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SEPTEMBER-OCTOBER 2019

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- THE HBA OF SC GROUP INSURANCE TRUST
- THE LATEST IN KITCHEN & BATH DESIGN
- THE IMPORTANCE & APPEAL OF TODAY'S DOORS & WINDOWS
- 2019 HGHB GOLF TNY OVERVIEW
- MEMBERSHIP IN THE HGHB
- 2019 - 2020 BIS EDITORIAL CALENDAR



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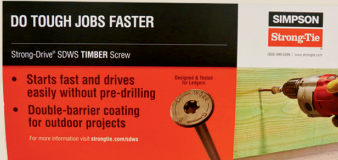
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table of contents

PAGE 5

Ten Reasons To Join The HBA of SC Group Insurance Trust

PAGE 6

The 2019 Annual HGHBA Golf Tournament Was Held On August 1st & The Winners Were...

PAGE 8

The 7th Annual Community Update Forum will be Held On Thursday September 26th

Join the Coastal Carolinas Association of Realtors & the Myrtle Beach Regional Economic Development Corporation to hear updates & improvements from Horry County & other municipalities.

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 August 20th luncheon meeting in RIOZ.

PAGE 10

Preview Of The Building Industry Synergy Online Resource Directory

Visit 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

Myrtle Beach Area Chamber Of Commerce Announces The Hiring Of Cynthia "Cyndi" Mohr

On August 19th, the Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau announced the hiring of Cynthia "Cyndi" Mohr to the position of senior sales manager in the group sales division.

PAGE 14

The Latest In Kitchen & Bath Design

Whether you are working on the design of a new home, new business, the remodel of an existing home or existing business, the kitchen and bath areas are very often paramount. Homeowners, new construction building contractors, remodeling contractors, architects & property managers understand the importance of designing kitchens and baths that are both very functional and attractive. *Building Industry Synergy* reached out to three local respected companies to learn about the latest trends that are popular and what they have to offer in today's market.

PAGE 22

Beyond Contracting

Owner Gary Blake gives three simple reasons to consider Beyond Contracting for commercial and residential projects: "The quality of our work; we come in and get the work done in a timely manner; and we're not the guy standing with their hand out every 5 minutes looking for money." Gary started working commercial construction out of high school in Iowa, honing his skills at manufacturing facilities such as John Deere and Case. He also remodeled homes in surrounding communities. Warmer weather and more opportunity brought Gary to Myrtle Beach nearly two decades ago. Now he runs a full-service firm with experienced, licensed professionals to handle anything along the small-to-extensive spectrum.

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**Building Industry
SYNERGY**
SC - GRAND STRAND

2019 SEPT / OCT ISSUE

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Press Releases: Please send all information to info@sc-bis.com



PAGE 27

The Importance & Appeal Of Today's Doors & Windows

The front door is the entry way to any home or business & the windows help create the exterior appeal of any structure. *Building Industry Synergy* reached out to two local building supply companies that have been in this market for many years, to get some feedback on what they have seen and have to offer in the door, window and specialty millwork industry recently.

PAGE 33

Southern Scapes Landscaping & Garden Center Keeps It Local While Setting The Standard With Latest Trends

When Nick and Jenna Hudson opened Southern Scapes Landscaping and Garden Center ten years ago, they realized a dream that keeps on giving – and keeps on evolving. Their goal was to meet a need in the area for a family-owned local garden center that feels like home yet offers the latest products and services.

PAGE 36

Let The BBB Assist You In Selecting A Professional Remodeling Contractor

Fall is in the air and that means you may be going to search for the right company to work on your garden or home. First, for you the consumer, you'll have lots of businesses to look at and people to talk with about your project needs. You always want to research and gather information. In addition to your research, always shop around, get multiple quotes and get everything in writing.

PAGE 38

Membership In The Horry Georgetown Home Builders Association

Joining your local Home Builders Association is a solid decision. It allows us to meet many other company representatives in the industry that we may not have had the opportunity to cross paths with. It gives us the opportunities to be seen at local events and be a part of functions which provide great networking. Participation in the September and February HGHBA Shows in the Myrtle Beach Convention Center each year further compliments the above mentioned opportunities.

PAGE 39

2019 / 2020 Building Industry Synergy Editorial Calendar

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

The 2019 November/December Issue Will Contain Editorial Features On Home Automation / Security / Elevators / Accessibility Equipment & Window Coverings / Treatments – Exterior & Interior. The Material Close Date For This Issue Will Be Friday October 25th.

on the cover

Gary Blake and Melissa Castle (far right) with homeowner's Jim Moe and Linda Haines (far left) inside their remodeled kitchen @ their home in the Parklands subdivision of The Legends in Myrtle Beach. The remodel job consisted of moving the kitchen island, totally changing the appearance of the bar area, the backsplash and the cabinetry, as well as removing the built in microwave above the stove to install a custom hood vent. Jim and Linda had met with resistance from other contractors who said, "Oh we can't move that island; it's not doable." Jim said, "Gary's group came in and working very interactively with us, said 'Okay'. We now have the island exactly how we want it positioned. Beyond Contracting is frank but flexible – not locked into "their" way of doing things." Jim continued, "We knew it would be a complex job; they handled it very calmly and competently."

PHOTO © CHUCK GEE



TOP 10 REASONS TO JOIN THE HBAofSC Group Insurance Trust

1 LOCAL REPRESENTATION/FOCUS

- » HBAofSC Trust is operated for and by South Carolina home builders.
- » Be involved in the decision making process at your individual group level, as well as the Trust level, and control your benefits decision.

2 SINGLE SOURCE SOLUTIONS

- » All benefits information is entered into one system and displayed on one bill.
- » One stop shop for ERISA, HIPAA & COBRA services, benefits enrollment & eligibility, as well as all of your compliance needs. No more hiring multiple firms with separate systems to manage your ACA obligations!

3 PLAN DESIGN FLEXIBILITY

- » Maintain control of your plan design.
- » Customize your medical plan and choose from numerous dental, vision, STD, LTD, and life plan options.
- » Your plan remains fully insured without the worry of potential premium increases associated with ACA and Community Rating.

4 CUTTING EDGE TECHNOLOGY

- » Access to the best benefits administration technology and compliance technology available in the marketplace.
- » Improve the efficiency of your benefits team by easing their administrative burden.
- » All information is stored and transferred in a secure environment, which means your personal data is safe.

