

Today's Exterior Products Create The Desired Curb Appeal & Protect Against Storm Damage In This Coastal Climate

The design aspect and protection of the exterior of any home or business in today's market is extremely important to homeowners and business owners alike. The appearance of the siding, roofing, gutters and often times the decking come together to create the desired exterior décor for each customer. *Building Industry Synergy* reached out to several accomplished, respected HGHBA members to get feedback on the latest trends and requests that they are seeing from the area building contractors, property management companies and homeowners.

Randy Hann and Will McCourt, co-owners of **Contract Exteriors**, have offices in six key markets including two along the Grand Strand. They keep abreast of exterior trends especially in roofing, siding, and decking. Will said, "In the roof replacement



Randy Hann (left) & Will McCourt (right) with Contract Exteriors.

segment, we are seeing more homeowners choosing design, color, and extended warranties, and not just price. They want to make sure the roof they choose will last for a very long time." Will also noted that they are seeing an increase in the amount of homeowners requesting to build new decks or update old ones. Will said, "More of our homeowners are really trying to capitalize on their outdoor living spaces, focusing on making them truly unique and are really embracing our design and consultative approach when it comes to deck additions and remodels." To stay in the forefront of their customer's needs, Contract Exteriors



utilizes the latest design software which allows their clients to visually see what their new deck would look like on their home.

Randy Hann discussed an increased trend of homeowners updating their homes with James Hardie fiber-cement products. "A lot of our customers are not willing to compromise when it comes to the best products to protect the exterior of their homes. With James Hardie Color Plus fiber-cement siding, they will receive a 30 year product warranty and a 15 year finish warranty which is industry leading." The James Hardie ColorPlus® Technology siding is a prefinished product which is one of a kind in the building materials industry. Per the "2018 Cost vs. Value Report" released by *Remodeling Magazine*, Randy noted, "the amount of homeowners taking advantage of the (estimated) 111% return on investment a siding project can bring has increased tremendously. The focus on protection and curb appeal has allowed us to really thrive in this area." One of the ways Contract Exteriors helps their clients with their siding projects is by using state of the art design technology. This technology allows homeowners to visually see how any siding profile and color



Contract Exteriors Customer Experience Representative, Kathleen Morelli (left) talks with a homeowner about the James Hardie siding he is having installed on his home.

will look on their home instantly, which is a free service provided to all of their customers.

When it comes to any exterior remodel, such as roofing, siding, or decking, both Randy and Will recommend that all homeowners conduct a thorough check on the contractors they are going to use. Will noted, "Unfortunately, we have seen a rise in fly-by-night contractors who think they can handle an exterior renovation project of any size, but end up not delivering or meeting the expectations for that consumer." Randy also



Contract Exteriors was responsible for replacing all of the decking on this ocean front condo complex in North Myrtle Beach.

noted that providing the right expectations and customer experience is key to a successful project. Randy said, "We are the only contractor in the area that actually has a full Customer Experience department dedicated as a resource to our clients. Their main goal is hold our customer's hand throughout the entire process, ensuring that we are meeting all of their needs and expectations letting them know we are always here for them."

Contract Exteriors is the only contractor on the coast that has all the highest accreditations from GAF®, Certainteed, James Hardie®, and AZEK®.

FOR FURTHER INFORMATION REGARDING CONTRACT EXTERIORS, PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE.

Suncoast Building Products & Services, Inc. is a premier gutter and rain water control small business, serving all of the Horry, Georgetown & the Brunswick County areas, as well as surrounding counties and neighboring states for over 20 years.

Their craftsmanship has been featured in several home publications including "Southern Living Magazine" and our very own "Building Industry Synergy". Suncoast has been awarded for excellence in the field as the Reader's Choice for more than 5 years by the *Carolina Forest Chronicle*, *Myrtle Beach Herald* and *Horry Independent* newspapers.

Suncoast Building Products & Services' owner, Lesley Hill.

