

# MCW Custom Homes



PHOTO © CHUCK GEE

MCW Custom Homes built this 11,000 square foot ocean front home in Myrtle Beach for Dr. Joseph and Jenny Cheatel. This home exemplifies MCW Custom Homes attention to detail.



by Susan Roush

Chad Webb, owner of MCW Custom Homes grew up farming with a little rodeo action on the side. In college he would leave campus (ECU graduate on a golf scholarship with a degree in Construction Management) on Friday afternoons to go to his grandfather's farm to pick cotton and plow peanuts. Saturdays would find him cutting and baling hay on a 900-head cattle farm in Wake Forest amidst 4,000 acres. He parlayed operating heavy farm equipment into land development and site work.

The realization that Chad liked driving tractors, just not every day, is what turned him from site work to building homes. He started in the lower ranks - driving a Bobcat and dump truck cleaning up trash. In short order Chad was the owner's assistant in the custom home division. Chad said, "Even to this day, I remember things he taught me

about building a custom home." Chad handled all the ground work, county interface, and construction of the first homes before handing off a development to another supervisor and moving on to the next project in the Raleigh-Durham area. By development, think large custom homes on acreage.

Chad got married in 2006 and moved



PHOTO © CHUCK GEE

MCW Custom Homes built this custom home for Mel Thomas in Grande Dunes. The exterior showcases an exquisite outdoor living space featuring a travertine pool deck, infinity pool with gas fire bowls & terracing lush landscaped yard spaces.



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The interior of the Thomas home shown above. This transitional formal living room features a custom hand carved limestone fireplace, a custom designed tray ceiling with a Fine Art crystal chandelier to mimic the rounded portion of the tray & a Versailles patterned travertine floor.

to Myrtle Beach, where his wife Amy was an interior designer who introduced him to the owner of Dream Estates, a custom home builder in Grande Dunes at the time. Chad became a General Contractor for Dream Estates. The recession and the owner's desire to retire from building coincided, so Chad founded MCW Custom Homes in 2008 to carry on. His first project in Grande Dunes was a 2.5 million-dollar home. Chad remembered, "I was actually the only house under construction in 2008-2009." He picked up a lot of work from people who purchased foreclosures or were making home improvements. "I was the king of changing light bulbs – I'd do it all. I was lucky to be in that position and it just transpired from there. I would always build one or two houses a year." Today MCW Custom Homes limits builds to five or six houses a year. They are in the enviable position



*The master bathroom in the Thomas residence. This spa like master bathroom, with a walk around travertine shower, is separated by a mosaic glass tile jacuzzi tub & flanked with custom vanity cabinets.*

of getting referrals from clients who haven't even broken ground on their own homes. Four years ago, his go-to right-hand man Anthony Elmore joined the company, and last year Chad hired Ron English to be his Project Manager. "I could kick myself for not hiring him four years ago because he's very knowledgeable

and does a good job. I can still be in touch with the customers, and let him handle the everyday things."

Not surprisingly, Chad's philosophy is "Don't build a ton of houses, build quality houses." Chad works-hand-in-hand with architects through the design phase, "It helps me understand what clients are looking for in a house, and I like doing that." Chad takes satisfaction in the details, "I like customers knowing that they can call me at any time and I know every single thing that's going on with their house." At the outset, fundamental options are discussed with customers, such as whether to build a standard construction or IBHS Fortified home.

"I don't hide anything from the homeowners in terms of what's available to them. I don't want to build a house and 2 or 3 years



*MCW Custom Homes completed an extensive remodel job on the interior and exterior of this Myrtle Beach home. This French Country style kitchen showcases a vaulted ship lap wood ceiling with antique French reclaimed beams & Calcutta gold marble countertops.*

later have someone ask me, 'Chad, why didn't you tell me I could have this option?'" Chad personally meets with all the inspectors during construction. Further, "I use a special energy consultant who designs the entire

heating and air system in the house. It's a fully mechanical engineered system. I believe strongly in that because the energy savings are astronomical." Heat and air are metered separately, and with the superior



*MCW Custom Homes built this beautiful custom home for Denise Holloman & her husband in Grande Dunes. The entry to this grande living room is accented with beautiful hand carved piñon stone columns & a fireplace with large Mediterranean chandeliers to fit the 26" ceilings. "Chad truly treated us with dignity and respect. He was my ideal person because of how he interacted with me as a female and someone who was very clear on what she wanted", said Denise. Denise also worked with Chad's wife and interior designer Amy Webb. "Amy is the best. She has a knack for listening to what you want", said Denise.*



