

# Home Automation – Security – Protection – Accessibility Equipment Across the Grand Strand

by Susan Roush (BIS Senior Writer) & Brittany Speed (Marketing Coordinator For Port City Elevator)

Home automation, security and protection systems benefit business owners & homeowners alike. Contractors can look to three area companies to assist with client needs while creating a competitive edge for themselves. Homeowners have several options to suit current and future needs when it comes to home protection and accessibility equipment.

According to *Consumer Electronic Reports* and the National Association of Home Builders (NAHB), a home automation system can add three to five-percent to the value of a home. For most, the bigger motivation is having control over their domain.



Michele Weissman has established Security Vision of Myrtle Beach as a leader in the local Security & Home Automation industry.

Michele Weissman, Owner/President of Security Vision of Myrtle Beach said, "As technology changes, people

want the newer touch-screen key pads. They want the everyday easy solution of adding home automation to their security. With that nice touch-screen key pad they can control cameras, lights, keyless entry door locks, blinds, temperature and all kinds of automation that is built into the system."

Michele has worked with new home builders for years, and has seen a progression in builders' use of home automation and security packages. She said, "What we're finding is builders are now looking to give homeowners a package that is more up to date, not just basic security. It's an automation platform that makes life convenient. You know what's going on in your home through an app that gives notification of any kind of



event." Michele added, "Some builders have it so homeowners are moving into a smart home."

Security Vision commonly uses the alarm.com platform because it is affordable and offers an excellent solution for someone who wants to tie



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in security with ambient controls and other notifications. Michele said, "Alarm.com is great about staying up with the cutting edge of technology." Security Vision believes it is important that customers be empowered to control their rules and preferences when deciding on home security and



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automation systems. Michele said, "When we're working with builders, especially custom builders, we like to sit with the homeowner and go over how they use their home. It is a matter of finding the right product and right solution based on what the customer is looking for." Michele added, "We also do commercial work. Businesses want to have a system similar to home to monitor the coming and going of employees and have access point controls.



Another service that Security Vision has added is a central vacuum package. Michele said, "Eighty percent of the messes are in 20% of the home, which are the kitchen, bathrooms and laundry room." Having a mini hide-a-hose in the kitchen, for example, makes cleaning crumbs from floors, counters, cabinets and drawers so much more convenient than hauling out the vacuum and attachments to spot clean.

Michele summed up, "Technology is always changing and we have to stay up with it, but it's a fun business to be in because people like it and want it.



Security Vision also offers central vacuum packages.

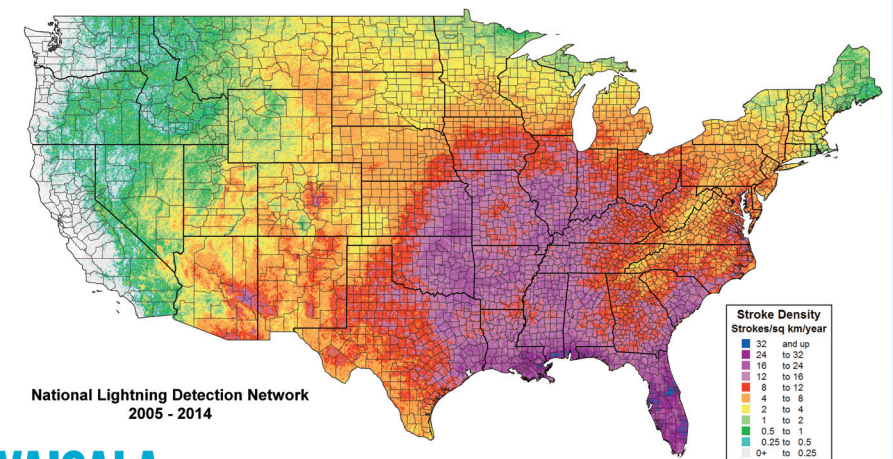
I like to see people happy and get excited about what they can do at their house."

Protecting homes and businesses includes taking precautions against the expensive consequences of lightning. South Carolina is among the top 10 states for annual lightning strikes. The state averaged 14.6 strikes per square

mile totaling 348,633 strikes in 2016 alone. Now contractors and homeowners along the Grand Strand have Godwin Lightning Protection Services, LLC to design and install the right system for their structures.