5 INTEGRATED COMPLIANCE ASSISTANCE

- » HBAofSC Trust has the ability to facilitate ACA reporting requirements such as 1095, 1096, 6065, and 6066.
- » Receive customizable reminders for compliance requirements via **Compliancedashboard**®.

6 FINANCIAL SOUNDNESS AND TRANSPARENCY

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9 PREMIUM SAVINGS

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10 HBAofSC MEMBER BENEFITS

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Contact Membership Director, Tammy Elvis at tammy.elvis@hghba.com for more information on this HGHBA Member Benefit

Perfecting Our Swing!

The 35th annual HGBA 84 Lumber Golf Tournament took place on August 1st, 2019 at Legends Golf Course. A record breaking sixty-three teams began with a shotgun start on the Moorland and Heathland courses. Each player got a round of golf, cart, beverages, fun food, and buffet lunch. The awards presentation recognized our winners of the event. The skills prize winners are as follows: Heathland # 2 Closest to the Pin - Kyle Hawley; Moorland #5 Closest to the Pin - Jennings Duncan; Heathland #8 Closest to the Pin - Scott Eggleston; Moorland #13 Closest to the Pin - Mark Wright; Heathland #12 Closest to the Pin - Roger Koehler; Moorland #17 Closest to the Pin - Randy Marshall. The tournament winners are as follows: 3rd Place Heathland - Longley Supply - Chase Shealy, Jeff McGirt, Jeff House and Edward Walencykyed; 3rd Place Moorland - Ferguson - Clint Manuel and Chad Webb; 2nd Place Heathland - CitizensOne - Trippett Boineau, Warren Smith, Greg Brustow and Hugh Reyer; 2nd Place Moorland - Nations Home II - Joe Lesko, Michael Brindle, Mark Wright and Brad Herspold; Grand Champion Overall - Thomas & Hutton - Sean Flynn, Nathan Pound, Dustin O'Brien and Brian Zipay. Many participated in the raffle and charity golf gun to raise additional funding for Barnabas Horse Foundation, an equine assisted therapy (human/horse interaction) for individuals and families recovering from a traumatic experience or with physical disabilities. The tremendous amount of \$4,500 was collected then presented at the August General Membership Meeting to Barnabas Horse Foundation. A special thanks to all our committee and wonderful sponsors, especially Presenting Title Sponsor 84 Lumber, for a great event!



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Presentations from the following....

- Myrtle Beach Regional Economic Development Corporation
- Conway Chamber of Commerce

- Georgetown County Chamber of Commerce
- Myrtle Beach Area Chamber of Commerce

- North Myrtle Beach Chamber of Commerce
- SC Department of Commerce
- SC Department of Transportation

See Top Of Next Page For Important Reservation Information.

Visit Us In Feature 5 Sept. 20th-22nd In MBCC

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(Continued from page 8)

There will be opportunities to ask questions and receive feedback from city leaders. Breakfast & snacks will be provided.

THIS EVENT IS OPEN TO CCAR & MBREDC MEMBERS ONLY. SEATING IS VERY LIMITED...

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August 20th New HGHBA Member Inductees In RIOZ (from left to right): Kari Himel (Sustainable Energy & Lighting Solutions - Associate Member), Dawn Frantz (Premier Sound Satellite & Security - Affiliate Member), Jeffrey O'Brien (Home Team Construction - Affiliate Member), Jeffrey Milford (Home Team Construction - Associate Member), Bud Trammell (Grand Strand Garage Doors - Associate Member), Celeste Trammell (Grand Strand Garage Doors - Affiliate Member), Amie Barr (JV Barr Construction - Associate Member), Jamie Melton (Melton Power Systems - Associate Member) & (Melton Power Systems - Affiliate Member), Sylvia Hickman (Century 21 Broadhurst - Affiliate Member), Jamie Broadhurst (Century 21 Broadhurst - Associate Member), Heather Templin (Conway Builders Inc. - Affiliate Member), Michael Sokolik (Conway Builders Inc. - Associate Member) & Victor Conway (Conway Builders Inc. - Affiliate Member)



2019 Calendar of EVENTS

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@HGHBA.com.



HGHBA members enjoying networking at the August 20th membership meeting.

Visit Us In Booth's 126 & 127 Sept. 20th-22nd In MBCC



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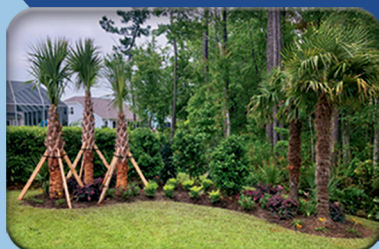


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CHAMBER OF COMMERCE



Myrtle Beach Area Chamber Of Commerce Announces Hiring of Cynthia "Cyndi" Mohr



Cynthia "Cyndi" Mohr

Mohr joins the organization with more than 30 years of experience in hotel group and convention sales. She served as a senior sales manager for the Sheraton Myrtle Beach Convention Center Hotel for the past 16 years. While there, Mohr won top honors with Interstate Hotels and Resorts for achieving 120% of her established goals. Prior to Mohr's time at the Sheraton, she was a sales manager for the

On August 19th, the Myrtle Beach Area Chamber of Commerce and Convention and Visitors Bureau announced the hiring of Cynthia "Cyndi" Mohr to the position of senior sales manager in the group sales division.

Hilton Myrtle Beach for 7 years.

"Not only does Cyndi bring a wealth of experience to the organization, but her previous participation with our Myrtle Beach Convention and Visitors Bureau at numerous group sales trade shows and presentations as a partner gives her a background with our organization that is invaluable to the execution of her duties," said Karen Riordan, president and CEO of Myrtle Beach Area Chamber of Commerce.

