

# BUILDING INDUSTRY SYNERGY

JULY-AUGUST 2019

- NEW CONSTRUCTION / PROPERTY MAINTENANCE  
REMODELING PRINT & ONLINE RESOURCE  
DIRECTORY
- HGHBA STUDENT CHAPTER COMPLETES OSHA  
COURSE & NCCER TRAINING
- THE DESIGN INSTALLATION & MAINTENANCE  
OF TODAY'S OUTDOOR LIVING AREAS
- THE FUNCTIONALITY & CURB APPEAL OF  
TODAY'S ROOFING & GUTTER SYSTEMS
- HGHBA MEMBERSHIP OFFERS BUILDER  
EDUCATION BENEFITS
- 2019 - 2020 BIS EDITORIAL CALENDAR

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**PAGE 5**

**HGHBA Membership Offers Builder Education Benefits**

One of the many important reasons to join the Horry Georgetown Home Builders Association is education opportunities for our membership on building industry standards. On June 11th, 2019 HGHBA hosted an International Residential Code Change Workshop. Retired Georgetown County Building Code Inspector and Residential Contractor Instructor, Robert Cox advised attendees on the most significant code changes to the 2018 IRC, why these changes took place and the importance of each change.

**PAGE 6**

**HGHBA Student Chapter Completes 10 OSHA Course & NCCER Training**

All eighteen of the ATA Construction Technology Class who are members of the HGHBA Student Chapter celebrated completing and passing the 10 Hour Osha course as well as the NCCER training with a pizza party hosted by the Horry Georgetown Home Builders Association.

**PAGE 8**

**Trippett Boineau Gives A Positive Report On The State Of The Mortgage Industry For Building Contractors & Homeowners Alike**

Citizens One Home Loans offers Construction-to-Permanent loans as well as all types of loans for the purchase and refinancing of homes and condos. Trippett Boineau observed that the health of the housing market is excellent. Rates went up to just over 5% last year and hit that peak in November. Since that time both the conforming and jumbo loan rates are back under 4%. What a great time to be a buyer and/or seller! Rates are near historic lows again so what a perfect time begin your building or renovation project!

**PAGE 9**

**2019 HGHBA Calendar Of Events & Recent HGHBA New Member Inductees**

The schedule of all HGHBA related events for the remainder of 2019 & the new HGHBA member inductees from the June 18th luncheon meeting in RIOZ.

**PAGE 10**

**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 the directory available to assist you with your new construction, remodeling or property maintenance project.

**PAGE 12**

**Beazer Homes In Myrtle Beach – Get More In A New Home**

Beazer Homes began building in the U.S. more than 25 years ago and has since become one of the nation's largest homebuilders. With eight active communities in and around Myrtle Beach — and a ninth opening this fall — Beazer brings more than nine generations of quality homebuilding experience to the area. Beazer stands out among homebuilders with a customer-first approach, enhancing the homebuyer experience by building high-performing homes with the flexibility of Choice Plans™ and partnering with customers through its Mortgage Choice program.

**PAGE 17**

**The Importance Of Proper Roofing And Gutter Systems Across The Grand Strand**

Any residential home or commercial structure has a specific type of roofing and gutter system. In today's market combining functionality with curb appeal for roofs and gutters alike has become increasingly popular. **Building Industry Synergy** reached out to three respected companies in our industry to learn a little more about the products & services that they offer in this industry and some of the latest trends that they have noticed with the local contractors, property management companies and homeowners.

**PAGE 22**

**Dr. John D'Ambrosio With The BBB Of Coastal Carolina Ask The Question 'Are You Ready For Hurricane Season?'**

The calendar says that it's summer. School is out and vacation is in. But it also means that it's hurricane season for our region. From now through November 30, we could get hit with a mild storm or a major hurricane. If past history means anything for the future, we need to get prepared. An average hurricane season produces 12 named storms, of which six become hurricanes, including three major hurricanes. After the storm, you'll need to assess the damage your property may have sustained. That's when you really need your BBB. First, be safe. It's an emotional time and our first instinct is to get the first person available to come fix it. Take a moment and call or go to [www.bbb.org](http://www.bbb.org) and look for an Accredited Business that handles the type of damage your property has received.

**PAGE 23**

**The Design Installation & Maintenance Of Outdoor Living Areas With Pools Spas & Landscaping – Some Of The Most Respected Local Companies On The Grand Strand Seen Here Are A Solid Choice For Contractors Property Management Companies & Homeowners**

One of the most popular trends in today's market is the design & installation of spectacular Outdoor Living areas for new homes or businesses, as well as existing homes or businesses. **Building Industry Synergy** reached out to several of the area's leaders in this industry to get feedback on what is available for new construction, remodeling, renovation and ongoing maintenance for Outdoor Living projects.

**PAGE 35**

**2019 / 2020 Building Industry Synergy Editorial Calendar**

The schedule for the remaining 2 issues in 2019 & the first 4 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 September / October Issue Will Contain Editorial Features On Bathroom / Kitchen Design & Millwork – Doors Windows & Specialty Products. The Material Close Date For This Issue Will Be Friday, August 30th.**

**This Issue Will Be Distributed @ The Sept. HGHBA Home Improvement And Outdoor Living Show Sept. 20-22 In The MBCC.**

**Building Industry Synergy**

SC - GRAND STRAND

2019 JULY / AUGUST ISSUE

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Myrtle Beach, SC 29577

Print & Mail Services provided by  
Sheriar Press  
3005 Highway 17 North Bypass  
Myrtle Beach, SC 29577

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**BUILDER EDUCATION ...**



**One of the many important reasons to join the Horry Georgetown Home Builders Association is education opportunities for our membership on building industry standards. On June 11th, 2019 HGHBA hosted an International Residential Code Change Workshop. Retired Georgetown County Building Code Inspector and Residential Contractor Instructor, Robert Cox advised attendees on the most sig-**

**nificant code changes to the 2018 IRC, why these changes took place and the importance of each change. This workshop was free to close to 100 participants. If you missed the IRC 2018 Significant Code Change Workshop it will be repeated this fall. Be on the look out for workshop flyers regarding the next class schedule.**



on the cover

Beazer Homes' team of professionals with the Myrtle Beach Division in front of the Ivey model @ Belle Mer in Surfside. Beazer Homes is dedicated to designing homes built for exceptional quality and comfort, with a focus on energy efficiency that exceeds current ENERGY STAR® standards. "We're making homes that are built to last and will save homebuyers money every month with lower energy bills — this is what we call Surprising Performance," said Scott Bowser, division president for Myrtle Beach. Beazer has been recognized by the U.S. Environmental Protection Agency, with the ENERGY STAR® Partner of the Year – Sustained Excellence Award for its fourth consecutive year in 2019. Beazer attributes its success to having the right people and partners behind its homes, each one committed to delivering the highest quality home and best-in-class customer service.





