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- SITE WORK – BRICK / CONCRETE / MASONRY ACROSS THE GRAND STRAND
- HGHBA ANNOUNCES 2018 PRESIDENT & 2018 NEW HOME PARADE DATES
- LOCAL BUILDING SUPPLY COMPANIES YOU CAN TRUST
- 2017 HGHBA ACCOMPLISHMENTS & AWARDS
- 2018 HGHBA CALENDAR OF EVENTS
- 2018 BIS EDITORIAL CALENDAR

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table of contents

PAGE 5

HGHBA Student Chapter Wins Prestigious National Award

The HGHBA Student Chapter for the Academy of Technology & Academics won Second place for the 2017 Outstanding Student Chapter at the NAHB International Builders Show.

PAGE 6

HGHBA 2017 Accomplishments

HGHBA membership growth has trended upward for 10 months straight totaling a positive 30% increase in 2017. The HGHBA had a banner year winning several awards on both a National & State level.

PAGE 7

HGHBA Announces New Incoming 2018 President & New Home Parade Dates

David Martin with Bill Clark Homes is the new 2018 HGHBA President. The 2018 New Home Parade will be held the first 2 weekends in March.

PAGE 8

Conway, SC Is Open For Business

If you are considering opening a business or are an existing business owner interested in expansion, then the City of Conway just may be the location for you.

PAGE 9

2018 Horry Georgetown HBA Calendar of Events

The schedule of all HGHBA related events for 2018. The HGHBA new member inductees from the November 14th & January 16th luncheon meetings in RIOZ.

PAGE 10

Preview of the Building Industry Synergy Online Resource Directory

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

PAGE 12

SITE WORK Sturdy Materials Become More Sustainable to Produce and Give Strength and Beauty to Residential and Commercial Structures

Building Industry Synergy senior writer, Susan Roush, reached out to five local companies to learn about the latest trends in the masonry, brick and concrete industries.

PAGE 20

Myrtle Beach Area Chamber of Commerce Looking Outward

Over the years, MBACC has become an investor-driven organization providing leadership in the promotion of economic and business development by promoting, protecting and improving business. MBACC is now taking the concept of investing in a chamber one step further.

PAGE 22

Great Southern Homes

Nimble and forward thinking are words used to describe Michael Nieri, founder and owner of Great Southern Homes, based in Irmo, SC. In 2016 the company was ranked the 62nd largest homebuilder by *Builder Magazine* and the 3rd fastest-growing, privately-held builder in the country. A large part of the company's success has been driven by attracting quality people. Key members of the team are Keith Harris, Coastal Division Manager and project manager's Harry Dill & Jack Webb. In 2016, Great Southern Homes expanded to the coast.

PAGE 27

Sunrooms and Screen Rooms Add Living Space and Versatility to Homes

Today, innovative products, designs, and technologies have advanced well beyond solaria, patio slabs, and screened sleeping porches. Two well-respected HGHBA members speak of products and services they offer in creating an ideal outdoor extension.

PAGE 30

The Building Professionals Across Horry & Georgetown Counties Have Developed Trust In Our Local Building Supply Companies

We, at Building Industry Synergy, have talked with many building professionals over the years and have learned that the local representatives from Norbord, 84 Lumber, Eastern Building Supply and Builders FirstSource possess the knowledge and experience needed to provide the products and services that are required to complete any sized project.

PAGE 36

How to Elevate Your Brand in 2018

In 2018, a study released by Text100 Global Public Relations reveals that public relations is critical to brand value, especially for purchasing decisions involving complex and expensive products. Marketing Strategies president & CEO, Denise Blackburn, discusses strategic ways to increase the awareness of your brand.

PAGE 38

2018 Building Industry Synergy Editorial Calendar

The schedule of the next 5 issues in 2018 & the 1st issue in 2019, as well as a quick preview of the topics that will be discussed & the space reservation / material submission deadlines for each issue.

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Building Industry SYNERGY SC - GRAND STRAND

2018 JAN / FEB ISSUE

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Horry Georgetown HBA's Student Chapter WINS

The HGHBA Student Chapter for the Academy of Technology & academics won Second place for the 2017 Outstanding Student Chapter at the NAHB International Builders Show. This award is given to recognize those Student Chapters that have shown great accomplishments by increasing membership, encouraging development, community engagement and promotion, and HBA involvement. The HGHBA ATA Student Chapter met all the goals by doubling their membership, attending meeting & programs and seminars, building doghouses to raise funds for the pethouse project, engaging in home tours, mentor programs as well as designing and creating the HGHBA new signage. This was quite an accomplishment because our chapter was up against large Universities throughout the United States. Congratulations ATA Student Chapter for your involvement and accomplishment!

Below in the inset photo: HGHBA Associate VP, Yvonne Yates (center) accepts the award on behalf of the ATA Student Chapter.

2018 Student
Chapter Awards

2017 Outstanding
Student Chapter

Academy of
Technology
& Academics

SECOND PLACE



on the cover

From left to right: Keith Harris (Coastal Division Manager), Harry Dill (Project Manager), Jack Webb (Project Manager) and Mike Satterfield (EVP/CEO of Great Southern Homes) in front of the Great Southern Homes model in Champions Village. This 71-lot community is within the Prince Creek Community of Murrells Inlet. Situated along the finishing holes of the TPC course, there are interior and golf course lots, as well as a private pool and amenity center. Homes start at 1,600 square feet; priced from the \$280's. Champions Village received the Best in Residential Category from the Grant Center for Real Estate in the Economics Department at Coastal Carolina University.

PHOTO © CHUCK GEE



HGHBA 2017 Accomplishments!

- HGHBA membership growth has trended upward for 10 months straight totaling a positive 30% increase in 2017.
- 54 High School Seniors and Juniors joined the Student Chapter
- \$14,275.00 raised for local charities
- 13 Animals adopted during Home Improvement & Outdoor Living Show
- 3 State Awards for New Home Parade APP, Student Chapter, and Martin's Corner - Communication
- 1 National Award for 2nd place 2017 Outstanding Student Chapter
- 93 people is the average number of Members attending the general membership meetings!

HGHBA Home Builders Care Gives Back

Home Builders Care Committee members Raymond Goodman and Harry Dill presented a check for \$2,470 to Craig Doehner for the Perry Children's Fund. During the year the HBA and Home Builders Care Committee raises funds to benefit various charities within our community.

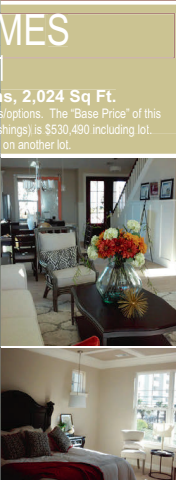
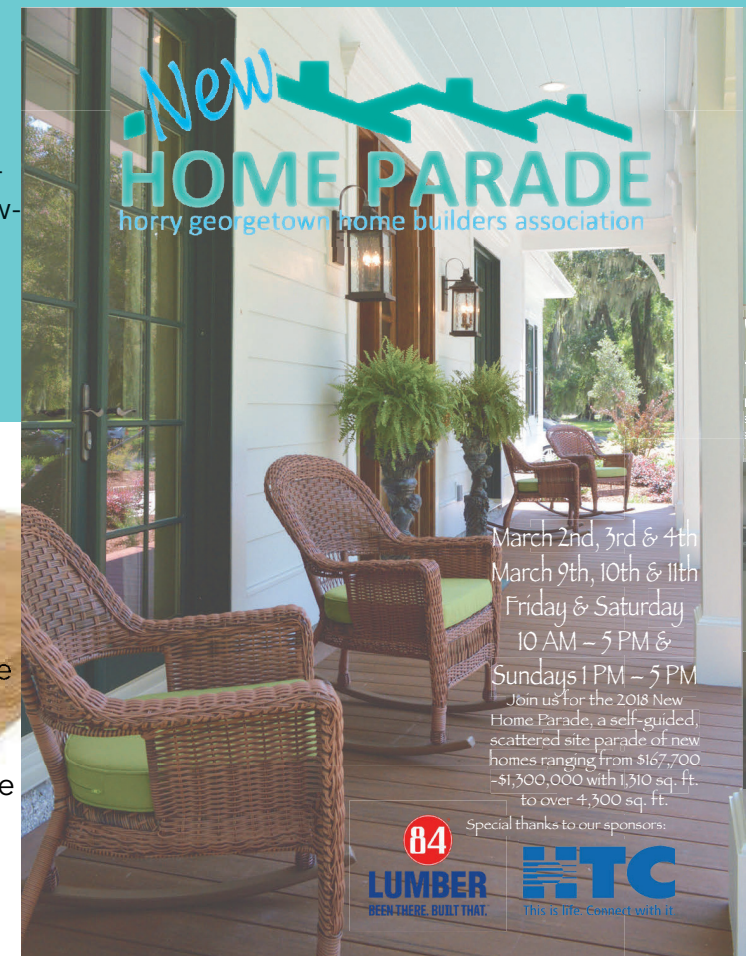


2018 HGHBA BOARD of Directors is Ready for Another Great Year!

It's a new year with new leadership coming forth to guide us through 2018. David Martin, Bill Clark Homes (photo left) is the 2018 HGHBA President. David has been a board member for several years and serves on the Clay, Membership and Legislative Committees. He is looking forward to the honor of serving as the HGHBA President and welcomes member comments and suggestions.

