

The Latest In Kitchen & Bath Design

by Sara Sobota

Whether you are a 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 @ 4351 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 provided 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), Matthae Jarnagan (Project Manager) and John Gonglewski (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".

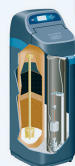
(Continued on page 16)

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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.

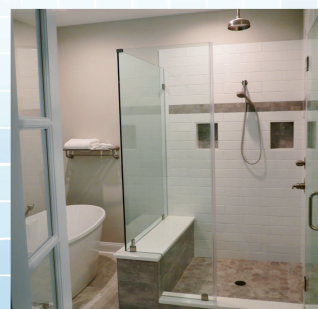
"We started off very, very small, and we've grown to where we are today by stressing and focusing on customer service – really trying to be there when we're needed," said David.

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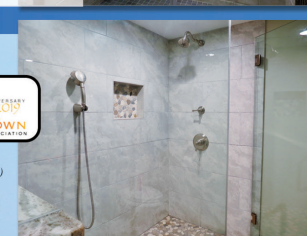
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match the plumbing fixtures. That's probably the most popular bathroom thing going."

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)

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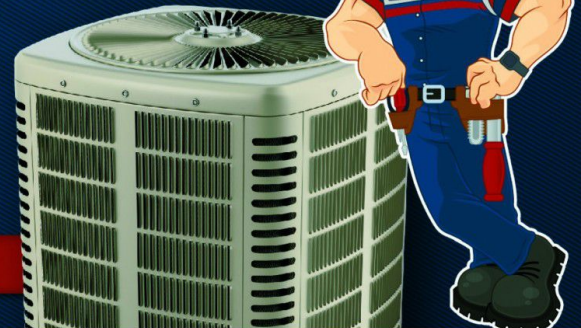
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help you make the right decision," said Swift. "We all feel that educating the customer is a huge part of our business because an educated customer is going to make a better choice for themselves." ■



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