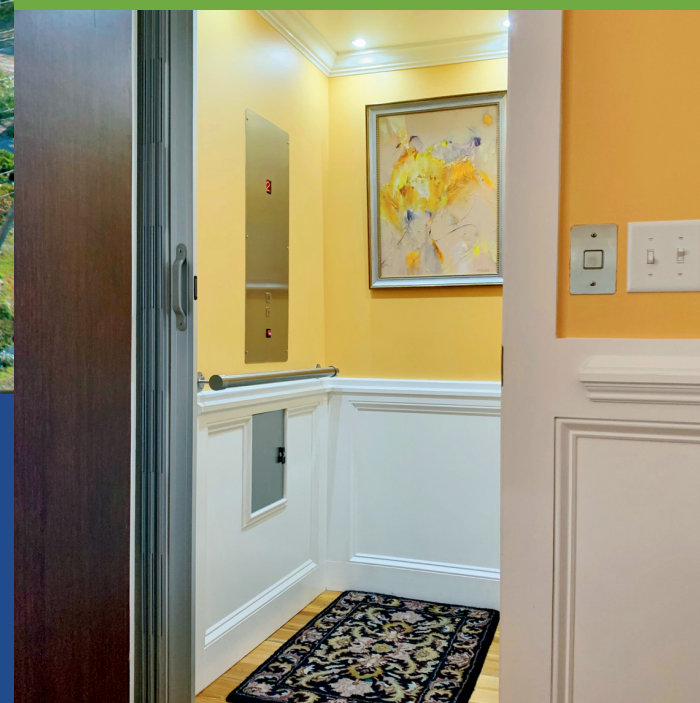
Mohr is active with the South Carolina Society of Association Executives and the Association Executives of North Carolina. Born on the former Myrtle Beach Air Force Base, she is a graduate of Aynor High School and attended Horry-Georgetown Technical College.

About Myrtle Beach Area Chamber of Commerce

Since 1938, the Myrtle Beach Area Chamber of Commerce has stood as the unified voice of the Grand Strand's business community. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation--one of only few chambers in South Carolina to earn this distinction. The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. For more information, visit MyrtleBeachAreaChamber.com. ■

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The Latest In Kitchen & Bath Design

by Sara Sobota

Whether you are working on the design of a new home, new business, the remodel of an existing home or existing business, the kitchen and bath areas are very often paramount. Homeowners, new construction building contractors, remodeling contractors, architects and property managers understand the importance of designing kitchens and baths that are both very functional and attractive. *Building Industry Synergy* reached out to three local respected companies to learn about the latest trends that are popular and what they have to offer in today's market.

When Michael Bond and Simon Phillips teamed up to open **The Cabinet Market** in 2015, they brought years of experience to the table: Bond had 14 years of cabinet construction and installation under his belt, whereas Phillips had been operating a successful painting company for 15 years. When the entrepreneurial opportunity arose, they took the



The Cabinet Market owners, Michael Bond (left) & Simon Phillips (right) inside their showroom located @ 4551 Hwy. 17 Bypass South in Myrtle Beach (just south of The Market Common).

leap, and The Cabinet Market was born.

In a stroke of serendipity, Bond informed a competitor of his intention to open a cabinet showroom, and that owner was actually happy, having planned to retire. From that company, The Cabinet Market picked up the Wellborn brand plus displays and samples for their new showroom.

"We hit the ground running," Bond said. "It was a brand new company, but it was like we'd been



in existence for years."

When it comes to trends in the cabinet market, Phillips and Bond point to styles, colors, and materials that have been popular among clients.

"Lately, it seems like people are moving away from the white Shaker," said Phillips. "Customers want Semi-Shaker cabinetry that has more detailed edge profiles on the doors, so it still has the same feel, without being a traditional shaker. We do carry many different door styles that offer the clean lines that are associated with the Shaker style."

While white is classic and timeless, many clients are shaking up the tradition a bit.

"We are seeing a lot of two-tone kitchens, where the island might be different from the wall cabinets,

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Michael Bond (right) and Simon Phillips (middle) have established solid relationships with several builders across the Grand Strand. "I have been doing business with Michael since 2004. The Cabinet Market is a five star company. Michael and Simon are a class act. They are always very accommodating with any of my homeowner's changes or upgrades. They place a very high emphasis on meeting my scheduling deadline on each project. Everything they have promised me has been delivered", said Rodney Martin (far left) with Pinnacle Homes.

used to be all stainless steel, now we've got quartz and fire clay sinks



on display," said Phillips. "And for countertops, quartz is huge right now. Cambria continues to lead the industry in color offerings. White quartz tops with marble veining are our leading sellers right now."

In addition to their expertise, Bond and Phillips note that The Cabinet Market offers one-on-one, comprehensive sales and design services.

"When people come in, they



get the same person walking alongside them through the entire job – beginning with design, throughout the whole process," said Bond. "They know they're not just getting handed off to somebody else who might drop the ball or drop the concept they're trying to achieve."



(from left to right) Allison Hodnett (Kitchen & Bath Designer), Matthew Jarnagan (Project Manager) and John Gongliewski (Kitchen & Bath Designer) inside The Cabinet Market's office.

Instead of a client driving from shop to shop to select cabinets, countertops, backsplash, and paint, Bond points out that The Cabinet Market offers all these products and services under one roof. The Cabinet Market is truly a one stop shop.

The Cabinet Market is, "Beautiful by Design".

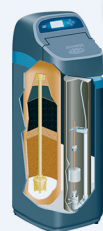
(Continued on page 16)

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Brady Glass Solutions owner David Brady had been working in the area custom glass business for more than a decade when he made the entrepreneurial leap to start his own, family-owned glass company with his wife, Latoshia, in 2010. Since then, the Bradys' business has evolved and thrived by serving the needs of homeowners, builders and property management companies,



David Brady

yet he's still been able to maintain a "mom-and-pop" style business.

"We started off very, very small, and we've grown to where we are today by stressing and focusing on customer service – really trying to be there when we're needed," said David.

David noted several different trends that are particularly sought after in today's bathroom and kitchen design.



Brady Glass Solutions owner's David & Latoshia Brady (right) enjoy talking with Jeff Nelson after completing a project for he and his wife, Deborah, at their home on Ocean Blvd. in Myrtle Beach which included custom exterior glass hand rails and glass shower enclosures on the interior.

"Frameless shower doors are always popular for bathrooms," said David. "They seem to be what everybody wants. There are multiple different options and multiple configurations – it's kind of limitless as far as what you can do. They can be sliding, they can be swinging, they can be curved, they can be flat, or they can have multiple colors of hardware to



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match the plumbing fixtures. That's probably the most popular bathroom thing going."

Glass is all the rage in the kitchen as well, and the options for styles, cuts and patterns seem endless.

"Just about every kitchen these days, from the entry-level houses all the way up to custom houses, seem to have at least two pieces of glass," David said. "A lot of people are doing clear glass, others are doing textured glass, fluted glass, seeded glass, and glue chip; those are some of the most popular ones."

Glue chip, David explained, is a process that involves applying silicon beads to glass that creates a fern-like or frosted texture on the surface.



With all the options and styles of glass available, Brady emphasized that the design stage of his work is particularly important.

"We're always designing and consulting with customers, trying to meet their needs," said David. "We want make sure what we're doing will be engineered safely and installed safely while meeting the design they're going for and their perfect satisfaction."

