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JANUARY-FEBRUARY 2019

- NEW CONSTRUCTION / PROPERTY MAINTENANCE / REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- HGHBA CELEBRATES 50 YEAR ANNIVERSARY / CHARTER MEMBERS RECOGNIZED
- CONSUMERS LOOK FOR BBB ACCREDITED HOME IMPROVEMENT BUSINESSES
- LOCAL BUILDING SUPPLIERS ACROSS Horry & GEORGETOWN COUNTIES
- HGHBA 2018 AWARDS & 2019 BOARD OF DIRECTORS ANNOUNCED
- SUNROOMS / ADDITIONS / SCREEN ENCLOSURES
- 2019 - 2020 BIS EDITORIAL CALENDAR

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The HGHBA Celebrates Its 50 Year Anniversary

The HGHBA was formed in 1969. On Tuesday January 15th @ the first HGHBA luncheon meeting of the year the members celebrated the impressive milestone with an astronaut photo booth, NASA agents handing out moon pies, while an astronaut gave the moment in history about the moonwalk & the beginning of the HGHBA. Throughout 2019 there will be several events celebrating the 50 Year Anniversary.

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2018 HGHBA Awards Announced & Induction Of The 2019 HGHBA Board Of Directors

The HGHBA announced & handed out the 2018 awards to several HGHBA members @ the January 15th luncheon meeting in RIOZ. The 2019 HGHBA Board of Directors were also inducted that same day.

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Original HGHBA Charter Members Recognized & HGHBA Membership Can Be Instrumental For Your Business

Horry Electric Cooperative, L.W. Paul Construction, Palmetto Brick & Santee Cooper were the original four charter members of the HGHBA in 1969. Representatives from each company received an achievement award recognizing this fact. Over 140 members attended the January 15th meeting. Membership in the HGHBA works & can help you grow your business.

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MBREDC Sponsors Women In Business Seminar Weds. February 13th In The Ocean Club @ Grande Dunes

It is no secret that men hold the majority of CEO and management positions. The Fortune 500 list for 2018 had only 5% of the CEO's as women. Whether you are in manufacturing, engineering, sales, marketing, hospitality, healthcare, construction, technology, we want to continue to open doors in all industries. Three women will speak that lead their business/organization in a fearless, influential, innovative and inspiring way.

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2019 HGHBA Calendar Of Events & Recent HGHBA New Member Inductees

The schedule of all HGHBA related events for 2019. The HGHBA new member inductees from the January 15th luncheon meeting in RIOZ.

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Preview of the Building Industry Synergy Online Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist you with your new construction, remodeling or property maintenance project.

PAGE 12

Sunrooms – Additions – Screen Enclosures / Making The Most Of Your Outdoor Living Space

Having the luxury of enjoying the outdoors in your own relaxed retreat on the rear of your home or business and then being able to close that space up when inclement or cooler weather arrives is very appealing in today's industry. *Building Industry Synergy* reached out to two HGHBA members & owners of highly successful 'Enclosure' businesses here on the Grand Strand to learn about many of the latest trends regarding the above mentioned industries & what they have to offer local home and business owners.

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MJM Custom Building & Remodeling, LLC

MJM Custom Building & Remodeling, LLC has been well known in Carolina Forest since 2011. Under the direction of Michael Marchese, Founder and President, the company has built well over 60 homes in surrounding areas including Waterbridge, where MJM Custom Building & Remodeling is an established Preferred Builder. MJM Custom Building & Remodeling is a complete customer satisfaction company, whether constructing a new home, adding an Eze-Breeze® room or installing hurricane shutters.

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Local Building Suppliers Across Horry & Georgetown Counties

Building Industry Synergy reached out to the representatives from five local companies involved with providing building supply products and servicing the local residential and commercial building contractors. Any successful building company on the Grand Strand or anywhere understands the importance of aligning their company with the best the industry has to offer to continue to bring uncompromised satisfaction to their customers.

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Consumers Are Looking for BBB Accredited Home Improvement Businesses

The holidays have passed and as thoughts turn to spring, homeowners are looking for ways to spruce up their properties and make renovations. In 2018, BBB of Coastal Carolina received more than 8,600 inquiries on the home improvement industry in our service region. People are searching for a company that fits their needs. While they hire a company, they expect personal one-on-one service that makes them feel that their concerns are being heard and addressed appropriately.

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MBREDC Hosts Their 2018 Year In Review Annual Meeting

On Friday, January 11th, the MBREDC hosted its Annual Meeting at the Marina Inn at Grande Dunes. Sandy Davis, President & CEO, gave a thorough summary of the MBREDC's year in review. She spoke on the four projects that were announced including a commitment of 289 jobs and a capital investment in Horry County totaling over \$35 million.

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2019 / 2020 Building Industry Synergy Editorial Calendar

The schedule for the remaining 5 issues in 2019 & the first issue in 2020, as well as a brief preview of the topics that will be discussed & the space reservation & material submission deadlines for each issue.

The 2019 March/April Issue Will Include Editorial Features On Floor Covering & Energy Efficiency – HVAC / Propane / Solar / Water Heaters. The Material Close Date For This Issue Will Be Friday March 15th.

Building Industry Synergy

SC - GRAND STRAND

2019 JAN / FEB ISSUE

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PHOTO © CHUCK GEE

on the cover

VISIT MJM CUSTOM BUILDING & REMODELING IN BOOTH # 610 FEBRUARY 8TH – 10TH IN THE MYRTLE BEACH CONVENTION CENTER Michael Marchese (right) and Rick Bray (left) with MJM Custom Building & Remodeling shown in one of their Eze-Breeze® rooms in the Waterbridge subdivision of Carolina Forest. Michael is the Founder and President of MJM and Rick is the Construction Manager. MJM has been highly successful building beautiful custom homes throughout the Carolina Forest community since 2011. Rick operates the remodeling division for MJM which installs& constructs Eze-Breeze®rooms, sunrooms, additions and hurricane protection from the Coastal Carolinas to Florida. In the last few years with the increased activity, hurricane protection is back on homeowners' minds. Rick said, "I can install whatever people want – clear (polycarbonate) or aluminum panels. We will give you six clear panels with the order." This is a great value considering that clear panels cost three-times more than aluminum.





