

# BUILDING INDUSTRY SYNERGY

MARCH-APRIL 2019

- NEW CONSTRUCTION / PROPERTY MAINTENANCE  
REMODELING PRINT & ONLINE RESOURCE  
DIRECTORY
- FLOORING TRENDS / RELIABLE SUPPLIERS &  
INSTALLERS ACROSS Horry & GEORGETOWN
- HGHA MEMBERS & FAMILIES GATHER TO  
CELEBRATE 50TH ANNIVERSARY
- 2019 HGHA FEBRUARY HOME SHOW  
A RESOUNDING SUCCESS
- PATHWAYS 2 POSSIBILITIES  
2019 HGHA PARTICIPATION
- ENERGY EFFICIENCY / 5 HGHA  
MEMBER COMPANIES PROFILED
- 2019 - 2020 BIS EDITORIAL  
CALENDAR

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**2019 HGHBA Home Show – A Resounding Success**  
A record number of people attended the Horry-Georgetown Home Builders Association 2019 Home Show in February and enjoyed viewing over 200 businesses showcasing their wares. Don't forget to make plans to participate in the 2019 Fall Home Improvement & Outdoor Living Show scheduled for September 20th-22nd in the Myrtle Beach Convention Center.

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**Pathways2Possibilities HGHBA Participation**  
Contract Exteriors, Carolina Cool, Palmetto Corp., Monarch Solar and The Cabinet Market joined forces as HGHBA Members by promoting the Building Industry as a future career choice to over 5800 8th Graders at the Myrtle Beach Convention Center on February 20th and 21st. The HGHBA Pathways Team is looking forward to working again next year to help bring awareness to more eighth graders in developing future Building Industry workers.

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**HGHBA 50TH Anniversary Family Celebration**  
On Tuesday March 19th, members of the HGHBA and their families gathered to celebrate the 50th Anniversary of the highly respected organization. Founding charter member, Larry Paul, was gracious enough to offer his lake house to host the event. We all look forward to the next 50 years building our future together.

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**Home Improvement Scams Grew in New BBB Scam Report**  
Recently, the latest report from the Better Business Bureau, *Tech-Savvy Scammers Work to Con More Victims: 2018 BBB Scam Tracker Risk Report* (www.BBB.org/RiskReport) was released. This annual report is produced each year using timely data submitted by consumers to BBB Scam Tracker SM<sup>SM</sup> (www.BBB.org/scamtracker.) Home improvement scams were the number four riskiest scam in 2018, up from number six in 2017. BBB will continue our work to reduce the impact of scams to help consumers and legitimate businesses prosper in a trustworthy marketplace.

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**2019 HGHBA Calendar Of Events**  
The schedule of all HGHBA related events for the remainder of 2019.

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**Preview Of The Building Industry Synergy Online Resource Directory**  
Visit [www.BuildingIndustrySynergy.com](http://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.

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**Flooring Trends – Reliable Suppliers & Installers Across Horry & Georgetown Counties**  
Choosing the right flooring is essential to any residential or commercial project. In addition to the finished floor covering, the use of the correct subflooring can help determine the longevity and endurance of the completed home or business. In this issue, we highlight four respected companies that continue to be relied on and trusted by local new construction and remodeling contractors, as well as property maintenance companies and homeowners throughout Horry and Georgetown Counties.

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**CRG Companies – Developing A Higher Standard**  
From ethical design to superior green building practices, the CRG team is committed to exceeding code standards and customer expectations. CRG Companies blends custom construction, real estate, and architectural design services under one roof to seamlessly provide attentive customer service, quality construction, and ethical building methods resulting in unique, built to last, homes. CRG is currently very involved in their exclusive community, Living Dunes, in Myrtle Beach. Another new area of expansion for CRG in 2019 has been a geographic expansion into Brunswick County, North Carolina for both Real Estate and Construction services as they have been tapped to complete the home sales for The Thistle Golf Estates. This community located in Sunset Beach boasts 400 acres surrounding a 27-hole golf course and 60-acre lake system.

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**Energy Efficiency - No Longer Just A Luxury - Five HGHBA Member Companies Help To Maximize All Aspects For Builders – Property Managers – Homeowners Across The Grand Strand**  
Carolina Cool, Palmetto Patio & Hearth, Monarch Solar, SCE&G ( becoming Dominion Energy ) & Southlantic Water Systems all bring different methods & types of Energy Conservation to our community. Area building contractors, property management companies and homeowners have come to rely on the expertise and professionalism from each one of these companies over the last several years.

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**2019 / 2020 Building Industry Synergy Editorial Calendar**  
The schedule for the remaining 4 issues in 2019 & the first 2 issues 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 May/June Issue Will Include Editorial Features On Plumbing Installation & Property Management. The Material Close Date For This Issue Will Be Friday May 10th.**

**Building Industry Synergy**  
SC - GRAND STRAND

2019 MARCH / APRIL ISSUE

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**2019 Home Show was a resounding success!**

A record number of people attended the Horry-Georgetown Home Builders Association 2019 Home Show and enjoyed viewing over 200 businesses showcasing their wares. Many attendees came with a specific project in mind and others browsed discovering unique products and services for their home needs. The show provided many demos and workshops to learn how to do various home projects. The Coastal Animal Rescue held their Annual Pet House Project Auction during the show and raised over \$10,000 to help with their no kill animal shelter. Don't forget to make plans to participate in the Fall Home Improvement & Outdoor Living Show scheduled for September 20th-22nd, 2019.