At the Academy for Technology & Academics awards ceremony, Stan Godshall, co-chairman of our Student Chapter Committee, awarded Zackary Dean a \$1,000 scholarship to be used for his higher education in the building industry/construction field. Zackary is a member of the Technical Honors Society, a member of the NAHB Student Chapter, OSHA Certified and Aynor High JROTC Drill Team Exhibition member. He plans on attending Horry Georgetown Technical College in the fall to study in the field of Construction Management Technology. Zackary enrolled in an internship at Thomas Building Supply in Conway during his school year obtaining additional learning skills on plumbing and electrical parts, wiring inventory, organization as well as customer service. Congratulations to Zackary Dean for a job well done!



## ...BUILDING EDUCATION

All eighteen of the ATA Construction Technology Class who are members of our Student Chapter celebrated completing and passing the OSHA 10 Hour course as well as the NCCER training with a pizza party hosted by the Horry Georgetown Home Builders Association. Each Student also received a NAHB Student Chapter T-shirt. Encouraging these students to choose a lucrative career in the building industry is key for our industry to continue to have a pool of potential employees to keep our businesses going and growing. Congrats again students... Welcome to the Building Industry!





# Citizens One Home Loans



Citizens One Home Loans is the mortgage-lending arm of Citizens Bank, the 9th largest bank in the country, founded in 1826 out of Providence, RI. Senior Mortgage Loan Officer, Trippett Boineau, said, "We treat every loan, every customer, the same with the goal to get to closing as quickly and as seamlessly as possible. We have a solid reputation for delivering on time and providing top quality service to each and every client". Trippett is a seasoned veteran of the industry. He currently serves as Associate Vice President of the Horry Georgetown Home Builders Association (HGHA).



Trippett Boineau

Citizens One offers Construction-to-Permanent loans as well as all types of loans for the purchase and refinancing of homes and condos. The Construction-to-Permanent loan is a single closing loan which saves both time and money. Here is a brief summary of Citizens One Home Loans distinguishing CP loan characteristics:

- Choice of fixed rate loan or adjustable-rate mortgage (ARM)
- Up to 90% financing on primary homes; 80% on second homes, and lot financing can be included in the loan
- Loans above 80% do not have PMI insurance – slightly higher rate

- Borrower is only required to make interest payments during construction (calculated on dispersed funds)
- Interest rate is locked in upfront for 60 days and borrowers have 12 months to build
- Once interest rate is locked, the rate stays the same for the life of the loan.
- Loans are also available to renovate/remodel an existing home, including tear downs.
- Citizens retains and services all loans

Trippett Boineau observed that the health of the housing

**Sometimes the home you want doesn't exist. You have to build it.**

At Citizens One we offer construction-to-permanent loans that help you build the home that's right for you.

- A single loan closing saves both time and money
- Fixed or adjustable rate mortgage available on permanent loans
- Lock in your permanent rate before you build
- Enjoy up to 12 months of interest-only financing during construction

If you have a question about home financing, call Trippett Boineau today.

**Trippett Boineau, Jr.**  
NMLS ID# 414566  
843-450-8903  
trippett.boineau@citizensone.com

**Citizens One**  
Home Loans

Mortgages are offered and originated by Citizens Bank, N.A. Citizens One and Citizens One Home Loans are brand names of Citizens Bank, N.A. (NMLS ID# 433960) All loans are subject to approval. Equal Housing Lender. 557805

market is excellent. Rates went up to just over 5% last year and hit that peak in November. Since that time both the conforming and jumbo loan rates are back under 4%. What a great time to be a buyer and/or seller! He gives a lot of the credit for the huge demand in housing to the medical industry and all the new medical facilities being built to accommodate the ever-growing retiree population. Citizens also has a loan

product tailored especially for medical professionals.

In the previous 2019 May/June Issue, the correct updated information from Trippett reflecting the lower loan rates in 2019 was not properly inserted. This edit has been updated. Our apologies to Trippett...

Rates are near historic lows again so what a perfect time begin your building or renovation project!

For further information call (843) 450-8903 or email [Trippett.Boineau@CitizensOne.com](mailto:Trippett.Boineau@CitizensOne.com).



June 18th New HGHA Member Inductees In RIOZ (from left to right): John Gaddy (Palmetto Patio & Hearth - Associate Member), Kim Johnson (VaCasa - Associate Member), Jamie McLain (Creekside Custom Homes, LLC - Builder Member), Phil DeMedici, (Sunspace of Myrtle Beach - Affiliate Member), Walter Hash (Sunspace of Myrtle Beach - Associate Member), Matt Hughes (Hughes & Hughes Nursery - Associate Member), Ashley Hardee (Express Electrical - Associate Member), Sue Morich (Waccamaw Insurance - Affiliate Member), Anthony Smith (Express Electrical - Affiliate Member) and Fausto Mendes (Fox Homes & Investments - Builder Member).

**HORRY GEORGETOWN HOME BUILDERS ASSOCIATION**

**2019 Calendar of EVENTS**

**AUGUST**  
8-11 HBA of SC 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  
16-17 OSHA Certification Class  
22-24 NAHB Fall Leadership Meeting

**NOVEMBER**  
7 Fall Clay Tournament  
12 Board of Directors meeting  
19 Annual Meeting / Election of Officers  
21 HBA of SC 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).



HGHA members enjoying networking at the June membership meeting.