Kelly Nightengale of Monarch Roofing was presented the Rookie of the Year Award; Stephanie Bohardt, Monarch Roofing was presented the Rising Star Award; Raymond Goodman, 84 Lumber was presented the Spirit of the HBA Award; Trey Trembley, Building Industry Synergy was presented the 2018 Membership Award; Rob Clemons, Monarch Solar was presented Volunteer of the Year Award.

HGHBA Awards Presented,



Yvonne Yates, Hospitality Services and Susan Morich of Morich Insurance were recognized as 2018 outgoing board members. Jason Faulkner, JIC Homes, was inducted as the 2019 President; David Victoria, Tungsten Corporation as Vice President; and Trippett Boineau, Citizens One as Associate Vice President.

Board of Directors Installed,



Directors installed: Lawrence Langdale, Brooks Construction; Lesley Hill, Suncoast Building Products; Rob Clemons, Monarch Solar; Kelvin Causey, Universal Forest Products; Raymond Goodman, 84 Lumber; Jason Repak, Hudson Homes LLC; Stan Godshall, Port City elevators; and Harry Dill, Great Southern Homes.



Charter Members Recognized,

For fifty years the Horry Georgetown Home Builders Association has had four companies supporting their efforts as original Charter Members: Horry Electric Cooperative; Santee Cooper; Palmetto Brick (Waccamaw Brick) and L.W. Paul Construction. Mr. Larry Paul (shown here with HGHBA Membership Concierge Tammy Elvis) is the only individual that has been a member for all 50 years!

...Networking and Tabletops!

Over 140 members attended the January Annual Membership Meeting participating in networking, discovering new businesses at the tabletops, eating moon pies and maybe winning a doorprize. Join the HGHBA and expand your business while building our industry!



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Wednesday, February 13th @ 12:00 PM

The Ocean Club @ Grande Dunes (101 Grande Dunes Blvd., Myrtle Beach, SC 29572)

Join us for lunch as we hear from three movers and shakers in Horry County that just happen to be women! It is no secret that men hold the majority of CEO and management positions. The Fortune 500 list for 2018 had only 5% of the CEO's as women. Whether you are in manufacturing, engineering, sales, marketing, hospitality, healthcare, construction, technology, we want to continue to open doors in all industries.

Our speakers are three women that lead their business/organization in a fearless, influential, innovative and inspiring way.

Karen Riordan, President & CEO
Myrtle Beach Area Chamber of Commerce

Debbie McArthur, President & CEO
Integra Fabrics

Donna Brin, CEO
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If you are unsure of the number of seats allotted for your company's partner level please inquire.

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2019 Calendar of EVENTS

FEBRUARY

- 8 NAHB Student Chapter Field trip to Home Show 2019
- 8-10 Home Show 2019 in Myrtle Beach Convention Center
- 19-21 International Builders Show In Las Vegas
- 20-21 Pathways2Possibilities

MARCH

- 19 HGHB 50th Anniversary Family Celebration

APRIL

- 3 HBA of SC Bird Supper / Board of Directors Meeting In Columbia
- 9 Board of Directors Meeting
- 11 Spring Clay Tournament (18th Rain Date If Needed)
- 16 General Membership Luncheon

MAY

- TBD Award Student Chapter Scholarship(s)
- 14 General Membership Luncheon
- 16 HBA of SC 5th District Meeting in Florence

JUNE

- 3-5 NAHB Spring Leadership Meeting
- 18 General Membership Luncheon

JULY

- 9 Board of Directors Meeting

AUGUST

- 1 Golf Tournament
- 8-11 HBASC State Convention
- 20 General Membership Luncheon

SEPTEMBER

- 20 Student Chapter Field Trip to Home Improvement & Outdoor Living Show
- 20-22 Home Improvement & Outdoor Living Show In Myrtle Beach Convention Center

OCTOBER

- 8 Board of Directors Meeting
- 15 General Membership Luncheon
- 22-24 NAHB Fall Leadership Meeting

NOVEMBER

- 7 Fall Clay Tournament
- 12 Board of Directors meeting
- 19 Annual Meeting / Election of Officers
- 21 HBASC Legislative & Strategic Planning Committee / Board Meeting

DECEMBER

- 10 Board of Directors Meeting

If you would like to join the Horry Georgetown Home Builders Association or just have a question call (843) 438-4124 or email RAO@HGHB.com.



◀ The new HGHB Affiliate Member inductees @ the January 15th luncheon meeting in RIOZ were (left to right) Ashley Vaughn with Sabal Homes, Paige Dement with SmartSite, James Kirkley with Coastal Fasteners & Supply, Jason Bennett with The Erosion Company & Jeff Cummings with Floor Coverings International.

▶ The new HGHB Builder Member inductees @ the January 15th luncheon meeting in RIOZ were (left to right) Luke White with Sabal Homes & Leon O'Rourke with Mungo Homes. The new HGHB Associate Member inductees @ the January 15th luncheon meeting in RIOZ were (left to right) Paul Gray with SmartSite, Floor Coverings International, Al Nardone with The Erosion Company, Monty Singleton with Coastal Energy, Fred Hoffman with Creative Results, Ray Causey with Coastal Fasteners & Supply, Jonathan Messimer with First Reliance Mortgage & Linley Dew with Dew Company.



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Making The Most Of Your Outdoor Living Space

by Cynthia Mendenhall

Having the luxury of enjoying the outdoors in your own relaxed retreat on the rear of your home or business and then being able to close that space up when inclement or cooler weather arrives is very appealing in today's industry. **Building Industry Synergy** reached out to two HGHBA members & owners of highly successful 'Enclosure' businesses here on the Grand Strand to learn about many of the latest trends regarding the above mentioned industries & what they have to offer local home and business owners.

Carolina Home Exteriors caters to residential homeowners throughout the entire Grand Strand area providing sun rooms, screen rooms, porch and patio covers, pool enclosures, hurricane protection, customized room designs, and Carolina Rooms. They are a longtime member of our community and of the HGHBA. This year begins



Ted Cligrow with Carolina Home Exteriors.

the celebration of the company's 40th year in business.

Owner Ted Cligrow explained. With the explosive growth in residential construction, they have been busy providing retirees and relocated families the opportunity to expand and better utilize their outdoor areas. Carolina Home Exteriors is a local leader in designing and building great outdoor spaces. That is their core strength and they focus to stay in that niche. "We do the basic building and do not distract ourselves with all the accessories," However, they do offer a one-stop shopping experience. "We design the space and then have strategic partners who



create the outdoor entertainment living areas, outdoor kitchens, landscapes, and waterscapes," Ted said. Those strategic partners are some of the very best in the industry offering high quality materials and superb workmanship.