on the cover

Developers, Terri Nardslico and Dan Murphy of Living Beach, along with Preston Guyton and the team at Living Dunes stop for a quick shot on the porch of The Georgetown model at Living Dunes. CRG Companies is the exclusive home builder of Living Dunes and also manages sales and marketing of the property. Construction of both single-family and multi-family homes began in 2018 and the community has quickly come to life with many new neighbors moving into their homes! Most recently, the community amenity center, which includes a junior olympic pool and resident clubhouse, completed construction and sales for Phase 2 have begun. Terri and Dan with Living Beach worked with CRG Companies to tap the resources of community planners and architects from around the Southeast known for creating master-planned communities that focus on functional living. Over 8 miles of walking trails and 10 acres of lakes serve to connect homes with the green spaces and, ultimately, homeowners with the beauty that surrounds them. At the very heart of the community is an outdoor amphitheater, lakefront boardwalk, outdoor fireplace and the above mentioned community amenity center.

# Pathways2Possibilities: 8th Grade Career Fair

## HGHBA Participated in 2 day event!

Over 5,000 8th graders were exposed to the Building Industry Career Opportunities!



Contract Exteriors, Carolina Cool, Palmetto Corp., Monarch Solar and The Cabinet Market joined forces as HGHBA Members by promoting the Building Industry as a future career choice to over 5,800 8th Graders at the Myrtle Beach Convention Center on February 20th and 21st. Students visited the Construction Area having fun playing games while learning. Students raced to put on roofing shingles and siding, tested their skills in wiring a bell and fit pvc plumbing pipe into creations, explored the thermal imaginary camera, followed the underground camera and finder through a pipe maze to locate damage, experienced hands on the massiveness of heavy equipment while identifying the machinery, discovered how solar energy can save and how it works to create power in homes, matched color hues for painting and assembled cabinet doors while learning the different wood grains and design techniques to form the doors. Our Pathways Team is looking forward to working again next year to help bring awareness to more eighth graders in developing future Building Industry workers.

**50th ANNIVERSARY 2019**  
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**SC Average Workers Salary**

- Electricians \$30,250 • Installation Workers \$32,050 • Engineers & Equipment Operators \$34,700
- Drywall Installers \$32,020 • Painters \$30,620 • Plumbers, Pipefitters, and Steamfitters \$43,900
- First-Line Supervisors \$54,620 • Construction Laborers \$28,420 • Cement Masons & Concrete Finishers \$32,900
- Carpenters \$33,200 • Roofers \$30,700 • HVAC \$40,000
- Glassers \$37,900 • Brickmasons \$34,820 • Tile & Marble Setters \$34,620
- Pipelayers \$37,050 • Paving, Surfacing, & Tamping Equipment Operators \$31,300



50 Years is a tremendous business accomplishment and the Horry Georgetown Home Builders Association continued to celebrate this momentous event with the HGHBA 50th Anniversary Family Bash! Founding Charter member LW "Larry" Paul was so gracious to offer his Lake house to host this occasion. Members and their families attended to compete in a cornhole tournament, ate delicious BBQ, sliders and hot dogs; made s'mores in a fire pit by the lake, enjoyed bluegrass music by The Spots, relaxed with a cold beverage with friends, and even rode a hayride through the countryside. It was simply a wonderful time with perfect weather! A big thank you to all who attended and to our Sponsors who made the party possible: LW Paul - Hosting Sponsor; Port City Elevator - Beverage Sponsor; SIC - BBQ Sponsor; Sherwin Williams - Hot Dog/Slider Sponsor; Monarch Roofing - S'mores Sponsor; and Carolina Cool - Popcorn Sponsor. Here's to another 50 Years of building our future together!





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## Home Improvement Scams Grew in New BBB Scam Report

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

Recently, the latest report from the Better Business Bureau, *Tech-Savvy Scammers Work to Con More Victims: 2018 BBB Scam Tracker Risk Report* ([www.BBB.org/RiskReport](http://www.BBB.org/RiskReport)) was released. This annual report is produced each year using timely data submitted by consumers to BBB Scam Tracker SM<sup>SM</sup> ([www.BBB.org/scamtracker](http://www.BBB.org/scamtracker).) The data is based on the BBB Risk Index, a unique algorithm that calculates exposure, susceptibility and monetary loss to offer a more accurate assessment of scam risk.

The number one scam in 2018 was employment scams, moving up from third riskiest to the first slot. However, home improvement scams were the number four riskiest scam in 2018, up from number six in 2017.

And, that's something we need you to be aware of, because it affects your business and your bottom-line. Home improvement scams hurt the hundreds of legitimate home improvement companies, both large and small.

Many homeowners are aware that after a storm, "storm chasers" may appear at their door, offering quick low-cost repairs; in lots of cases offering roof repair, tree and limb removal or

driveway repairs. But what many homeowners don't realize, is that the home improvement scammers are living in their neighborhoods at an alarming rate, seeking to appear as a legitimate resource. These scammers are "local" to the area and not as easy to spot, until something bad happens.

These thieves usually offer low-cost repairs, and then either take payments without returning, or if they do return, they do shoddy work or find issues that dramatically raise the price of the work.

When homeowners are searching for "someone" to do a little work around the house, many times they reach out to friends or on social

media for recommendations. And sometimes, that works out fine. However, in so many cases, it is a total failure for the homeowner and a big win for a scammer.