That one-on-one service, in addition to the fact that Brady Glass manufactures many of its own products, sets the company apart from other dealers.

"We are a very self-sufficient glass company that makes as many products in-house as we possibly can," said David. "So, we don't have to rely on distributors and long lead times. We do our own insulated glass, our own in-house beveling, cutting and fabrication of commercial windows. Also, we don't sub-contract at all; we have our own employees, so that from start to finish, our customers deal with us the whole time."

Another significant portion of



Brady Glass' business is property management companies, which also appreciate the timeliness and high level of customer service provided.



"We work with probably 20 different property management companies, providing services on sliding glass doors and windows, shower enclosures, table top replacement, and mirror replacement," said Brady.

(Continued on page 16)

"We show up when we say we're going to show up, and we show up fast."

Swift Appliance opened its doors in Mount Pleasant in 2012, but since moving to Murrells Inlet in 2016, the company has developed an excellent regional reputation and added many new builder clients who value its quality products and

knowledgeable, dedicated customer service.

"The clientele up here are easy to work for and easy to give our best customer service to," said owner Nancy Swift. "The builders are exceptional; they take a lot of pride in what they do. The property management companies have also been really good for us. We stock a certain amount of items just so we can fulfill their



Swift Appliance owner, Nancy Swift needs quickly. Overall, it's been a wonderful experience being up here."

Recently, more and more builders have discovered that partnering with Swift Appliance is a smart move for both customer satisfaction and their bottom line.



Swift Appliance General Manager, Kevin Swift, inside the showroom located @ 5190 Hwy. 17 Bypass in Murrells Inlet (2½ miles south of Waccamaw Community Hospital).

"In the last couple of weeks, we've gained contracts with four very large builders," said Swift. "We've made great headway with that; all of our builders seem very happy with us because we've been able to give them products that are better priced than what they've



been purchasing, and they're purchasing a better product."

Certain product manufacturers, including Bosch and Thermador, offer rebates and discounts through Swift Appliance.

"They give you so many different opportunities – a builder who does a certain number of houses in a year can get a certain amount of discount, all the way up to custom quotes for builders doing 30 plus homes. So there are a lot of great opportunities that



we've now been able to give to more contractors," said Swift.

Swift has noticed certain product lines enjoying more popularity in recent months.

"The new GE Café line is absolutely gorgeous," said Swift. "It comes in either a white matte finish or black matte finish, and people are going wild for it. A lot of people are also focusing on the KitchenAid line. Thermadors and



(from left to right) Richie Lorenzana (Sales Representative), Amber Self (Office Manager) and Kaytlin Fisher (Sales Representative) inside the Swift Appliance showroom.

GE monograms are definitely making much larger strides than they were before – we're seeing more of a trend in that area."

Lately, Swift has established an inventory strategy that improves customer care even more.

"We're focusing on specific brands and specific items rather than just trying to get everything," Swift said. "We no longer carry Samsung and a couple other manufacturers because there's no service for them up here. If I can't get service on a product, I don't carry it. We still carry all levels, from the entry level up to the supreme level, and we have a little bit of everything. But we're trying to focus on the companies that we've been most successful with."

The traits that distinguish Swift Appliance from its competitors are

(Continued on page 20)

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help you make the right decision," said Swift. "We all feel that educating the customer is a huge part of our business because an educated customer is going to make a better choice for themselves." ■

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by Susan Roush



Gary Blake (left side of table) reviews the scope of work with management at Carolina Cool.

Owner Gary Blake gives three simple reasons to consider Beyond Contracting for commercial and residential projects: “The quality of our work; we come in and get the work done in a timely manner; and we’re not the guy standing with their hand out every 5 minutes looking for money.” Gary started working commercial construction out of high school in Iowa, honing his skills at manufacturing facilities such as John Deere and Case. He also remodeled homes in surrounding communities. Warmer weather and more opportunity brought Gary to Myrtle Beach nearly two decades ago. Now he runs a full-service firm with experienced, licensed professionals to handle anything along the small-to-extensive spectrum.



Beyond Contracting completed the demolition of this commercial storefront @ Tanger Outlets on Hwy. 501 in Myrtle Beach. They rebuilt to the exact specifications of the Häagen Dazs/ Nestle franchise for owner Andy King. “Gary is very meticulous. He has always done a great job for us. He’s always done what he said he’s going to do, and the finished product is always where it’s supposed to be”, said Andy.

Gary found his true niche in remodeling. He said, “I’m attracted to remodeling – I get personal satisfaction out of going into a person’s house and doing a nice remodel.” Office Manager and Design Coordinator, Melissa Castle, confirmed, “He likes turning the old into new.” Everyone loves before and after pictures, and when Gary takes before photos he is as excited as anyone to see a beautiful, finished job. Residentially, Beyond Contracting does everything from small improvements to full-house down-to-the-studs remodels. Commercially, Beyond Contracting does Upfits for retail and franchise clients among other construction work. Both types of clients receive

the same exact attention to detail. It is clear from speaking with clients that Beyond Contracting goes above and beyond in their capabilities and in fulfilling client objectives.

Franchise owner, Andy King said, “Gary is very meticulous, he has always done a great job for us. He takes a lot of pride in his company and his work, and that’s one reason I’ve used him over the years. He’s always done what he said he’s going to do, and the finished product is always where it’s supposed to be.” Andy has had several years to test the extent of Gary’s expertise. He used to be in the fire and water restoration business and Gary was the contractor he used to rebuild structures. Andy added, “When I started expanding here in the Myrtle Beach market (after shifting franchise focus from fire to food), I reached out to Gary because I knew his work and knew he could do what needed to be done. He was able to make it happen.” The scope of work has included several buildups and remodels for local Auntie Anne’s, Häagen Dazs,



Jim Moe and Linda Haines were so pleased with the job that Beyond Contracting did remodeling their master bathroom (seen above), they decided to also have them extend and customize their rear outdoor patio. Beyond Contracting extended their existing patio by adding pavers, a stone wall and a custom fire pit.