One innovative and helpful tool Carolina Home Exteriors recently

added to their website has become a great way to inform and engage potential customers. "With the advent of technology, we have added an online pricing estimate tool," Ted noted. This tool provides

Contractor's Checklist and encourage folks to consult it to ask the right questions of all contractors. Providing the tools to protect you and your home from less scrupulous contractors is an underlying goal of

Exterior Of Photo
To The Right



Interior
Of Photo To
The Left



homeowners an opportunity to engage in the initial stage of planning a space by allowing them to get an estimated range for what that space would cost with all the features they desire. The program has been hugely successful and is available at www.carolinahomeexteriors.com.

The company's longevity and dedication in the Myrtle Beach market have shown them the need to help consumers protect themselves.



Carolina Home Exteriors is located @ 11730 Hwy. 17 Bypass in Murrells Inlet.

the company. And it's easy to see why: Ted and his team of 30 professionals have worked hard on building trust in the Carolinas for over 40 years.

Their 40-year reputation and strong brand recognition speak to the culture of excellence Ted has created. The showroom and main office of Carolina Home Exteriors are located in Murrells Inlet, just off of Highway 17 on the frontage road.

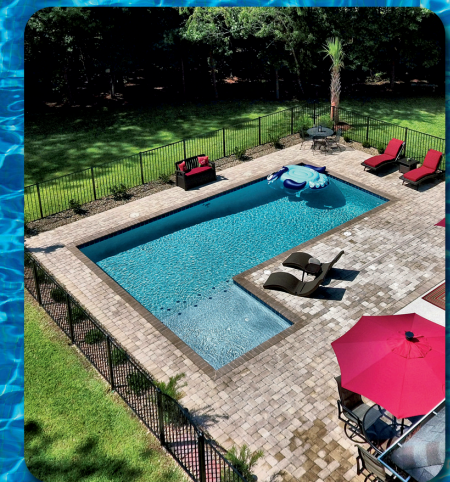
The expectation of excellence in work and materials is at the forefront of every project. The company has maintained an ongoing A+ rating with the Better Business Bureau. Make an appointment with one the members of their highly professional design team to discuss expanding your home's living space, Carolina

Home Exteriors is where you will want to start. They pride and challenge themselves daily with how best to help you accomplish outdoor living with an indoor lifestyle. Visit www.CarolinaHomeExteriors.com for further information.

(Continued on page 14)

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Weitzel's Custom Screen Rooms, Inc. is known for their excellence in the area of enclosures. From screens and retractable awnings to specialty jobs with high difficulty, Glenn Weitzel is a proven leader in his field. With over 40 years in the industry, and 13 years in the Myrtle Beach market, Glenn has built a successful company on his good reputation and the kind words and referrals of his customers.

Glenn works mostly with high-end builders, but gives the same personalized service to individual residents as well. "I am at the job site every day. I don't have crews I send out; I do the measuring and the



installation. I build a good rapport with folks," Glenn explained. "I believe in quality. Quality service and quality materials. I have two of the largest manufacturers in the U.S. who support me and back me up." Glenn is referring to Phantom and Rainier, manufacturers who are known for the high-level of quality products they offer and for great service if a problem ever arises.

Glenn has noticed people wanting to spend more time on their porches. "Folks

are living, cooking, eating, watching TV now in their enclosed or screened-in areas in the backyard," Glenn said. Choosing the right screen material can extend the use of an outside area longer than you could imagine, especially in the Carolinas. "We offer all sorts of screens, but one has been extremely popular. It blocks the sun in the summer keeping your area cooler. In the winter, it keeps the entire area warm with the use of a heater or fireplace. The screen also provides better privacy while still allowing you to see out."

Weitzel's Custom Screen Rooms Inc. also offers retractable screens which have grown in popularity lately as well. "You can use it when



Glenn Weitzel with Weitzel's Custom Screen Rooms Inc.

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Glenn Weitzel demonstrates the ease of operation for the automated retractable screens @ a custom home in Grande Dunes.

you want," Glenn explained. "Put it down when the bugs are out or to block some of the sun." The retractable screens are equipped with smart motors that can be operated with a remote or from your phone or device. "Wind sensors can be installed as well, so the screen automatically retracts when the winds kick up," Glenn said. Retractable awnings work in much the same way and are available in many colors and styles. For larger projects, Glenn noted, "We also offer power screens up to 40' long."

Mr. Weitzel prides himself on being a bit old-fashioned in his business approach. "I give people all of their options, let them pick what they want as far as color and styles, and price it out." Then he shows up with quality products and provides service that is truly a level above. This basic model has served him well as the company continues to experience growth. Whether 16 floors high, weird configurations, archs, or screening in a traditional back porch, Glenn says he is always up for a challenge.

If you are in need of rescreening or want a complete enclosure of your patio space, Glenn is the person you want to call. Combining the best products on the market with his highest quality workmanship will enhance the value of your home for years to come. Visit www.WeitzelsScreenRooms.com for further information. ■

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MJM Custom Building & Remodeling, LLC

Guarantees Satisfaction from the Ground Up on New Home Construction, Eze-Breeze® Enclosures and Hurricane Protection



MJM Custom Building & Remodeling Founder and President, Michael Marchese, has built well over 60 homes in the Carolina Forest community and many surrounding areas including Grande Dunes. This is a custom home completed by MJM in Grande Dunes.



by Susan Roush

MJM Custom Building & Remodeling, LLC has been well known in Carolina Forest since 2011. Under the direction of Michael Marchese, Founder and President, the company has built well over 60 homes in surrounding areas including Waterbridge, where MJM Custom Building & Remodeling is an established Preferred Builder. MJM has also built in other prominent communities such as Grande Dunes, Carolina Waterway Plantation and The Bluffs. MJM Custom Building & Remodeling is a complete customer satisfaction company, whether constructing a new home, adding an Eze-Breeze® room or installing hurricane shutters. One key component to guaranteeing satisfaction is that the company builds/installs what they sell.