The homeowner on average lost \$1,745 in fraudulent home improvement scams, up about \$500 since 2017.

In 2018, the most popular search terms on [www.bbb.org](http://www.bbb.org) were: roofing contractors (1,274,706), general contractor (914,839), HVAC (678,474), plumber (670,564), and construction services (623,248).

Consumers are searching for you. Are you a BBB Accredited Business?

As a professional in the home building/improvement field, it is part of your responsibility to help consumers know the difference between a quality professional and a scam artist. As a BBB Accredited Business, you subscribe to the BBB's Eight Standards of Trust. It's so important that you let your customers know that. More than 90% of consumers recognize the BBB logo and what it stands for. And, when they see it attached to your brand, they know you are a

business they can trust.

The BBB Accreditation carries weight with consumers. It gives your business the competitive advantage that you need to win a customer and it gives you the added advantage of more than 100 years of trusted goodwill.

So, let your customers know that you suggest that they research and use only businesses that are BBB Accredited. And let your customers know that scammers do exist – the "best" deal in the long run

may cost a lot more than your estimate.

If you're not accredited with the BBB, now is the time to take a few minutes and get in touch with us. It only takes a few minutes and you can apply for accreditation on line at or <https://www.bbb.org/myrtle-beach/accreditation-application>.

BBB will continue our work to reduce the impact of scams to help consumers and legitimate businesses prosper in a trustworthy marketplace. ■

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>.



### 2019 Calendar of EVENTS

#### APRIL

- 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 @ Legends Golf Resort
- 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@HGHA.com](mailto:RAO@HGHA.com).



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# Flooring Trends Reliable Suppliers & Installers Across Horry & Georgetown Counties

by Cynthia Mendenhall

Choosing the right flooring is essential to any residential or commercial project. In addition to the finished floor covering, the use of the correct subflooring can help determine the longevity and endurance of the completed home or business. In this issue, we highlighted four respected companies that continue to be relied on and trusted by local new construction and remodeling contractors, as well as property management companies and homeowners throughout Horry and Georgetown Counties.

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**Flooring Panda** has served the Grand Strand area well since first established in 2004, under the name of The Flooring Depot of Myrtle Beach. In January of 2018, the name change represented the desire to expand and diversify their customer base to include more production and contract work for local homeowners. General Manager Tracy Hancock explained the shift, “A few years ago, 90% of our business was builders. Now we offer a wide range of options to help homeowners and remodelers



Tracy Hancock

as well.” The company still does a lot of custom work for builders of residential and commercial properties. This change in focus has included continual improvements to their Conway showroom where what’s hot is always on display.

And the hottest product in flooring now is Luxury Vinyl Planks, or LVP. In the past 2-3 years, this floor covering became very popular in commercial offices. Last year, Flooring Panda noticed significant interest in the residential market. Jaime Pando, Owner and President of the company



Jaime Pando

has watched LVP progress greatly through the years. He stated, “It looks like wood, feels like wood, but is a scratch-resistant, waterproof laminate. LVP is child- and pet-friendly and requires very little maintenance to keep in looking new.” The advances in this product have been phenomenal and just keep advancing all the time with many colors and designs available.

In addition to LVP, Flooring Panda offers porcelain tile which accounts for about two-thirds of sales. Tile is such a perfect fit for beach homes and they install a lot of it in the area, mostly in bathrooms and kitchens. “It’s a traditional look that is always popular with local homeowners,” Tracy said.



And while wood vinyl planking may be catching on quickly for all areas of the home, porcelain tiles will always be a hit in bathrooms. Jaime shared an interesting insight: As more and more folks are gravitating from the north, seemingly with money to spend, they are bringing different trends with them. The most noticeable trend lately is the large number of requests Jaime and his team have had for heated floors when installing porcelain tiles in bathrooms. “This is something we hadn’t seen here until lately, but with this age demographic it’s a luxury they desire,” Jaime further explained.

Flooring Panda is not limited to flooring alone. They also provide materials and installation of tiled showers, fireplaces, backsplashes, and exterior coverings of columns and more. One of the most requested items from builders are the impressive master showers which are so popular now.

Floor coverings and tiled finishes are a necessary part of any build or remodel. Why not let a local company with a proven record assist you in your selection? Flooring Panda’s motto is “simple, elegant, yours,” and Mr. Pando shared why: “We help individuals by making their decisions simple with elegant materials that reflect their personality.



Flooring Panda General Manager, Tracy Hancock (far left) & inside sales representative, Mindy Berry (middle) talk with a couple in the showroom located @ 864 Kingswood Dr. off of Hwy. 544 behinds Suds carwash.

We always try to give the best advice to our customers on more fixed products. I want people to love it today and love it in 20 years.” Stop by one of their showrooms, in Conway or Shallotte, NC, to view all your options and allow the experts to guide you through the process of choosing materials that will give a timeless quality to your home or business.

### Durastrand pointSIX Small Taper – Huge Advantage

Flooring specialists will tell you mistakes made during installation of a flooring system can result in costly callbacks and may ultimately cause ongoing issues for the homeowner. One very important component of the flooring system is the quality and installation of the sub-floor. Here are some steps you can take to reduce the chance of sub-flooring issues during installation.