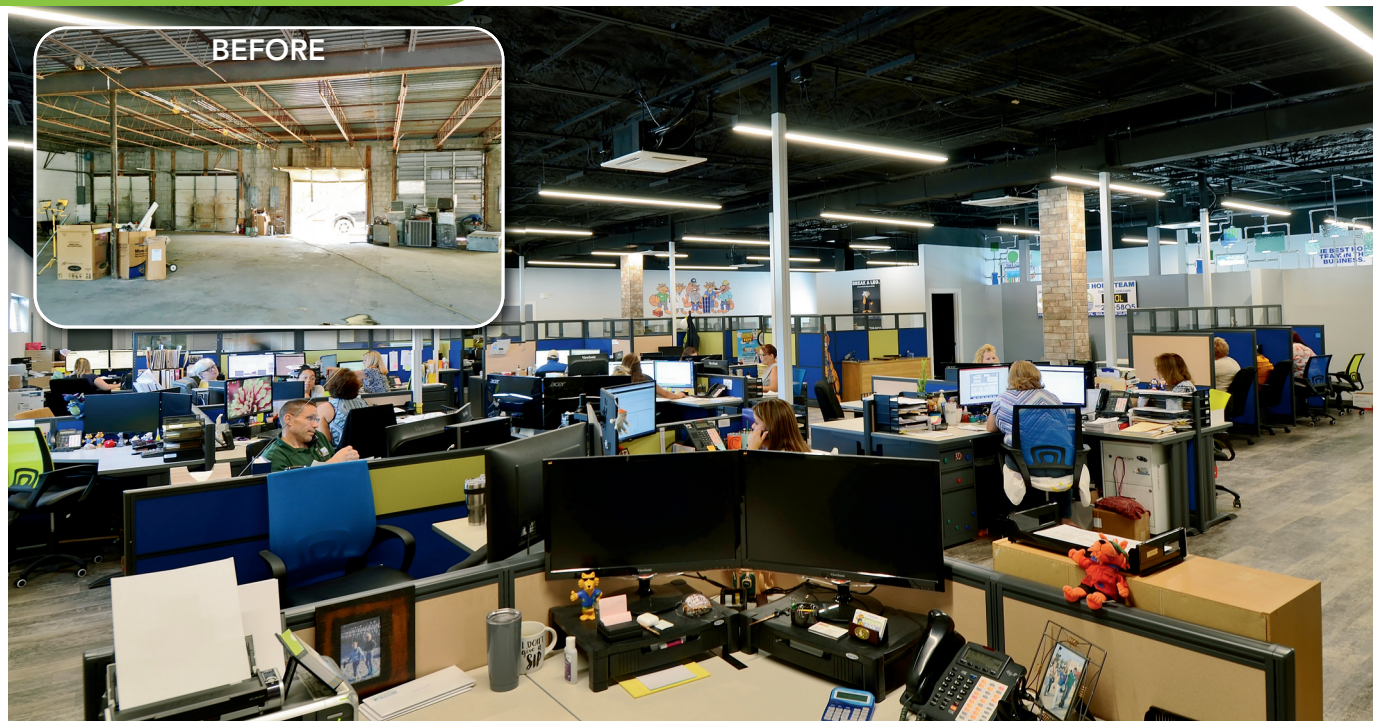


Homeowner’s Jim Moe and Linda Haines hired Beyond Contracting to totally reconfigure their master bathroom, in order to add a WC, as well as a walk in tiled shower and freestanding tub with a stone wall accent. “There was a lot of structural work that they needed to do in the bathroom”, said Jim. “One of the things that Gary suggested that we absolutely love, was putting in a heated floor”, said Linda.

Jamba, and Cinnabon franchises. The ultimate proof of confidence is that Andy is going to have Beyond Contracting do a remodeling job in his own home.

Kitchens and bathrooms top the list of residential remodels, and Gary, Melissa and their colleagues stay current with trends and materials. HGTV has become a

deity of inspiration, and Beyond Contracting provides the resources and skills to execute homeowners’ visions and offer alternative approaches / ideas. Kitchen updates often spring from a desire for a fresh look in the heart of the house. Bathroom projects commonly address functional concerns. Regardless of the project, Beyond Contracting is sensitive to the client’s timeline and space. Gary said, “When we start your job, we stay there until it’s done. We don’t pull off and go to another job. If you have extra things that come up, we’ll get it done while we’re there.” Another bonus when working with Beyond Contracting is their flexibility with vendors. Gary said, “I don’t ever want to tell a customer ‘you need to go to this place.’” Beyond Contracting has excellent supplier relationships with vendors who stand behind their work. Gary is able to lock in prices for a specific period, so there are no sudden budget surprises and requests for more money once



Beyond Contracting turned an old empty warehouse into a bright open office space including a spacious conference room and employee breakroom for Carolina Cool owner, Verlon Wulf.

work has been agreed upon.

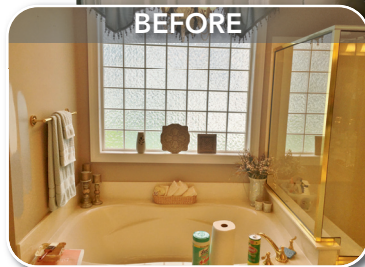
Linda Haines and Jim Moe own a home in the Parklands area of The Legends. They love their home and neighborhood, so choosing to remodel instead of moving to a new home was the only way to go. Their remodeling job was a classic example of Beyond Contracting taking care of “extra things” that came up when a kitchen renovation morphed into additional projects.

Linda and Jim had a kitchen island they wanted to move, and they had met with resistance from other contractors who said, “Oh we can’t move that island; it’s not doable.” Jim said, “Gary’s group came in and working very interactively with us, said ‘Okay’. We now have the island exactly how we want it positioned. Beyond Contracting is frank but flexible – not locked into “their” way of doing things.” Jim continued, “We knew it would be a complex job; they handled it very calmly and competently.” With the

kitchen complete, Beyond Contracting then moved on to the master bathroom, after tending to adding cabinetry and lighting to a living room fireplace.

Jim said, “There was a lot of structural work that they needed to do in the bathroom.” He especially wanted a separate WC, so the

bathroom had to be reconfigured. The job also included replacing a Jacuzzi tub with standalone tub (and a stone wall surround), and removing a corner shower for a tiled rectangular walk-in shower. Jim said “One of the things that Gary suggested, that we absolutely love, was putting in a heated floor.”



Beyond Contracting completed this total makeover in the master bathroom for homeowner’s Bob & Linda Evans. They removed the existing jacuzzi tub, in order to make room for a new large walk in tiled shower and a new freestanding tub.

PHOTO © CHUCK GEE

Linda added, “If there was ever a time that we thought ‘I’m not really sure I like this’ then they were right there to say, ‘How can we fix it?’ It was never an issue.” Linda also liked brainstorming with Melissa on colors and other design decisions. Linda said, “Their work was just so beautiful and they were doing such a good job that Jim one day, just off the cuff, asked, ‘Do you do work outside as well?’” They ended up nearly doubling the patio size and adding a curved wall and a fire pit. Self-described as nitpicky people, Jim said, “We like other people who are nitpicky about how things should be, give us their word on a job and do it. If I find someone easy to work with, I stick with them.”