Consumers are too often familiar with companies that over-promise and under-deliver. By contrast, MJM stands behind what they build and over-delivers on expectations. Jeanne and Tom Denz built a custom home in Waterbridge in 2014. Jeanne said when they visited the community, “Michael’s houses

stood out because he puts so much detail in the trim, and the quality was far beyond what the other builders provided.”

The Denz’ have a beautiful lake-view house. “We couldn’t be happier,” said Jeanne. “The proof in the pudding for us is that we had our daughter and my brother build with

him [MJM] because we had such a good experience.” Jeanne and Tom were in Minnesota during the build. Jeanne said, “Michael inspected the job site every day. He was always ahead of us on what we ultimately wanted.” This included suggesting adding a closet and moving a window. One of the features that the



Rick Bray, Construction Manager for MJM Custom Building & Remodeling, was responsible for completing the addition of a 10' by 32' foot sunroom on the back of the home of Bill Gearhart and Patricia Cunningham in the Barefoot Resort community. “It was a big job, a very big job. With everything that he did, the job went beautifully. Rick is very good at detail and that’s why I like him. The workers he brings out with him are very skilled, from the electrician to the tile floor installers. I can’t say enough about him. I had no vision as to what he could do here and Rick came up with the drawings for the addition and it was like ‘Wow,’” said Patricia.





MJM Custom Building & Remodeling added the Eze-Breeze room to the back of the 2nd floor of this home in Waterbridge in Carolina Forest.

Denz' especially enjoy is the lanai. Jeanne said, "Pocket doors in the living room lead onto the lanai, so when you open the doors, it actually looks like an extension of the same room. It has the same kind of trim as the rest of the house, and it has the Eze-Breeze windows. We didn't understand how much pollen there is down here with all the pine trees, and the Eze-Breeze keeps the pollen out of the lanai as well." The Denz' have weathered two hurricanes and the 100-year flood since moving into their home. Their home is their fortress, and they were excited to hear that MJM Custom Building & Remodeling is now offering hurricane protection. Their daughter, a cardiac ICU nurse, is obliged to stay during hurricanes and as Jeanne said, "If she stays, we're going to stay."

Rick Bray, Construction Manager for MJM, is in charge of the company's Eze-Breeze additions and hurricane protection installations.

He is the consummate hands-on guy. Rick said, "I write the contract, order the material and do the job. All of our Eze-Breeze rooms are 3" x 3" construction," [for the frame], which allows enough width for neat fitting electrical outlets. Some contractors use 2" x 3" construction. The system itself is modular, fabricated from durable aluminum frames, siding and panels. Rick added, "With Eze-Breeze you can have a screen porch, but when it starts to rain, you can lower the panels, which have 10-millimeter vinyl windows that are super strong." Rick offers design solutions to customers. When adding an Eze-Breeze room, he considers the existing roofline, the life-style of homeowners, and ensures that they are 100% satisfied when the job is completed.

Building Industry Synergy spoke with satisfied customers who have Eze-Breeze rooms constructed by Rick Bray. Patricia Cunningham

and Bill Gearhart own a home in Barefoot Resort. Patricia candidly said, "The house wasn't very attractive in the back. There was a 10X10 concrete slab." They met Rick after seeing what he had done at a neighbor's house. For the Cunningham-Gearhart home, Rick extended the slab to accommodate a 10' x 32' room and added a hip roof. Patricia continued, "It was a big job, a very big job. With everything that he did, the job went beautifully. Rick is very good at detail and that's why I like him. The workers he brings out with him are very skilled, from the electrician to the tile floors. I can't say enough about him. I had no vision as to what he could do here, and when Rick came up with the drawings for the addition, it was like 'wow, are you serious, you can really do this?'" It took extra effort on Rick's part to find matching shingles since the shingles on the house had been retired. Patricia said, "He didn't have to search to find those

shingles like he did." HOA rules do not allow additions that include HVAC systems, but as Patricia said, "We've got multiple outlets, so if we want to have a portable heater we can do that. We also had Rick put French doors in." The house previously had faux double doors with one stationary panel. The French doors add tremendous value and allow better enjoyment of the expansive view. "I get up and open those doors and it's just a beautiful extension. The ceiling is tongue-in-groove pine, there are two white ceiling fans to match the baked-on enamel finish of the structure, and they decided on 16"x16" diagonal floor tiles.

Summing up, Patricia said, "To me it's better than a Carolina room. We can adjust these ceiling-to-floor windows at any level we want them, and we can adjust to block the sun with the tinted windows or take advantage of the breeze. It's lovely. I

can't imagine having anything but this. We were so fortunate to have Rick. I highly recommend him."

Kyle and John Hayden live in Surfside Beach Club. Kyle always wanted a porch or similar space. Looking back she wasn't sure why she bought a house with a tiny cement patio. Kyle said, "A lot of people in our development had the Eze-Breeze rooms put on, not by Rick of MJM, and I didn't like the look of it. So when I met Rick, he invited us to Waterbridge to see the construction there [of an Eze-Breeze room], and he gave me a very good price, so I said, 'OK, go for it, so that's what we did.'" Rick and his team jackhammered the existing slab and poured a new 12' x 20' concrete base. He also built a peaked roof to match the existing roofline. They opted for a pine ceiling with recessed lighting and speakers, and a stamped concrete floor. A split unit was installed for

heat and air. "I just wanted it done right," Kyle said. She reported that since its completion, neighbors have commented that it is one of the nicest rooms in their development. The fact is Rick Bray constructs Eze-Breeze rooms for MJM that are superb quality, attractive and sturdy. The price of an enclosure depends on size and other factors, but Rick is certain he can beat competitor prices.

Rick has over 25 years construction experience, and nearly half of that includes installation of hurricane protection from the Coastal Carolinas to Florida. In the last few years with the increased activity, hurricane protection is back on homeowners' minds. Rick said, "I can install whatever people want – clear (polycarbonate) or aluminum panels. We will give you six clear panels with the order." This is a great value considering that clear panels cost three-times more than



A trademark of an MJM custom home is an attractive sunroom or lanai in each project completed.