(Continued on page 14)



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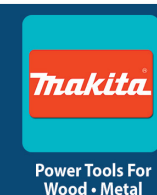


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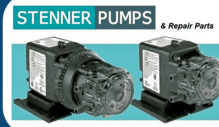
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### Panel Spacing and Fasteners

Taking care to install the sub-flooring panels according to the APA's (The Engineered Wood Association) E30 Installation Instructions, or the appropriate building code and design professional's specification, is key to success. One stipulation is to leave a 1/8-inch gap on the 4-foot ends of the panel to provide enough space for expansion and to prevent buckling. Correct spacing between panel ends will absorb most of the expansion that occurs as panels acclimate to ambient moisture conditions.

Fasteners must be 3/8" from edges and corners to ensure panels



stay flat to the joists. Typical fastener spacing is 6" o.c. maximum along the 8-foot edges and 12" o.c. maximum in the field of the panel, but always follow the design professional's specification.

### Storing Panels Correctly on the Jobsite

Sub-flooring panels should be stored correctly on site to assure optimum performance of your sub-flooring. Whenever possible, it is recommended that panels be stored under a roof to minimize moisture absorption. If storing panels under a roof is not possible, make sure panels are kept off the ground and supported using at least three 4x4s. Cover the sub-flooring loosely with a plastic sheet or tarps to protect the flooring from



moisture and ensure there is good ventilation.

### Choosing the Right Sub-Floor Panels

Your sub-flooring panels could be exposed to inclement weather through the building process. Choose a sub-floor that is equal to the task. That's where Durastrand pointSIX has a distinct advantage.

This innovative panel features a patented taper on 4-foot and 8-foot edges designed to be effective against edge swell. If the floor is exposed to moisture, the tapered edges have the space to expand and become flush with the surface without ridging, eliminating the need to sand joints and increasing productivity.

Durastrand pointSIX's proprietary blend of resins and waxes blocks moisture, so sub-floors go down flat and stay that way. Norbord knows this to be true because it has been used by builders for years in the Pacific Northwest. In one test the Durastrand pointSIX panels were flooded with water for 14 days. They dried straight



with no edge swelling. Durastrand pointSIX comes backed by a 1-year no-sand guarantee and 50-year limited warranty.

Durastrand pointSIX has no core voids or knots and will not delaminate. These premium sub-floor panels contain no added urea-formaldehyde resin and are CARB (California Air Resource Board) exempt. Engineered for strength, durability and overall performance, this sub-floor lets you build in any weather. Durastrand pointSIX premium sub-floor guarantees you hold your edge, rain or shine. **PLEASE SEE BACK COVER OF THIS ISSUE FOR MORE INFORMATION ON NORBORD'S NEW Durastrand pointSIX PRODUCT.**

J & S Flooring has provided Pawley's Island, Murrell's Inlet, Litchfield, and the entire Grand Strand area with quality name brand products with exceptional service at affordable prices for over 25 years. Catering to both homeowners and building contractors, J & S Flooring has a 10,000 square foot showroom and warehouse, located in Georgetown, which allows them keep a lot of stock on hand for cash and



carry projects. They also have a full sample showroom on site. They offer carpet, wood, tile, waterproof flooring, and materials for complete kitchen and bath remodels.

One of the biggest trends in the flooring industry is WPC, waterproof flooring. "It has taken over the market; it's crazy how much we're selling these days—almost 60% of all sales now," Owner Gregg Pierce noted. "The flooring has a vinyl wear layer and clicks together with beautiful wood or tile visuals. It is scratch-resistant and



waterproof, very durable, not as cold as other floors, and easier to install,

(Continued on page 16)



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repair, and replace. Plus, it costs less than most hardwood floors.” Mr. Pierce offers waterproof flooring from about a dozen manufacturers and has installed it in multiple projects, including \$2 million dollar homes and everything in between.

Another trend Mr. Pierce has noticed is the desire for custom shower upgrades, especially those in master baths. “People are remodeling or renovating bathrooms, creating larger walk-in showers, adding benches and multi head showers, accenting with glass and tile,” he explained. People of all ages are buying older homes,

gutting them, and creating what they want. Those customers typically design dream kitchens and baths in their remodel. J & S Flooring also supplies to general contractors of commercial properties, as well as dozens of custom homes each year.

By being a member of the “Abbey Carpet and Floor” buying group, they get to offer customers hundreds of options including “Abbey” exclusive products. That affiliation also helps protect the pricing for their customers, gives better preference options in colors and styles, and extends warranties. This includes a 60-day no questions asked guarantee.

Your flooring choices dramatically affect the comfort and look of your home or business; you need to make the best choices possible. J & S Flooring understands this type of investment requires finding a company that provides both service and skill. “The box stores are great if you need a hammer or a piece of sheetrock, but flooring is one area that requires great service and unmatched skill,” Mr.

Pierce explained. Pierce’s showroom staff of seven will guide you through the decision process; his installation department of twenty will install your product professionally every time. “Some of these guys have been with me a very long time—they know what they are doing,” Pierce added.



J & S Flooring is located @ 2104 S. Fraser St. in Georgetown.

Word of mouth referrals and returning customers continue to help J & S Flooring grow. Their continued BBB Rating of A+ is proof of their desire to always go above and beyond what their customers expect. “We offer fair pricing, we send experienced installers out, and we stand behind everything.” And, in the end, isn’t that what everyone wants? ■



Gregg Pierce



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“Waccamaw Floor Covering has been handling the whole house flooring installations in my homes for nearly 15 years. This includes the tile backsplash and the tile in the showers. They have high quality installers who do a great job. I feel extremely comfortable sending my homeowners to Bryan and Charles Squires and I would highly recommend Waccamaw Floor Covering to any residential or commercial building contractor, as well as homeowners looking for quality and professionalism.”