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# Get More In A New Home Beazer Homes in Myrtle Beach



Bella Vita pool, fitness & amenities center



Master bedroom in the Bella Vita Edisto plan

Beazer Homes traces its history to 17th century England, where founder George Beazer built his first home. The company began building in the U.S. more than 25 years ago and has since become one of the nation's largest homebuilders. With eight active communities in and around Myrtle Beach—and a ninth opening this fall—Beazer brings more than nine generations of quality homebuilding experience to the area. Beazer stands out among homebuilders with a customer-first approach, enhancing the homebuyer experience by building high-performing homes with the flexibility of Choice Plans™, and partnering with customers through its Mortgage Choice program.

Beazer Homes is dedicated to designing homes built for exceptional quality and comfort, with a focus on energy efficiency that exceeds current ENERGY STAR® standards.

“We’re making homes that are built to last and will save homebuyers money every month with lower energy bills—this is what we call Surprising Performance,” said Scott Bowser, division president for Myrtle Beach.

Beazer has been recognized by the U.S. Environmental Protection Agency, with the ENERGY STAR® Partner of the Year – Sustained Excellence Award for its fourth consecutive year in 2019.

Beazer attributes its success to having the right people and partners behind its homes, each one committed to delivering the highest quality home and best-in-class customer service.

“We strive for an outstanding



The Reynolds great room at Belle Mer

experience from the moment a homebuyer walks into our sales centers, until long after they’ve opened the door to their new home,” Bowser said. “Our team of new home counselors, designers, builders and customer care representatives are there every step of the way. They’re



The Windsor kitchen and great room in Surfside Plantation

working collaboratively to fulfill our commitment to every customer.”

Beazer also works with best-in-class partners. Walk in to any Beazer community and you’ll be surrounded by top-of-the-line

materials, hand-picked for their quality and durability. From fixtures to framing, everything you see (and everything beneath the surface) is sourced for durability, functionality, and style.

“These high-caliber materials are a big part of how we’re able to build high quality, comfortable, and energy efficient homes,” Bowser explains. “We also have a series of rigorous construction and inspection processes. We’re proud to have the quality of construction that not every builder can claim.”

Beazer’s quality assurance program, Safety, Schedule, Quality, means builders are ever-present on the job





site, collaborating with the sales team to set expectations and communicate updates as they build homes. The construction team is accountable for visiting every home, every room, every day. And they're not just looking at construction progress. They're also nurturing a "Safety First" culture. "The safety of every individual on a jobsite is paramount. There's just nothing more important than our team, our customers, and our trade partners going home safely to their families every night," Bowser said.

### Floor plan flexibility with Choice Plans™

Each of Beazer's communities offer not only style and substance, but flexibility for customers to personalize their home. The Beazer Design Studio features hundreds of design selections,



*The Valleydale*

and with the help of Beazer's design team, customers can turn their house into the home they'll always love. Additionally, Beazer offers Choice Plans™, flexible floor plans for homebuyers to customize primary

living areas at no additional cost. Choice Plans allow changes to rooms like the kitchen, master bedroom, bathroom, or dining room to suit their individual lifestyles.



*The Hemingway model at Park Place in Market Common*

### An Industry-Leading Mortgage Choice Program

Beazer Homes also leads the industry with their unique Mortgage Choice program. Mortgage Choice offers technology for buyers to compare multiple loan offers and choose the best lender.

"Everyone's financial circumstances are unique. We built Mortgage Choice so homebuyers have access to multiple lenders with a variety of loan programs," Bowser said.

Unlike other builders, Beazer doesn't make a profit from a buyer's loan. Instead, they incentivize buyers to compare two or more lenders to make sure they're getting the lowest rates and fees available. To help get buyers started in the comparison process, Beazer identifies a handful of "Choice Lenders." These lenders must maintain a customer satisfaction rating of 90% or higher to be able to compete for

customer business. Homebuyers can also compare loan offers from a lender of their choice.

In Myrtle Beach, Beazer offers communities in prominent locations along the coast. With its ninth community to open in Longs, SC this fall, homebuyers have access to award-

winning school districts, shopping, dining and entertainment districts, and the convenience of major thoroughfares. Each community features individual amenities such as pools, fitness centers, pet-friendly areas, and outdoor sporting facilities. ■



*The Hemingway "Choice A" kitchen*



*The great room in the Savannah plan*



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**EXTERIOR PRODUCTS**

# The Importance of Proper Roofing And Gutter Systems Across the Grand Strand

Any residential home or commercial structure has a specific type of roofing and gutter system. In today's market combining functionality with curb appeal for roofs and gutters alike has become increasingly popular. *Building Industry Synergy* reached out to three respected companies in our industry to learn a little more about the products & services that they offer in this industry and some of the latest trends that they have noticed with the local contractors, property management companies and homeowners.

**Spann Roofing & Sheet Metal** has been in business for 62 years, serving Horry, Georgetown, Florence, and Brunswick counties. Spann is a family-owned and operated company that has built a solid, well-respected reputation. One glance at their portfolio of roofing jobs tells the story of growth along the Grand Strand area. Spann has a wide range of



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expertise and are ready with a variety of materials. Services offered include the following:

- Residential and Commercial New Roof Installation
- Residential and Commercial Roof Replacements
- Residential and Commercial Roof Repair
- Roof Maintenance Programs
- Sheet Metal Fabrication
- Energy Star Roofs
- Free Residential Roof Replacement Quotes

Kimberly Stoffel is the Division Manager for Spann Residential Roofing, which also incorporates any commercial roofing job using shingles. Nearly all of their shingle roof installations use GAF® shingles and



standing seam so good is it has hidden fasteners, as opposed to visible screws in corrugated roofs that end up rusting, backing out and creating



*Dave Wahrendorff (left), Hilton Knight (middle) & Kimberly Stoffel (right) with Spann Residential Roofing*

accessories, which is known for their outstanding materials and warranties, though they will install other shingles at the contractor's or homeowner's request. Spann Roofing is a GAF Master Elite installer and member of



the President's Club; only 3% of roofing contractors in North America hold this title.

Spann installs not only shingles, but also a variety of residential and commercial roofs, such as built-up, single ply, modified bitumen, coating, and metal. Of metal roofing Kimberly said, "There are different types of metals. We specialize in the installation of standing seam, so the metal is bent on site. What makes the



(Continued on page 18)





replacements, along with other specialty products. The Spann warehouse is stocked with supplies for



Spann Residential Roofing Project Manager, Hilton Knight (right)

emergency purposes as well, such as post-hurricane roof repair.