2018 New Home Parade to be held First 2 Weekends in March

Area builders took advantage of this tremendous marketing opportunity to showcase their homes to consumers. Each home will be open March 2nd, 3rd, 4th and 9th, 10th & 11th during these times on Fridays and Saturdays from 10AM-5PM and Sundays 1PM-5PM. These beautiful showcase homes will feature the latest in technology, stylish decor, as well as all the home owner wants from open concept to outdoor living space; multiple bedrooms and spa like baths. Consumers can tour assorted styles and designs for a modest priced home or the most luxurious living space from 1,600 square feet to 5,000 square feet. Download the Myrtle Beach New Home Parade APP at your Google or iTunes store. The APP has a complete portfolio including directions and is a great aid in planning your self-guided tour. You can also use the APP to take notes as you view the homes or list questions you may have for the builder. See you at the 2018 New Home Parade.



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Conway, South Carolina is Open for Business

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

If you are considering opening a business or are an existing business owner interested in expansion, then the City of Conway just may be the location for you. With population increases that have exceeded virtually all projections, over 90 available commercial properties and over 100 available commercial sites within city limits, now is the time to open your business in Conway. The City of Conway has established several incentives in an effort to support economic growth.



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Central Business District Incentive - This incentive applies to any person, firm, or corporation establishing a new business in a previously vacant building in the Central Business Zoning District in downtown Conway.

Historic Preservation Tax Incentive - The City of Conway created this tax incentive program to encourage the restoration of historic buildings, promote community redevelopment, and to encourage sound community planning. Historic properties must be certified by the City Council as eligible to receive the special tax assessment by being listed on the National Register of Historic Places or be fifty years old and meet specific criteria.

Redevelopment Enhancement Incentive - The City of Conway created a Redevelopment Enhancement Incentive Program to encourage development or redevelopment of properties in the Central Business District, the Core Commercial District and commercial properties fronting Highway 378 (Wright Blvd) or Highway 701 (Main Street/Fourth Avenue).

Family Entertainment Incentive - This incentive applies to anyone establishing a cinema, bowling center or other family entertainment facility in the city limits of Conway through annexation, redevelopment or new construction. The business in the subject building or storefront must be actively operating to receive reimbursement.

Redevelopment and Use of Existing Commercial Buildings - The City of Conway created a redevelopment incentive program intended to encourage the reuse or rehabilitation of existing commercial buildings 25,000 square feet in size or greater. The program is based upon the reimbursement of any portion or all fees required to operate within the city's limits.

Each incentive offers specific benefits to qualifying businesses. If you are interested in opening or expanding a business in Conway, please contact Devin Parks at the Conway Chamber of Commerce at (843) 248-2273. For more details regarding each incentive program's benefits and requirements, please visit the Chamber's economic development website, www.ConwaySCNOW.com.



The new HGHBA Member inductees at the November 14th luncheon meeting in RIOZ were (left to right) John Youngerman (Affiliate - Carolinas Coastal Construction Group), Matt Burroughs (Affiliate - Burroughs Shutter Company), Russ Scales (Beazer Homes), Tom Wilkes (Holmes Flooring), Ron Zemke (WindowZ), Stan Burroughs (Burroughs Shutter Company), Meghan McGarity (Carolinas Coastal Construction Group), Jim Adams (CANA Development Group) & Randy Wallace (Affiliate - CANA Development Group). Our thoughts & prayers are with the Zemke family, after we learned of the untimely passing of Ron Zemke in early December.



The new HGHBA Member inductees at the January 16th luncheon meeting in RIOZ were (left to right) Max Neubauer (Affiliate - Gateway Mortgage), Kathy Beaman (KB Sunspaces), Chuck Cee (Chuck Cee Photography), Don Carrell (Citadel Site One Management), Michael Graham (Affiliate - RSVP Publications), Dick Close (RSVP Publications), Bill Raphael (Prestige Outdoor Lighting), Julie Raphael (Affiliate - Prestige Outdoor Lighting), Shelia Smeltzer (A+ Pro Services), John Lilly (Affiliate - Blue Wave Irrigation), Corey Merchant (Blue Wave Irrigation), Anthony Ayres (Affiliate - Cedar Peak Roofing), Don Corley (Affiliate - A+ Pro Services).



2018 Calendar of EVENTS

FEBRUARY

- 16-18 Home Show in Myrtle Beach Convention Center
- 16 Student Chapter Field Trip to Home Show
- 21 Grand Strand Legislative Conference in Columbia

MARCH

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

APRIL

- 5 Spring Clay Tournament
- 10 Board of Directors Meeting
- 17 HBA of SC Bird Supper / Affordable Housing Summit
- 24 General Membership Luncheon
- 30 NAHB Bringing Housing Home Legislative Conference (April 30 - May 5)

MAY

- 15 General Membership Luncheon / HBA of SC Fifth District Meeting

JUNE

- 20 General Membership Luncheon
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR

JULY

- 12-15 HBA of SC Convention in Savannah, GA / HBA of SC Board Meeting
- 24-28 NAHB Mid-Year Board of Directors Meeting in Portland, OR

AUGUST

- TBD Golf Tournament
- 14 Board of Directors Meeting
- 21 General Membership Luncheon

SEPTEMBER

- 21-23 Home Improvement & Outdoor Living Show

OCTOBER

- 16 General Membership Luncheon

NOVEMBER

- 13 General Membership Luncheon - Election of 2019 Officers & Directors
- 15 HBA of SC Legislative and Strategic Planning

DECEMBER

- 11 Board of Directors Meeting

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

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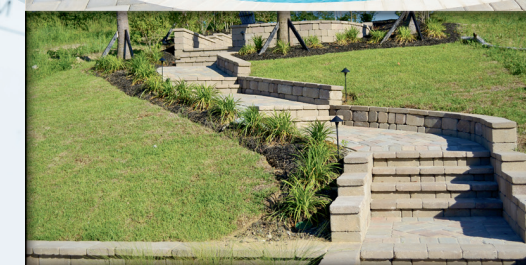
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SITE WORK: Sturdy Materials Become More Sustainable to Produce, and Give Strength and Beauty to Residential and Commercial Structures

by Susan Roush

When the Roman Empire fell around 400AD, the art of making concrete was lost for centuries, until the chemical reaction of limestone and water was discovered and various hydraulic cement mixtures were patented. A bricklayer in Leeds England created Portland cement in the early 19th century, which is the basic ingredient in concrete to this day. Today's manufacturers and finishers continue to refine production and processes.

Tommy Owens, Operations and Revenue Manager for the Coastal Division of **Thomas Concrete** said, "Concrete is by far the leading building material in the world." Thomas Concrete is a relatively new name to the Grand Strand (since 2015), but the company dates back to the mid-1950s when it was founded in Karlstad Sweden. Today, Thomas Concrete operates four plants in Horry and Brunswick Counties. Everyone who works for Thomas Concrete came to



Randall Watts (left), Tommy Owens (middle) & Justin Todd (right) with Thomas Concrete.

them through acquisition, so the logo carries years of local experience. Tommy spoke about the

sustainability of concrete, and the company's initiative in reducing the carbon footprint in producing it. Here are the highlights:

- Concrete absorbs CO₂ and is 100% recyclable; it is locally produced eliminating long distance hauling
- It is strong and durable (withstanding hurricane-force winds); needs minimal maintenance, and is energy

efficient; concrete offers natural sound insulation

- Concrete does not burn or emit toxic fumes when exposed to fire; and it does not rot
- Thomas Concrete has a new product called CarbonCure



Thomas Concrete is currently introducing their new 'Carbon Cure' technology.