Similar to the Haines-Moe situation, Greg and Jessica Savitski live in a Surfside Beach home and neighborhood that suits them. They had already redone their two bathrooms, using a different company. Greg said, “They did a good job, so we had them come back over, and pretty much everything my wife was trying to do



Homeowner, Greg Savitski (left) & Gary Blake (right) in the newly remodeled kitchen with a large center island which is now a favorite gathering spot for the friends and family of Greg and his wife, Jessica. “Everything my wife asked Gary to do, he said ‘Yep, no problem, we can do that.’ He likes a challenge and he’ll find a way to get it done”, said Greg.

PHOTO © CHUCK GEE

the guy said, ‘No we can’t do that.’ I told my wife about Gary because I’d seen some pictures of his work during presentations at BNI. Everything my wife asked him to do, he said, ‘Yep, no problem, we can do that.’ It was almost the total opposite. That’s kind of the way Gary is. He likes a challenge and he’ll find a way to get it done.” The

Savitskis now spend more time in their kitchen. Greg said, “We have a nice island where we’ll sit and play cards or eat meals, where in the past we probably just sat in the living room and watched TV. Every now and again Jessica will say out of the blue, ‘I really love this kitchen.’”

Though Beyond Contracting thrives in the remodeling space, the



The front exterior of a new modern home under construction by Beyond Contracting in the Forestbrook area of Myrtle Beach.

PHOTO © CHUCK GEE

company also builds custom homes. Jim and Rosemary Roenick met with Gary and a Realtor at a Waterway Plantation lot. Gary already had plans for a Mediterranean-style home for the lot that the Roenicks liked. They signed a contract the next day. Jim said, "I liked the idea that he was a remodeler who built a few custom homes a year."

The 4 bedroom, 3 bath house was built while Jim and Rosemary were still in Maryland. Jim said, "Gary was very attentive to our needs. Everyone we met would bend over backwards to please us."



Beyond Contracting completed a total renovation for this kitchen. They removed the wall seen here with a double archway entry into the kitchen, which transformed this entire kitchen/living room area into an open concept.



BEFORE

Jim added, "We really used Melissa as our sounding board, as our interior design person. I can't say enough good things about Melissa's design skills. She and Gary work wonderfully together."

The Roenicks have been in their home for over a year now. Jim said, "Gary builds a great house and his supervisor Chris Setser was great; he got all punch list items squared away within a day or two. We're thrilled with the house that Beyond Contracting built." ■



Beyond Contracting built this new home for Jim and Rosemary Roenick (far right) in Carolina Waterway Plantation. Gary Blake and Melissa Castle (far left) enjoy visiting with the Roenicks in front of their home. "Gary was very attentive to our needs. Everyone we met would bend over backwards to please us. We really used Melissa as our sounding board, as our interior design person. I can't say enough good things about Melissa's design skills. She and Gary work wonderfully together", said Jim.

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The Importance & Appeal Of Today's Doors & Windows

by Sara Sobota

The front door is the entry way to any home or business & the windows help create the exterior appeal of any structure. In today's market, new construction building contractors, remodeling contractors, property managers and homeowners are selecting their doors and windows based not only on the decorative appeal, but also the durability factors involved. In this coastal market that we live in, having hurricane resistant doors and windows is extremely popular and makes good sense. *Building Industry Synergy* reached out to two local building supply companies that have been in this market for awhile to get some feedback on what they have seen and have to offer in the door, window and specialty millwork industry recently.

For a wide range of products, excellent turnaround times, and customized service, **Eastern Building Supply** is the perfect destination for builders,

contractors, remodelers, and do-it-yourselfers looking for quality windows and doors.

With 41 years of experience, the family-owned parent

company Richards Building Supply has more than 60 locations throughout 12 states, allowing Eastern Building Supply to offer big-company selection and rates with small-company service. In its own words, Eastern Building Supply is



"Big enough to be competitive, and small enough to care."

Jeff Griffin, Myrtle Beach branch manager, noted a few trends taking place in the door and window industries.

(Continued on page 28)



Jeff Griffin with Eastern Building Supply in the Myrtle Beach office located @ 1101 Campbell St.



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“For windows, people are selecting different style grid shapes, like with a decorative, custom arched top,” said Griffin.



window for every home and every environment. It offers the more affordable Silverline windows, the middle-of-the-road Ellison brand, or higher end brands Stergis or Simonton.

When it comes to hurricane-resistant windows, Eastern Building Supply offers



Eastern Building Supply branch manager, Jeff Griffin (right), talks with a member of the warehouse personnel, Josh Sniffen (left) inside their warehouse in Myrtle Beach.

“They’re moving away from the typical square or rectangle window in favor of decorative shapes.”

Depending on the needs of the customer, Eastern Building Supply can provide the perfect

numerous lines and products as well, including its private brand Stergis, which offers the highest-rated protection for a more affordable price than similar lines.

“I’ve had more demands for

hurricane resistant windows in the past year or so,” said Griffin. “There’s been more activity in that area, but the reason you don’t see them as widespread is because they’re extremely expensive, which is where the

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Stergis comes in. We can provide hurricane resistant windows at an affordable cost, compared to some of the other vendors.”

In the door market, Griffin has noticed a few recent trends as well.

“Everybody has gone away

gone to a mini-blind inside the glass.”

In addition, Eastern Building Supply offers custom fitting services and door deliveries.

“If you need help, we come out and measure.

I’ve got salesmen who will come out and help you figure out what size door you need, and not many people are offering that service. We do a lot of in-town consulting and deliveries.”

Having a door Jeff Griffin inside the warehouse.



Eastern Building Supply inside salesman Todd Josephson



manufacturing facility in the company’s Goldsboro, N.C., branch also means that Eastern Building Supply can offer a wider

(Continued on page 30)

range of products with a faster turnaround time than those of competitors.

“I can typically have a door within a week,” said Griffin, “and that’s a very good turnaround time.”

Griffin explained that its selection, service and style makes Eastern Building Supply the go-to destination for a diverse range of customers seeking windows, doors, and solutions for any exterior home project.

“We’re kind of like the good old boys – we’ll help you figure it out and get it to you in a timely manner.”

