installation meets or exceeds code requirements. For local contractors, establishing a relationship with Window World Myrtle Beach simplifies their job. Scott said, “Whether they contract us to install the windows or they purchase the windows from us, when they walk away from the

job, that homeowner falls under the Window World warranty. If anything goes wrong with a window we take care of it.”

Scott invites contractors and consumers, “Come and see us at the Home Show. If there are any questions that folks want to bring to us I’ll be able to provide them with some useful information.” ■



You can visit Scott & Ronda DeHollander in Feature #4 September 22nd – 24th in the Myrtle Beach Convention Center.



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2017 HBA of SC Convention Schedule

Thursday, October 12th, 2017

| | |
|-------------------|--|
| 1:00 pm - 4:30 pm | Association Leadership/Governance/Social Media |
| 6:15 pm | Meet in the Hotel Lobby for transportation to EOC Dinner |
| 7:00 pm | EOC Dinner |

Friday, October 13th, 2017

| | |
|--------------------|---|
| 7:00 am - 4:00 pm | Convention Registration Desk Opens- Prefunction |
| 8:00 am - 9:00 am | Continental Breakfast |
| 9:00 am - 12:00 pm | Morning Educational Breakout Session |
| 12:00 pm - 2:00 pm | Celebration of Excellence Luncheon and Trade Show HBA Bagnal Builder and Associate of the Year and Pinnacle Awards |
| | Please visit our sponsor during the trade show! |
| 2:30 pm - 5:30 pm | Afternoon Educational Breakout Sessions |
| 6:00 pm - 10:00 pm | Clemson v. Syracuse Football Tailgate |
| 8:00 pm - Midnight | President's Hospitality Bar/Karaoke |

Saturday, October 14th, 2017

| | |
|--------------------|---|
| 7:00 am - 4:00 pm | Convention Registration Desk Opens |
| 8:00 am - 9:00 am | Continental Breakfast/Trade Show Compass CD |
| 9:00 am - 12:00 pm | Construction Open Forum Sponsored by Norbord |
| TBD | Carolina v. TN Tailgate Party and Games |
| 7:00 pm - 10:00 pm | Builder Game Night |

Sunday, October 15th, 2017

| | |
|---------|---|
| 9:00 am | Board of Directors' Meeting and Breakfast |
|---------|---|

Weekend at a Glance

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

For further information regarding registration for the 2017 Fall HBA of SC Convention in Greenville, SC October 13th - 15th, call (803) 771-7408 or email MNix@HBAofSC.com. For room reservations at the Hyatt Regency in Greenville call (864) 235-1234.





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This September, Norbord would like to show our framers a little appreciation. To this end, we have formulated the Thank a Framers campaign, for those out there in the trenches every day. We're really proud of this campaign and we hope you will be too. There are three ways you can participate in the campaign to show your construction professionals a little love.



Watch the Video

The campaign kicks off with a video that highlights the vital job our framers do, pays homage to these unsung American heroes, and takes a moment to remember what we are really about – building the homes and infrastructure that make our country what it is today. Please take a moment to watch the video on **ThankAFramer.com** – If it speaks to you, share it using the **#thankaframer** hashtag.

Donate to the HBI

The building industry is currently facing a major labor shortage with 200,000 unfilled jobs. Norbord is donating \$100,000 to the HBI (Home Builders Institute) as part of the Thank a Framers Campaign to help train the next generation of skilled professionals. HBI supports diversity and provides training for prospective construction professionals, veterans, and under-served youth. Please consider making a donation to this worthy cause and encourage others to do so too.



Enter our Contest and Win Great Prizes

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- 1,000 Prizes: Thank A Framers Hats or T-Shirts

Let's give a little back to the industry that has given us so much by supporting our #thankaframer campaign.

For further information regarding the above, feel free to contact Craig Doehner @ (919) 523-1619, email craig.doehner@norbord.com or visit www.ThankAFramer.com. ■

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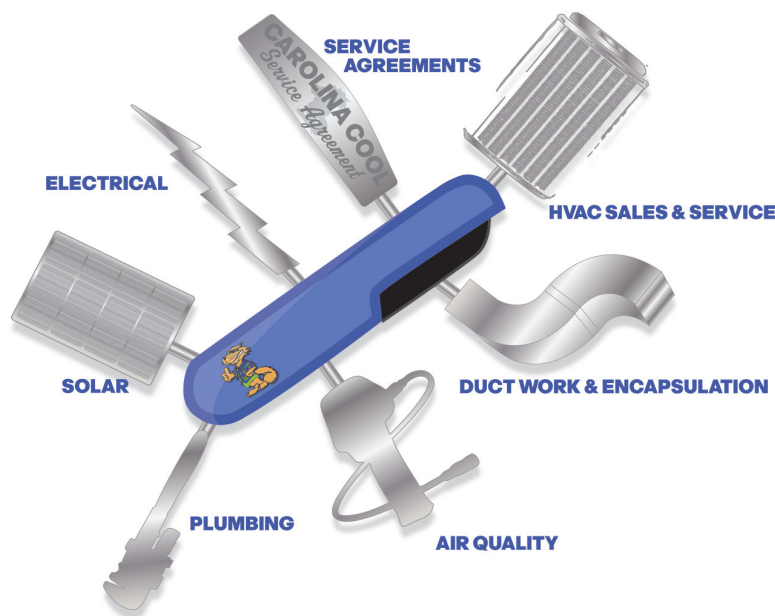
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Building Your Brand? Create a Buzz!

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

Buzz—it's a four-letter word that packs a lot of punch. While you may associate this word with bees and flowers, I associate it with Public Relations. Although your ad, Facebook campaign, direct mail, news release—the list goes on and on—may create an initial impression, it's the buzz that spreads that message. Yes, it is like a bee pollinating a flower.

Why Create a Buzz?

Like most things, great results are more likely to be achieved if you know what you want to accomplish. If it's meaningless, why waste your time and energy. Do you want to:

- Generate new leads?
- Retain existing customers?
- Change public perception?
- Introduce new products to the marketplace?
- Create awareness, or
- Stand out among the clutter?

If you answered 'yes' to any of these questions, you are ready to create a buzz!

How do you Create the buzz?

- Hold a contest
- Leverage your connection with a charitable cause or organization
- Utilize the power (and connections) of social media
- Find your USP – we're not talking about the United States Postal Service, we're talking about your 'Unique Selling Proposition'. Just what is it that makes your brand and message worthy of buzz?
- Develop synergy through partnerships that create a win-win

While creating the buzz is certainly the most fun, it is also the most complex part of the equation. Although the ideas above sound easy, they require expert execution. Without that, you end up spinning your wheels, and spending your valuable time and money with little, or no, payoff.

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Need I ask why you hire a plumber to fix your leaking sink, or a boat mechanic to work on the engine of your 1929 vintage Hacker-Craft? Well, the answer is the same. You want it done correctly and you want results. Would you want a do-it-yourselfer working on the engine of that valuable boat? No more than you would want a do-it-yourselfer tinkering with your brand image.

Buzzing Around...

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BUZZ

(Continued on page 38)

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At Marketing Strategies, we're passionate about helping clients build their brand and find their niche. If you're dedicated, enthusiastic and serious about your business, we might just be the right fit.

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