CarbonCure technology allows Thomas Concrete to inject industrial CO₂ into wet concrete where the gas is chemically converted into a solid mineral. Tommy explained, "It helps with the atmosphere; we can reduce the amount of cement that goes into the concrete and still get the same results. The CO₂ never goes back to the atmosphere." This new product will be introduced to the Myrtle Beach market this year.



Tommy shared a couple of changes he has noted. "In the coastal area ICF (insulated concrete forms) homes and multi-unit structures are once again trending in this area. This is partly due to the sustainability of the material, and for multiunit condos ICF structures meet rigorous fire codes." Thomas Concrete and their association partnerships can show builders the benefits and savings of ICF, which has been documented for a couple of decades, and lend support with their



expertise and training.

He also noted, "Decorative concrete has really started to go to the next level in residential homes. We're starting to see houses with concrete floors on the inside with an acid stain on the concrete that makes a cool looking pattern." Tommy added, "Homebuilders are thinking of ways to enhance curb appeal. A beautiful stamped porch or driveway makes a house stand out without adding a huge amount to the builder's bottom line." Thomas Concrete, "The Concrete Specialists" are members of the National and Carolina Ready-Mix Associations.

profitability and reduce waste." Chief estimator Keith Suggs is able to increase his own productivity with this software. Kyle continued, "Keith has the ability to do much more detailed accurate takeoffs and create more plans in a shorter amount of time. He can convert plans into a separate program or spreadsheet that we can access in the field. We are actually moving toward digital paperless communication. Builders and homeowners benefit from efficiencies in time and materials through more accurate estimating."



Kyle Russ with Professional Concrete.

For Professional Concrete, turnkey service means doing whatever the

(Continued on page 14)

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Professional Concrete, Inc. is a local turnkey concrete finisher that has been in business since 2000. Owner Staton McIntyre said, "We are always trying to stay on top, so we do our homework." Part of that homework was to attend the World of Concrete industry show in 2017. Kyle Russ, head of sales and marketing said, "We bought the latest takeoff software program. It helps us improve our yields and

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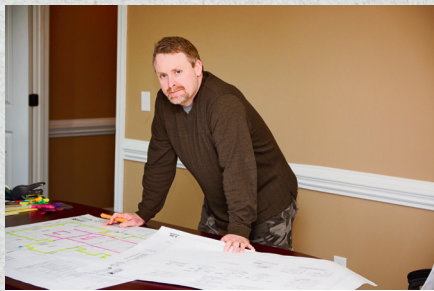
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Keith Suggs with Professional Concrete.

customer requires. This runs the gamut from coordinating third-party soil testing and taking remedial steps when

needed, to pouring footings, block foundations, monolithic slabs, grade beams, retaining walls, pool decks, and more. Keith said, “We have the ability to provide turnkey services using Professional Concrete, Inc. employees as well as providing all materials. It’s my job to break the plans down to the nuts and bolts to get a quantitative number for the material, add in labor, and calculate the turnkey price.”

The company provides their A to Z turnkey service to residential

and commercial contractors. For commercial contractors Professional Concrete has acquired the ultimate piece of equipment. Kyle said, “Due to new technology, many architects and engineers are designing with ‘finished for flatness’ requirements.” The laser



The laser screed machine is the latest appealing technology in the concrete industry.

screed machine is the latest appealing technology in the concrete industry. The company has acquired a laser screed machine that planes concrete to an unparalleled flat elevation. Manual labor is reduced by 50 to 60%, and more square footage can be poured in fewer hours at a higher quality. Kyle added, “We send our certified operator with the equipment to the site.”



As Staton noted, concrete finishing has come a long way since the days of “two men and a wheelbarrow.” Maintaining positive professional relationships through excellent service and direct communication is a touchstone of Professional Concrete’s business philosophy. Kyle summed up, “We have a dedicated team at Professional Concrete, Inc. From 6am in the morning until 6am in the morning, we pour and work according to what the job requires.”

Remember the children’s fable,

Three Little Pigs? The wolf huffed, puffed, and blew down the houses made of straw and stick. It was the brick house that thwarted the wolf’s plan for a tasty pig pickin.’ The strength and beauty of brick certainly predates this 1886 fable, but the moral of the story is clear. In the U.S., brick homes and buildings have enjoyed a certain prominence in society since early colonial days. Two brick manufacturers speak to its appeal and benefits.

Triangle Brick, based in Durham, NC, has three manufacturing plants located at their mining sites – two in North Carolina and one in Texas. Lee Heath, Senior Sales Representative for Triangle spoke about advances in the brick industry, and Triangle Brick’s commitment to quality and service. Lee said, “Triangle



Lee Heath with Triangle Brick.



Brick was instrumental in developing Half Pack™ technology along with the McGee Brothers company out of Charlotte. It not only provides safety on the job site, but also efficiencies due to fewer broken bricks. The package is much tighter and it doesn’t fall apart on



the site, so you have less waste.”

Triangle Brick manufactures to the ASTM C216 standard. Lee explained, “In laymen’s terms that means the core holes are smaller than some other manufacturers, (less than 25% void area), and because of that the brick is less fragile and it reduces the amount of mortar used on the job site. We could take more material out of the brick, but in our eyes that reduces the quality.” Triangle manufactures in

energy-efficient plants that use advanced robotics, clean air initiatives, and industry-driven best practices. The company also has their own fleet of trucks, a full team of knowledgeable field professionals, and an in-house design center to serve customers. Lee said, “We help not only with their brick selection, but all the colors that go along with it from the shingles, to the gutters, shutters, even some stone accents. The local builders love it, and even the builders and customers who



make the drive say it is well worth it.” The Design Center can also assist over the Internet through emails. Triangle Brick also manufactures brick pavers.

Lee knows of at least four large-

(Continued on page 16)

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scale residential builders that are changing back to brick. He said, "There's a perception that brick costs a whole lot more, but that's not true. Obviously brick is going to cost more than vinyl siding, but I've had many builders tell me they can use brick for the same cost as cement-fiber siding." One builder has returned to using brick-to-ground foundation to set his product apart. Lee added, "The builders who are switching back to brick are gaining an advantage in their market place with faster home sales. What I see here in North and South Carolina is the use of light colors in a tumbled finish."

With this uptick in brick masonry, Lee especially appreciates and enjoys the Masonry Contractors Association's efforts to attract young people to the art of masonry through vocational programs and competitions in high schools. Lee said, "That is really interesting; I love being involved with that. Most of the students who go through the program have a job waiting for them when they come out of school."

Wallace, SC is home to the **Palmetto Brick Company** manufacturing plant. Nearly a century old, this family-owned company is the largest brick manufacturer in South



The Palmetto Brick showroom in Myrtle Beach is located @ 305 Greenleaf Circle.

Carolina. Besides making brick, Palmetto Brick Company also represents over 20 other brick manufacturing companies in 16 states. Brick has features in common with concrete in terms of being a natural insulator, providing a barrier to moisture, having strength and durability, and being worry-free for maintenance.

Palmetto Brick has five branches that carry a complete line of masonry supplies to include pavers, block, manufactured stone, sand, and mortar. Mortar selection is important because approximately 20% of a brick surface is mortar. Aside from its structural importance, mortar color has a direct influence on the overall visual impact of brick design. One of Palmetto Brick showrooms is located in Myrtle Beach, where local builders and homeowners can select from over 100 colors of

mortar. The showroom also carries other masonry-related accessories.

Chad Redwine, the Myrtle Beach branch manager for Palmetto Brick, is enthusiastic about the use of brick for homes and businesses, both as a



Chad Redwine with Palmetto Brick.

building material and for accent work. He noticed, "New homes are going with brick aprons and/or pavers for the skirts of driveways." His branch is also at the forefront of the area's explosion in outdoor living concepts. Chad said, "Realtors and developers have come to Palmetto Brick because they are incorporating outdoor kitchens and outdoor living spaces to offer as an upgrade to their inventory homes." To this end, Palmetto Brick has solutions for creating a coherent design that complements the home and ties in the front and back yards.