As the design of today's properties change, taking on a personality of their own, adding unique touches to each really makes them stand out. Suncoast can customize the size and shape of gutters and downspouts on residential and commercial properties. Half Round Gutters and Round Downspouts are the latest trends. They also offer a variety of colors and materials including copper and galvalume materials. The current design trends are to use decorative medallions, ornamental gutter hangers, scupper boxes and even rain chains as an alternative to downspouts to give each home or business a "Customized" look.

During hurricane season, keeping existing gutters clean and "worry free" of debris in areas with pine trees and heavy foliage is easier with a Pine Straw and/or Leaf Gutter Protection System. These gutter guard systems capture falling pine needles and foliage allowing water to flow properly through the gutter into the downspouts carrying water away from the property's foundation during summer storms and hurricane downpours.

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Zebulan Hill (left) talks with a homeowner on a job in Wild Wing Plantation.

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Darryl Hill (right), part owner and operator of Suncoast Building Products & Services, talks with local building contractor, Charlie Babb, at a recently completed home in Tidewater in North Myrtle Beach. "My subcontractors, like Darryl Hill with Suncoast, are one of the big reasons that I have been successful", says Charlie.

Suncoast's success is attributed to skilled experienced workmanship, excellent customer service, and selling the best products at the best price. Their understanding of the principle of "customer satisfaction" keeps the contractors, property management companies, homeowners, business owners, and their referrals coming back year after year.

All of Suncoast's workmanship, materials and pricing hold personal guarantees. They stand behind their family owned and operated small business.

(Continued on page 14)



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Monarch Roofing has experienced tremendous growth since opening in the Grand Strand area 11 years ago. Martin Pettigrew, owner and 2017 President of HGHBA, has since extended the company to Wilmington and as far south as Hilton



Monarch Roofing & Solar owner, Martin Pettigrew.

Head. To accommodate the company's continued growth, a new headquarters opened this summer in Myrtle Beach.

Monarch's success is a reflection of the many certifications and awards earned for performance, reliability, installation, service, and consumer protection. More importantly, Monarch Roofing is a GAF

Master Elite™ contractor, which speaks to the quality of their work and their dependability. "Only 3% of contractors nationwide hold this distinction. Taking our training and certification further by being one of only 4 GAF President's Club Awardees with 2 stars in both North and South Carolina," Martin explained. Monarch Roofing is also a Haag Certified Commercial Roofing Inspector, a Certified Green Roofer, and many more.



The brand new Monarch Roofing & Solar offices facing Hwy. 501 in Myrtle Beach opened in July.

A big shift in the roofing industry is the extended warranties on shingles, some good up to 50 years on products and 25 years on labor. Because of Monarch's certifications, they are privileged to extend a warranty of 10 years on labor to match the warranties of contractors on new home construction. "This gives third-party accountability, and it comes with no extra cost," Martin said. That's a big selling point for builders.



but has seen a significant jump in sales over the past 6 months. "There is no better time to install a solar roof than 2018. There are a lot of environmental credits available until the beginning of November. Local utilities are offering percentage discounts and federal and state tax credits are available for a few more months," Martin advised.

Another area where quality work and good warranties are important is with roof replacements, which are about 60% of Monarch's business. "The past 5 years we've had so many storms in the area. Hail damage, hurricanes, flooding, high winds has been hard on roofs." A roof replacement means the old material is removed and replaced with quality shingles that give peace of mind.

A new trending product in the industry is the American Harvest architectural shingles. "The patterns are incredible, and the colors are more alive in the pebbles, especially with the Timberline," Martin noted. Builders are using more of the designer shingles in their spec homes in order to diversify and make their communities stand out. "They're realizing designer shingles can increase a property's value by 7%," Martin added.

Another exciting trend in the roofing industry is solar roofs. Monarch Roofing has been installing solar roofs for 2 years

With advances in synthetic underlayment and better installation methods, Monarch Roofing offers the most effective roofing systems, ones that block moisture, decrease energy costs, improve curb appeal, and increase a



Timberline Charcoal roof shingles.

property's value. Whether you are a builder, homeowner, commercial property owner, or property manager, make sure your new roof is your best one yet. Make sure you connect with a proven leader, the roofing specialists of Monarch Roofing. ■



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