Mickey Howell - Howell Homes, Inc.

# CRG Companies Developing A Higher Standard



Developers at Living Beach worked with CRG Companies to tap the resources of community planners and architects from around the Southeast known for creating master-planned communities that focus on functional living. Over 8 miles of walking trails and 10 acres of lakes serve to connect homes with the green spaces and, ultimately, homeowners with the beauty that surrounds them. At the very heart of the community is an outdoor amphitheater, lakefront boardwalk, outdoor fireplace and community clubhouse, complete with a junior Olympic pool.

From ethical design to superior green building practices, the CRG team is committed to exceeding code standards and customer expectations. CRG Companies blends custom construction, real estate, and architectural design services under one roof to seamlessly provide attentive customer service, quality construction, and ethical building methods resulting in unique, built to last, homes.

With a client centered approach, CRG Companies continues to evolve as an industry leader in building better homeownership experiences.

“For many, that may be something that is hard to define,” explained Founder and President, Preston Guyton. “At CRG it has always been our vision to simplify the home ownership process and for us it’s truly about utilizing our combined design, real estate and

construction expertise, along with our community involvement, to enable the families we work with to enjoy their homes.”

And as CRG approaches nearly a decade of buying, building and selling homes along the Grand Strand, it’s evident that this philosophy not only guides their day to day but has also fueled their recent expansion. Now a company of over 50 employees, CRG has strategically added services such as

becoming a NASCLA Unlimited General Contractor and Licensed South Carolina Architectural Design Firm as well as incorporating top professionals in the field to ensure their dedication to a higher standard of quality remains at the forefront of all they do.

One of their most recent projects, Living Dunes, a neighborhood in the Grande Dunes that will be home to over 200 families, is a prime example of the



Embodying the higher standards CRG Companies is known for, the style and quality of the finishes inside the homes at Living Dunes create beautiful, yet functional living spaces. The design and interior selections team at CRG Companies is proud to partner with top vendors who help maintain a higher standard of quality in every element of the Living Dunes home.

CRG Companies dedication to higher standards. As the exclusive builder of the community, CRG was able to bring many standards to Living Dunes that are not typical in planned neighborhoods. From the materials used to the construction practices, Living Dunes homes are smart, efficient, and incorporate numerous standards that many would consider upgrades.



Just a few of the top-rated construction standards you’ll find at Living Dunes:

- Stronger construction with 2x6 exterior walls, Icynene Spray Foam Insulation and Viwinco Low-E Double Hung Impact Resistant windows in every home.
- Myrtle Beach’s First Gigabit Community Powered by HTC with Smart Home Technology by GigaTECH™.
- 1st US community to exclusively use the GAF Designer Shingles Collection with a Silver Pledge Warranty from Monarch Roofing.
- HERS rated to use significantly less energy than code standard requirements with numerous environmentally friendly products such as Rinnai™ Tankless Gas

Water Heaters, Taexx® pest control tubing system in exterior walls, low VOC products, and more.

Living Dunes is now in its 2nd phase of construction and includes a mix of single family and multifamily homes with prices starting in the \$450’s. The 52-acre community also boasts over 19 acres of green space which includes 10 acres of lakes and 8+ miles of walking trails that connect the numerous parks, community clubhouse and pool to the front porches of the homes creating a place for neighbors to connect on a more personal level.



Another new area of expansion for CRG in 2019 has been a geographic expansion into Brunswick County, North Carolina for both Real Estate and Construction services as they have been tapped to complete the home sales for The Thistle Golf Estates. This community located in Sunset Beach boasts 400 acres surrounding a 27-hole golf course and 60-acre lake system. CRG Companies will be among the featured builders of the community offering custom home design and construction, as well as handling all real estate sales for the remaining homesites.

Today, with a turnkey process, CRG can locate and secure a lot, design a custom home, as well as handle the entire construction process including surveying, engineering, and permitting in Horry, Georgetown and Brunswick Counties.

“We draw on the latest technology to work efficiently and to ensure our clients have access to the very best in their home,” concluded Preston. “Our own success is measured against that of the communities we serve and build. CRG will continue to build homes that meet and exceed standards so that our homeowners have peace of mind knowing they have made a sound investment.” ■

Locally owned and operated, CRG Companies has a qualified professional team ready to help buy and sell, or design and build any project from start to finish.



PHOTO © CHUCK GEE

In addition to the onsite sales team, every Living Dunes homeowner works with our dedicated Client Liaison and Interior Designer who assist with selections and keep homeowners in the loop with their home's progress. Pictured here are Homeowners, Ron & Rosanne Brooks, with Living Dunes Sales Consultant, Stacy Davis.



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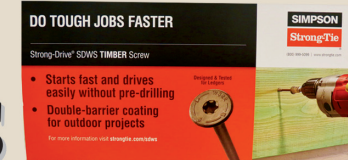
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# Energy Efficiency - No Longer Just A Luxury

## Five HGHBA Member Companies Help To Maximize All Aspects For Builders – Property Managers – Homeowners Across The Grand Strand

by Cynthia Mendenhall

Carolina Cool, Palmetto Patio & Hearth / Palmetto Propane, Monarch Solar, SCE&G (becoming Dominion Energy) & Southlantic Water Systems all bring different methods & types of Energy Conservation to our community. Area building contractors, property management companies and homeowners have come to rely on the expertise and professionalism from each one of these companies over the last several years.