Both the showroom and Palmetto Brick Company's website are helpful



The stone displays on the outside of the Palmetto Brick showroom. The company is noticing a higher demand for outdoor kitchens and outdoor living spaces to upgrade new and existing homes.



Clint Bell (left) and Russell Huntley (right) on the site of the Living Dunes community under construction in Myrtle Beach. East Coast Masonry & Stone is handling the brick and block for this CRG Companies' project.

for gaining inspiration or refining one's vision of a finished product. Whether it is a brick home or garden wall, a handsome, functional brick fireplace, or an entire pool surround and outdoor kitchen Palmetto Brick Company strives to be a builder's and homeowner's top partner for realizing their projects.

East Coast Masonry & Stone business partners Clint Bell and Russell Huntley have a half-century of masonry experience between them. Russell is a 4th generation mason and Clint has a

BS from Appalachian State University in Construction Technology, with a minor in Sustainable Development.



Russell Huntley (left) & Clint Bell (right) with East Coast Masonry & Stone.

Russell explained, "We want to own what we do. We want our jobs properly supervised so we know it's done right." Clint added, "We have a professional business model that we try to follow day in and day out." Their company works with 40+ builders annually, as well as many individual homeowners.

One of their long-term clients is D.R. Horton. They began the relationship 10 years ago doing the brick work in one neighborhood, and have since then become a valued

(Continued on page 18)



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"Working with East Coast Masonry & Stone is always a pleasure. The team has a great eye for detail and are always very attentive to our requests."

- LAYNA O'CONNOR
Construction Manager CRG Companies





partner. In the words of Jennifer Forrester, Myrtle Beach Purchasing Manager for the Coastal Carolinas Division: "D.R. Horton's Myrtle Beach division has had a longstanding business relationship with East Coast Masonry & Stone. They are an installer we can count on for meeting schedules and providing quality work."

Masonry trends have changed over the years. Russell noted, "You didn't used to see partial brick or stone. Houses have evolved from the rectangular brick construction. They have more offsets, more detail, and brick and stone accents add a little flavor." Synthetic stone has become very popular due to the selection of

colors and textures, and the product itself is more consistent. The same is true of stucco. Clint recalled, "Years ago when stucco was Styrofoam based, there were a lot of problems with water damage and the softness of the material. Now we install a cement board product, allowing for uniformity in coverage." East Coast Masonry &



East Coast Masonry & Stone handles a lot of commercial construction.

Stone is a BASF certified stucco installer. They use BASF products exclusively, which enables them to warranty their work. The company's how-to knowledge, backed by

certifications for properly installing weather barriers and flashing, applies to all their masonry work because a dry structure is a healthy one.

East Coast Masonry & Stone has grown in the past 12 years. They have a dedicated estimator, office manager, and purchasing/scheduling manager. The company has an area masonry manager and three masonry superintendents. They own a delivery truck and numerous large pieces of equipment in order to maintain job schedules. East Coast Masonry & Stone maintains an A+ rating from BBB. As a member of the Mason Contractors Association of America, the company keeps up with best practices, products, and technical advances. In other words, for residential and commercial masonry, East Coast Masonry & Stone is willing, ready, and able to do all things masonry from concrete footings through to the finishing details. ■

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Looking Outward

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

Tap into Myrtle Beach Area Chamber of Commerce and what do you find? A chamber with a robust roster of business development programs, top-notch tourism advertising and promotion, strong pro-business platform, growing number of meetings, conventions and sports events – all with the goal to boost business and economic success in the Myrtle Beach area.

Over the years, MBACC has become an investor-driven organization providing leadership in the promotion of economic and business development by promoting, protecting and improving business.

MBACC is now taking the concept of investing in a chamber one step further.

Navigating Business Development

Recognizing the importance of growing existing businesses, MBACC recently changed the name of its Membership Programs and Services division to Business Development and is now referring to “members” as “investors.”

“It’s time to change how we think and talk about our chamber’s membership and focus on the commitment and investment the business community is giving to the chamber,” noted Diana Greene, executive vice president of Business Development. “Changing the division’s name to Business Development puts

the chamber’s focus on businesses – our investors – and how we can help our business community be more successful.”

From Members to Investors

The investors of MBACC are 2,700 businesses that look to MBACC for resources to help them grow.

The Small Business Council and



Professional development courses are just one of the many benefits MBACC investors enjoy throughout the year.

Membership Committee were combined to create the Business Development Committee. This committee oversees the programs and services designed to benefit the chamber’s investors.

“The Business Development Committee has a representative from all the major chamber business categories,” explained Cindy Gettig, director of Business Development. “We know that businesses don’t operate the way they used to 20, 10 or even 5 years ago. We hope that the new Business Development Committee will have new ideas to help grow and empower local businesses both big and small.”

In keeping with the strategy to increase investor involvement, MBACC has created Investor Relations Councils – five councils aimed at engagement, education and exploring investors’ business needs: Lodging Council, Retail Council, Entertainment Council, Real

Estate Council and Restaurant Council.

The Business Development division will continue to oversee the Business Diversity Council, which addresses the needs of the Grand Strand’s diversity-owned business community, along with the North, South and the West of the Waterway councils, which focus on the needs of businesses located in these areas.

“The chamber wants to empower all businesses throughout the Grand Strand to succeed,” Gettig noted. “Working together, we can help the local business community reach their goals.”

Myrtle Beach Area Chamber of



MBACC investors network at a monthly Business After Hours.

Commerce’s mission is to promote, protect and improve business in the Grand Strand. Put the power of MBACC to work for you – call (843) 626-7444, visit us at MyrtleBeachAreaChamber.com, or stop by our office at 1200 N. Oak St., Myrtle Beach, South Carolina 29577. ■



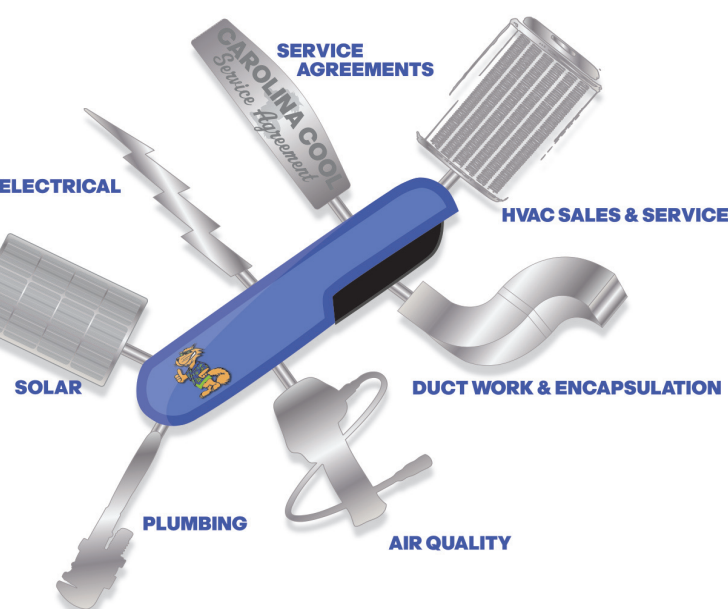
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by Susan Roush



Jack Webb (far left) and Keith Harris (2nd from left) enjoy meeting with Champions Village homeowner's Dan & Janis Blasiak in front of the Blasiak's home. Dan said, "We like the energy efficiency of the home. Great Southern Homes went above and beyond to make sure the house was sealed tight. They actually brought in a third-party tester to make sure there weren't any leaks in the house and that it met certain criteria. I also like that it is an all gas home."

Nimble and forward thinking are words used to describe Michael Nieri, founder and owner of Great Southern Homes, based in Irmo, SC. Mike Satterfield, EVP/CEO of Great Southern Homes, shared some background: Great Southern Homes was building 500-600 homes per year prior to the recession. To survive the downturn, the company slimmed down to 15 employees. Mike said, "Not many privately held companies made it through the downturn; that was one of the things that I was intrigued about."



The interior of the Great Southern Homes model in Champions Village.

