

Annas Development & Building

A True Custom Home Builder and Industry Leader



by Susan Roush



PHOTO © CHUCK GEE

The residence of Larry and Joni Muse built by Annas Development & Building is located in the Members Club community of Grande Dunes. This courtyard Mediterranean style home features a four-car garage, pool / spa area, and multiple outdoor living areas overlooking the private Members Club Golf Course.

Custom home builder Jeff Annas has never built the same house twice. Jeff said, "I get tickled when people ask me, 'What comes with your standard home?' My standard home comes with whatever you want." A native of Hickory, NC, Jeff had a 20-year corporate career in management before he founded Annas Development & Building in 2002.

Staying on the cutting edge of quality, innovation, and technology is a priority for Annas Development & Building. Jeff built the first two



The focal point of the Muse home is the beautiful courtyard. It can be viewed from any room in the home. This area features a pool, spa, waterfalls, outdoor kitchen, fireplace and a large space for entertaining.

NAHB Certified Green Built homes in Horry County. Jeff also builds certified IBHS Fortified for Safer Living homes as well. IBHS (Institute of Business and Home Safety) was created by insurance companies needing to take action against catastrophic losses. Jeff explained, "I can build a house to withstand any of the five calamities endemic to our area [hurricane, wildfire, earthquakes, flooding and thunderstorms]. Home plans have to be created by a Fortified design & structural engineer, and built by a certified builder. There is a rigorous review and inspection process in order to get a certification stating a home is an IBHS Fortified for Safer Living home. This certification often translates to a savings of 20 % to 45 % on insurance premiums. Jeff said,

"I've built several IBHS Fortified for Safer Living homes. I tell people I don't know if you'll necessarily get the money back, but the peace of mind is nice. The safest place I could be if we had a Cat 4 or 5 storm would be my own house," (which is an IBHS Fortified for Safer Living home).

In terms of building green homes, Annas Development & Building endeavors to implement NAHB National Green Building Standards at no or very low additional costs to the homeowner. Jeff is a Certified Green Professional. One of the certifications he is most proud of is that of Graduate Master Builder, "There are only nine of us in the state of South Carolina, and it's the most difficult certification to get," he said. Before beginning pursuit of this certification, a builder must have the Certified Graduate Builder (CGB) designation or the Certified Graduate Remodeler (CGR) designation with 5 years building experience; or 10 years building experience and successful completion of three CGB/CGR courses before earning the NAHB Graduate Master Builder title.

Annas Development & Building has constructed around 30 custom



The residence of Mark and Darlene Vesely built by Annas Development & Building is located in the Riviera section of Grande Dunes. Shown is the open floor plan living area with customized tray ceilings, faux accent painting, and double-sided linear fireplace giving the home a modern and sophisticated appeal.

homes in the past ten years in the Grand Strand area. Jeff said, "I don't limit myself to any neighborhood, though people tend to associate builders with neighborhoods." His own home is in Grande Dunes, and other builders have told him he's "crazy" to live where he also builds, but Jeff sees things differently. He said, "I tell people at the end of the day, we're going to be best friends, or I didn't do my job." Jeff's perspective is different from many builders, "I'm going to see people out for dinner,

the grocery store, the mall; I don't want to be ducking and hiding from people. I'd rather they come up and speak to me and tell me they're really enjoying their home."

The key to a successful building experience comes down to planning. Jeff advises clients, "If you'll listen to me, plan, and do the things I tell you to do ahead of time, you'll be surprised how less stressful it will be." The rewards are unmatched for building custom and realizing one's dream home. Jeff and his team will be present throughout the entire process. Annas Development & Building subcontractors are equally dedicated to total customer satisfaction.

When *Building Industry Synergy* spoke with several Annas Development & Building clients, there was remarkable consistency in their praise for Jeff as an individual, company subcontractors, and their building experience.

Larry Muse is no stranger to blue prints and construction. He had an engineering firm in New Jersey that did mechanical and electrical engineering for commercial clients. Larry and his wife Joni wanted a Spanish-style house. One of his



The residence of Kevin and Darlene Weaver is located in the Cherry Grove section of North Myrtle Beach. This raised beach-style home was built by Annas Development & Building. Jeff is able to work with a diversity of clients and is not limited by style of home or budget.

clients who owned a vacation property in Barefoot Resort, advised Larry to look at Grande Dunes. Their real estate agent referred them to three builders. Joni said, "Jeff stood out amongst the three." Larry liked that Jeff had a smaller operation and they could enjoy more comradery with him. He added, "Being in the construction industry, Jeff had no issues with me talking with any of his subcontractors or being active with the house while it was under construction, which I appreciated. Quite honestly every one was extremely friendly and accommodating. Anything that needed to be revised, there was never any issue; it really worked pretty smoothly."

Larry dabbled in architecture and design as a hobby and created a CAD floor plan to get the design ball rolling. Ultimately their courtyard-style home in the Members Club of Grande Dunes has all the amenities and luxuries one could hope for. Larry loves his five-car garage (with lifts) that supports his car-enthusiast / builder hobby. Joni said, "I feel there are so many wonderful elements about the house. I love the



Homeowners Bob and Nelda Heatherley talking with Jeff Annas inside their beautiful home found in the Seville Community of Grande Dunes. After building the Heatherley's home a few years ago, Bob and Nelda have become more than just clients; they have become good friends. That is typically the case for most clients of Annas Development & Building.

