

Custom Homes Consulting

Construction Quality on Land and Water



by Susan Roush

Custom Homes Consulting, Inc. has three areas of expertise: custom residential construction, marine construction, and remodel/repair. Steven Quickery, CEO, opened Custom Homes Consulting (CHC) in Charlotte, NC 17 years ago. He has 22 years of corporate executive experience, though what really gave Steven his can-do construction attitude was his experience working for Tait Towers. The world leader in the live entertainment event industry, Tait Towers constructs elaborately designed and engineered staging. Steven transferred his corporate and building skills to new home construction, and has been building in Myrtle Beach since 2004.

PHOTO © CHUCK GEE



Layne Harris (right) & Steven Quickery (middle) explain the layout of the landscaping package to be completed to new homeowner, Chris Tobin, in front of the home of Chris & Cindy Tobin under construction at Waterway Palms in Myrtle Beach.

Steven believes that quality of life is important, and for that reason the company limits the number of new home builds. To date, all of their customers have come through word-of-mouth referrals. Clients can expect a well-documented process before they break ground. Steven explained, “When we plan for a home we go through 68 budgets to come up with a master budget. We have a four-page spec sheet that details everything for the house – to the style number. We believe our more detailed spec sheet creates a better document, not only because we know exactly what has to be done, but it is a great tool for the homeowner to hold the builder accountable. One thing I communicate to all of my homeowners is that the allowances are more than sufficient because we budget to the style number. I don’t want my homeowners to have any additional charges on allowance items.”

Layne Harris was named the Director of New Residential Construction last year, and is currently overseeing the construction of spec homes that Custom Homes Consulting is building in Carolina Forest. Layne’s

background includes 27 years as a Realtor in Myrtle Beach, half of those years in new community home sales. When this opportunity came up, Layne jumped at it, and not just because he could wear jeans and get mud on his boots. He firmly believes in Steven’s philosophy of building partnerships in life. Layne said, “Steven pays attention to detail and builds a nicer home for people looking for a grade above.” Of the spec homes, he said, “We want to be the company people think of when they need a nice home sooner than

later.” Custom Homes Consulting’s 5,300 square foot spec home in Waterway Palms will be finished in June, with others finishing in August and October. The company’s spec home inventory in Carolina Forest is priced in the \$400K to 500K range, and they do not stand vacant.

Steven said, “Our spec homes typically sell as soon as the sheetrock

goes up.” He credits this to the inherent value that buyers instantly perceive. One of the value-added elements is trim detail. Steve said, “I’m a big believer that the trim work adds character to the house.” Other standard features include aluminum powder coated handrails, home automation, custom tile surround showers, energy-efficiency

construction that results in HERS ratings usually below 60, surround sound entertainment, wood and/or tile floors throughout, and custom cabinetry that includes the master closet. Steven said, “We put a big focus on the details in the master suite, kitchens and bathrooms. For example, we maximize all of our kitchen islands to 108” as this allows for a large island while utilizing an entire granite slab with no seams. Our master showers are a work of art.”

Residential construction segued to opening the company’s Marine Construction division in 2015, headed by Jeff Chestnut. Jeff’s early career was in banking, before making a significant leap into mission work. Jeff’s construction experience grew in third-world countries through addressing raw necessities – building shelters and getting water and electricity to them.

Other residential contractors can depend on Custom Homes



Large kitchen islands in CHC homes are one of the many trademarks of the company. “We put a big focus on the details in the master suite, kitchens and bathrooms. For example, we maximize all of our kitchen islands to 108”, as this allows for a large island while utilizing an entire granite slab with no seams”, says Steven.

PHOTO © CHUCK GEE



Our master bathroom showers are a work of art”, says Steven. The attention to detail is very evident in all of CHC’s master suites.



PHOTO © CHUCK GEE

One of the main value-added elements in each CHC home is the trim detail. “I am a big believer that the trim work adds character to the house”, says Steven. Other standard features include aluminum powder coated handrails, home automation, custom tile surround showers, energy-efficiency construction that results in HERS ratings usually below 60, surround sound entertainment, wood and/or tile floors throughout, and custom cabinetry that includes the master closet.



Steven Quickery (left) reviews a set of plans with Marine Construction division manager, Jeff Chestnut (right) @ the jobsite of a new seawall and dock project. “We are actually one of the most competitively priced marine contractors. We offer the best warranty, our workmanship is second to none and we are there when we say we are going to be there. We install ground retaining walls, pavers, patios – whatever the homeowner wants to create their space”, says Steven. This seawall, completed by Custom Homes Consulting, is the largest in the Plantation Lakes subdivision.