Before Mike joined Great Southern Homes in 2013, he had risen up the ranks of housing giant Centex and was the Division President of the Central South Carolina division before he went into semi-retirement in 2005, "Not knowing the world was coming to an end." He continued, "In my Centex days we were typically number one or two in our markets. My goal was to see if I could manage a privately-held company and get it back to the same dominant position in the markets that Centex held. He and Michael called their effort the "putting the band back

together" campaign. Mike added, "We have been able to assemble a really special group of people, and that's been a key part of our growth."

In 2013, the company sold 180 houses in the Midlands of SC. Since then, Great Southern Homes achieved a 38% to 40% growth year-over-year. In 2017, they sold 838 houses and project to have 1200 + sales in 2018. Their markets include the Midlands, the Upstate, Florence, Aiken, coastal South Carolina [Charleston & Myrtle Beach] and Augusta, GA. Mike recalled, "In 2013 we weren't on anybody's radar." Three years later the company was ranked the 62nd largest homebuilder by *Builder Magazine* and the 3rd fastest-growing, privately-held



The master bathroom in the Champions Village model home.

builder in the country. A large part of the company's success has been driven by attracting quality people,

choosing the best markets for growth and product diversification.

A key member of the team is Keith Harris, Coastal Division Manager. Keith said, "In 2016 we expanded to the coast. In Myrtle Beach our first venture was a 7-lot infill project in Murrells Inlet called **Sterling Pointe**." The initial reaction was favorable as their Preston model won the New Home Parade Design Award for homes in the \$240K to 270K price range. Two other experienced builders have joined Keith as Project Managers in the Coastal Division.

Jack Webb is the project manager for **Champions Village, Ocean Lakes**, and an oversight manager for a townhouse development in Charleston. Jack was a self-employed custom homebuilder for 17 years and has worked with other production builders in Myrtle Beach. He said, "I wouldn't go back into business for myself. I would rather work for Great Southern; they treat everyone with total respect – employees and customers. They build energy-efficient homes and stand behind their products. Michael Nieri is willing to take chances and do things differently."

Harry Dill is the Project Manager for **Litchfield Breezes, Pawleys**



The kitchen in the Champions Village model home.

Sunset, Waterway Palms, and Wild Wing Plantation. He said, “I’ve been a builder here on the beach since 1989.” Some readers may remember Harry Dill from the Extreme Makeovers he managed in Horry County. He has been active with HGHBA for years, including serving as past president at state and local levels. Harry said, “I can attribute a lot of my success to the HBA. We have to support our industry in order for our industry to support us.”

Keith Harris provided a synopsis of current projects in the Grand Strand. The 2018 Parade of Homes will include Great Southern Homes in Champions Village and Pawleys Sunset. Keith noted, “There’s value in what we do with features not typical of other volume builders. We have a green smart home package with a two-year energy guarantee, beefed up insulation, and standard home automation with the Honeywell Lyric system.”

Champions Village

This 71-lot community is within the Prince Creek Community of Murrells Inlet. Situated along the finishing holes of the TPC course, there are interior and golf course lots and a private pool and amenity center. Homes start at 1,600 square



The master bedroom in the Champions Village model home in Murrells Inlet.

feet; priced from \$280’s. Champions Village received the Best in Residential Category from the Grant Center for Real Estate in the Economics Department at Coastal Carolina University.

Pawleys Sunset

Located off the South Causeway on Pawleys Island, Great Southern Homes offers elevated traditional beach houses that are golf cart accessible to the beach. The raised beach houses are approximately 1,800 square feet, 4 BR / 4 BA, priced from the low \$300’s. Currently there are 14 lots with 4 houses under construction.



The new Pawleys Sunset community under construction.

Wild Wing Plantation

The company just received ARB approvals for four starts, including a furnished model home and three specs. Great Southern Homes acquired 21 lots total for homes starting at 2,200 square feet and priced from the low \$300’s.

Waterway Palms

This popular Carolina Forest community, with its superb amenity center, was an attractive draw for Great Southern. They purchased seven lots where they can work their infill magic. Keith said, “All of our houses have a master on the main level.” Square footage will run from 2,500 and prices start in the upper \$370’s.

Ocean Lakes

This project reflects the owner’s nimble thinking. Great Southern Homes initially built three homes and have two more under construction. One is sold and two homes are for sale and are completely furnished and equipped for rental for \$3,200 a week through Ocean Lakes Property Management. Jack said, “This wouldn’t be on other builders’ radar, because the land is

leased, but it appeals to investors for the vacation rental income potential.”

Litchfield Breezes

In the heart of Litchfield Beach, the company acquired home-sites in the marsh front community of Litchfield Breezes. Featuring custom homes overlooking the marsh, the raised traditional homes range from 2,200 to 3,000 + square feet and the low \$400’s in price.

Keith said, “Our goals in 2018 are lot acquisition and developing our own positions. We understand that Realtors are an integral part of our business, and we appreciate what they do, and we try to make their job easy. You have to have a good partnership with all the people you work with and take care of the homeowners.”

Two families that are very satisfied with Great Southern Homes are Suzanne and Julio Ortiz and Janis and Dan Blasiak. Both couples built in Champions Village.

Suzanne Ortiz said, “We decided on Champions Village in August 2016. We liked the location, and we loved the lot. We loved that it was a small community.” Julio added,



A custom home in the Waterway Palms community in Myrtle Beach.

“Grant (the Realtor) was phenomenal; he was with us every step of the way. Jack (Webb) the builder was incredibly patient with us. We had lots of questions and he kept answering. They went out of their way to make us part of the process.” Suzanne concurred, “I’ll be real honest with you, Jack was actually more observant than we were during the walk-through before the closing.” They started with a standard layout and Great Southern accommodated the floor plan

changes they wanted. Julio said, “We were pretty picky about what we wanted. Trim out detail was really important to me.” He likes the double crown molding throughout, and the smart home package so they can control the house remotely. They are both delighted with the fully finished garage. Suzanne summed up, “I just had a wonderful experience from beginning to end. I felt they wanted my business and they wanted to make me happy.”

Janis and Dan Blasiak moved from Oahu, so it was no surprise they felt there was tremendous value for a home in Champions Village. Dan said, “I wanted a house with certain features. We didn’t want vinyl siding, we wanted the ability to customize and not have a cookie-cutter house.” The Blasiaks opted for several upgrades but did not make any structural changes. “We were happy with the layout; it flows very well,” Dan said.

Like the Ortiz family, they were attracted to the size of Champions Village. Dan added, “We like the energy efficiency of the home. They went above and beyond to make sure this house was sealed tight. They actually brought in a third-party



Three custom homes built by Great Southern Homes in the Ocean Lakes community in Surfside Beach.

tester to make sure there weren't any leaks in the house, and that it met certain criteria. I also like that it is an all gas home." For Janis's part, she is very content with her Great Southern Home and the way it came together. She laughed, "The next home is a pine box."

Since 2013, Great Southern Homes success has been most impressive. The company currently builds everything from single-family homes, town homes, custom homes and recently student housing communities. Corporately, they believe in giving back to the community. Michael and Mike hold positions with the Building Industry Association of Central SC (BIA) and strive to maintain healthy relations with competitors to address industry



The interior of a custom home in the Ocean Lakes community.

concerns. In 2017, they were both recognized with prestigious BIA awards for their contributions.

Great Southern Homes is a proud supporter of The Boys Farm in Newberry, SC. Two years ago, the company built two 5,000 square foot residency cottages on the Farm. This past year, the company broke ground on the "Nieri Cottage" project; a modern, energy-efficient structure with 6,700 square feet, 9 bedrooms and 9 bathrooms. The Boys Farm has significantly modernized and expanded its capacity to house young men who have experienced difficult family situations. These young men benefit from living together on a working farm and developing social and success skills in the farm setting. ■



A custom home in the Sterling Pointe community in Murrells Inlet.



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SUNROOMS & SCREEN ROOMS

Sunrooms and Screen Rooms Add Living Space and Versatility to Homes

by Susan Roush

Since the post-WWII 1950s influx of veterans to the suburbs, the backyard has become an extension of the house for relaxing and entertaining. Taking advantage of nature's benefits in a residential setting took root with the invention of sheet glass in the 17th century. Its appeal was immediate for use in greenhouses (conservatories) and solariums. Screened sleeping porches became popular in southern states in the early 1900s as a fresh-air antidote to tuberculosis. Today, innovative products, designs, and technologies have advanced well beyond solariums, patio slabs, and screened sleeping porches. Two well-respected HGHB members speak of products and services they offer in creating an ideal outdoor extension.