*MCW Custom Homes built this custom home in Myrtle Beach for Greg and Diane Bowen. This low country style home was recreated after the demolition of a 1922 fishing shack on the same site & features Blue Stone porches and patios with a stacked stone foundation. "Chad's attitude was, "Do whatever is going to make you happy", said Greg. "It was such a team effort and that's what was great and made the house special. Chad's attention to detail was astonishing", said Diane.*

air quality, mold and allergens never get a foothold. Chad added, "I can guarantee how many kilowatts of energy will be used for the life of the house. There are not many people who do that."

Of the four homeowners *Building Industry Synergy* spoke with, three of them had built several custom homes. For Greg and Diane Bowen, their first custom home, and their dream house, is affectionately dubbed the "The Shack." It is on the site of a fishing shack built in 1922 by the Postmaster of Mullins, SC. The Bowens owned the property for nearly 20 years before tearing it down. Of the design and build process Greg said, "It was kind of a work in progress – almost every time we met, we made some changes." Diane was in charge of the interior and immediately realized, "Oh my

gosh, I don't know what I'm doing." Fortunately, her sister Angela Westmore, a designer in Milwaukee, did know. Several times during the build, Angela would say, "Wouldn't it be nice to have...." Diane would then ask Chad, "How much will that be?" Some of the changes involved adding windows after a wall had been framed, adding a bluestone fireplace, a coffered master bedroom ceiling, and a tongue-in-groove ceiling. Greg said, "Chad's attitude was, "Do whatever is going to make you happy."

Diane said, "It was such a team effort and that's what was great and made the house special. Chad's attention to detail was astonishing." As a surprise Angela had a memorial plaque made: The Shack 1922-2014. Heart pine discovered hidden under layers in



The front exterior of the Holloman home. This 10,000 square foot home in Grande Dunes stands out with its inviting Porte-cochere entry made with custom hand carved piñon stone columns & a stacked stone tower. "I believe that Chad looks at every one of his builds as a reflection of who he is, and there's pride in that work", said Denise Holloman.

PHOTO © CHUCK GEE

the kitchen were repurposed into barn doors, bringing the spirit of the old into The Shack 2.0.

Denise Holloman and her husband met with three other builders before selecting MCW Custom Homes to build her

Grande Dunes home. Denise said, "Chad truly treated us with dignity and respect." He also quickly recognized that Denise was the one building the house. "He was my ideal person because of how he interacted with me as a female and

someone who was very clear on what she wanted." Due in part to her career as an industrial and systems engineer, she had a realistic idea of costs and processes involved to bring a vision to reality. Denise said, "You are going to pay the price that goes with selecting the right materials." For example, hand-carved limestone columns in her Fortified Smart home. Denise added, "Selecting the right materials translates to energy efficiency." When it came to interior design Denise was equally clear about her style. She worked



This expansive kitchen in the Holloman home shown above showcases a 10' island, a mosaic glass tile backsplash & custom built in cabinets, complimented with coffered ceilings to create a warm inviting family living space. "Chad understands the nuances in his craft, what's important to the process, and he wants to ensure that each step in the process is executed with excellence", said Denise.

PHOTO © CHUCK GEE

with Amy Webb who could find whatever Denise wanted. "Amy is the best. She has a knack for listening to what you want." Denise summed it up, "I believe Chad looks at every one of his builds as a reflection of who he is, and there's pride in that work. He understands the nuances in his craft, what's important to the process, and he wants to ensure that each step in the process is executed with excellence."

Dave and Lois Steed lived in the Grande Dunes before purchasing property in Briarcliff Acres and building their 15th new-construction home. Though they have built Fortified homes in the past, they elected standard construction for their final custom

home. Dave said, "Chad did a real good job of telling us what Fortified meant today and what regular construction [code] required. This house has almost as much steel as wood." Dave and Lois appreciated Chad's recommendations, "He's just really knowledgeable. He doesn't hard sell, and he's very flexible," Dave said. "He's also really good at scheduling and projecting so things were always moving forward." The Steeds moved into their home in the spring of 2018. The house turned out just as they wanted: esthetically pleasing, comfortable, and energy efficient. Chad's reputation did not go unnoticed. Dave commented, "I think all his subcontractors respect

and enjoy working with him, and even his suppliers bend over backwards, and this all translates to a good experience for the customer."

