

Caviness & Cates Communities Find Your Place to Call Home



by Susan Roush



The Indigo Bay community features a 50 acre lake.

Builders Watson Caviness and Chris Cates founded Caviness & Cates Communities in 1999. Fayetteville, NC based, the company began operations in Myrtle Beach in 2015 with their first appearance at Waterbridge, Brighton Lakes and Wild Wing Plantation. In 2018, Caviness & Cates expanded their Grand Strand presence by enlarging their portfolio of lots when R.S. Parker decided to shift from builder to developer. Once friendly competitors, R.S. Parker views Caviness & Cates as a valued partner that is reliable for their quality and professionalism. Existing R.S. Parker homeowners, as well as current and future Caviness & Cates homeowners are assured of a coherent process and consistent product within each development.



Stephen Dean (left), area manager for the Myrtle Beach division, and Richard Beck (right), project manager for the Myrtle Beach division, review the plans in a home under construction in the Indigo Bay community.

In their own right, Caviness & Cates Communities has been recognized as a *Builder Magazine* Top 100 Homebuilder for 10 consecutive years. Rank is based on total closings and gross revenue from the prior year, which were 561 and \$140 million, respectively. Numbers and accolades aside, Caviness & Cates Communities' chief concern is their customers. As Chris Cates, owner of Caviness & Cates Communities said, "We attribute much of our success to not only recruiting a team of very talented professionals but also offering the right product to fit the needs of the demographics of the communities in which we build whether it be retirees, families, or first time home

1	ARBOR GLEN	5	WATERBRIDGE
2	NORTH VILLAGE	6	INDIGO BAY
3	HILLSBOROUGH	7	BRIGHTON LAKES <small>at CAROLINA FOREST</small>
4	WILD WING	8	THE LAKES



buyers.”

Caviness & Cates takes measures to exceed standards through their exclusive 1-2-10-year home warranty: 1-year whole house, 2-year mechanical, and 10-year structural warranty. They have a fulltime in-house warranty department. The company builds Energy Plus homes that are independently tested and rated. Buyers benefit through a comfortable, energy-efficient home that has been constructed in an environmentally responsible manner. Taking it a step further, each new home receives an independent, third-party inspection from American Property Inspections.

Here at the beach, Caviness & Cates Communities is actively building in eight different locations, five of which are new for 2018. The following offers a glimpse of each community's characteristics, home prices and square footage.

Indigo Bay

Priced from \$300s

1,800 to 3,500 square feet

This Carolina Forest natural gated community has a 50-acre lake as its centerpiece. Residents can take full advantage of outdoor living whether from a kayak on the lake, a swim at the clubhouse, or stroll on the extra wide



The exterior of the Sawgrass Model in Waterbridge.

sidewalks. There are lakefront and wooded lots to choose from in this master-planned community.

Waterbridge

Priced from \$340s

2,000 to 2,800 square feet

Nearly a destination itself, this acclaimed Carolina Forest community is replete with lakes, woodlands and homeowner amenities that rival resorts. Within 8 miles, homeowners can be at water's edge of the Intracoastal or the ocean, plus all manner of shopping and entertainment. Cottage-style homes

with features today's lifestyle demands make this a popular choice.

Wild Wing Plantation

Priced from \$349,900

1,900 to 2,800 square feet

For those seeking a variety of home styles, on-site golf course and clubhouse, and a significant activity center for homeowners, this should make the short list of must-see neighborhoods. Situated off 501, it is a straight shot to downtown Conway or the heart of Myrtle Beach.

Brighton Lakes

Priced from \$319,900

1,900 to 2,100 square feet

This is the final opportunity to own a Caviness & Cates home at Brighton Lakes in the Carolina Forest area. Lakes, playgrounds, private owners' club and proximity to the good life in and outside this gated community are among the enticements.

The Lakes

Coming Soon

The newest Caviness & Cates community to join the family, The Lakes, is located within an established area in Surfside Beach that is nearly equidistant to the Beach and the Waccamaw River. The Marsh Walk in Murrells Inlet and Brookgreen Gardens are among the close-by destinations. Look for the release of

new floor plans coming to the Grand Strand market.

Arbor Glen

Priced from \$190s

1,400 to 3,000 square feet

Located on 905, just off Highway 9 West, this Longs community is 12 miles to Cherry Grove beach, and readily convenient to shopping, restaurants and other attractions. Enjoy a lively day out and return to a peaceful, easy-does-it home life, or stay home and enjoy the pool, cabana, and surrounding nature.

North Village

Priced from the \$200s

1,500 to 3,000 square feet

There is great access from this Little River location to some of the best restaurants and golfing on the North Strand. Highways 9, 17 and 31 are minutes away, so getting on with daily needs, be it medical appointments or grocery shopping, is a breeze.

Hillsborough

Priced from \$200s

1,500 to 2,900 square feet

Conway is home to Coastal Carolina University, and a historic downtown area that hosts theater, restaurants and vibrant shops and galleries. The beautifully landscaped entrance to Hillsborough hints at the



The luxury master bath in the Heritage model in Wild Wing Plantation.

wooded setting within. With over 400 lots and multiple floor plans to select from, making those initial choices might be the most difficult decision of the entire build.