Spann Roofing offers roof maintenance programs and free residential assessments and quotes. Kimberly said, "We'll always be honest. If it looks like a roof has some years left to it, we'll let the homeowner



or Property Manager know that there is no immediate need for work, and we can give them a budget price for future replacement." Dave Wahrendorff is the company's Sales Manager and estimator.

Homeowners and contractors that are new to the area may not be aware of Spann Roofing. The company's



reputation and strength has grown through word-of-mouth, not splashy advertising. The message Kimberly most wants to impart about Spann Roofing is, "We're always going to be here. If something does come up, we will honor any corrections that need to be addressed. We stand behind what we do. We'll see to it that our jobs are performed correctly, and that the homeowner or general contractor is satisfied with our work."

**PLEASE REFER TO PAGE 9 OF THIS ISSUE FOR FURTHER INFORMATION ON SPANN ROOFING & SHEET METAL, INC.**

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**SunCoast Building Products & Services, Inc.** a family owned and operated small business located in the heart of Downtown Historic Conway,



SC is observing big changes in the guttering industry these days. Celebrating their 20th Business Anniversary this year this small but mighty crew has had the honor of being featured in several major



Darryl Hill (right) & Zeb Hill (left) with Suncoast Building Products & Services, Inc.

publications including *Southern Living Magazine* and *Gutter Enterprise Magazine* and awarded for excellence in their field. Owner and Master

Installer Darryl Hill said, "We have surely been blessed over the years. I have witnessed homes and buildings built on the Grand Strand back in 1999 standard without gutters, to now in 2019 installing gutters on all construction...new and existing. Horry and Georgetown Counties have been hit with extremely heavy rainwater from hurricanes over the past 3 years and a good guttering system is almost essential in controlling the flow of heavy rain water from storms which flood and destroy



expensive landscapes. Gutters also aid in the control of drainage and foundation erosion. What's more exciting is noticing a trend where



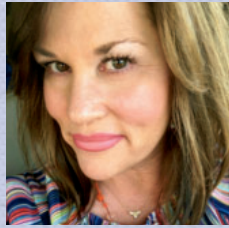
gutters and downspouts are being used for "Curb Appeal" – they're not only functional but can be a quite beautiful exterior decoration to your home."



Through the autumn months and Hurricane season keeping gutters free of debris in areas with pine trees and heavy foliage is easier with a Top of the line "Pine/Leaf Gutter Guard Protection System". These guards

(Continued on page 20)





Suncoast Building Products & Services' owner, Lesley Hill

capture falling pine needles and foliage and allow water to flow properly through the gutter.

Finally, SunCoast's continued

success is attributed to skilled Experienced workmanship, Excellent craftsmanship, and offering Superior Products at the Best Price. Their understanding of the essential business principle of "Customer Service & Good Communication" keeps contractors, homeowners, business owners, and their referrals coming back year after year.

Darryl and Lesley Hill along with



their son and Crew Leader Zeb Hill lead SunCoast Building Products & Services, Inc. Megan Hill, Zeb's wife, is the company's Office Administrator. They have been in business since 1998. You can visit their new showroom location at 1703 Park View Road, Conway, SC 29526.

**Monarch Roofing** is a one-stop resource for builders, contractors, and property managers throughout the Grand Strand. Rob Clemons, General Manager of Monarch Roofing said, "From the new construction standpoint, we work with the tract builders and custom home builders alike. We do metal, tile, and shingle



The Myrtle Beach corporate offices for Monarch Roofing located @ 4336 Waccama Blvd.

roofs, which makes us unique for a builder looking for a roofer who can do all types." A production builder planning a 1500-home community is looking to maximize margins through standardization of product. Choosing



Monarch Roofing General Manager, Rob Clemons

one style and color for roofing shingles makes overall community color-scheme selection simpler. Monarch can deliver a good quality GAF® shingle at a competitive price and in large quantities. Custom homebuilders and individual homeowners usually have more latitude and therefore a greater variety of choice. "We have a ton of different options for homebuyers that are not limited - from color to style. We have our designer shingles, which look totally different," Rob said.

Monarch's versatility is also attractive to property management companies because of the wide range of services and prices they offer. Rob said, "It gives property managers the opportunity to call just one company for anything from one tenant's small leak, to an entire complex that needs roof



replacement." Monarch also has a commercial division for non-residential roofing needs.



Regardless of the scope of work, Monarch Roofing provides professional estimates so that managers, POAs, and individual homeowners can budget accordingly for roof repairs and/or replacement. Monarch Roofing offers inspections that range from a general "bill of health" to a full roof-system replacement quote. Monarch can then provide the necessary guidance regarding the longevity of an existing roof and projections for approximate replacement cost.

The industry has developed many different roofing materials, and better technology has brought improvements to manufacturing. This is particularly true of shingles where technology has increased the adherence of granules to shingles, developed better algae protection, and created cool shingles that offer better reflectivity, which helps keep attics cooler for lower energy bills.

Rob said, "We chose to affiliate ourselves with the manufacturer, GAF®, for our shingles because we believe they offer a better quality product and better warranties." Monarch Roofing is a Master Elite contractor for GAF®. This is a rare designation in the roofing industry because its achievement requires longevity and skills in the trade, along with a solid record of customer satisfaction.

Shingles are still the most cost effective roofing, and the material's lifespan has increased. Rob explained, "Our basic shingle has a 50-year non-



prorated warranty with a 2-year labor warranty. We can go above and beyond with some of our roofing system components, like the underlayment and heavier ridge caps, which allow us to bump up from the basic 2-year labor warranty to 25-year labor coverage in addition to the 50-year material coverage. This is phenomenal and unique in the roofing industry." ■



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# The Design Installation & Maintenance Of Outdoor Living Areas With Pools Spas & Landscaping

Some Of The Most Respected Local Companies On The Grand Strand Seen Here Are A Solid Choice For Contractors Property Management Companies & Homeowners

One of the most popular trends in today's market is the design & installation of spectacular Outdoor Living areas for new homes or businesses, as well as existing homes or businesses. *Building Industry Synergy* reached out to several of the area's leaders in this industry to get feedback on what is available for new construction, remodeling, renovation and ongoing maintenance for Outdoor Living projects.