Carolina Home Exteriors is introducing a new upscale product to the Grand Strand called LifeRoom. Company owner Ted Cligrow explained, "It is manufactured by



Ted Cligrow with Carolina Home Exteriors.

Four Seasons Sunrooms and Windows. They looked at all the trends in outdoor living and developed LifeRoom to satisfy a demand for a multi-use, multi-function room." The structure has aluminum framing, a roof, with optional skylights, and retractable screen walls. Ted added, "The mesh is so taut it

LifeRoom
BY FOUR SEASONS

provides a 98% barrier against pollen. Because it's so taut, it can be used as a movie projector screen to create a complete outdoor theater." Some of the coolest and hottest features, literally and figuratively, include blue LED lights that add a sophisticated vibe, a Cool Mist

(Continued on page 28)



The exterior & interior view of the new LifeRoom by Four Seasons. Carolina Home Exteriors is the exclusive authorized dealer in the Grand Strand for the LifeRoom.



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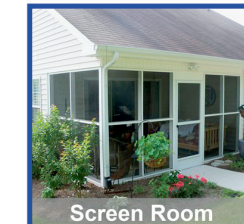


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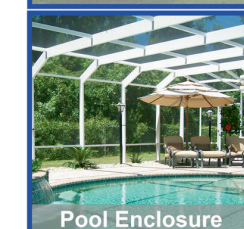
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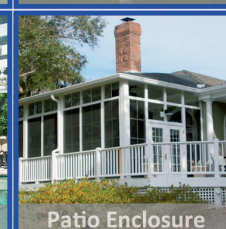
Screen Room



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The LifeRoom features blue LED lights & a Cool Mist climate system that can reduce the room temperature by up to 40 degrees.



climate system that reduces the room temperature by up to 40 degrees, and radiant heating for colder weather. The retractable screens can be motorized and there's a privacy screen option. Ted is the exclusive authorized dealer in the Grand Strand for the LifeRoom.

Carolina Home Exteriors is fully invested in creating enjoyable outdoor spaces. Ted said, "We can design a project for anybody's budget and allow for options and upgrades into the future. Carolina Home Exteriors considers three Cs of Design: Connection, Comfort, and Cover. A connected design creates a seamless flow in a unified backyard retreat. A resort-style oasis can incorporate features such as a sunroom, an outdoor kitchen, pool enclosure or a pergola for comfortable lounging and entertaining. Radiant heaters and cool misting systems add to comfort. Covered designs protect family and friends from the elements by incorporating retractable glass or screen wall systems, roof panels, awnings, or



The LifeRoom can come equipped with optional sky lights.

solar shades.

Aside from the emotional rewards of creating an outdoor retreat, there is a financial payoff. Adding to the livable footprint of a house translates to a higher resale value. It is a value-added luxury with a relatively low per-square-foot price tag.

Carolina Home Exteriors supplements sales, installation and service with consumer advocacy. Ted said, "While homeowners have choices, it is important they research companies to ensure they have extended financial backing, several years of construction experience, and

strong business knowledge. We have an impeccable reputation, and our company will be celebrating its 40th Anniversary next year."

In addition to sunrooms, screen rooms, pool enclosures, porches, pergolas, and replacement doors and windows, Carolina Home Exteriors has added hurricane protection. They offer eight different styles for commercial and residential protection. Carolina Home Exteriors has an in-house design center and online gallery for additional information and inspiration.

Glenn Weitzel, owner of **Weitzel's Custom Screen Rooms, Inc.**, has noticed changes from the modest screen porch or patio. He said, "I find more and more people are going to an outdoor



Glenn Weitzel with Weitzel's Custom Screen Rooms, Inc.

living space that allows them to enjoy it year around. I am using a different type

of screen instead of a vinyl product." This new material helps maintain an ambient temperature, it is more durable than vinyl, and allows privacy without blocking the view from within. Glenn said he installed this type of screen room for one customer who was somewhat skeptical. On a day that barely reached 40°, the customer sent a photo to Glenn of the



screen room thermometer that read 70° (with the fireplace on), and gladly volunteered to verify the efficacy of this new screen. Glenn sees an upward trend, "Screens seem to be more popular now – everyone wants them." During fine weather, screens retract with a push the remote button or tap on an app.

Glenn said, "I try to stay on the cutting edge of things, and when a new product comes out, I test it before doing anything major with it." Glenn is currently researching and testing a material to replace aluminum framing that will be maintenance free and structurally sound. If preliminary research continues favorably, he anticipates that Weitzel's Custom Screen Rooms will introduce the product later in 2018. Another new product is a retractable screen for large sliding doors. Glenn said, "It can span up to 17' and it's a really nice product made



Weitzel's Screen Rooms has recently introduced the new retractable screens for large sliding doors by Phantom.

by Phantom. It's very strong and durable." Glenn is an authorized Phantom dealer. Glenn also installs and services retractable awnings and is the local dealer for Rainier, which has a manufacturing facility in North Carolina.

Though he likes to hone the cutting edge, Glenn considers himself "old school" when it comes to workmanship.

He does not cut corners and as a result, the finished product has a clean, sleek look. Glenn does his own measuring and



Glenn Weitzel is a true artisan. He takes pride in each & every job & the final appearance certainly reflects his craftsmanship.

installing. "It's more of a personal preference," he said. The preference has paid off, as nearly all of Weitzel's Screen Rooms business comes from word-of-mouth referrals. The company offers an array of complementary services, from re-screens to retractable garage screens, to roofed screen rooms and more. ■

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The Building Professionals Across Horry & Georgetown Counties Have Developed Trust In Our Local Building Supply Companies

Building a residential home, commercial structure or remodeling either, always requires a team effort. Whether you are a licensed general contractor or specialty subcontractor, at some point you need the services of a building supply company. It is important to know that you are dealing with a representative that has extensive knowledge of all of the products and services that are available to you in today's market. We, at Building Industry Synergy, have talked with many building professionals over the years and have learned that the local professionals from Norbord, 84 Lumber, Eastern Building Supply and Builders FirstSource possess the knowledge and experience needed to provide the products and services that are required to complete any sized project.

NORBORD

Norbord is an international producer of wood-based panels with assets of US \$1.6 billion and annual sales of approximately US\$1.5 billion. Norbord has 17 plant locations in the United States, Europe and Canada. They manufacture OSB in the United



States, Canada and Europe. In addition, they manufacture MDF, particleboard and furniture in Europe. Norbord's group of scientists and engineers support their US, Canadian and European operations, contributing to their competitive strength in process and reliability improvement, product development and technology transfer.

Norbord brands build value into every project. That's because they ask builders what they need and then work to exceed those expectations. Energy efficiency, reducing waste, material and labor costs for builders is their focus. Norbord provides products that offer real value, strength and durability and are available through leading building supply retailers.

Sub-Flooring

Floors are typically constructed as a system, joist length, depth, spacing and a T&G structural panel. T&G sub-flooring comes with various features

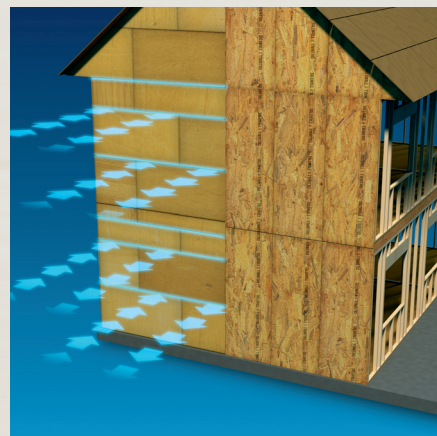
and benefits. Commodity sub-floors such as TruFlor® come with a 25-year warranty while premium sub-floors like Pinnacle® come with a 50-year warranty



and a 100-day no sand guarantee. Both brands are rated Exposure 1 and will withstand normal delays in construction.

Wall Sheathing

Wall systems are made up of various components including sheathing. The quality of the structural wall sheathing is important to meet building and energy codes but some brands such as TallWall® and Windstorm® can offer further cost savings and benefits. Norbord's Trubord® is a 4x8 structural



sheathing and in some applications can certainly be used in wall application. However the smarter choice would be to opt for taller OSB wall-sheathing panels such as TallWall or Windstorm. Why? Using TallWall 9' or 10' wall sheathing can reduce wall air leakage by as much as 60% vs 4x8 because TallWall minimizes the number horizontal joints that air moves through. Using TallWall eliminates the need for all the blocking at horizontal joints plus it allows the wall cavity to be filled completely and quickly with insulation for a tighter building envelope. All this adds up to less material, less construction time and less labour.