PHOTOS © CHUCK GEE

Rick Bray with MJM Custom Building & Remodeling has installed hurricane protection from the Coastal Carolinas all the way to Florida over the past 25 years. Pictured above is the installation of Clear (Polycarbonate) & Aluminum panels to show the difference side by side. Each panel is numbered & the homeowners are given a placement chart.

aluminum. Rick offers protection solutions, including for half-round windows or other special windows and doors. Tracks are permanently attached to the exterior in an unobtrusive manner for a sleek, clean look. The panels are easy to install and when not in use, take very little stackable storage space. Rick

added, "You can put second floor panels on from inside the house. I'll show customers how to do it." Every panel is numbered and homeowners are given a placement chart. As with the Eze-Breeze enclosures and extensions, Rick offers extremely competitive pricing for hurricane protection. In general, MJM Custom Building & Remodeling is trending toward building storm-ready homes

with shutters, back-up generators, and lightening protection.

To make a consultation appointment for an Eze-Breeze room or hurricane protection, contact Rick Bray at (843) 957-9237 or email him @ SurfsideRick@gmail.com. For custom home information, call (843) 995-8882 or visit www.MJMBuilds.com. ■



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Local Building Suppliers Across Horry & Georgetown Counties

by Cynthia Mendenhall

Building Industry Synergy reached out to the representatives from five local companies involved with providing building supply products and servicing the local residential and commercial building contractors. All five companies are current HGHBA members and have everything to offer from lumber, siding, fasteners all the way to brick. As the saying always goes, "A builder is as good as the subcontractors and suppliers he or she works with". Any successful building company on the Grand Strand or anywhere understands the importance of aligning their company with the best the industry has to offer to continue to bring uncompromised satisfaction to their customers.

Builders FirstSource primarily focuses on new construction for single family, multi-family and commercial builders. Local Market Sales Manager, Joe Pezzullo, says



Joe Pezzullo with Builders First Source.

"Our continued effort and focus placed on the growth of in-house manufactured products inherently allow us to control the quality, timeliness and accuracy of the distribution process, with less reliability on outside vendors to



potentially restrict our ability to satisfy our customer's needs. We currently manufacture our own Floor and Roof Truss, Wall Panels, Interior and Exterior Doors. Joe states "Builders FirstSource manufacturing capabilities and multiple locations with the wide range of products in-

stock locally, are second to none in the market, offering as close to a 'one stop shop' as there is in the area".

Builders FirstSource has built strong relationships with skilled subcontractors to provide installed

services for some of the products they sell, to include whole house



framing, windows and doors, James Hardie siding and interior doors, trim and hardware. By combining installation services with high-quality building products and management of the project, Builders First Source takes pride in providing a turn-key service which allows the Builder to turn his management focus to other areas of his construction project.



The Builders FirstSource location with manufacturing facility is located @ 651 Century Circle in Conway, behind Lowes on Hwy. 501.

The broad product selections at Builders FirstSource include foundation materials, framing materials and code hardware, floor and roof truss, windows and exterior doors, wood and cement siding and brick, roofing materials, drywall, interior doors and trim, stair parts, door and bath hardware, wood and synthetic decking and railing products, many of which are in stock

and ready for immediate delivery. Through the acquisition of ProBuild several years ago, Builders FirstSource expanded deeply into the commercial construction sector specializing in servicing the needs of the commercial light-gauge steel, insulation and gypsum trades. Top to bottom, Builders First Source offers the builder great product solutions.

Builders FirstSource has distribution centers located in Conway & Pawleys Island. They have local specialists available to work with customers and their homeowners on more complex millwork and structural truss and wall panel projects. Joe further states "some of our Builders FirstSource professionals have been working for our company since the 1980's, longer than most of our competitors have been in business in this market".

Builders FirstSource strives to stay abreast of the continued evolution of building products, changes and utilization of technology, awareness of the developments in 'Green' building and other growing trends" states Joe.

Please See the Back Cover Of This Issue For More Information Regarding Builders FirstSource.

(Continued on page 24)

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Coastal Fasteners & Supply Inc. (CF&S) has had a presence in the Horry/Georgetown area since 1975 when Ed Jones started selling quality fasteners from the trunk of his car. Fast forward 44 years to a beautiful storefront in Myrtle Beach where Ed's daughter, Michelle (Jones) Kirkley, now owns and



Michelle Jones Kirkley with Coastal Fasteners & Supply.

operates. The current location sits just 2 blocks behind the Coastal Grand Mall, off of Robert M. Grissom Parkway on 17 Avenue South. CF&S is one of the newest members of the HGHBA family,



Johnny Altman with Coastal Fasteners & Supply.

joining this past December.

"Our largest target audience is all residential and commercial builders," Sales Rep Ray Causey explained. Ray has 15 years of experience with the company and 29 years in the industry. The company's manager, Johnny Altman, has been with Coastal Fasteners for 22 years. Michelle is native to Myrtle Beach and started unofficially working for



Ray Causey with Coastal Fasteners & Supply.

the company at an early age when she and her brother were responsible for counting nuts and bolts on new shipments for their dad. Her professional background was in the real estate title industry until she transitioned officially to the helm of Coastal Fasteners & Supply Co., making it once again family owned and operated.

A distributor of quality construction, industrial hardware, and supplies, CF&S has always found Simpson Strong-Tie options to be their top sellers. They offer bolts, nuts, washers, screws, rods, nails, and fasteners of all sizes and materials, literally stocking thousands of options to meet all needs. In the way of new products, Ray stated, "For the convenience to contractors, we now offer 6-mil poly, silt fence, and synthetic roof underlayment." CF&S has a large inventory of Titen



HD anchors that many contractors feel are a better alternative to traditional cast in place anchor bolts. And while CF&S offers a huge inventory on-site, they can place any special orders needed. They also offer free delivery from Brunswick County to Georgetown.

Overall, though, the opportunity to work with such a knowledgeable and experienced staff is what brings customers in the door and keeps them coming back. Michelle noted, "The longevity of the company and knowledge of the area are some of our best assets. We have years of experience and a long track record



Coastal Fasteners & Supply is located @ 1330 17th Ave. South in Myrtle Beach, two blocks behind Coastal Grand Mall on Robert Grissom Pkwy.

of delighting customers with our fastener solutions." Every member of the staff is equipped to work closely with both customers and suppliers to provide products that solve even the most challenging fastener needs, and they do it in the friendliest of ways.