For 15 years **Elko Spas, Billiards & Pools** has been part of the Grand Strand's recreational life. For 30 years, their location has been a HotSpring Spas® Dealership. President of Elko, Michael Elko, likes to keep things

simple: "We sell the top brands of hot tubs." This approach, combined with their design and service capabilities has garnered them local, national, and international awards. Kimberly Elko, Vice President, said, "We offer valet service.



So whether they're a builder, commercial, or residential customer – whoever buys a product from us – we take care of everything from A to Z." Michael noted that HotSpring is known for

innovation, including a proprietary salt system for water sanitation, "They're the most energy-efficient hot tub on the market," he said. Kimberly added, "Builders can rely

(Continued on page 24)



Elko Spas Billiards & Pools owners, Mike & Kimberly Elko (sitting in hot tub) with Elko's Service Manager, Ashley Karellas (back right) & lead salesperson, Josh Griffith (back left) inside the showroom.

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## Are You Ready for Hurricane Season?

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

The calendar says that it's summer. School is out and vacation is in. But it also means that it's hurricane season for our region. From June 1 through November 30, we could get hit with a mild storm or a major hurricane. If past history means anything for the future, we need to get prepared. An average hurricane season produces 12 named storms, of which six become hurricanes, including three major hurricanes.

We've all heard the meteorologists telling everyone to get prepared now. NOAA's Climate Prediction Center is predicting that a near-normal Atlantic hurricane season is most likely this year, which forecasts a 40% chance of a near-normal season, a 30% chance of an above-normal season and a 30% chance of a below-normal season.

NOAA predicts in 2019 there is a likely range of nine to 15 named storms (winds of 39 mph or higher), of which four to eight could become hurricanes (winds of 74 mph or higher), including two to four major hurricanes (category 3, 4 or 5; with winds of 111 mph or higher). NOAA provides these ranges with a 70% confidence.

Why, you may ask, is the BBB talking about hurricanes? We want you to be

prepared before and after a storm. Before the storm hits, you need to do evacuation planning, for both your home and your business. Storm surge is always a real possibility – more people die from drowning than any other way during a storm.

Also, you need to have cash on hand, because ATMs may not. Check your insurance. Does your family have a communication plan? Does your business know how to reach all your employees once the storm has passed? What about your pets? Do you know your local news stations or have weather alerts apps on your phone? Download them now so that you can heed any warning issued by local officials. And if you're told to evacuate, don't wait until the last minute to leave. Remember, if you are going to a shelter,



take supplies with you. After the storm, you'll need to assess the damage your property may have sustained. That's when you really need your BBB. First, be safe. It's an emotional time and our first instinct is to get the first person available to come fix it. Take a

(Continued on page 34)

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on HotSpring because parts are guaranteed for up to 20 years. We service every brand of spas. HotSpring has longevity; we're still repairing 30-year-old spas. That's important if you're building the spa



into a deck on a third story beach house. Builders know these spas are made to last." Soaking in a hot tub has numerous physical and emotional benefits that go even further with swim spas. Elko carries PDC, Artesian, and CalSpa in the swim spa line. This type of spa allows for vigorous exercise by swimming against jet-simulated

currents. They come in different sizes and can have separate or integrated hot tubs.

Elko Spas, Billiards & Pools offers customized, inground pool, design work through a CAD program. Michael said, "We can customize an entire backyard. We can share our CAD drawings and plans with the subcontractors for their outdoor living space. Customers and builders can



preview the project before going into production, which saves time and money." Kimberly said, "We want people to have an immersive experience when we design for them. Each customer experience and designs are unique to their project."

Hotels, HOAs, and Property Managers have all turned to Elko for their expertise in spas, game rooms, amenity centers, and swimming pools. They provide full services which include cleaning, maintenance, repairs, and parts. Kimberly said, "Ashley Karellas is our Service Manager, who's extremely organized and has a good rapport with all of



3D CAD design

our vendors. She has several certifications and is a CPO – she's awesome." Josh Griffith is Elko's lead Salesperson who works closely with Kimberly. He has a background in construction, which



The Elko Spas Billiards & Pools team outside the showroom located @ 4718 Hwy. 17 Bypass & Northgate (on Frontage Road) in Myrtle Beach.

is invaluable for understanding the building process. From crane deliveries to recessed spas, Josh facilitates logistics support for all your spa delivery needs.



For the best in billiards, Elko is your Olhausen dealer. Olhausen is the only remaining American-made manufacturer of pool tables and other games. Elko designed the

busiest game room on the beach, CCU's activity center, using Olhausen products, which includes pool tables, air hockey, ping pong, and shuffleboard. For builders and local business owners, Elko does custom pool tables and shuffleboards that incorporates custom engraving or graphics.

In the swimming pool arena, Elko also sells, installs, and services fiberglass in-ground pools that are made in the USA. Come summertime, they install Doughboy® aboveground pools. Doughboy® is the only aboveground pool made in America. Impressively, Elko can get parts for this brand going back 60 years.

Elko Spas, Billiards & Pools has a showroom that also carries a full range of game room accessories such as darts, billiard balls and over 100 pool sticks. Additionally, they have a water-testing lab available to the public to analyze spa and pool water. Kimberly added, "We're also an authorized service center for Hayward, Pentair and other brands of hot tubs and pool equipment. We can get parts, offer warranties, and our technicians are factory trained and certified." Altogether, it's easy to see why Elko Spas, Billiards & Pools has been voted the area's number on Spa and Pool dealership.

**Brothers Pool Construction** has built a stellar reputation throughout the Grand Strand on quality work and integrity, two qualities that still ring true. Local owner Alexis (Alex) Funes started the company with his brothers in Miami in 1992. Alex brought the



Brothers Pool owner, Alexis Funes (right) with General Manager, Raymond Delgado (left).

family work ethic and years of experience and excellence to Myrtle Beach in 2004. His brother, Gerson, handles the company's GA division. Mr. Funes has over 30 years of experience in the industry



with 15 of those in the Myrtle Beach market. The family's strong work ethic is still a priority and evident in all they do, especially pool plastering, repairs, and renovations—three of the company's specialties.



