

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.

A group of four Elko employees, two men and two women, are posing in a retail store. They are all wearing black t-shirts with the Elko logo. The store has shelves stocked with various products, including what appears to be outdoor gear and clothing. The lighting is warm and the atmosphere is professional.

simple: "We sell the top brands of hot tubs." This

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

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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 one 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

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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

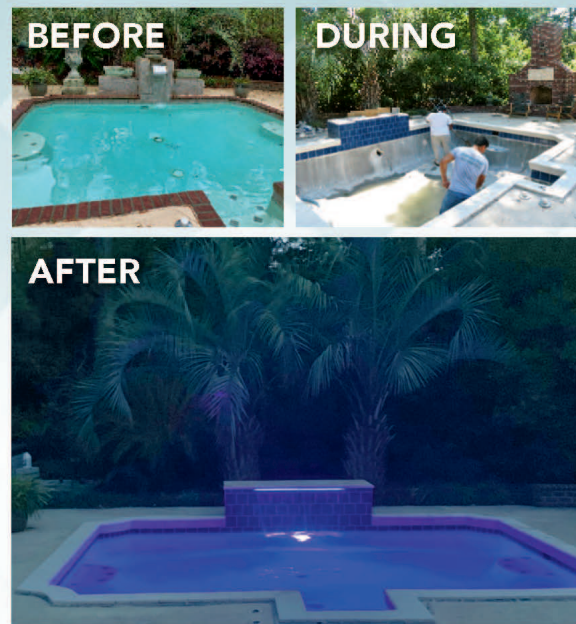


contractors and sub-contractors in the Horry/Georgetown area over the past 15 years. Alex stated, “The contractor renovation community knows we can be trusted. We are honest and have integrity. We keep the job site clean and we believe that we do the highest quality work in this industry.”

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, Glass 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.

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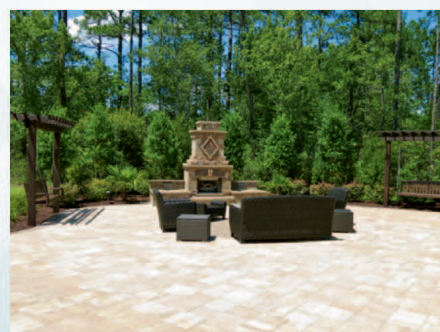
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57 in Little River, SC. Both locations boast a fully stocked selection of trees, shrubs, rock, mulch, pine straw, garden soil, structural fill, and a fully stocked showroom with a large selection of



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 palm trees to existing landscaping and outdoor living areas", says Randy.

New construction or remodeling residential builders



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,



Plants Direct General Manager, Ryan Graham @ the 7 acre nursery located @ 1741 Hwy. 57 North in Little River

Ryan Graham to discuss your needs. All members of the professional teams at both locations are very knowledgeable and available to assist with any kind of outdoor living project.

Sunco Pools & Spas has offered over 30 years of quality service in the Myrtle Beach area and is a member of the HGHBA family. The full-service, family-owned company provides the best service and repairs for pools and

spas. Dan and Nelda Ball, owners of Genco Pools and Spas with over 35 years of experience, acquired Sunco Pools and Spas in January of 2018.

General Manager, Paula Elliott along with Service Manager Terry Hafner have over 40 years of combined experience and service in the

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 gunite pool, whether it be a small backyard oasis or the large amenity areas of an

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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

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.



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

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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