

The Importance Of Professional Property Maintenance Across Horry & Georgetown Counties

by Cynthia Mendenhall

Here across the Grand Strand having reliable companies that are properly trained & equipped to handle your HVAC, electrical and plumbing issues is essential to any Property Manager or homeowner. *Building Industry Synergy* reached out to three respected HGHBA members to gather valuable information on what they have to offer and what they feel is essential to servicing the area's numerous Property Management companies.

Local homeowners and weekly vacationers need a continuous flow of cool air during those sticky summer months. When that flow becomes interrupted, it is important to have a go-to company like **Trusted Home Services** in Conway. They offer 24 hour

emergency HVAC service to homeowners, HOAs, and Property Managers. Your call always dials into an actual employee of the company, putting a technician at your site quickly. The company is licensed in NC and SC and serves folks from Brunswick County all the way to Georgetown. As an additional benefit to their customers, Trusted Home Services cross-trains all of their technicians in both the HVAC and electrical trades.

A good way to prevent those unexpected emergencies is to have maintenance completed annually. General Manager Jeff House explained, "Yearly maintenance improves comfort, energy costs, and the life of the unit. I cannot stress enough the importance and value of



Office Manager, Kendra Thornton, General Manager, Jeff House (middle) & Sales Manager, Richard Bellamy (right) in front of the office located @ 2130 Hwy. 905 in Conway.

yearly maintenance." The team at Trusted Home Services does one of the most thorough checks on the Grand Strand. According to Mr. House, "We check the whole system: every component including the

ductwork and we provide a detailed report to each customer."

One of the trends Trusted Home Services recommends is installation of an ionization system which improves the overall quality of the air inside your home. "We install a Clear Sky self-cleaning ion generator inside the air handler to clean and prevent mold, mildew, and bacteria.



This is particularly important around our area with all of the recent flooding," Jeff said. The system helps a great deal with allergies because it significantly improves the quality of air you breathe. "Wi-Fi thermostats are also very popular now and Trusted Home Services offers thermostats that are compatible with Google, Alexa, and other smartphone-controlled options. That convenience can also be extended to lighting, blinds, cameras, and more being operated by your fingertips or voice commands. These options have been



a big trend in the many new builds they've done around the area.

Generators and surge protection are becoming more requested, especially since all of the major storms recently. Trusted Home Services can provide surge protection for equipment only or your whole home, indoors and outdoors. They offer standby generators that can be retrofitted to work from propane or natural gas.

They also offer a standby generator that is fully automatic. "It kicks on by



Service Technician, Mark Hackett (far left), Sales Manager, Richard Bellamy (2nd from left), Electrical Supervisor, Kamandi Montgomery (2nd from right) & HVAC Supervisor, Tracy Berrier (far right).

itself and takes about 5 minutes for power to be restored with the standby generator," Jeff noted.

Overall, though, a genuine commitment to customer service is what makes Trusted Home Services stand out as a leader in the industry and a great choice for Property Managers and others all along the coast. Every member of the company receives weekly training focused on customer interactions



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with the continuous goal of maintaining the highest degree of professionalism at all times. Jeff's goal has remained the same over his 28 years in the industry, "We strive for customer satisfaction with the highest quality of work, and we stand by what we do." Trusted Home Services is your go-to choice for HVAC and electrical maintenance and service. Just as their name implies, quality and comfort you can trust!

Dependable Service Plumbing and Air focuses on serving homeowners, HOAs, and property management companies in the Grand Strand with maintenance and service. Owner Dave Sodano is serious about maintaining a high level of customer satisfaction and trains his technicians weekly on process procedures, code changes, and how to ask important questions



Dave Sodano with Dependable Service Plumbing & Air

others may not. "We don't want to treat a symptom when we can provide a cure," he said. They use a 12-step diagnostic program and provide upfront pricing (not hourly) for different levels of options: good, better, best. Clients then can choose the best solution based upon their needs.

HOAs and property management companies who partner with Dependable Service Plumbing and Air have the option to become a Loyalty Customer. "That provides 10% off our standard rate and they will never pay overtime. Loyalty Customers also receive priority booking and two years of warranty over the typical 90-120 days." A



quality HVAC/Plumbing company who is dependable and knowledgeable is a must-have for our region, especially through all of the busy season. Dependable Service Plumbing and Air's contact number



Dependable Service Plumbing & Air Plumbing Service Manager, Joe Anderson

is a great one to tuck away for those unexpected emergencies that always come at the worst time.

According to Joe Anderson, Plumbing Service Manager, household plumbing problems are often caused by poor water quality.

"We take a great deal of pride as one of the only companies who offer a maintenance free, whole house filtration system that produces one million gallons of bottled quality water before needing serviced." In typical homes, that would take about ten years and can change a family's life. "Our system

conditions the water by removing the chlorine and ammonia, coats the home's water pipes on the inside, and extends the life of appliances. With the whole house system, owners and managers do not need to annually flush tankless water heaters.



Dependable Service Plumbing & Air HVAC Service Manager, Mike Harbula

Other trends the company has noticed on the plumbing side of the business are low-flow fixtures (shower heads, faucets, toilets, etc.) that conserve our natural resources by using less water per minute.