PHOTO © CHUCK GEE

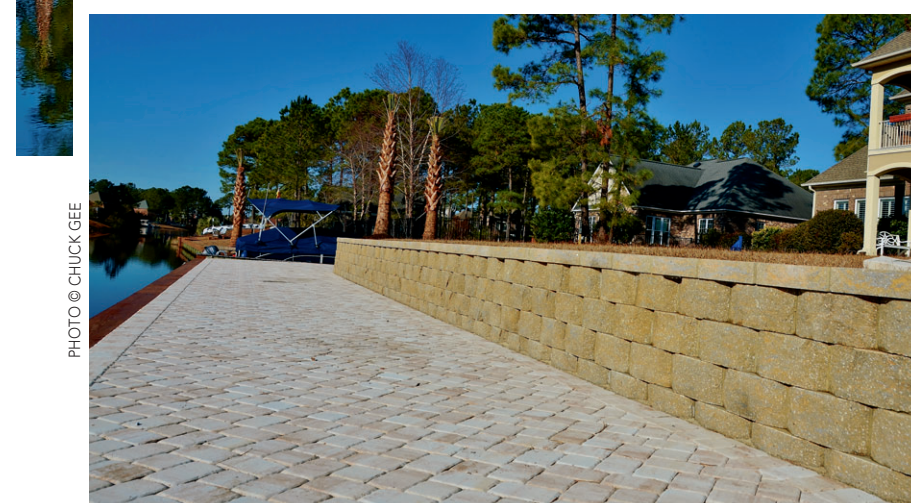


PHOTO © CHUCK GEE

A close up view of the project seen above.

The view from across the lake of a seawall, patio, pavers & boat slip project completed by CHC.

Consulting for their marine expertise. When asked what homebuilders should expect from them, Steven replied, “The same that I expect of my subcontractors: quality workmanship, communication, professionalism and all of the appropriate insurance coverage.” He added, “We are actually one of the most competitively priced marine contractors. We offer the best warranty, our workmanship is second to none, and we are there when we say we’re going to be there.”

Hardscapes and outdoor living spaces go hand-in-hand with marine construction. Steven said, “Homeowners on fresh water who want seawalls and docks, also want outdoor living space. We install ground retaining walls, pavers, patios – whatever the homeowner wants to create their space.” Jeff added, “We also build kayak docks so homeowners can paddle from the lake straight onto the dock in their backyard.” Jeff noted, “The trend in outdoor living is to create outdoor entertainment and relaxation areas near the water; that’s something we

can supply.” Steven added, “As a residential builder I have every trade at my disposal.” That means having the ability to add roofing, lighting, electricity, running water – all that’s needed to bring the inside outdoors.

Rob Sharrock is a customer who used Custom Homes Consulting marine division for a seawall and a new patio at this Plantation Lakes home. The company was working on a new bulkhead next to Rob’s house and Steven proposed adjoining the bulkheads to avoid an odd gap. Rob agreed to the project. Subsequently, he decided to completely redo his bulkhead to expand it and add a patio. Rob said, “I had seen the work CHC did not only next door to me but directly across the lake that came out really, really nice. I thought these guys obviously have the expertise.” The project included adding steps and a walkway from the

existing back porch to the dock. Electrical outlets were added along with landscape lighting in the front and back yards and around the bulkhead. Where needed, the sprinkler system was rerouted. Rob said, “It was turnkey; they took care of all the paperwork and permitting.” The review process went quickly with the ARB because of Jeff’s familiarity with the community’s construction standards; and in turn, the ARB trusted CHC to do a high-quality job. Rob was especially satisfied that the project was completed in a month. He said other companies were quoting a three-month completion time. Rob added, “We’ve had a lot of people stop by and say, ‘We love your dock and patio. Who did it?’ I tell them to call Jeff Chestnut. If I had other [remodeling] needs, I would absolutely consider them because they’ve been so responsive and stand behind their work.”



This completed CHC project including the covered dock with adjacent floating docks in Pawleys Island is very indicative of one of the many types of marine construction projects CHC offers from Georgetown all the way to Little River, SC.

A lot of marine clients become remodeling and repair for the very reason Rob Sharrock described. John Melesh is the Director of Remodel and Repair. He has a BS in Finance and a 35-year background in the fire and restoration business and new residential construction. When it comes to insurance restoration work, John said, “We have the same estimating software

package that the insurance companies use. By using the same software, they can’t argue price, just scope, and from there we make sure we’re on the same page.” Remodeling encompasses everything from renovating interior spaces to converting a concrete patio to an all-season room. John recently finished a 450 square foot addition. He said, “We tap into the roofline,



CHC has completed the largest seawall in Plantation Lakes. “We also build kayak docks so homeowners can paddle from the lake straight onto the dock in their backyard”, says Jeff Chestnut.

we match the exact shingle (or other exterior material), and when we’re done you can’t tell it’s an addition.”

The Custom Homes Consulting team is quick to respond to inquiries. John said, “With insurance work, people have a need, and it has to be done right away. Time is of the essence, and I bring that same response into the work that we do here.”