Buzz and Mary McCarthy built in the Grande Dunes in 2011. Buzz said, "I've always believed in pounding the pavement and knocking on doors when you're looking for a builder." He also had builders approach him once word got out that he was building a substantial house. What Buzz learned was, "One-hundred percent of Chad's customers were behind him all the way." The McCarthys made over 200 changes to a plan they had selected. Buzz noted, "Chad wasn't afraid to take on anything,

PHOTO © CHUCK GEE



MCW Custom Homes built this custom home for Dave and Lois Steed in Briarcliff Acres. This was the Steed's 15th custom home. This large inviting family room showcases custom built in cabinets with shelves, coffered ceilings accented with designer wallpaper & 16" wide pocket sliding glass doors that open to a luxurious pool with silver travertine pavers. "Chad is really good at scheduling and projecting so things were always moving forward. I think all of Chad's subcontractors respect and enjoy working with him, and even his suppliers bend over backwards, and this all translates to a good experience for the customer", said Dave.



PHOTO © CHUCK GEE

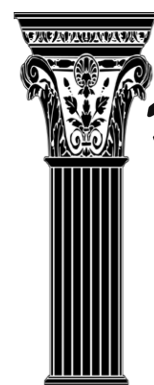
MCW Custom Homes built this home for Buzz and Mary McCarthy in Grande Dunes in 2011. They were one of Chad's first clients. Buzz and Mary still enjoy visiting with Chad Webb (right) to this day. "Chad wasn't afraid to take on anything, even if it meant more work for him - he'll just do it. The experience with Chad was excellent - very thorough, very caring, with great communication throughout. We're so happy with how the house turned out", said Buzz.

even if it meant more work for him - he'll just do it." They built a Fortified home and now enjoy the solid, quiet home, not to mention the huge insurance savings. Buzz knows of homeowners who end up barely speaking to their builder. He said, "The experience with

Chad was excellent - very thorough, very caring, great communication. It's funny, when you move into a house - and you're 7 years into it - most people would say, 'Oh I wish I did this, I wish I did that.' We don't have any of that; we're so happy with how

the house turned out."

As for Chad's innate farmer, he frequently goes to his father-in-law's 400 acres and jumps on a tractor, "That's my peace of mind." One day he will get around to building his and Amy's house - on enough land to keep a few cows. ■



MCW Custom Homes

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WINDOW COVERING - INTERIOR DESIGN

# Proper Builder Selections Including Window Coverings Enhance The Appeal Value & Functionality Of Any Home Or Business

by Sara Sobota

A great deal of thought & planning goes into the exterior and interior construction of a new home or business. Selecting the proper window coverings and additional items to compliment the architecture and floor plan are essential to completing the finishing touches to accentuate the final design. Stan Burroughs and Matt Burroughs have excelled in the Horry & Georgetown area for two decades, installing window coverings for both the exterior and interior of homes and businesses. They have established themselves as the "Go To Shutter Company" for many of the area's builders, property management companies and homeowners. Coastal Luxe Interiors in Myrtle Beach has truly expanded the scope of their business to include a team of designers that is now collaborating with local builders from the early through the final stages of construction to assist with their selections and scheduling for window treatments, backsplash, countertops, plumbing, paint, lighting, cabinets and more.

When Stan Burroughs established **Burroughs Shutter Company** in 2000, the sole focus of the business was exterior shutters and hurricane protection. However,



Matt Burroughs

Custom plantation shutters continue to be a popular product, and Burroughs Shutter Company offers a wide variety of mounting options along with a range of louver sizes, from 2-1/2 and 3-1/2 inch louvers up to the wider, 4-1/2 inch louvers.



Stan Burroughs

as demand for interior shutters grew, Stan's nephew Matt Burroughs worked to expand the scope of the company.

"Over the years, there continued to be requests for interior shutters," said Matt. "We kept referring them to another company, and then we became open to the idea of saying YES to interior shutters. From that day on, we began our trek into the interior shutter and shade world."

That trek has been a successful one. In addition to sales and service

of exterior shutters and hurricane protection, Matt handles the sales, service and installation of all interior products, including plantation shutters and roller shades.

"Now we can provide your interior spaces with that same level of service and quality product that we've always offered," said Burroughs.



Interior roller shades and solar shades are a growing trend in both residential and commercial markets, Matt said. These shades, which can also be motorized, are in high demand because they allow

(Continued on page 18)



Plantation Shutters