PHOTO © CHUCK GEE

arches, I love the courtyard [the pool is in the courtyard for optimal privacy and access from every room in the house]. They built a feature wall with custom cabinetry and a 6" linear fireplace that is particularly soothing to view and use.

The client who recommended the Grande Dunes to Larry and Joni is going to build a house there and has decided to use Jeff Annas as the builder. "It's come full-circle," Joni

said. "Jeff as an individual is top notch." The Muses home has been shown many times by Jeff to other potential clients. Larry said, "Our relationship continues even though the house has been completed. Jeff responds immediately and follows up without any hesitation. He's an excellent guy to deal with."

Bob and Nelda Heatherley came to meet Jeff in a rather serendipitous manner. About five years ago, Bob told the friend, "I sure would like to find a good builder." Jeff arrived at the sale at the same time and the mutual friend made the introductions telling Bob, "He's not only a good builder, but he's a good friend, and he's honest."

Much like Joni and Larry Muse, Bob had interviewed other builders. Bob recalled, "They were good builders, but they didn't have the time to give me the attention that I felt I needed to have my house built correctly." For that reason he also liked the idea of going with a smaller contractor. Bob gave perhaps the biggest endorsement of all when he said, "If I built another house, I'd



To complement the open floor plan of the Heatherley's home, an expansive all seasons area was added for entertaining and relaxation. The natural light and the ability to open and close the screened windows allows this area to be utilized throughout the year no matter the season.



The residence of Barbara Beech and Jean Laskowski built by Annas Development & Building is located in the Dye Estates community of Barefoot Landing in North Myrtle Beach. One of their favorite features is the kitchen with its expansive island featuring a round oasis bar for dining or just catching up.



Shown is the master bath area in the Annas Development & Building model home located in Grande Dunes. This master bath area features granite countertops, porcelain tile floor, jacuzzi tub surround, and walk-in shower area. A very large wall-to-wall mirror with recessed lighting and window to access natural light, highlight one side of the master bath.

have Jeff build it. We've been here five years and there are no settling cracks anywhere in the house. Is that not amazing? Jeff takes so much pride and attention; he's conscientious and one of the best builders I've ever seen."

In 2016, Kim and Zhen Ridgway built their home in Plantation Point with Annas Development & Building. Kim corroborated many of the remarks made by others. Kim said, "Jeff was on the jobsite every day and personally cleaned the site on a regular basis during construction. He remained very much involved in the details for every aspect of construction. The subcontractors were excellent. If we ever called Jeff with a question and left him a message, we received a response right away. The original completion date for our home was by



The front exterior of the Beech and Laskowski home found in the Dye Estate community of Barefoot Landing in North Myrtle Beach.

the Thanksgiving holiday & our home was actually finished by Labor Day. We love our home!"
Annas Development & Building

also does substantial remodeling projects and additions. Dr. Randall Haynes and his wife Laurie purchased an existing home in



Jeff Annas with homeowners, Kim (right) and Zhen Ridgway (middle) outside their home in Plantation Point. The Ridgway's once again tell Jeff "We love our home".



The family room area in the home of Kim and Zhen Ridgway features an open floor plan with a beautiful customized coffered tray ceiling.



Annas Development & Building also does custom remodeling and restoration projects. Recently, Jeff was contacted by owners Lee and Cindi Gardner to remodel their newly purchased condo in the Pelicans Landing community in Myrtle Beach. Shown is the before and after photos of the master bath after remodeling was completed.

Plantation Lakes in 2016. They hired Jeff to complete some major remodeling projects, especially the master bath. The scope of work also included removing old floors and installing new floors throughout the home. A new pantry was installed in the kitchen, handrails and stair treads on the foyer stairs were renovated, as were the fireplace and existing entertainment center. Randall said, "Jeff Annas was referred to us by a local interior designer. When we first met Jeff, I had a gut feeling that this was the right fit for us, and I am very happy we acted on that feeling. Throughout the remodeling process,



PHOTO © CHUCK GEE

Shown is the before and after photos of the kitchen area in the Gardner condo. Annas Development & Building installed new granite counter tops, stone back splash, stainless steel appliances, porcelain wood-look flooring, and custom cabinetry giving this kitchen an updated and modern look.



PHOTO © CHUCK GEE



Randall and Laurie Haynes of the Plantation Point subdivision of Carolina Forest, contacted Annas Development & Building to assist with the remodeling of their home. Pictured is the before and after photos of the master bath area. Jeff, working with the Haynes' and interior designer, Rhonda Eason, was able to turn this master bath into a functional masterpiece.

Jeff was on top of everything. He was very attentive, prompt in addressing any questions, honest and up front in all of his communications with us. My wife and I were very pleased with the quality of the subcontractors that Jeff uses. We would not hesitate to recommend Jeff to any customer looking to build a home or complete a remodel project."

Annas Development & Building offers a Quality Builders Warranty and is a member of the Better Business Bureau of Coastal Carolina. The company is an Accredited Business with BBB earning an A+ rating. ■



(843) 655-7404 • (843) 497-6040

www.AnnasDevelopment.com

AnnasDevelopment@Frontier.com



Graduate Master Builder