Builders FirstSource operates two locations in the Grand Strand area, each with distinctive features yet both



Builders FirstSource in Conway is located @ 651 Century Circle (Behind Loves on Hwy. 501).

offering quality products, excellent customer service, and wide range of installed services. These factors make Builders FirstSource a convenient headquarters for any building project.

At its larger Conway location, Builders FirstSource distributes a full line of foundation, framing, roofing and drywall products along with numerous

window lines to meet the broad price spectrum of starter home to fully custom home, as well as an on-site door shop where they

manufacture their own interior and exterior doors. The Pawleys Island store, fittingly for its location, serves a more local clientele. In addition to a full line of framing materials, they specialize in exterior siding, railing and decking products popular in the beachfront area.

Joe Pezzullo, local market sales manager with Builders FirstSource, said the on-site manufacturing sets his company apart from other local millwork suppliers.



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“The most basic difference between us and our competitors is that we can control our own destiny as far as customer service goes,” Pezzullo said. “We don’t have to rely on somebody else to bring us finished product to meet the expectations of our



The Builders FirstSource on-site door shop at the Conway location.

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Builders FirstSource local market sales manager, Joe Pezzullo inside the warehouse @ the Conway location.

customers. That allows us to be a little bit more nimble and flexible in our ability to serve the customer.”

Pezzullo also noted that in

new home construction, which is about 98 percent of his business, doors are getting bigger and offering a larger window to the world.

“There’s a tendency toward larger doors – 8-foot-tall interior and exterior

doors have become common place,” said Pezzullo. “We’ve also seen a growing trend toward large, sliding patio doors on the exterior. We’re seeing more builders and homeowners request big, stacking units like you might see in south Florida or the West coast,” said Pezzullo. “These sliding patio doors can be 3 and 4 and 5 panels or more wide, and all open up and stack on top of

each other to give you a vast opening to the outside.”

With hurricane season upon us, customers are interested in protecting their investment from damage, and Builders FirstSource offers, in addition to impact-resistant windows and doors, a windborne debris system



that is applied during construction. This system meets the windborne debris protection portion of the code while providing an aesthetically attractive fastening system for widely used OSB panels, or an optional fabric panel, which is more easily installed by the homeowner.

(Continued on page 32)

Southern Sapes Landscaping And Garden Center Keeps It Local While Setting The Standard With Latest Trends

by Sara Sobota

When Nick and Jenna Hudson opened Southern Sapes Landscaping and Garden Center ten years ago, they realized a dream that keeps on giving – and keeps on evolving. Their goal was to meet a need in the area for a family-owned local garden center that feels like home yet offers the latest products and services.

“We want to have what people need but also be super accessible and have that small town feeling – that people feel warm and cozy

landscape design, landscape lighting and technology, and comprehensive landscape services.

Landscape design involves learning about the homeowner's desires and tastes, and Southern Sapes works to personalize each plan.

“Many homeowners have moved here from other places because

they love our climate,” said Jenna. “At the same time, we want to change and adjust inventory to meet changing trends that are happening in the market.”

Southern Sapes has been achieving that goal by focusing on



Nick & Jenna Hudson with baby Ansley

a landscape that will work for them in this new region.”

When it comes to contractors, property managers, and builders, Southern Sapes saves its clients time and work by bringing knowledge and perspective to the table.

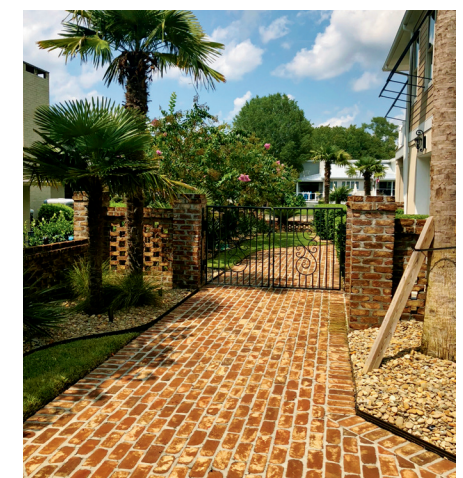
“We focus on designing a landscape for their projects that will meet the requirements of the architectural review or the homeowners association, so it meets the needs of their customers



Southern Sapes Landscaping & Garden Center is located @ 1310 Hwy. 501 in Myrtle Beach.



We meet with customers one on one and talk about what kind of maintenance level they're interested in and what their likes and dislikes are, and we translate what they loved about living in different regions of the country into



(Continued on page 34)



Joe Pezzullo in front of the millwork and trim inventory inside the warehouse @ the Conway location.

“This system allows homeowners to fasten panels to the home in the event of a hurricane,” said Pezzullo. “It keeps the home from being completely breached if windborne debris should strike the glass door or window.”

With its locally manufactured doors, broad range of products, and wide variety of install services, Builders FirstSource streamlines and simplifies the building process.

“We compete with a lot of companies that only offer a few specific product lines, but we do it all, with several of the major product lines available installed,” said Pezzullo. “We provide

installed interior doors and trim, windows and exterior doors, and turnkey framing for many of our customers. We're one of the few suppliers in town that offer such a significant volume of installed services. We're the closest to a one-stop shop that a builder can get.”



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while also meeting their budgets and needs for individual projects,” Jenna explained. “That’s something we’re really proud of and something we enjoy doing.”

Southern Scapes also grows and installs palm trees, boasting the largest variety and quantity of palms available in the area, many of which are grown on its 22-acre farm.



The field of landscape lighting has rapidly evolved in the last few years with the rise of tech accessibility, including blue tooth-capable controllers for lighting and irrigation, which allow



homeowners to control these systems remotely from an app on their phone.

“The tech market has infiltrated the landscaping world,” said Jenna, and Southern Scapes tests and vet products before passing them on to the client.

“Some products, especially in the tech world, are such a great time saver and a great

convenience,” Jenna explained. “Yet some things make our lives more complicated, so we are always on the search for those items that make our lives easier and more convenient and make

time in outdoor spaces more enjoyable. Every time there’s a new product out, we test it and see



how it performs. We’re not necessarily jumping on every new trend, because that could actually be a hindrance to people’s enjoyment outside.”



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“We love what we do, and we love our area,” said Jenna. “I think that’s

evident in what we do, and how we do what we do.”

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PLEASE SEE PAGE 12 OF THIS ISSUE FOR FURTHER INFORMATION REGARDING SOUTHERN SCAPES LANDSCAPING & GARDEN CENTER. ■



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Let The BBB Assist You In Selecting A Professional Remodeling Contractor

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

Fall is in the air and that means you may be going to search for the right company to work on your garden or home.