The whole team at Coastal Fasteners & Supply Inc. is made up of good people—locals who are part of the community and love to partner with others in the area to

(Continued on page 26)

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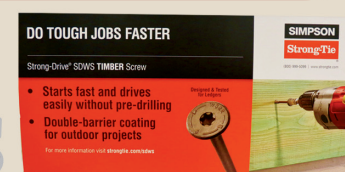
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help make positive changes. Michelle explained the extent to which this happens: “We donate to local charities, support food banks in the area, have helped local flood victims, and enjoy holding customer appreciation days twice a year.”

Stop by and consult the team at Coastal Fasteners & Supply Inc. for your next project and you’ll quickly understand why they have continued to grow for over four decades and why they are recognized as a local leader in the world of fasteners.

Eastern Building Supply has consistently provided materials to contractors throughout the Horry & Georgetown for many years. In 2015, the company merged with the Richards Company and now operates as their East Division working mostly with new construction builders and local roofing contractors. Jeff Griffin has been in the Myrtle Beach store for 6 years and is now the Branch Manager.



Jeff Griffin with Eastern Building Supply.

Mr. Griffin is quick to point out Eastern Building Supply’s ability to source absolutely anything exterior



on a house, but notes they sell a lot of roofing materials. “The IKO shingle has sold the best for us. It is every bit as good of quality at a better price because the company is not as known as much as some of the big names,” Jeff said.

Additionally, they provide all types of siding to area contractors and offer some of the best windows and doors on the market. With their own door shop in Goldsboro, North Carolina, Eastern Building Supply can customize anything a customer may want in the way of exterior doors. They are also a certified dealer of Stergis Windows and Doors which gives them the opportunity to get windows for new builds and those challenging retrofits and remodels, all DP50 rated. EBS also offers one line of cabinetry: Wolf Cabinets.

The biggest trend the company has noticed lately is the shift toward more metal roofs. While there are a lot of new products out there, they’ve had great success with Worthouse metal roofing products which have a 200-mph wind-resistant rating and come with a 30-year coastal warranty. “It goes up easy and stays put,” Jeff explained. “And the longevity and performance is worth the extra cost, especially when some of our customers have seen a 10-25% decrease in their homeowners’ insurance premiums.”



Eastern Building Supply is family-owned and values every customer. “Our customers are not just another number to us, we pride ourselves on our customer service,” Jeff said. “The smaller folks keep us going and we focus on keeping them happy.” Many of their customers appreciate the personalized service, so word of mouth has really helped grow the company. “We work with each customer giving options and advising them according to their individual needs.”



Eastern Building Supply is still independent and family-owned, but now has connections with to one of the largest national suppliers,

(Continued on page 28)



Eastern Building Supply is located @ 1101 Campbell St. in Myrtle Beach.

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84 Lumber Company was founded in 1956 and still remains the largest lumberyard in the United States. Locally, they cater mostly to new construction needs with large



Raymond Goodman (left) & Steve Rusinovich (right) with 84 Lumber.



track builders and smaller custom home builders trusting the company to supply the basics. They offer a complete line of building materials, hardware, and engineered wood millwork options. By far, their biggest sellers are framing materials, plywood, windows, and doors.

"Customers in our area always place high priority on products that are low maintenance, energy efficient, and high quality," according to the local General Manager, Steve Rusinovich. The team at 84 Lumber Company takes

the customer's desires and melds them with products that offer high enough safety ratings to withstand the wind and weather of living near the coast. Knowledgeable experts are incredibly valuable when choosing materials for a new build.

That's why someone like Raymond Goodman, who has lived in the community and has over 25 years of experience in the industry, is such a great local Sales Manager. Raymond is a long-time HGHBA member and certainly understands the specific needs of coastal homes. Raymond noted, "We have some of the most experienced sales people in the trade and industry overall, and





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not only in sales. We have experienced folks throughout the company, even in the yard from the guys who load, deliver, and unload materials." 84 Lumber Company does offer prompt delivery service to any job site and uses some of the newest technology in equipment and techniques to make every delivery easy and hassle-free.

The recent adjustments in local building codes did not change much in the way of the basic building supply materials that 84 offers, but Mr. Goodman has noticed a few changes in their customer's interests.

One trend is the use of composite decking materials for porches. The options and features for windows have increased a great deal in the past few years with a lot of folks enjoying the ability to choose colors. New builds include more windows and window walls now than before. Exterior door options have also grown over the past couple of years as well making customized doors, often with decorative glass, a recognizable trend. Patio doors are hot with more and more homeowners stacking or splitting them as improvements to backyard

spaces continue. Fiberglass-made doors are one of the most popular choices in recent months as well. "Fiberglass is a great choice for our area," said Rusinovich, "as the construction makes the doors more maintenance-free and very energy efficient. He added that fiberglass doors do no rust, warp, split, or crack which means they will hold up to our east coast climate better than other products on the market.



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(Continued on page 30)



84 Lumber is located @ 811 Lumber St. in Myrtle Beach.

Brothers Pool

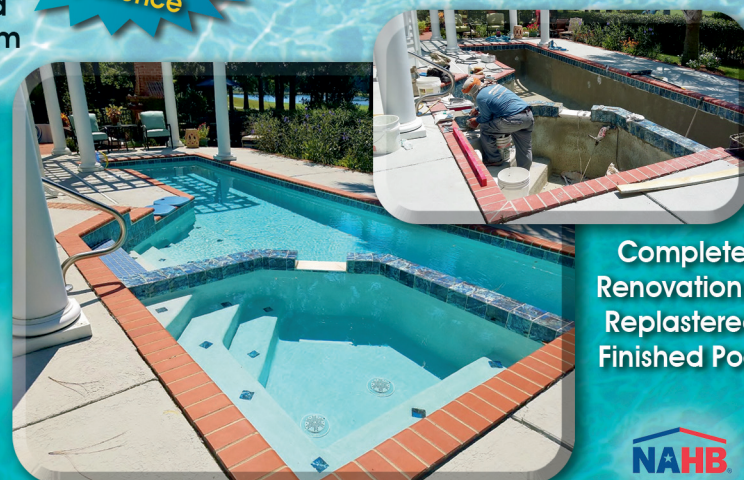
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Palmetto Brick is celebrating their 100th year anniversary this year. They are South Carolina's largest family-owned and operated brick manufacturer and one of the only remaining family-owned and operated brick companies in the entire U.S. Now in its 4th generation, Palmetto Brick remains one of the main brick suppliers in the Horry/Georgetown area. Not only is Palmetto Brick reaching a 100 year milestone, they are also celebrating being a 50-year charter member of the local home builders association. George Bishop became a charter member of the HGHBA in



Chad Redwine with Palmetto Brick.