Carolina Cool is the largest complete mechanical services company in the area providing electrical, plumbing, and HVAC services to residential and commercial



customers all over the Grand Strand. Owner and President Verlon Wulf is the knowledgeable face of this well-rounded, well-versed, and ever-growing company.

Better efficiency equipment is becoming more important to consumers. Mr. Wulf has noticed increased interest in the industry overall. “Where 12-SEER was once the highest efficiency rating available, 14-SEER is now the minimum with a lot of folks shooting for 18-SEER. Another big trend Carolina Cool has seen in the past year or two is more efficient thermostatic controls. “The residential and commercial markets are both wanting increased



Verlon Wulf (left) with General Manager, Kyle Rahner (middle) & Sales Manager, Sam Smith (right).

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connectivity options which save a lot of energy. People can now control their thermostat from across the world or with their voice,” Mr. Wulf explained. Technologies are always advancing in this industry where once technicians needed to understand refrigeration principles, now they are dealing with wireless networks and programming.

Another product Mr. Wulf believes is trending are VRV units. A Variable Refrigerant Volume unit offers a compressor that operates at variable speeds rather than only one or two. VRVs are able to create enough BTUs for only the current demand, slowing down or increasing more as the energy needs of a room may vary. Additionally, these units have the capability to have multiple air handlers on each condenser, which alleviates losses in the duct work. Higher SEER and VRVs are a little more of an investment initially, but their paybacks are substantial, especially over time.

Carolina Cool just recently became the first company in our area to be certified to do energy star ratings on your entire home. This ability will allow them to assist homeowners, property managers, and commercial properties to identify and eliminate energy wastes in order to experience even more complete efficiency.



An HVAC commercial project repaired by Carolina Cool.

Property Management companies have learned to rely heavily on Carolina Cool, especially with emergency issues in the busiest seasons. “They’ve learned to trust us because we are timely, we provide a great level of service, and offer fair prices,” Mr. Wulf added. He cited the company’s broad-base expertise for the exponential growth they’ve realized over the past 15 years. “We are problem-solvers. Our technicians are smart and they cure issues—we fix things. That’s the bottom line with us.”

Whether you have a small beach bungalow or are in charge of an entire facility, Carolina Cool’s number is the number you want to have nearby. Mr. Wulf



noted, “Our customers depend on proper heating, cooling, plumbing, and electrical systems, so we give them the assurance that we will be there when they need us.” With fast and friendly service, up front pricing, free estimates, and quality workmanship, Carolina Cool is a choice that makes good common sense. And, “That’s cool!”

Palmetto Patio & Hearth is a full-service company that sells, installs, and services anything that burns gas whether that is gas logs, fireplaces, grills, outdoor kitchens, fire pits, and more. They also offer tankless water heaters, grill accessories, outdoor furniture, and decorative furnishings. The Palmetto Propane division of the company delivers LP gas to residential and commercial properties all over Horry and Georgetown counties. For



areas without access to natural gas, Palmetto Propane, Inc. can provide customers with a propane tank to accommodate their needs, whether they lease or purchase a tank. John said, “We strive to offer our customers competitive prices, and look forward to providing them many years of continued service.” As gas products become more popular and as natural gas becomes more and more available, this is a company you will want to visit. Their newer showroom offers full burning display of options.

(Continued on page 24)



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The company also completes conversions switching residences and companies from LP or electric to natural gas which is more efficient. "Most towns in the Horry/Georgetown area have access to natural gas with a lot of the outskirts getting it now," Mr. Bryant said. "A lot of the newer communities and building sites for track homes are running natural gas lines now." Palmetto Patio & Hearth's expert service department runs natural gas piping in new and existing homes and commercial properties and also does warranty work.

Owners John Gaddy and Stevie Bryant cited a major trend toward energy



John Gaddy (left) & Stevie Bryant

efficiency. That is folks replacing traditional electric water heaters with energy star rated tankless water heaters that produce hot water as needed. Mr. Gaddy noted, "This results in a 25-30% electricity savings." Tankless gas water heaters present a bit more of an investment upfront but typically have less than a two year payback period. Palmetto Patio & Hearth has averaged installing over 300 units annually over the past couple of years, nearly one every day. Homeowners, building contractors, and larger commercial property owners and managers all realize and appreciate the benefits of on-demand tankless units over traditional units that run all day long whether used or not.



The advantages to working with Palmetto Patio & Hearth cannot be overstated. Although they are considered gas specialists, the company is licensed in electrical, plumbing, and gas. By holding licenses in all three areas, they can do every part of a project. John explained, "We don't have to outsource any part of a job. Replacing an old water heater with a new gas tankless will take us 4-5 hours. If you had to call in three separate companies to make the replacement it could take 8 hours

or it could even become a 2-day process."

John and Stevie have over 50 years of combined experience in the industry and delivering superior customer service is of high important to them. "Our goal is to do it right. We hire installers who are well-mannered and careful—people who will look after your property as if it is their own. And all of our employees are drug-tested and background-checked," John reassured.



The Palmetto Patio & Hearth / Palmetto Propane showroom is located @ 406 Beaty St. in downtown Conway.

To create a more efficient home or business, consider tapping into the great gas appliances and lighting options now available. Give the folks at Palmetto Patio & Hearth a call, or visit their showroom in downtown Conway (located at 406 Beaty St.), to discuss converting your home or business to natural gas. Allow them to show you how they can fuel life's simple pleasures.