Brothers Pool Construction is a full-service pool company working on residential and commercial projects. Zackary Novak, Marketing Coordinator with the

(Continued on page 26)

## MARINE CONSTRUCTION FOR RESIDENTIAL & COMMERCIAL BUILDING CONTRACTORS



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company, explained the scope of the family business. “We do pool resurfacing and also fix pool leaks, renovate pool decks and more.” As a locally licensed general contractor, they certainly can install your new luxury pool or add a new deck. Mr. Novak further emphasized, “We are the company to call for anything in the way of repairs and renovations, especially plastering. We definitely take pride in our expertise with plastering and re-plastering residential and commercial pools.”

Brothers Pool Construction has worked with most of the



contractors and sub-contractors in the Horry/Georgetown area over the past 15 years. Alex stated, “The contractor renovation community knows we can be trusted. We are honest and have integrity. We keep the job site clean and we believe that we do the highest quality work in this industry.”

How often an average pool will need Brothers Pool Construction

depends on the care of the pool, the chemicals used, and the typical traffic of the pool. Brothers Pool General Manager, Raymond Delgado, explained, “Replastering a residential pool may only be required every 8-10 years depending on how it is taken care of. A high traffic pool [in a



community or resort, for example] may require touch ups every 4-5 years.” And while the company does not provide regular pool maintenance services, they are qualified to advise pool owners and managers of the top chemicals and practices to best protect their pool’s surface.



Brothers Pool Construction also handles the design & installation of the pump configuration for pools if needed.

Raymond shared some of the latest trends that he has seen in the



pool industry. “Diamond Brite is a product that is popular across the Grand Strand. This is a finish consisting of smaller exposed stones to create an ‘Aggregate’ finish. Plaster Scape, Quartz Scape and Jewel Scape finishes are more common in this area, with the Jewel Scape definitely being more of a higher end finish. Tahoe Blue dye and Caribbean Blue dye are two of the most popular colors for the plaster. Cobalt Blue Tile is typically used for standard commercial projects”, says Raymond. There are other very high end finishes available in the market, such as the Pebble finish, Class Pebble finish & ‘Touch of Glass’ finish. The ‘Touch of Glass’ finish combines both pebbles and glass and is a much more expensive, but very attractive option. “In Florida, there is a popular finish

called ‘Eco-Finish’. This is a unique process utilizing fire to spread the finish & again is a higher end finish that has not yet made it to this area, however I can envision this coming in the future”, says Raymond.

As with all industries, changes are always happening as technologies improve. Brothers Pool Construction is quick to learn and train their employees regularly.

Raymond mentioned, “As materials and techniques change, we want to be on the front end of all that. Our formulas change and improve all the time.”

If you have any responsibility for a pool, whether you are a homeowner, a property manager, or a remodeling contractor, Brothers Pool Construction is a solid choice to handle your project.

**Plants Direct Nursery and Garden Center** is a locally owned company which takes pride in its work and appreciates the opportunity to create long lasting relationships with each and every customer. Plants Direct was



Plants Direct owners, Randy & Leigh Anne Gaskins @ their nursery on Hwy. 544.



Plants Direct’s 4 acre nursery located @ 2019 Hwy. 544 in Conway, SC.

founded ten years ago and currently has a staff with over 60 years of combined experience and knowledge in all aspects of gardening.



Plants Direct General Manager, Teresa Num inside the Hwy. 544 showroom



Plants Direct Operations Manager, James Farrenkopf @ the Hwy. 544 nursery

Plants Direct has two convenient locations in Horry County. The 4 acre South location is located at 2019 Hwy. 544 in Conway, SC. The 7 acre North location is located at 1741 N. Hwy.

(Continued on page 28)

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with a new or existing project, Property Management Companies or HOA's looking to upgrade an existing space or home or business owners looking to complete an outdoor living project, can stop by the Conway location on Hwy. 544 and talk with General Manager, Teresa Nunn and Operations Manager, James Farrenkopf or stop by the Little River location on Hwy. 57 and talk with General Manager,

Horry/Georgetown area. Years of experience count for a great deal when looking to build or renovate a pool or spa, no matter the size.



Sunco Pools & Spas General Manager, Paula Elliott and Service Manager, Terry Hafner have over 40 years combined experience in the Horry / Georgetown area.

“We are seeing more demand for ‘Sun Shelves’ in the pools that we install. Also the ‘Variable Speed’ pumps are energy efficient and have become very popular”, says Paula.



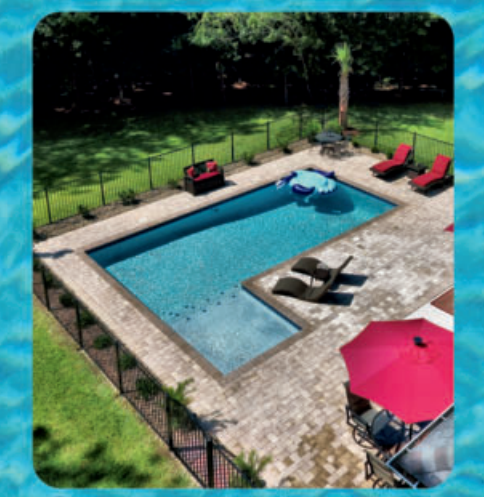
The professionals at Sunco Pools & Spas are eager to help you design your dream gunitite pool, whether it be a small backyard oasis or the large amenity areas of an

(Continued on page 30)

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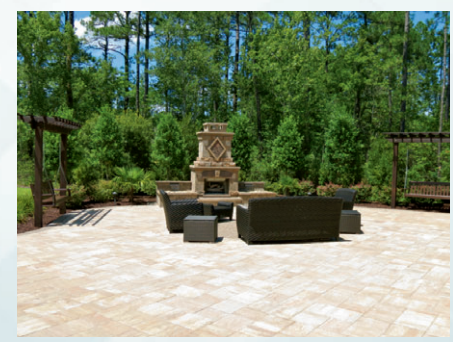
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57 in Little River, SC. Both locations boast a fully stocked selection of trees, shrubs, rock, mulch, pine straw, garden soil, structural fill, and a fully stocked showroom with a large selection of



yard art, ceramic pots, yard tools, seeds, chemicals, and fertilizers.

