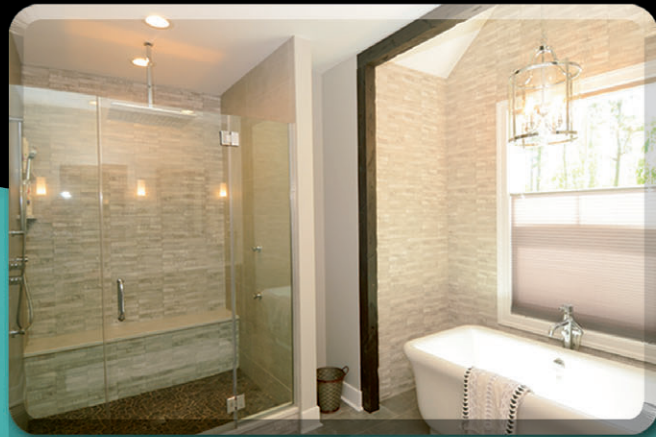


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PLUMBING

## Grand Strand Plumbing Professionals Speak About The Latest Trends & Services Available To Property Management Companies & Building Contractors

For property management companies, new construction building contractors, remodeling contractors and homeowners, plumbing is always an essential part of any project in a residential home or commercial structure. *Building Industry Synergy* reached out to three trusted leaders in this industry to give feedback on the latest trends in the industry and what they have to offer in terms of service and products.

Plumbing is likely not the first trade that comes to mind in terms of technological advances, but **Carolina Cool** Owner, Verlon Wulf, has a different view; “There are quite a few new technologies: instant hot water heaters are big, and we also have recirculating hot water systems so you don’t have to wait for hot water. Leak prevention is big. We have ways to shut off the water to your house. If you get a leak behind your

washer or your fridge, a moisture sensor on the floor activates a valve that cuts off the water. It works very well.

The world of water heaters has changed. A couple of years ago Congress approved an energy conservation act with new compliance regulations for water heaters, including putting the nix on 80-gallon electric heaters. Carolina Cool has responded with creative solutions to get enough hot water for customers who need the 80-gallon capacity. While not brand new, natural gas tankless water heaters offer an energy efficient design that provides an endless supply of hot water.



Carolina Cool has the capability to handle the smaller residential jobs, as well as the larger commercial jobs.

out storm drains – it’s called our big cat; it’s a gas-powered Jetter that will handle very large lines, as well as small lines.”

Carolina Cool has been recognized as a local leader in HVAC service industry for decades. The highly respected company continues to have a growing plumbing and electrical division as well. Verlon said,



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For exterior solutions, Carolina Cool has a large Jetter. Verlon said, “It’s used to clean

“Plumbing is coming into its own, as is the electric division. Both departments are growing rapidly, along with the company in general.”

(Continued on page 14)

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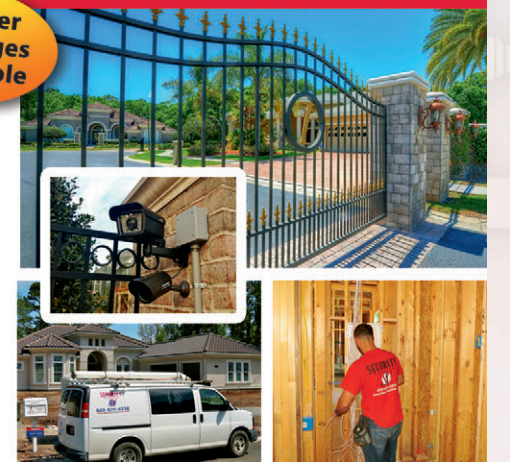
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Carolina Cool owner, Verlon Wulf.

There are constant innovations in technology that directly affects the electrical division of Carolina Cool. Verlon said, "It's really a pretty fun part of the business because technology is changing so rapidly." He added, "Having our own electricians really helps out a lot on HVAC and the plumbing; it ties it all together very well as a company and provides another level of service. It also keeps the quality the same across the board with the people we hire and the jobs we do."

Seven years ago Rick Vines started fresh with his family's third generation plumbing business, **Vines Plumbing & Water Restoration**. His goal was to expand the



Rick & Stacey Vines.

company while maintaining a culture of serving people with excellence. He accomplished this by ensuring his team matches his desire to work with honor and integrity, a difference his customers notice and appreciate.