**Monarch Solar** is a Premier Solar Provider to the entire Grand Strand area. About two years ago, owner Martin Pettigrew created Monarch Solar as a sister company of Monarch Roofing, sharing the same building and the same values. The

solar company is one of few local choices around the coast. With solar energy becoming more efficient and popular, the company has noticed more interest from homeowners, especially those who have their primary residence in the area.

Unless you have studied solar options lately, you may not be aware of the many benefits solar energy provides. Rob Clemons, General Manager, offered a quick lesson for us all. Most people believe their energy bill is too high, and traditionally, the cost of energy goes up every year on average 3%, statistically



Monarch Solar Project Manager, Jeremy Keen (left) & General Manager, Rob Clemons.

speaking. One of the primary benefits is the savings on your electric bill begin immediately and continue for years to come. Once thought to be a dream or luxury out of reach for most homeowners, solar panels now offer maximum benefit and maximum curb appeal at a more attainable price.

While that makes solar energy more tempting, the current incentives, utility rebates, and business grants available make the option quite sensible. Mr. Clemons outlined the impressive offers: The Federal Government is offering a 30% tax credit, and the State of SC offers an additional 25% tax credit, for adding solar power to your residence. Homeowners connected to



Santee Cooper are offered a substantial rebate of \$3600+ on solar purchases. Horry Electric customers have the option to enroll in buy-back programs, allowing them to sell power back to the company when

their home produces more than they use. According to sun exposure charts, South Carolina is one of the best locations in the country for solar production. Even when it seems cloudy, energy is still produced. Finally, businesses adding solar power can qualify for government grants.

The biggest trends Mr. Clemons and his staff have noticed are more attractive and effective panels. "We are seeing thinner panels that look nicer. The black-on-black panels are more appealing on homes than the blue and silver panels of the past. We are also seeing higher



efficiency which creates more power in smaller areas," he explained. Mr. Clemons predicts the next trending phase will be better battery storage systems. Currently, those are very expensive, but he believes the next 2-5 years will bring more cost effective battery storage options making them more accessible to all. He expects those newer battery systems to allow for retroactive fits on previously installed systems.



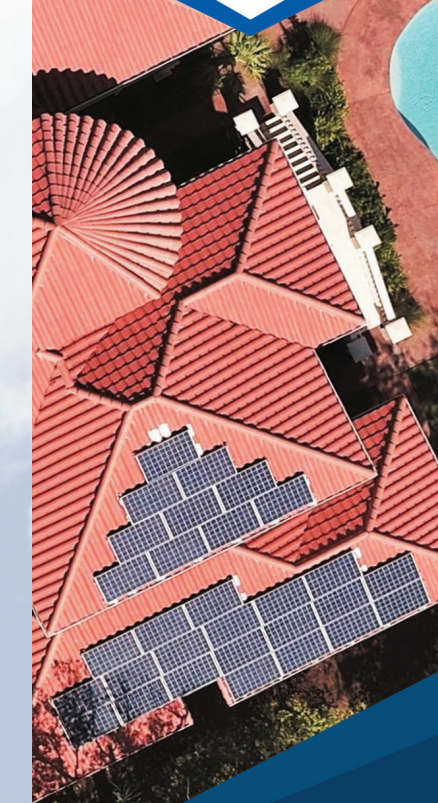
With solar energy options becoming more affordable than before, many homeowners can realize a full payback within 5-7 years. Also, most systems last much longer than they once did with panels from Monarch Solar covered by a 25+ year written guarantee. Better production, better warranties, and better incentives with purchase make this the best time for you to set up a consultation with Rob and his team. Solar energy is not some far off idea for someday down the road. At Monarch Solar, the future is now.

(Continued on page 27)



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Visit [sceg.com](http://sceg.com) to learn more about incentives available to builders who put the energy efficiency, comfort and convenience of natural gas into their home.

SCE&G is becoming  **Dominion Energy**

Charlie Leone considers every home builder she works with as a business partner. Leone, SCE&G senior account manager for new residential construction, helps national and regional builders in the Grand Strand area meet the high demand from potential home buyers for energy efficient natural gas in their homes.

“Myrtle Beach is the second fastest growing metropolitan area in the country,” said Leone. “Many of those moving to the area are from the North and they expect natural gas to be in their homes. They are already familiar with the benefits of a natural gas home.



SCE&G is now becoming Dominion Energy.

“We work with builders every step of the way, from making sure natural gas is available in their development, to training their sales people on the benefits of natural gas, to helping them direct traffic to their neighborhood. We don’t just install gas lines and leave. It truly is a partnership.”

SCE&G, which is becoming **Dominion Energy**, has served the Myrtle Beach market with natural gas since 1947. Back then, the company’s natural gas customers were mainly hotels, restaurants and commercial industries. But after national builders moved into the market in the early 2000s, SCE&G made the decision to grow its residential business in the area.



“In 2005, we were only serving about three percent of the Horry County permits being pulled yearly due to the fact that we did not have gas in front of homes,” said Leone. “Today, we are serving 52 percent of the Horry County permits.”

Energy efficient natural gas is the most affordable energy source available to homeowners. A natural gas furnace delivers heat that’s up to 25 percent warmer than an electric heat pump. Natural gas tankless water heaters heat water faster than electric models and deliver an endless supply of water on demand, so there’s no cost to

continuously heat water that’s not being used.