Plants Direct offers two divisions to service all customers no matter how big or small the project. Their wholesale division caters to large and small developers, municipalities, golf courses, universities, commercial and residential builders, Homeowners Associations, Property Management Companies, and landscape contractors. The retail division caters to homeowners who need landscaping for their personal home. The professional staff can help design a plan for your home while offering an installation program for any size project.

The most desired item customers are looking for currently is outdoor living areas. Plants Direct offers full management of



the installation of pools, paver patios, outdoor fire pits, outdoor fireplaces, outdoor kitchens, and pergolas. Full consultation, design, and installation services are available for each project. “Some of the more popular requests recently have been to add more plant material, landscape lighting and outdoor living areas”, says Randy.

New construction or remodeling residential builders





exquisite resort. Sunco has a rich history of new builds in commercial and residential properties, including the pool areas of Island Vista, North Beach Plantation, Oceans One Resort as well as other



The Sunco Pools & Spas showroom is located @ 116 April Gray Ln. in Myrtle Beach on the Frontage Road that parallels Hwy. 501.

Hilton properties. Each inquiry is personally handled with a plan created for each customer depending on their intended use, desired style, and budget. The Sunco Pools and Spas staff uses only the best materials to ensure a beautiful pool for years to come.



The Sunco Pools & Spas team

Clients looking to have a pool or spa installed will have open communications with the sales representative from the start of the



project to the finish. Sunco offers to educate all their clients in the ways to properly use chemicals and equipment to maintain balanced water chemistry. Their qualified staff also tests client's water in their retail location off Hwy 501. Vice President Sherri Gray explains: "We strive to be client-oriented."

Pool, Property, and Community Managers should also make note of Sunco Pools & Spas' ability to handle large bleach and chemical deliveries. They also have a separate, specialized division of the company that handles both residential and commercial repairs from pump and motor repairs and installation to repairs and installation on pool heaters.

Sunco Pools & Spas longevity in this market brings a sense of comfort to local residents, contractors and property management companies looking for a quality job with a company that will be available for years to come to stand by their work.

**Palmetto Patio & Hearth** owner's John Gaddy and Stevie Bryant have

noticed an increase in requests for outdoor kitchens this season. From design to installation, the two professionals take pride in creating a functional and appealing extension to the outdoor living space for new and existing homes. In addition to outdoor kitchens, "We have seen a larger demand for linear fireplaces for both interior



Palmetto Patio & Hearth / Palmetto Propane owners, John Gaddy (left) & Stevie Bryant (right)

and exterior applications. We have installed several of these in outdoor patio areas", says John. Boulevard and Carol Rose, both by Empire, are two of the most popular brands of linear fireplaces they carry. "We also offer infra-red heaters, outdoor fire pits and gas lanterns. Another item that we have been selling more

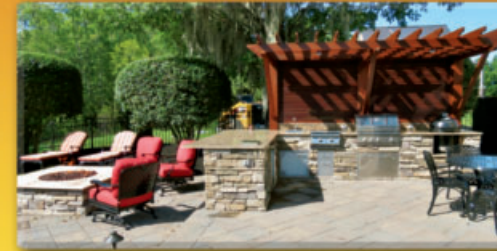


of lately is Breezesta™ outdoor furniture", says Stevie. Breezesta™ furniture comes with a lifetime warranty and is made in the USA from 100% recycled products. Built to last, this outdoor furniture will be a fixture in any outdoor living space for years to come.

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The Palmetto Patio & Hearth / Palmetto Propane team

John and Stevie have nearly 50 years combined gas experience in sales and servicing the needs of the Grand Strand area. John said, "We have an advantage for homeowners and contractors, because when we



The Palmetto Patio & Hearth showroom is located @ 406 Beaty St. in Conway, SC.

arrive at a location, we can connect the power, water, and gas as we are licensed in all three fields, and can complete the job from start to finish."

For areas without access to natural gas, Palmetto Patio and Hearth's sister

company, 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." Palmetto Patio and Hearth also offers residential and commercial gas piping for new and existing applications.

Palmetto Patio and Hearth has a showroom in downtown Conway that offers customers a display of,



gas logs, gas and charcoal grills, cast iron stoves, fire pits, patio furniture, as well as tankless water heaters.

Tommy and Troy Ashburn of **The General Pool Company** have been active participants in providing in-ground residential and commercial pools for three+ decades. They are masters of creating personal backyard retreats with the bespoke ambience of casual elegance. To illustrate how far pool environments have evolved, Tommy said, "We have one pool installation coming up that has an 8' long by 4" wide fire feature installed in the bond beam of an infinity wall catch basin. Just

(Continued on page 32)





above the fire feature, we have a 15' glass wall in the pool so that at night people can look through the glass wall and see the fire feature on the lower deck."

Fire and water are two elements especially suited to the creation of a backyard resort-like oasis. Tommy noted, "Fire features continue to be in high demand, whether it's a free standing natural burning or gas burning fire pit. Fire features include fire bowls, which can be



The General Pool Company handles many commercial projects across the Grand Strand as well as residential.



The General Pool Company's Office Managers, Teresa Kelley (right) & Carol Kalkbrenner (left) inside the office located at 809 Seaboard St. in Myrtle Beach, SC.

put on pedestals by pools and they can serve as a combination fire and waterfall feature." Tommy enumerated another half-dozen trends:

- Salt generators and pool automation are still trending upwards. "Everyone wants a salt generator; we put them on 100% of our residential custom pools. It's easy to maintain; it's economical," Tommy said. Salt generators replace old-school UV lighting, chlorine sticks and liquid chlorine. Salt generator transforms the salt into a bacteria killer and sanitizes the water in a manner that is so safe the family dog can drink it all day long and not get sick

- People love automation: LED colored lighting for different ambience effects have become the new normal

- LED colored bubblers installed in wet decks makes a stunning effect at night with a beautiful plume of blue, green or magenta water that is synchronized with pool and spa lighting

- Umbrella anchors installed in the pool whether in the wet deck,

bench seat or swim out remain popular

- Quartz plaster is the starting point for a plaster pool. The General Pool Company does not use traditional marcite (unless requested) because it stains over time with inadequate water chemistry upkeep. Quartz plaster is resilient against stains and chemical abuse

- Just as bench seats and swim outs have replaced stainless steel ladders, larger and more upscale pavers have replaced concrete for pool decks

Tommy and Troy are backed by Teresa Kelley and Carol Kalkbrenner who have been with The General Pool Company for 21 years and 7 years, respectively. Tommy said, "Both Teresa and Carol are the best front line voices any company could ask for. We truly appreciate their loyalty and professionalism throughout the



years." The General Pool Company team will continue working with local builders and homeowners to bring lifestyle dreams to retreat realities. ■



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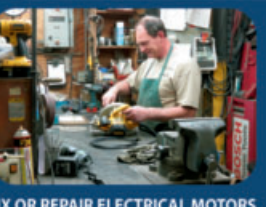


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moment and call us or go to [www.bbb.org](http://www.bbb.org) and look for an Accredited Business that handles the type of damage your property has received. Take photos and call your insurance company before you do any work on your home or business.