1969 when the company was named Waccamaw Clay Products.

Chad Redwine, Sales Manager, describes out what makes Palmetto Brick unique: "We are our own manufacturer, and we manufacture all of our bricks in Wallace, SC on the Great Pee Dee River." The



options they offer are nearly endless with various sizes and colors available in residential and commercial brick options. Mr. Redwine and his team also represent over 16 other brick manufacturers along with landscape and hardscape manufactured products.

As far as recent trends, full brick veneers are being seen more in

new residential construction, especially on homes in the mid-to-lower price ranges. Where builders once added brick to the front or to a couple of columns on a home, now they are bricking 2, 3, or all sides of a home.

Even track builders are using more brick than siding these days which makes practical sense. Brick has a longer life, acts as a natural insulator, provides a moisture barrier, adds strengths and durability, and offers worry-free maintenance. In a development where all the brick matches, Chad states it's possible to still make your home stand out. "Using the same



Palmetto Brick is celebrating its 100 Year Anniversary in 2019.

brick but changing the mortar color makes a huge change overall."

This past year Palmetto Brick has seen a growing interest toward thin bricks, which are cut to measure one-fourth to one-half inch thick. "We are seeing thin bricks on lots of interior walls, back splashes, around fireplaces, and for interior design work of homes," Chad explained. "In commercial settings, thin bricks are often used in entry ways, bar areas, and kitchens creating a rustic atmosphere." Additionally, outdoor fireplaces and outdoor living spaces are using thin bricks as well.

The company is always creating and testing new colors and textures. Two of their newest brick colors are Woodstock and Oakgrove; both have been very well-received since their release.

It's not surprising that a company who has maintained a successful local presence since 1919 is service-oriented. Not only has this team acquired years of experience in the industry, they also have the knowledge and training to successfully assist every customer. Palmetto Brick has a sales team made up of Brick Specialists who have been certified by the Brick Institute of America. "We complete continuing education and always stay caught up on the local codes. We know all the perimeters of brick and understand brick plan specifications and submittals," Chad noted.

For quality brick and exceptional service, there is no better choice in brick manufacturing than Palmetto Brick. Stop by one of showrooms today to see all of the color, texture,



Palmetto Brick is located @ 305 Greenleaf Circle in Myrtle Beach just across from the Tanger Outlets on Hwy. 501 (Turn towards Chic-fil-A @ traffic light).

and size options available. In Myrtle Beach, they are located on Greenleaf Circle just across from the Tanger Outlets on 501. Other SC locations are in Florence and Cheraw and in NC: Monroe and Hampstead. When you stop by, be sure to wish everyone there a happy 100th anniversary! ■

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The 2019 HGHA Home Improvement & Outdoor Living Show In The Myrtle Beach Convention Center Will Be Held September 20th - 22nd. Information Regarding Exhibitor Space For This Show Will Be Available In May.



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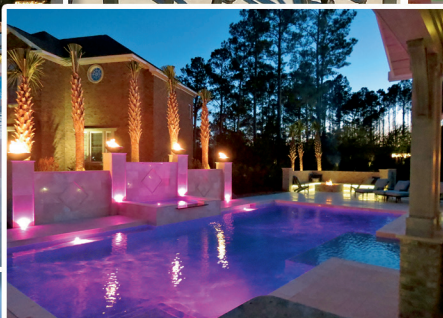


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Consumers Are Looking for BBB Accredited Home Improvement Businesses

by Dr. John D'Ambrosio, *President/CEO,
Better Business Bureau of Coastal Carolina*

The holidays have passed and as thoughts turn to spring, homeowners are looking for ways to spruce up their properties and make renovations. The 2019 HGHB February Home Show the weekend of February the 8th through the 10th will be filled with prospective business for the home improvement industry professionals. It's a one-stop opportunity for the homeowner to gather ideas and meet with potential contractors to hire.



While milling around the home show, potential customers are taking notes and making plans. Consumers take advantage of a strong economy. Has your company planned in advance for the increase in sales this will bring you?



In 2018, BBB of Coastal Carolina received more than 8,600 inquiries on the home improvement industry in our service region. People are searching for a company that fits their needs. While they hire a company, they expect personal one-on-one service that makes them feel that their concerns are being heard and addressed appropriately.

Consequently, BBB received 300 complaints from consumers about home improvement providers. Most were resolved by honest communication and a willingness to work together between the consumer and the business.

Statistics show that there is a shortage of highly skilled labor. When a customer hires your business, are you prepared for a possible backlog

of uncompleted work? How will you address it with your customer? A well-developed plan to deal with time issues is critical to maintaining your reputation.

Here at the BBB, we remind consumers



who are preparing to make home improvements of the importance of doing their homework before making a financial and contractual commitment. Review these consumer tips and implement them into your business plan to provide the best customer service.

- **Research and gather information.** You can search for a contractor's Business Profile at BBB.org to get free information on their history of complaints, read verified Customer Reviews, and see if they are an Accredited Business. BBB Accredited Businesses make a commitment to uphold BBB's accreditation standards.
- **Ask for references.** Ask the contractor for a list of recent local references you may contact. Ask about the services performed and their overall experience with the contractor and the quality of the work. Ask if the contractor stuck to the estimated budget and completion date for the project.
- **Get multiple quotes.** Shop around and get at least three quotes from different businesses. Make sure all bids consider the same set of

(Continued on page 36)

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criteria. Remember that the lowest bid may not necessarily be the best bid; if one bid is significantly lower than the others, the contractor may be cutting corners or may not understand your work requirements.

- **Get it in writing.** Always get estimates in writing. Work should never begin without a written and signed contract. Don't be pressured into signing an agreement before you are ready and make sure you read and understand everything before signing. The contract should include contact information, start and complete dates, a detailed description of the exact work to be done, any material costs, payment arrangements and warranty information.
- Specify who is responsible for clean-up. Make sure all verbal promises are included in the contract. Ask how much work will be subcontracted and ask for information on the subcontractors. Ask questions if you do not understand any part of the contract. Never sign an incomplete or partially blank contract.
- **Verify license and insurance.** Always be sure that the company you decide to work



with has the necessary licenses and insurance to work in your region. Check with the state's licensing agency to learn more.