Kyle Godwin, owner of Godwin Lightning Protection, worked his way through college in the lightning protection industry and now brings 15 years' of experience to Myrtle Beach. Kyle Godwin has 15 years of experience with the design & installation of residential & commercial Lightning Protection Systems. Kyle explained the basic concept behind lightning protection, "An LP system intercepts a lightning strike diverting the powerful current to the ground through a network of

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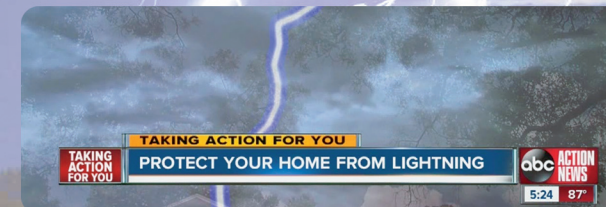
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Kyle Godwin has 15 years of experience with the design & installation of residential & commercial Lightning Protection Systems.

highly conductive, low-resistance cables.” A surge protector device is an integral part of a complete LP system. This is installed in the electrical panel by a certified electrician, and will protect electronics (security cameras, TVs, computers, gates, etc.), but it will not prevent a house fire if lightning strikes.

The ideal time to install a LPS is during construction. In fact, MJM Custom Homes is putting a lightning protection system in all their new home builds. Kyle said, “The system is concealed so that the only visible components are air terminals (also commonly known as lightning rods),



which are usually small rods of copper or aluminum, depending on the roofing material.” The system is a onetime installation that lasts a



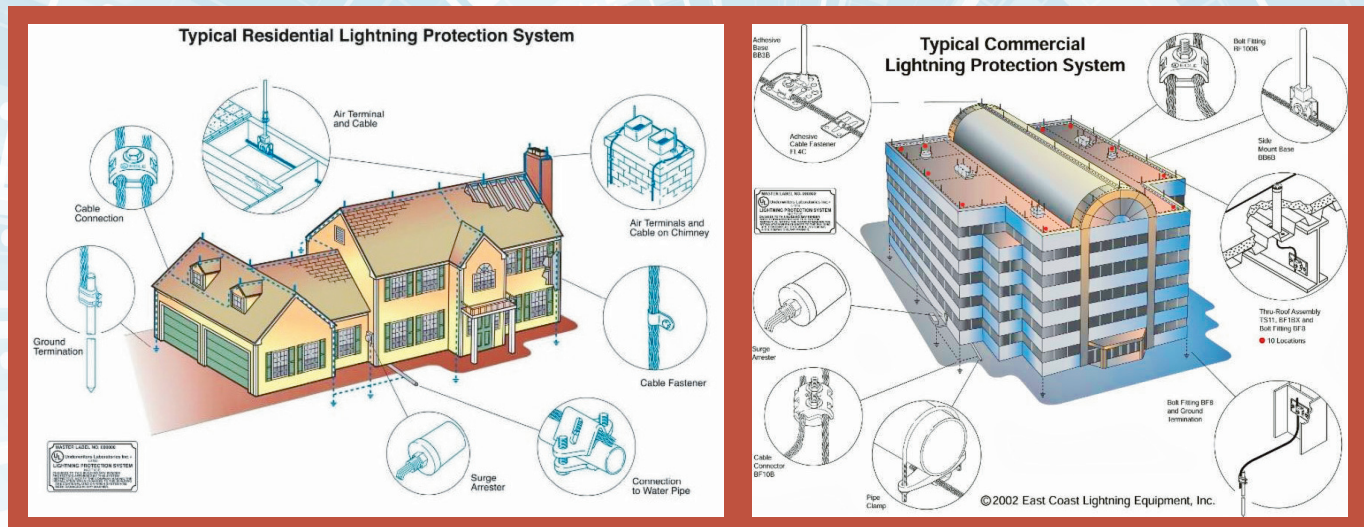
Notice the two air terminals (ATs) on the roof line & another two on the top of the chimney. These are the only visible components that can be seen from the ground.