Vines is a full service company providing a broad spectrum of solutions with master plumbers available 24/7 for those unexpected emergencies. Rick explains Vines vast scope of services simply, "If water goes through it, we do it." With a long history of residential and commercial maintenance (e.g. drain cleaning and unclogging, pipe repair and replacements, and water heaters), Vines has become a leader in water damage and restoration services, excelling at biohazard clean-ups, natural disasters, and mold elimination. Rick's company has become a top choice for Property Management Companies in the Horry/Georgetown area, called to service

short and long-term rentals and HOA properties. Because of their streamlined water service options they are the most convenient choice for their customers.

When a crisis occurs, the plumbing division is dispatched to address the immediate problem. After plumbing resolution, the water restoration team is sent to remove any active water and repair any



Rick Vines (front row in middle with light blue shirt) with the Vines Plumbing & Water Restoration team of professionals.



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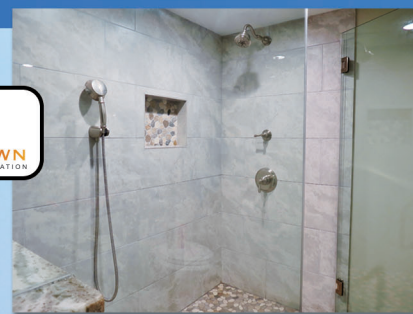
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affected areas. Whether natural disaster, a faulty water heater, or a slow hidden leak, "We can take you from the mitigation phase of removing and drying out, through the insurance process, to complete restoration, including structural issues and all other necessary repairs," Rick explains. "And one call is all it takes."

After Hurricane Matthew hit the Grand Strand in 2016, Vines rebuilt and restored over 200 properties in the area. "We use high-end, regularly updated equipment for our water extraction services... the best on the beach." Additionally, Vines can do mold testing in-house.



As technology continues to advance products and techniques in the plumbing industry Vines continues to stay up to date offering top notch services and solutions. Tankless water heaters continue to rise in popularity and more and more customers are requesting whole-house filtration systems. A few of Vines' advanced abilities include Hydro-Jetting, which offers a safe and more effective way to clean and clear drains verses the traditional snake method. Their plumbing technicians are trained and



equipped to use Propess, a tool that permanently crimps copper pipes together to provide an efficient and long lasting repair. "When we are called in, we not only fix the problem we take it a step further to make sure it doesn't happen again." Rick said, speaking about the quality solutions his company offers.

**Victory Plumbing** president, Joe Victoria, has noticed a few appealing newer trends for the building contractors and homeowners alike. "The free standing tubs are becoming increasingly more popular. They can be placed inside the larger tiled showers, saving space and offering a much cleaner look. The shower/tub area always appears to be the focal point of any



bathroom," said Joe.

Further on the design front, bathrooms have become like spas for all the luxury touches. Joe said, "There have been a lot of changes in fixtures like showers with digital controls on touch screens to stream music and adjust lighting." Rain heads and waterfall faucets are additional spa-like features. Joe continued, "Vessel sinks and dual vanities with trough sinks have become popular. Brushed nickel and bronze have replaced



chrome." David Victoria, brother and business partner added, "Technology has changed a lot - toilet seats are one step away from being a hovercraft." To think, the first sit down toilet (around 2800 BC) was a pile of bricks with a wood seat. Toto set the industry standard with their "washlet"

(Continued on page 16)



concept invented nearly 50 years ago. Today, Toto toilets have models that include sensor controlled seat covers (no more arguments over lid position), seat warmers, a bidet function, an air-purifying deodorizer, and an air dryer. American Standard and Kohler manufacture similar products.

David noted that touchless faucets are another feature people want. They can be programmed to adjust flow time and temperature, and they have a lot of appeal for homes with children and elderly. A manual override is still pragmatic because like sensor paper towel dispensers in public restrooms, the sensor can fail.



In the kitchen, pull down faucets, pot filler faucets at the range, and entertainment sinks have become popular. The entertainment sink is long and narrow and can be filled with ice to keep beverages and foods cool, much like an ice table on a buffet.

Tankless water heaters can be installed on the interior or exterior of a home. The exterior application saves space and can have a very steam lined appearance on the



outside wall with a vented locked casing. Joe said, "You can't go wrong with tankless, and it has been improved with a recirculating pump so that hot water is available within 30 seconds." A recirculating pump can be put on electric hot water heaters, but the supply of hot water will not be endless. Though 80-gallon water heaters are no longer available, newer 50-gallon heaters are