Additionally, the tankless water heaters have been a big request over the past year. "The on-demand units offer an endless supply of hot water that is 98% efficient with gas," Joe said. They also offer recirculating

capabilities so the bathroom in the very back of the house can get almost instant hot water within 5-15 seconds which saves in overall consumption. Mr. Anderson also noted many insurance companies are now requiring whole house automatic water shut-offs due to the recent floods. "These are Bluetooth capable and can be controlled from anywhere."

From running gas lines, to plumbing and HVAC services, Dependable Service Plumbing & Air can service commercial, residential, and new construction projects. They believe in doing what is right for their customers, and consider their name their promise. They are located in Pawley's Island and provide service from Little River to Georgetown.

Homeowners, property managers, and commercial companies all over the Grand Strand rely on **Carolina Cool's** fast and friendly service, up front pricing, free estimates, and quality workmanship. Carolina Cooling & Plumbing, Inc. was established in 1985 and quickly developed an excellent reputation for quality work at competitive prices. In 1999, the original owner sold the company to Verlon Wulf, a department manager for a large



Verlon Wulf with Carolina Cool

Mechanical Contractor in Portland, Oregon. He, and his wife Claire, applied common operational practices they utilized in the large metro area. This resulted into quick growth and further success as the mechanical contracting leader in the Myrtle Beach area. In 2006, after starting an electrical division, the name was changed to simply, Carolina Cool, Inc. Carolina Cool is the largest complete mechanical services company in the area and provides plumbing, electrical, and HVAC services.



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Property Management companies depend heavily upon Carolina Cool, especially with emergency issues in the busiest seasons. No one plans on a plumbing emergency, so it's good to know a company with a same day, 24/7 emergency repair policy. Whether the issue is a burst, blocked, or leaking pipe, or a sewage backup issue, their trained professional plumbers will fix the problem. Mr. Wulf pointed out, "We are problem-solvers. Our technicians

are smart and they cure issues – we fix things. That's the bottom line with us." Those same professionals do more than just emergencies. Some of the best contractors in the area are part of the Carolina Cool team and ready to assist with new builds and remodels in the Myrtle Beach area.

As far as trends, Mr. Wulf cited the instantaneous water heaters at the top of the list. These have become very popular in areas and communities with natural gas, as they provide an endless amount of hot water on demand without spiking your electric bill." That's something many commercial businesses are incorporating as well. "Where these places may have one or two large inefficient boilers or water heaters, we are taking those out to install these more efficient instantaneous water heaters with smart logic," Mr. Wulf added. Carolina Cool has been retrofitting a lot of the high-rise hotels in the Myrtle Beach area, and the savings



and abundance of hot water is incredible.

They also service all sanitary systems, including commercial systems. "We have a pull-behind jetter that allows us to unclog any size drain, including large commercial systems," Mr. Wulf noted. "Our customers depend on their plumbing systems working properly, so we give them the assurance that we will be there when they need us."

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New BBB Study Shines Light On Online Counterfeit Products



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

Recently, the BBB did an in-depth study on counterfeit goods that are purchased online. These goods, ordered in good faith, are difficult to distinguish from legitimate products and stem from a large network of organized criminals and credit card processing mechanisms that support them.

Consumers are looking for ways to save time and money; many times, by ordering online. However, the risk of encountering counterfeit goods can affect anyone. These goods range from brand-name sunglasses and handbags to golf clubs and consumer electronics, as well as other kinds of products.

BBB's report finds that any shippable item with a reputation for quality and sizable markup is a candidate for counterfeiting. While counterfeit goods often are reputed to be deeply discounted;

in reality, counterfeit sellers regularly use selling prices that are close to the price of the real product, so the prices offered are no longer a signal that the product is counterfeit.

Research shows that eight in 10 Americans shop online, and the dominance of online retail means nearly anything can be bought online. However, nearly anything available online can be counterfeited, and research also shows that one in four people have bought something online that turned out to be counterfeit.

The investigative study, "Fakes Are Not Fashionable: A BBB Study of the Epidemic of Counterfeit Goods Sold Online," looks at the prevalence of counterfeit consumer goods and the criminal systems that circulate them. It digs into the scope of the problem, who is behind it, the multi-pronged fight to stop it and the steps consumers can take to avoid it.

The cost of counterfeiting affects not only consumers who lose money by receiving products not as advertised, but also the broader U.S. economy. BBB's report finds that counterfeiting and intellectual property piracy cost the U.S. economy \$200-\$250 billion and 750,000 jobs annually.

BBB has received more than 2,000 complaints and more than 500 Scam Tracker reports from people who have shopped for goods online and received counterfeit goods. Other national organizations have had more than 2800 complaints, representing a total financial loss of more than \$752,000. And these are just the one that were reported.



Online shopping can be risky.

Scammers use deceptive websites and fake images to sell counterfeit products.

DISCOVER MORE

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Whether you need an emergency repair, ongoing maintenance on your systems, or professionals to help design the mechanical systems in your new home or business, the team at Carolina Cool is a great choice for all your mechanical needs: plumbing, electrical, and HVAC. "People have learned to trust us because we are timely, we provide a great level of service, and offer fair prices," Mr. Wulf added. Give them a call. You will be impressed by their quality, affordability, and the professionalism of their entire staff. ■



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