First, for you the consumer, you'll have lots of businesses to look at and people to talk with about your project needs. Whether you're adding to your home, renovating a room or have landscaping projects; here are a few tips that you should follow.

You always want to research and gather information. At www.bbb.org, you can get free information on a business' history, including complaints and verified reviews. You'll also see a

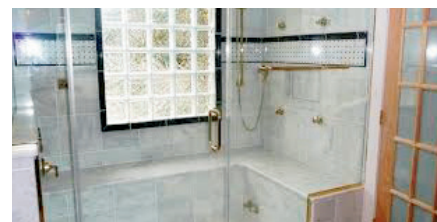


company's rating and if that company is a BBB Accredited Business. That's important, because for a business to be accredited, they make a commitment to uphold BBB's standards, including to build trust, advertise honestly, tell the truth, be transparent, honor their promises, be responsive to their customers, safeguard privacy and embody integrity.

In addition to your research,



always shop around, get multiple quotes and get everything in writing. You'll want to arrange a definite payment schedule, get a copy of your contract and get a receipt. Find more information on how to hire a contractor at www.bbb.org and search for tips on how to hire a contractor. We want you to make



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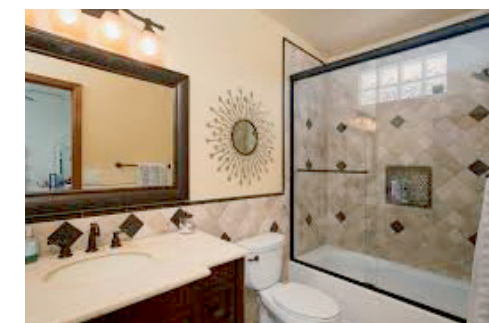
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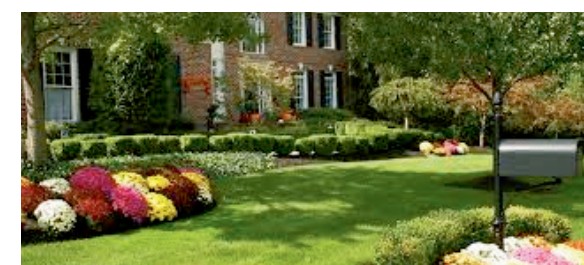
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About the BBB: The Better Business Bureau of Coastal Carolina is located at 1121 Third Ave., in Conway, SC and covers the counties of Darlington, Dillon, Florence, Georgetown, Horry, Marion, and Williamsburg in South Carolina and Bladen, Brunswick, 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>

advertisers' index

Bloomin' Blinds
Blinds - Shades - Shutters / New Construction /
Remodeling / Replacement / Repair31

Brady Glass Solutions17

Brothers Pool Plastering Repairs & Renovations
Superior Pool Renovation & Repairs37

Builders First Source
Local Building SupplyBack Cover

Burroughs Shutter Company
Exterior / Interior Shutters & Hurricane Protection ...3

Carolina Cool
HVAC / Plumbing / Electrical / Solar35

Carolina Home Exteriors
Sunrooms / Enclosures & Much More36

Citizens One Home Loans – Trippett Boineau30

Coastal Fasteners & Supply
Residential & Commercial
Construction FastenersInside Front Cover

Custom Homes Consulting – Remodeling /
Additions / Renovations / Marine Construction20

Dependable Service Plumbing & Air
Repair / Installation / Maintenance20

Eastern Building Supply – Local Building
Supply / Windows / Doors / Siding / Roofing /
Decking / Cabinets & More28

Elko Spas Billiards & Pools – Residential &
Commercial For Property Managers / Building
Contractors & Homeowners35

Flooring Panda – Catering to Local
Building Contractors and Homeowners16

J & S Flooring – Georgetown's Premier Residential &
Commercial Flooring Specialists18

Norbord – Energy Efficient
Framing MaterialsBack Cover

Palmetto Brick – Recognized Throughout The
Industry As Horry & Georgetown Counties Premier
Brick Company Celebrating 100 Years in 201934

Plants Direct – Nursery & Garden Center /
Landscape Design & Installation / Outdoor Kitchens &
Fireplaces / Pools8

Port City Elevator – Commercial & Residential ...13

Security Vision – Superior Security
& Home Automation Services8

Southern Scapes Landscaping & Garden Center
Residential & Commercial For Property Managers /
Building Contractors & Homeowners12

Southlantic Water Systems – Residential &
Commercial Whole House Water Systems14

Spann Roofing & Sheet Metal – Trusted &
Respected Since 1957 By Building Contractors /
Property Managers / Homeowners9

Sunco Pools & Spas – Commercial & Residential
Pool Renovations / Custom Pool Builds / Residential
Pool Cleaning / Service / Water Testing & Delivery ..11

Suncoast Building Products & Services, Inc.
Specializing In Custom Seamless Gutters29

Swift Appliance – Custom Appliance Selections /
Installations / In Home Consultations / Visit the
Murrells Inlet Showroom19

The Cabinet Market – Kitchen & Bath Specialists -
Design / Remodeling / New Construction15

The General Pool Company – Residential &
Commercial Pools & Backyard Retreats21

Trusted Home Services – Superior Electrical
& HVAC For Maintenance / Service /
New Construction27

Weitzel's Custom Screen Rooms
Retractable Screens & Awnings32

Membership In The Horry Georgetown Home Builders Association

by Trey Trembley

Joining your local Home Builders Association is a solid decision. I have been a member of the Horry Georgetown Home Builders Association (HGHBA) since 1998 & the partnership has helped our business in many ways. It has allowed us to meet many other company representatives in the industry that we may not have had the opportunity to cross paths with. It has given us the opportunities to be seen at local events and be a part of functions which provide great networking. Participation in the September and February HGHBA Shows in the Myrtle Beach Convention Center each year further compliments the above mentioned opportunities. I have always found that some of the more credible companies in the industry decide to join this highly respected organization, which gives all of us the chance to network with the types of companies that we prefer to do business with. The luncheon meetings provide further networking and educational benefits with the table top displays and the very informative speakers. In addition to the direct benefits to your company, your annual membership dues help support the HGHBA & their continued effort to work for you in the industry, helping to support beneficial legislation, attend events and be a part of critical decisions that can impact your future way of doing business. Joining your local Home Builders Association just makes good sense.

For further information on the Horry Georgetown Home Builders Association call (843) 438-4124 or email RAO@HGHBA.com. ■



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