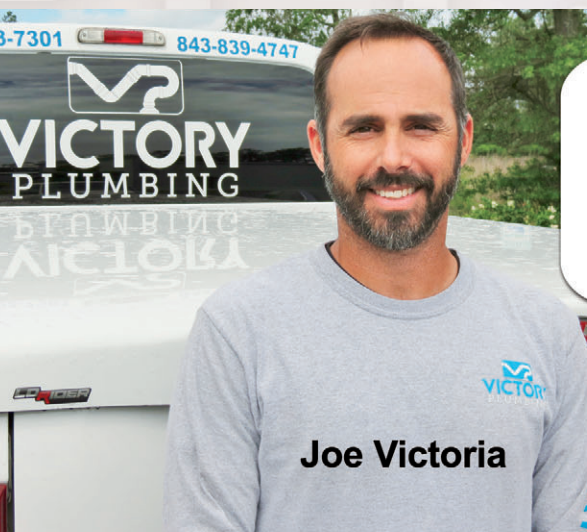
more efficient for quickly replenishing. Joe also recommends installing water filters in the home. "The way I plumb water lines inside the house, I can set up a water filter on the entire house." The carbon filter removes chlorine, which prolongs the life of toilet flappers and improves the quality of water for bathing, drinking, cooking and laundry.

Joe has been plumbing for 21 years on the South Strand. He founded Victory Plumbing about two years ago. Victory Plumbing handles residential and commercial work. They have two rough in crews that work exclusively on new



Victory Plumbing president, Joe Victoria.

construction. Joe recognizes that builders are subject to the same frustration as homeowners for unreturned phone calls. "Communication is very important," said Joe. He takes pride in being responsive to calls, doing quality work, and keeping close tabs on the building progress schedule for each job, ensuring the continued satisfaction and smooth working relationship he has established with the builders he is working with continues. ■



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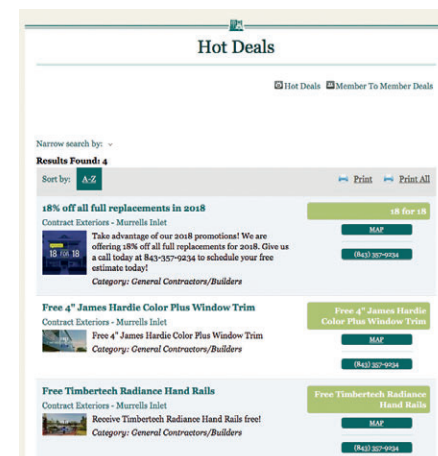


## New Software Provides Additional Features for Conway Chamber Members

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

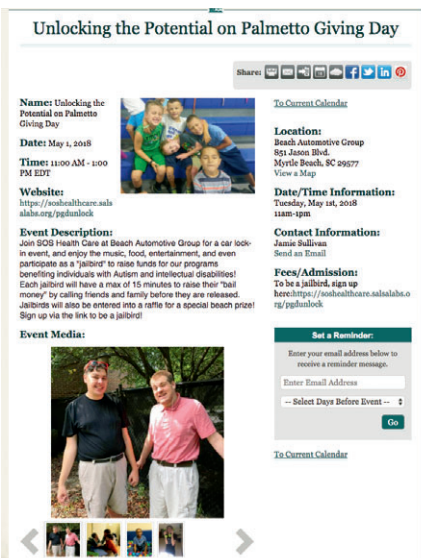
The Conway Area Chamber of Commerce is proud to announce a new partnership with MicroNet, Inc., the leading provider of online solutions for member-based associations and chambers of commerce. Current Conway Chamber of Commerce members now have exclusive access to specialized tools to promote your organization via the new online Member Information Center.

As a member, you can now update your business listing to ensure everyone has access to complete, up-to-date information. Once logged in, members can review and update their information in minutes. Within 48 hours, all information will be updated on the Conway Chamber of Commerce website.



Conway Chamber members can now submit Member to Member deals and discounts; fellow members may well be your best customers! Members may also submit any deals, discounts and promotions available to the public. All promotions can be customized with start and end dates and can be linked directly to your businesses' website or Facebook page.

In addition to the features listed above, members may also submit job openings which will be advertised on the Chamber website. Members may now add their events to our online event calendar displayed with quick links; use these links to share in their social media, text to mobile devices, add to calendar, or email to others.



All of these new features are now available as additional benefits included in your Chamber membership at no additional cost! Creating an account and completing your profile is critical to gaining increased visibility and exposure. If you are a current Conway Chamber of Commerce member and have not yet created an account, contact us today to get started!

To become a member of the Conway Chamber of Commerce, simply fill out an application via our website under "Member Application".

For more information on the Conway Chamber of Commerce, contact the Chamber at (843) 248-2273, or visit the Chamber website at [www.ConwaySCChamber.com](http://www.ConwaySCChamber.com). Be sure to visit Conway's Economic Development website at [www.ConwaySCNow.com](http://www.ConwaySCNow.com). ■

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