Roofs

Trubord® 4x8 square edge panels are ideal for roof sheathing in residential single and multi family houses as well as light commercial construction and modular homes.

Stepping up to radiant barrier sheathing can be a huge advantage, not only to the builder but the home owner. A house with Solarbord® radiant barrier sheathing has a head start on comfort. Up to 97% of radiant heat from the sun



is blocked by Solarbord, so the attic can be as much as 30°F cooler. The hotter it gets the more effective Solarbord is. This means the rest used in their markets that they can calculate reduced AC requirements by 1/2 ton. That alone can be hundreds of dollars in savings by using Norbord Solarbord radiant barrier sheathing.

Please See the Back Cover Of This Issue For More Information on Norbord Products.

84 LUMBER

For 61 years, 84 Lumber has been providing unparalleled service and expansive offerings to professional builders and dedicated do-it-yourselfers nationwide. Raymond Goodman, the local Myrtle Beach Market Sales Manager, has decades of experience in the building supply industry.



Raymond Goodman with 84 Lumber received the 2017 HGHBA Pillar Award at the January 16th HGHBA luncheon meeting.

Doors: They offer custom doors from Therma Tru, Masonite, Jeld Wen, and more.

Building Supplies: Whether you're

a homebuilder or homeowner, 84 Lumber has all of the building supplies you need. We offer items ranging from: Lumber, Drywall, Power Tools, Siding & Accessories.

Millwork: 84 Lumber's Custom Millwork facilities manufacture a wide variety of high quality mouldings, arch casings, handrail, S4S lumber, and built-up parts. Our skilled craftsmen combine high-tech equipment with hands-on



experience to produce unique products that will last a lifetime. We can grind custom knives to match historic restoration profiles or produce a one of a kind product to match your unique style. Our inventory of domestic and imported hardwoods, and large network

(Continued on page 32)



Ply Gem Windows has an extensive product portfolio to make finding the right window or patio door easy. We offer a full range of material and style options, so whether you're looking for replacement or new construction products, we have tailor-made solutions for every project and every budget. And, because it's a Ply Gem window, you can take comfort in knowing that every product is designed for style, durability, energy efficiency and ease of installation.





of suppliers, allows us to process orders quickly and efficiently.

Windows: For 60 years, 84 Lumber has been providing unparalleled service and expansive offerings to professional builders and dedicated do-it-yourselfers nationwide. We offer custom window lines including; Anderson, Jeld-Wen, Ply Gem, and more.

Exterior Products: 84 Lumber has all of your exterior product's needs. We offer a large variety of materials including siding, roofing, and engineered wood products, as well as, packages for decks, playsets, garages, pole barns, and more.



Hardware: 84 Lumber provides unparalleled service and expansive offerings to professional builders and dedicated do-it-yourselfers nationwide. 84 Lumber offers a wide range of hardware products including; Lighting, Locksets, Cabinets & Countertops. **Framing:** 84 Lumber offers not only the availability of wood framed housing, but the efficient steel framing as well. From interior to exterior, framing to finishing, complete framing systems and individual accessories. 84 Lumber can offer cost-effective, labor-saving solutions to framing your next home or project.

House Wrap: 84 Lumber is a proud carrier of Dupont Tyvek House Wrap, which helps to prevent the infiltration of unwanted air and water into a building.

EASTERN BUILDING SUPPLY

Builders and contractors have relied on Eastern Building Supply for windows, doors, and other exterior products for more than a decade. The company was previously known as Eastern Aluminum Supply prior to being acquired by Richards Supply Company in 2015.

Eastern Building Supply has a lineup of low-maintenance exterior products that include windows, doors, gutters, siding, hand rails, stone veneer,

and decking. David Jimison, Myrtle Beach Branch Manager, said their niche is to cater to smaller and middle size builders and contractors, "Which we love because the big guys out there lose them on the radar. The smaller guy needs help too. So whether you build 10 or 200 we got it."

David continued, "For windows we carry multiple brands from every end of the spectrum - any kind of residential window - from vinyl, wood, to



David Jimison with Eastern Building Supply.

aluminum clad." On the door side, Eastern Building Supply has its own door shop at their branch in Goldsboro, NC. They make private label exterior hinged entry doors. One of the advantages to builders and contractors is the possibility of a quicker turnaround for these doors. The selection of door styles, finishes and stains will suit a range of home exteriors from

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contemporary to craftsman style.

Cabinets are another product that has been added to the wholesale supply lineup. The cabinet lines are geared more to the remodeling sector, and again there's a range of price points.



Of the acquisition by Richards Supply Company David said, "It has actually been a great thing. They introduced roofing and got us to that market here and made us stronger." The company recently acquired a 2nd boom truck to meet the needs of their customers. They carry materials for both residential and commercial roofing, including IKO, the world's largest manufacturer of asphalt shingles.



In David's 19 + years in the building supply industry he has noted the changes. He said, "It's become more



Myrtle Beach branch manager, David Jimison, is very happy with the experience the team of professionals at his branch offer their customers.

competitive. There are a lot more options and a lot more things to learn." David added that Eastern Building Supply distinguishes itself in the industry by being, "Big enough to be as competitive as anybody, but small enough to care." He added, "Our focus is trying to make business easy by taking care of the customer." The fact that Eastern Building Supply's staff has decades of combined experience gives them the knowledge and experience to take care of customers in the most seamless manner possible.

BUILDERS FirstSource

Builders FirstSource has a primary focus on new construction for both single family and multi-family builders. Local Market Sales Manager, Joe Pezzullo, says "Our continued effort and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the

(Continued on page 34)

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Joe Pezzullo with Builders FirstSource.

distribution process, with less reliability on outside vendors to determine our ability to satisfy our customer's needs. We currently manufacture our own Floor and Roof Truss, Wall Panels, Interior and Exterior Doors and Box Stairs". Joe states "Builders FirstSource manufacturing capabilities, coupled with the wide range of products in-stock locally, are second to none in the market, offering as close to a 'one stop shop' as there is in the area".



Builders FirstSource has built strong relationships with skilled subcontractors to provide installed services for some of the products they

sell, to include whole house framing, windows and doors, James Hardie siding and interior doors, trim and hardware. By combining installation services with high-quality building products and management of the project, Builders FirstSource takes pride in providing a turn-key service which allows the Builder to turn his management focus to other areas of his construction project.



The broad product selections at Builders FirstSource include foundation materials, framing materials and code hardware, floor and roof truss, windows and exterior doors, wood and cement siding and brick, roofing materials, drywall, interior doors and trim, stair parts, door and bath hardware, wood and synthetic decking and railing products, many of which are in stock and ready for immediate delivery. Top to bottom, Builders FirstSource offers the builder great product solutions.

Builders FirstSource has



The Builders FirstSource location in Conway takes pride in their large in stock inventory including dry wall / gypsum board.

distribution centers located in Conway, Pawleys Island and a professionally manned Millwork Showroom in Myrtle Beach. They have local specialists available to work with customers and their homeowners on more complex millwork and structural truss and wall panel projects. Joe further states "some of our Builders FirstSource professionals have been working for our company as far back as the late 1970s and early 1980s, longer than most of our competitors have been in business in this market".

Builders FirstSource strives to stay abreast of the continued evolution of building products, changes and utilization of technology, awareness of the developments in 'Green' building and other growing trends" states Joe.

Please See the Back Cover Of This Issue For More Information Regarding Builders FirstSource. ■



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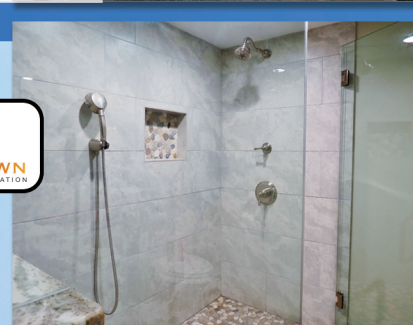
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How to Elevate Your Brand in 2018

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

The 2018 North American Construction Forecast Report anticipates that in 2018, the Real Gross Domestic Product (GDP) will grow 2.1%, unemployment will improve to 4.6%, and US inflation will be 2.3%.