- **Confirm building permits.** Your contractor must have the correct permits before starting your project. Request that all final inspections be completed by the local building official prior to final payment.
- **Inquire about a lien waiver.** A lien waiver is a statement from your contractor that says all suppliers and subcontractors have been paid for their work.
- **Think about future service issues.** Make sure you are aware of your warranty coverage and how to deal with service issues.

- **Arrange a payment schedule.** Never pay in full up front. Stagger your payments so your final payment is not due until the work is complete and is fully inspected. Do not pay cash; make sure your check is written to a company. Paying with a credit card will provide some recourse should the job not be completed as stated in the contract.
- **Get a receipt.** Request a receipt marked "Paid in Full" when the job is completed and your final payment made.
- **Keep your contract.** Hold on to your contract for future reference or if any questions arise after the work is complete. ■

About the BBB: The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway, SC and covers the counties of Darlington, Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, Columbus, Cumberland, New Hanover, Pender, Robeson, and Sampson in North Carolina. For more information about becoming an Accredited Business, call 843-488-2227 or <https://www.bbb.org/myrtle-beach/accreditation-application>.

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MBREDC Hosts their 2018 Year in Review Annual Meeting

On Friday, January 11th, the MBREDC hosted its Annual Meeting at the Marina Inn at Grande Dunes. We had our highest turn out of 240 attendees including elected officials, MBREDC Board of Directors, partners of the MBREDC, existing industry throughout Horry County and media. There was networking prior where guests got to enjoy meeting other leaders and business owners throughout are community.

The meeting was called to order with the welcome done by Neyle Wilson, MBREDC Chairman, and the innovation by Mayor Barbara Blain-Bellamy. Sponsors for the event were Carolina Cool, Horry Telephone Cooperative and Burroughs

& Chapin. The MBREDC would like to thank these three companies for sponsoring the Annual Meeting.

Sandy Davis, President & CEO, gave a thorough summary of the MBREDC's year in review. She spoke on the four projects that were announced including a commitment of 289 jobs and a capital investment in Horry County totaling over \$35 million. Included in her recap was the discussion at last years annual meeting of having no product available and the hurdle that presents for recruiting companies. Efforts put forth by several, including Horry County, Santee Cooper, NESa, and the SC Department of Commerce allowed the MBREDC to purchase 8 acres in Ascott Valley Industrial Park

and construct a 50,000 square foot dirt pad to shorten the process for a prospect.

Financial statements were included in the meeting packets for the 2018 fiscal year and the MBREDC continues to receive a clean audit and strengthen each year.

Mrs. Davis ended with, "The saying that it takes a village to raise a child, holds true in many ways for our Economic Development Corporation. Each project requires different companies at the table to make it happen. There are many times companies come together and spend countless hours for projects that may or may not come to fruition. It is all of you that make all of these things possible."



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MARCH / APRIL ISSUE 2019

■ FLOOR COVERING
■ ENERGY EFFICIENCY ~
HVAC / Propane / Solar / Water Heaters
Space Reservation: March 8 Material Close: March 15

MAY / JUNE ISSUE 2019

■ PLUMBING INSTALLATION
■ PROPERTY MAINTENANCE
Space Reservation: April 26 Material Close: May 3

JULY / AUGUST ISSUE 2019

■ OUTDOOR LIVING SPACE ~
Landscaping / Pools & Spas / Hardscapes /
Outdoor Kitchens / Fireplaces / Lighting
■ EXTERIOR PRODUCTS ~
Roofing / Siding / Specialty Products
Space Reservation: June 21 Material Close: June 28

SEPTEMBER / OCTOBER ISSUE 2019

Distributed to show attendees @ the 2019 HGHBA September Home Improvement & Outdoor Living Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center September 20 – 22.
■ BATHROOM & KITCHEN DESIGN
■ MILLWORK ~
Doors / Windows / Specialty Products
Space Reservation: August 16 Material Close: August 23

NOVEMBER / DECEMBER ISSUE 2019

■ HOME AUTOMATION / SECURITY /
ELEVATORS / ACCESSIBILITY EQUIPMENT
■ WINDOW COVERINGS & TREATMENT ~
Exterior & Interior
Space Reservation: October 11 Material Close: October 18

JANUARY / FEBRUARY ISSUE 2020

Distributed to show attendees @ the 2020 HGHBA February Home Show from BIS booth in the lobby next to the front entrance to the show in the Myrtle Beach Convention Center.
■ LOCAL BUILDING SUPPLY
■ SUNROOM / ENCLOSURE / SCREEN ROOMS
■ SITE WORK / BRICK / CONCRETE / PAVING
Space Reservation: January 10 Material Close: January 17

Each issue is directly mailed to target audience and posted online 30 days from material close date.

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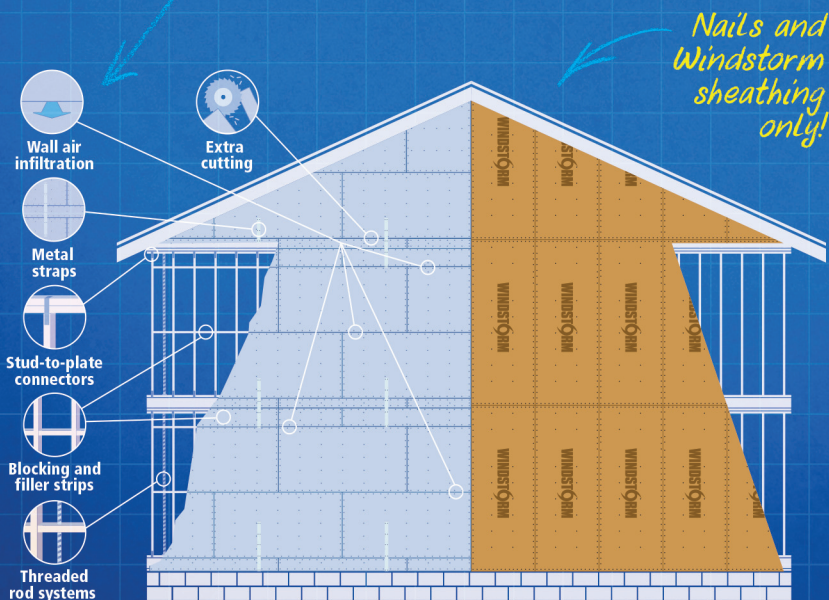
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