Amy and Grant Chappell began as potential remodeling customers with Custom Homes Consulting and ended up building a custom home in Briarcliff Acres. A realtor told them about Steven for the remodeling project, and when they met him and there was an instant connection. Ultimately, the Chappells purchased a lot with ocean views and began the building process with Steven. Amy said, “Really, he was the only one we

considered, because we just felt he was the right one for our house. We felt comfortable working with him. With that connection – with the stress of building – he would make it easier for us.” The couple has built other homes, so they knew that new construction can have bumps. As it happened, there was a particular challenge that arose. Amy said, “Steven went way above and beyond the call of duty to get it worked out. We were just so thankful, and it reinforced our decision to hire him as our builder.” Being close by, the couple goes to the building site often. Amy said, “It seems like a tough job because there are so many pieces to the puzzle to coordinate. Steven is so even-keeled with coordinating everything. He’s an extremely likable person and I think that carries over to his subs.”

While still in the planning phase Amy remembered, “Steven was very good about taking us to homes he had built so we could see the craftsmanship.” Steven also took them on a field trip to different suppliers that he typically uses. Amy appreciated that he gives ideas and guidelines without stifling homeowners’ creativity.

Amy and Grant would readily recommend Custom Homes Consulting. Amy said, “The way I look at it, building a house is a stressful situation under any circumstance. We just felt that connection with Steven. He was honest, extremely straightforward with us, and very patient.” As she tells friends and family, the real secret to the process is finding a builder you like at the end as much as you did at the beginning of the build.

PHOTO © CHUCK GEE



CHC added a raised roof & two additional bedrooms to the residence of Ryan and Katie Neptune. “We tap into the roofline, we match the exact shingle (or other exterior materials), and when we’re done you can’t tell it’s an addition”, says John Melesh.



PHOTO © CHUCK GEE

Grant and Amy Chappell discuss the finishing touches on their home in Briarcliff Acres from their 2nd story porch with Steven Quikery (left). "Steven was the only one we considered, because we just felt he was the right one for our house. We felt comfortable working with him. Steven is so even-keeled with coordinating everything. He's an extremely likable person and I think that carries over to his subs", says Amy.

Custom Homes Consulting understands the importance of good relationships – it is part of their core values, and they are keen on vetting for a good customer fit to ensure a successful outcome for everyone. Steven takes the same approach with other relationships, "One of the things

I do when I'm meeting a potential subcontractor is find out if they are a member of the Home Builders Association. It's important to me knowing that they're giving back to the community and supporting the homebuilding industry. One of my

strong beliefs is in building partnerships with my subcontractors. A partnership forms when both sides win. I'm not always looking for the cheapest labor. I'm looking more for workmanship, communication and professionalism." ■



(843) 236-2785

Info@CustomHomesConsulting.com

www.CustomHomesConsulting.com

Choosing the Right Floor Covering

Choosing the right floor covering is essential to the interior of any new or existing home. The representatives from three respected local companies that have established solid relationships in this area over the past couple of decades were interviewed to learn about several of the latest trends in the industry & products that are popular in today's market with both builders and homeowners.

Waccamaw Floor Covering General Manager, Bryan Squires, has grown up in the business, literally, since he was a toddler when his father Charles started Waccamaw Floor Covering. Bryan has 15 years of hands-on



Charles Squires (left) & Bryan Squires (right) in their showroom in Conway, SC.

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

builders such as River City Builders, Howell Homes Inc., C & R Builders & ARE Construction. They have received the Reader's Choice Award from the Horry Independent & the Carolina Forest Chronicle for the last three



Bryan Squires outside of the Waccamaw Floor Covering showroom & warehouse located @ 1717 Fourth Ave. in Conway.

years. Bryan is quick to credit others for their longevity and achievements. He said they value and take pride in their highly skilled tradesmen and guarantee their work.

Tarkett is a large flooring manufacturer of vinyl tile and plank products that Waccamaw Floor Covering carries; it is a Canadian Company, though they do a lot of manufacturing in the states. "Tarkett recently launched a new product called Pro Gen. This is a rigid core vinyl

plank product with a 5000 PSI rating, which offers increased durability", says Bryan.

Bryan has noticed that the standard popular hardwood of years past, is not selling as much now. More people are using hard surface floors now, whether it is laminate, tile or some higher end hardwood. "I think it's due to a lot more pets in the home and a lot more allergy issues. We seem to be selling a lot more vinyl plank than in years past", says Bryan.



Waccamaw Floor Covering has a 12,000 square foot warehouse & showroom to better accommodate their retail and builder customers.

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

(Continued on page 26)

Brady Glass Solutions
GLASS IS OUR BUSINESS!

Serving Residential & Commercial Building Contractors & Property Management Companies in Horry & Georgetown Counties

- Framed or Frameless Shower Enclosures
- Insulated Glass Replacement Doors & Windows
- Hurricane Resistant Glass & Glazing
- Commercial Storefront Installation

YOUR PRODUCTION SCHEDULE IS OUR FOCUS
ALL WORK GUARANTEED
FULLY LICENSED & INSURED

(843) 957-2546
3825 Wesley St. – Myrtle Beach – SC – 29579
(Turn onto Wesley St. next to the Meineke Car Care Center on George Bishop Pkwy.)
www.glassmyrtlebeach.com
Email: bradyglass@sc.rr.com

Proud Member Of