Construction during this year will grow almost 5%, a slight improvement over last year's figure. Experts predict a 9% increase in single-family construction while we begin to see a gradual decline in multi-family dwellings. Education and Public Buildings will both grow 6%, leading the 4% increase that will be seen with Non-Residential.

Geographically, the South and West will experience the most significant percentage of growth.

While in 2017, the South was in line with national growth, it is expected to exceed US construction growth rates in 2018. This is partially due to hurricane damage repair, but it is also linked to the projected 9%

growth in single-family homes, the largest end-market in the region.

This is further evidenced in builder confidence (measured by the NAHB/Wells Fargo Housing Market Index), which for the South has been slightly above national figures for the past six months.

This is good news for the building industry and good news for your business. How will you approach this

growth? Will you build a better website? Will you give in to the media reps that have been chasing you for months? Will you finally invest in Search Engine Optimization (SEO) and Search Engine Marketing



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(SEM)? Will you spend more time on social media? While these might be useful tactics, none of them are good without a plan, and none of them will single-handedly help you achieve the growth you desire. The baseball legend, Yogi Berra, summed it up accurately when he said, "If you don't know where you're going, you'll end up somewhere else."

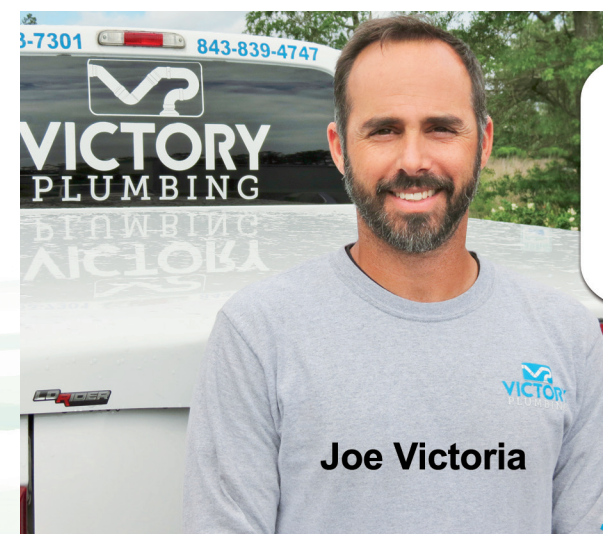
A marketing plan should be your starting point. Know your strengths and weaknesses and those of your competitors. Set a budget and incorporate standards for measurement. Set benchmarks to

determine progress at critical points throughout the year, and change the course of action when you see that your tactics are not producing results. Without a marketing plan, the 'somewhere else' that Yogi Berra refers to is the bottom of an endless money pit and a company with little or no brand value.

In 2018, a study released by Text100 Global Public Relations reveals that public relations is critical to brand value, especially for purchasing decisions involving complex and expensive products. Public Relations validates your

product (the home or office that you build), your credibility, and delivers the authenticity and distinctiveness that can elevate a brand – your brand.

Denise Blackburn-Gay, APR President & CEO of Marketing Strategies, Inc. is one of only two certified Reputation and Brand Management Specialists in the state of South Carolina. She has over thirty years' experience in Marketing and Public Relations. She may be reached at (843) 692-9662 or via email denise@marketingstrategiesinc.com. ■



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2018 EDITORIAL CALENDAR

MARCH / APRIL 2018

- FLOOR COVERING
- ENERGY EFFICIENCY

Space Reservation: March 2 Material Close: March 9

MAY / JUNE 2018

- PLUMBING INSTALLATION
- FINANCIAL ~
Residential & Commercial Lending

Space Reservation: April 27 Material Close: May 4

JULY / AUGUST 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

SEPTEMBER / OCTOBER 2018

*Distributed to show attendees @ the 2018 HGHBA
September Home Improvement & Outdoor Living
Show from BIS booth in the lobby next to the
front entrance to the show in the Myrtle Beach
Convention Center September 21st-23rd.*

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

Space Reservation: Aug. 10 Material Close: Aug. 17

NOVEMBER / DECEMBER 2018

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

Space Reservation: Oct. 12 Material Close: Oct. 19

JANUARY / FEBRUARY 2019

*Distributed to show attendees @ the 2019 HGHBA
February Home Show from BIS booth in the lobby
next to the front entrance to the show in the Myrtle
Beach Convention Center in February.*

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

Space Reservation: Jan. 4 Material Close: Jan. 11

*Each issue is directly mailed to target
audience and posted online 30 days from
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advertisers' index

84 Lumber – Local Building Supply	31
Brady Glass Solutions	34
Builders First Source Local Building Supply	Back Cover
Burroughs Shutter Company Shutters & Hurricane Protection	3
Carolina Cool HVAC / Plumbing / Electrical / Solar	20
Carolina Home Exteriors – Custom Sunrooms / Enclosures & Much More	27
Citizens One Home Loans Trippett Boineau	13
Contract Exteriors – Siding / Roofing / Windows / Decking & More	Inside Front Cover
Custom Homes Consulting – Marine Contractors / New Construction / Remodeling	36
East Coast Masonry & Stone Residential & Commercial	17
Eastern Building Supply – Local Building Supply / Windows / Doors / Siding / Roofing / Decking / Cabinets & More	33
H & H Plumbing – Catering to New Construction	32
J & S Flooring – Residential & Commercial Flooring Specialists	21
Marketing Strategies, Inc. Strategic Marketing Campaigns	21
Monarch Roofing & Solar – Residential & Commercial / Roofing & Solar Specialists	Inside Back Cover
Norbord – Energy Efficient Framing Materials	Back Cover
Palmetto Brick Company – Brick / Landscaping Hardscapes & Stone Supply	16
Pella Window & Door LLC	35
Port City Elevator Commercial & Residential	11
Premier Sound Satellite & Security	18
Professional Concrete, Inc.	14
Quality Pools & Spas Landscaping & Design	9
Security Vision – Superior Security & Home Automation Services	37
Southern Scapes Landscaping & Garden Center	38
Suncoast Building Products & Services, Inc. Specializing In Custom Seamless Gutters	29
Swift Appliance – Custom Appliance Selections / Installations / In Home Consultations / Visit the Murrells Inlet Showroom	35
The Flooring Depot Design Center DBA Flooring Panda	8
The General Pool Company Pools & Backyard Retreats	19
Thomas Concrete Catering To The Building Contractors	12
Triangle Brick Catering To The Building Contractors	15
Victory Plumbing New Construction & Remodeling	37
Weitzel's Custom Screen Rooms Retractable Screens & Awnings	28

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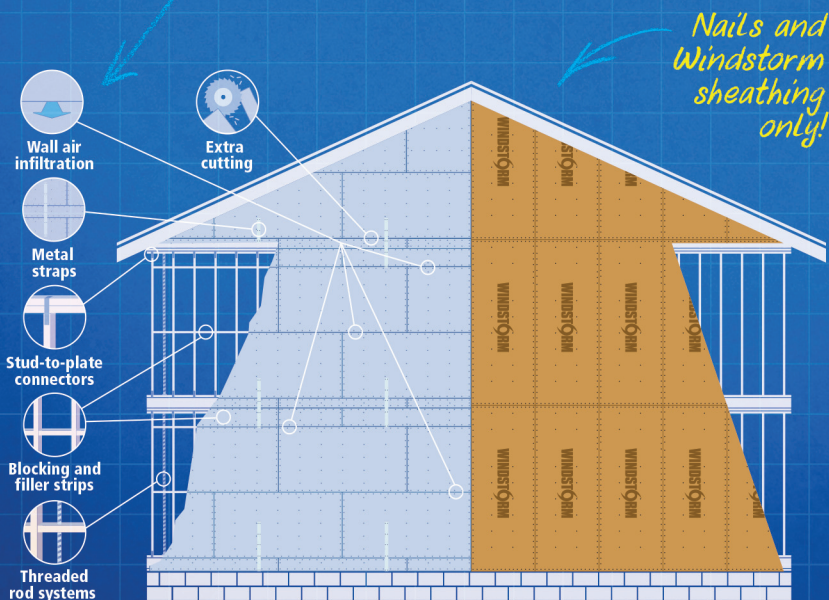
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