Home accessibility is becoming increasingly important as more people move to this coastal area to build or find their dream home. In many cases, people state this will be their final home. Whether they are building or purchasing a new home, accessibility is a key factor. **Port City Elevator** assists in designing, installing, and servicing the best product for many applications.

elevator is not installed at the time of construction, people are incorporating stacked closets in the design of the home that can be converted into an elevator shaft when the owners choose to put it in. Port City works alongside builders to get everything ready for the elevator installation, and contractors add floors in the shaft that can be removed later when owners decide to install an



The new Port City Elevator Office/Showroom is located at 5704 Nixon Ln., Castle Hayne, NC 28429.



lifetime and requires only a periodic visual inspection to make sure everything is intact and secured properly. Reroofing is another good time to coordinate the installation of an LPS. For existing structures, Kyle said they are attentive to hiding as much as possible under the ridge cap and behind down spouts, and eventually the copper will oxidize and blend in with the house.

Many insurance companies give a rate break when a structure has an LPS, which saves owners additional money and grief. Kyle is a Lightning Protection Institute (LPI) Master Installer Designer, member of the Lightning Protection Institute, Underwriters Laboratories (UL) Listed Installer, and a member of National Fire Protection Association. As extra assurance, both LPI and UL offer a third party inspection program that grants certificates for properly installed systems: UL Master Label and LPI Master Certificate.

In new construction, the installation of a home elevator has become increasingly popular. During construction, Port City works alongside builders to ensure the framing and electrical requirements are in place for the elevator. If the



elevator. Many spec builders are doing this to make the home marketable to a broader range of potential buyers.

Over the past year, representatives from Port City have seen a dramatic spike in calls from Realtors stating



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*The Pneumatic Vacuum Elevator (PVE) has become increasingly popular to install in existing homes that were not originally built to accommodate a traditional elevator shaft.*

they have a buyer for a home, but that they would like the house evaluated for the addition of an elevator or some other type of lift. In many cases, an elevator can be added to the perimeter of the home. A contractor can build the elevator shaft through decks or another location on the outside of the home. If that is not feasible due to site conditions or pricing, there are other accessibility lifts that could be used to eliminate the need of having a hoist way. One option is a PVE (pneumatic vacuum elevator), which is a round



*Seth Newman with Port City Elevator.*

clear tube (available in the diameters 30, 37, and 52 inches) that would be installed indoors. This fairly new technology uses air pressure to raise and lower elevators, and does not require a pit, unlike traditional elevators. Another indoor option would be a "Stiltz Lift," which uses constant pressure controls to lift passengers up one story. The maximum lifting height for this lift is 13'1". It travels on two fixed rails from the floor on the ground level to the ceiling of the upper level. Port City offers an outdoor lift that has a 500-pound capacity and uses constant pressure controls.

Port City Elevator is quickly becoming recognized as a leader in the elevator and accessibility equipment industry throughout coastal South Carolina and North Carolina. Representatives Seth Newman, Stan Godshal, and Robert Page are proven professionals that are available to assist you with your next new construction or remodeling project. ■



*Stan Godshal (left) & Robert Page (right) with Port City Elevator.*

# 2018 INTERNATIONAL BUILDERS SHOW IN ORLANDO, FLORIDA – JANUARY 9th-11th

The NAHB International Builders' Show® (IBS) is the largest annual light construction show in the world, every year attracting 60,000 visitors from 100 countries.

## All Homes Start Here: Exhibits



IBS brings together more than **1,400 top manufacturers and suppliers** from around the globe in **570,000 net square feet** of exhibit space, showcasing the latest and most in-demand products and services.

Don't miss visiting the **two official show homes**. **The New American Home® (TNAH)**, located in the Bella Collina golf community on the outskirts of Orlando, is a stunning display of innovation that skillfully blends traditional and modern architecture to create a transitional design. **The New American Remodel™ (TNAR)**,

located outside of downtown Orlando, is a two-story, traditional-style home that demonstrates the countless possibilities of how a 1930s home can be transformed using today's products and building techniques.

## Expertise Starts Here: Education



IBS also offers the most up-to-date and innovative education the industry has to offer. The 2018 show features **sessions in eight tracks**, taught by renowned building industry experts from across the country. With topics ranging from sales and

marketing to construction and codes, there is literally something for everyone.

You can also go in-depth with pre-show courses that can count toward an industry designation, pre-register to save your seat for one of the 3-hour intensive **Master sessions** or get hands-on with demos and education on the show floor. You won't find a more impressive collection of knowledge and new ideas for improving your business anywhere else.

## Relationships Start Here: Networking

**IBS events**, such **The House Party Sponsored by Chase**, the **Young Pro Party** and the **IBS Closing Spike Concert with Chicago**, give you the opportunity to network with other industry pros and have some fun too.

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