Roger and Donna Warren decided to build in Hillsborough because as Roger said, "It's everything we wanted all in one, so it's hard to beat." Their decision came after visiting multiple communities, both onsite and online. Of the Conway location Roger said, "We like that aspect of it. You still have the feel of being in Myrtle Beach, but you have the quaint country feel that Conway offers." It also provided a

balance between Donna being "a little more city" and Roger being "a little more country." Hillsborough met their location needs, and Caviness & Cates Communities is meeting their housing needs.

Roger said, "We had a lot of options. We extended the garage four feet and decided on a side garage rather than a front load garage. We added the loft with an extra bedroom and full bathroom upstairs." They also extended the screened porch, and a bathroom was ADA modified to meet needs of a sibling who lives with them. Speaking to location again, Roger added, "Another nice thing is the Blackwater middle school is brand new. I have a 7th grade grandson that lives with us, so he's pretty excited." Not to mention that the upstairs will largely be his domain – pure gold for tweens and teens.

The Warrens are in the early stages of building the Welbourne model. They especially appreciated the design center. Roger said, "They dedicate the whole day to you. It's a beautiful design center. We've been to quite a few where you're looking through books, and it's just hard to see what you're really getting."

Roger and Donna view this as their eventual retirement home when they could live entirely on the main level if



The kitchen area in the Sawgrass model in Waterbridge.



The exterior of the Pembroke model in Arbor Glen.

they wish. They already feel at home even at the early stages building. Roger said of Caviness & Cates, “The people are really kind of down to earth, which gives you a warm, neighborly feel.” This has extended to the Hillsborough locale. “Driving through the neighborhood, everyone waves and says hello, so it’s a nice welcome feel.”

April and Nick Avignone moved from their New Jersey townhouse to a home in Waterbridge in October 2017. Nick’s parents, already living in Barefoot Resort, took the couple to Waterbridge, feeling strongly it would be a good choice. April thought, “We can’t afford this. There’s nothing I’ve ever seen like it!” To ease their minds about making the right decision, they did look at other communities and builders. When they returned to visit



The great room in the Wellbourne model in the Hillsborough community.

the Caviness & Cates model in Waterbridge, April remembered saying, “I want to take this wall down,

and this wall down, and the sales rep said ‘OK.’” Besides removing walls, which entailed adding support beams, the Avignones tripled the size of the screened back porch, and added a door from the owners’ bedroom to the porch.

April reported, “The building process went pretty smoothly. Our project managers, Steven and Ricky are very knowledgeable. Right now we’re in the warranty process, so any time anything goes wrong, we just call them and we know they’ll be here within a week to fix it.” As further endorsement April added, “My parents are thinking about moving down here. There’s a Caviness & Cates community next door, Indigo Bay, and they’re thinking about moving in there because they like the quality of our house.” ■



Caviness and Cates has a full service design center located at 3835 Socastee Blvd. in Myrtle Beach. Design Center coordinator, Kimberly Kauffman (right), is available to assist all homeowners with their selections.



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If a Picture is Worth a Thousand Words, Shouldn't Professional Photography be a Priority?

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

In an increasingly visual and interactive world, photography—let me emphasize, **GOOD** photography—has never been more important.

Far too often, photography is an afterthought, a line item that receives low priority in the marketing budget and is not clearly understood by the client. Today, more often than not, photography is relegated to an employee or staffer who has more interest in the subject than skill.

Perhaps there is no place where image-building photography is more important than in the home building industry. That includes everything from the ‘ground-up’ construction to the well-appointed interior.



At Marketing Strategies, we emphasize the importance of working with professional photographers and in choosing the right photographer for the job. Just as the medical profession is segmented by specialists, so is the field of photography. While you most likely would not choose an OB/GYN to perform your appendectomy, you should not select a portrait or wedding photographer to photograph your home.

So, that your result is as good as your intention, here are five things to look for when choosing the right photographer for the job.

- Technical Proficiency
- Creativity
- Ability to work on tight deadlines and within budget

- Personality
- Appearance

I usually get a few odd looks when I mention ‘appearance,’ but your photographer is representing your organization. Their professionalism is important. That doesn’t mean that they must wear a shirt and tie. It does mean that they don’t look like they have just rolled out of bed or been blown in by a storm. Likewise, personality is key. The photographer must interact with both you and the client, and must be open to suggestions and constructive criticism.

Outside of appearance and personality, it may be harder to gauge the other three items. Therefore, it is essential to ask for references and to review the photographer’s portfolio. Today, most professional photographers have a website and love to share their work.

One of the most critical and fundamental steps in working with your photographer is having a conversation with them well in advance of the shoot. Talk to them about the job. It is vital for them to understand your needs and those of the client. What is the scope of the project? What are your objectives? How will the photos be used, i.e., online, in print, etc.? And on the flip side, they can tell you the best time of the day to shoot,



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and clothing and staging that will enhance the photography.

Always ensure that the photos are royalty free. You do not want to contact the photographer each time you want to use one of his/her photographs, and you do not want to pay on a per-photo basis. I suggest developing a contract in which these items are specified. Spell out the project in detail.

We’re all storytellers, and as you’ve heard a thousand times, ‘a picture is worth a thousand words.’ Quality photos of your projects will go a long way in telling your story.

Marketing Strategies, Inc. has been building brands and reputations for over 20 years. Let us tell your story. Contact Denise Blackburn-Gay, APR (accredited in Public Relations) at 843-692-9662 or via email: denise@marketingstrategiesinc.com. ■