If there's a lot of damage in a community, rest assured that many "counterfeit" professional workers will come out to lend you a hand. Be careful when dealing with these workers. Often, they are just in it to get a fast buck from your misfortune. They will give you a 'great deal' to repair your roof or fix your driveway. Many times, they want you to pay upfront and they never return – or if they return, they do shoddy work. As a business owner, you need to be proactive and let your customers know that this can happen to them; ask them to contact you and your BBB if scammers approach them.

Your BBB has a post hurricane survival fact sheet kit that gives you details on what you need to be aware after the storm.

If you have tree damage, we have a fact sheet to walk you through the process. Need help with your roof? We have the most up-to-date information on what's required from a roofing company. If your home or business has sustained

water damage, we have a fact sheet to help you choose the restoration company that best suits your needs. We even have a fact sheet to help you determine how to handle storm debris.

After the storm, our best advice is to contact us, your BBB. Find Accredited Businesses who have agreed to honor our Eight Standards of Trust. You can have peace of mind that you're dealing with companies that care about their work.



Hopefully, we'll get through this hurricane season without lots of flooding and damage. However, if we do get hit, please remember that your BBB is here to help you. You can search our website, [www.bbb.org](http://www.bbb.org) anytime day or night to find a business that suits your current needs.

Have a happy and safe summer. ■

## advertisers' index

Brady Glass Solutions.....	8
Brothers Pool Plastering Repairs & Renovations Superior Pool Renovation & Repairs .....	26
Builders First Source Local Building Supply.....	Back Cover
Burroughs Shutter Company Exterior / Interior Shutters & Hurricane Protection .....	3
Citizens One Home Loans – Trippett Boineau.....	8
Coastal Electric – Contractor & Industrial Supply House / Power Tools - Pumps Sales & Authorized Service Center .....	34
Coastal Fasteners & Supply – Residential & Commercial Construction Fasteners .....	Inside Front Cover
Custom Homes Consulting – Marine Construction For Local Builders & Homeowners .....	24
Eastern Building Supply – Local Building Supply / Windows / Doors / Siding / Roofing / Decking / Cabinets & More .....	18
Elko Spas Billiards & Pools – Residential & Commercial For Property Managers / Building Contractors & Homeowners .....	23
Monarch Roofing – Residential & Commercial Roofing Specialists .....	21
Norbord – Energy Efficient Framing Materials .....	Back Cover
Palmetto Brick – Recognized Throughout The Industry As Horry & Georgetown Counties Premier Brick Company Celebrating 100 Years in 2019 .....	20
Palmetto Patio & Hearth / Palmetto Propane Indoor & Outdoor Fireplaces / Outdoor Kitchens / Propane Sales & Installation.....	31
Plants Direct – Nursery & Garden Center / Landscape Design & Installation / Outdoor Kitchens & Fireplaces / Pools .....	28
Port City Elevator – Commercial & Residential .....	11
Southern Scapes Landscaping & Garden Center Residential & Commercial For Property Managers / Building Contractors & Homeowners .....	33
Spann Roofing & Sheet Metal – Trusted & Respected Since 1957 By Building Contractors / Property Managers / Homeowners .....	9
Sunco Pools & Spas – Commercial & Residential Pool Renovations / Custom Pool Builds / Residential Pool Cleaning / Service / Water Testing & Delivery .....	29
Suncoast Building Products & Services, Inc. Specializing In Custom Seamless Gutters .....	19
The General Pool Company – Residential & Commercial Pools & Backyard Retreats .....	32
Trusted Home Services Superior Electrical & HVAC For Maintenance / Service / New Construction .....	22

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>

# EDITORIAL CALENDAR 2019-2020

**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 23 Material Close: August 30

**NOVEMBER / DECEMBER ISSUE 2019**  
■ HOME AUTOMATION / SECURITY /  
ELEVATORS / ACCESSIBILITY EQUIPMENT  
■ WINDOW COVERINGS & TREATMENT ~  
Exterior & Interior  
Space Reservation: October 18 Material Close: October 25

**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

**MARCH / APRIL ISSUE 2020**  
■ FLOOR COVERING  
■ ENERGY EFFICIENCY ~  
HVAC / Propane / Solar / Water Heaters  
Space Reservation: March 6 Material Close: March 13

**MAY / JUNE ISSUE 2020**  
■ PLUMBING INSTALLATION  
■ PROPERTY MAINTENANCE  
Space Reservation: May 8 Material Close: May 15

**JULY / AUGUST ISSUE 2020**  
■ OUTDOOR LIVING SPACE ~  
Landscaping / Pools & Spas / Hardscapes /  
Outdoor Kitchens / Fireplaces / Lighting  
■ EXTERIOR PRODUCTS ~  
Roofing / Siding / Specialty Products  
Space Reservation: June 26 Material Close: July 3

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



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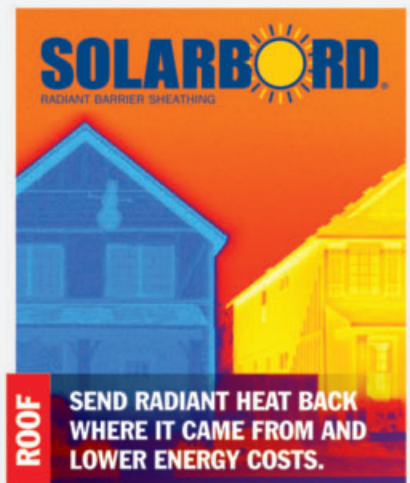
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