Natural gas appliances are also some of the most reliable and long lasting available. Not only do they give homeowners long-term value, they provide convenience and efficient operation, making them environmentally friendly as well. As a bonus, a study by the National Association of Home Builders shows that gas fueled homes sell for six percent more, on average, than all electric homes.



“Because natural gas appliances are so energy efficient, the cost savings on the homeowner’s monthly energy bill is huge,” said Leone. “That’s one of the biggest reasons people want a home with natural gas. With the builders we work with, we put natural gas heat and water heat as standard in the home. The homebuyer then typically adds a gas cooktop and logs.”



Builders who choose to put natural gas in their homes are making a wise decision, Leone added.

“They know they are offering what homebuyers want – a more comfortable home with lower energy bills,” she said. “And they have the satisfaction of knowing that they’re marketing homes with the cleanest burning and most reliable, cost effective fuel available.”

**Southlantic Water Systems** is a family-owned and operated company that has been serving better and healthier water to the Carolinas for over forty years. They are an Ecowater Systems® Dealer that offers water treatment systems for residential homes which provide an all-in-one, whole home filtration system, and reverse osmosis drinking water systems

(Continued on page 28)

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which provide Bottle Quality water at your tap. According to Vice President Will Smith, the company's success is attributed to "developing long-term relationships by designing personally tailored water treatment solutions that provide peace of mind for our customers and their families."

About 95% of Myrtle Beach is served by city water which is treated with chlorine and sometimes mixed with ammonia which creates chloramines; long term



Southlantic Water Systems' Vice President, Will Smith.

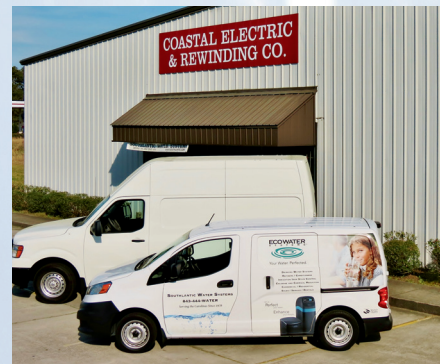
exposure has been linked to increased risk of cancer. "Southlantic's Reverse Osmosis systems are designed to provide clean, clear, better tasting water by removing more than 95% of many harmful

contaminants. That is most of our customers' initial concern—they want safer, better tasting water," Brian Niederberger, the company's Marketing Manager explained. "With Ecowater's whole home water systems, the customer soon realizes the benefits, like savings on soap, detergents, household cleaners, no more spotty dishes and silverware, and a lengthened life on all water-dependent appliances like a hot water heater tank, a dishwasher, a refrigerator, a washer, and coffee maker."



Southlantic Water Systems' President, Ron Smith, inside the showroom.

One of the biggest trends the staff of Southlantic has noticed lately is the development of smart water technologies in the industry. Everything from more economic solutions to water treatment systems that allow you to track per person consumption based on showers, flushing, cooking, and drinking. All of this can be done from your smart device. A newer service is the ability for technicians to run a 7-page efficiency assessment through remote access that can identify the problem areas with the whole home system and reduce the cost of unnecessary service calls.



Coastal Electric located @ 928 Osceola St. in Myrtle Beach is also the new home for Southlantic Water Systems, which has been serving the Carolinas since 1978.

"In a time when everyone is upgrading to tankless water heaters, most people do not realize the need to protect that better system with better water. They certainly don't realize hard water damage to a tankless water heater completely voids most of the factory warranties," Brian added. The scale buildup of calcium and magnesium on heating elements of water heaters requires more energy to heat as well. "Better water makes your water heater more energy efficient by reducing electrical costs by 22%-29%, according to Water Quality Association," Brian noted.

A new product Southlantic offers is the bottle-less water coolers for many businesses and homes. It is all enclosed and serves hot and cold water without the heavy and clumsy refill bottles of the past. They also develop solutions to counteract iron stains, from irrigation wells, that are typically found on buildings, fences, driveways, and patios. Southlantic has the answer depending on the levels of iron present in the water. They offer an air injection iron filter or a chemical solution



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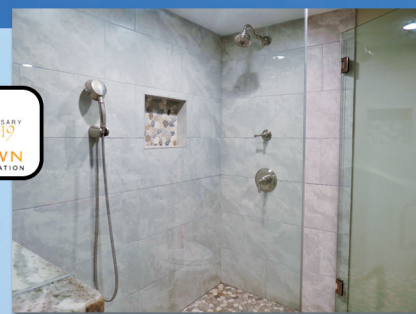
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### MAY / JUNE ISSUE 2019

- PLUMBING INSTALLATION
- PROPERTY MAINTENANCE

Space Reservation: May 3 Material Close: May 10

### JULY / AUGUST ISSUE 2019

- OUTDOOR LIVING SPACE ~  
Landscaping / Pools & Spas / Hardscapes /  
Outdoor Kitchens / Fireplaces / Lighting
- EXTERIOR PRODUCTS ~  
Roofing / Siding / Specialty Products

Space Reservation: June 28 Material Close: July 5

### SEPTEMBER / OCTOBER ISSUE 2019

Distributed to show attendees @ the 2019 HGHB 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 HGHB 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

### MARCH / APRIL ISSUE 2020

- FLOOR COVERING
- ENERGY EFFICIENCY ~  
HVAC / Propane / Solar / Water Heaters

Space Reservation: March 6 Material Close: March 13

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



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