



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



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Plantation Shutters



Matt Burroughs (white shirt) demonstrates the ease of operation for the interior shades installed inside Caliber Collision in Murrells Inlet for Ross Marple with BEC Construction. Burroughs Shutter Company works closely with BEC Construction, as well as other builders, handling the installation of the exterior and interior shutters and shades for many of their projects.

homeowners and businesses alike to use a room even in the intense sunlight of early morning or afternoon hours.

“These products protect the interior of a home or business from the harsh sun, helping with energy efficiency of a window as well,” said

Burroughs. Matt mentioned a recent example in his work with the South Carolina Association of Realtors.

“We installed solar shades inside so they could continue to use the rooms and offices even with harsh afternoon and early morning sun beating through the windows,” said Burroughs. “It provided a view while having protection from the sun. We offered a solution that a lot of people desire: blocking the sun, not the view.

Burroughs Shutter Company



Burroughs Shutter Company installed these interior shades in the office space of Caliber Collision in Murrells Inlet, SC.

works with architects and builders from the inception of the planning process until completion on both residential and commercial projects. He references a recent project with the construction of Caliber Collision in Murrells Inlet as an example.

“In the architectural specifications of this build, they specified what they wanted. We, being a dealer for the product

specified, were able to deliver what was desired,” said Burroughs.

Burroughs Shutter Company consistently bids a fair and competitive price, and Burroughs notes that clients should consider quality when shopping around.

Sometimes it’s not always about the bottom line; it’s about the finished product and your level of satisfaction when the project’s over,”



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said Matt. “If you always go with the cheapest, you are not always going to be the happiest.”

Burroughs said word of mouth about his company’s superior service and products has been spreading, especially through social media and residential Facebook sites.

“People will inquire about interior/exterior shutters and, inevitably, the reply will be, ‘Call Matt Burroughs.’”



Interior solar shades can be utilized on windows as well as doors.

FOR FURTHER INFORMATION REGARDING BURROUGHS SHUTTER COMPANY SEE PAGE 3 OF THIS ISSUE

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A business that began as a fabric shop has evolved over the past five years to become a full-service, comprehensive interior design center. The team of designers at **Coastal Luxe Interiors** in Myrtle Beach offers knowledge and experience in addition to a complete range of products and services for homeowners, remodelers, builders, and architects.

The company's most recent



Coastal Luxe Interiors' General Manager, Sherry Weatherly (left), with Senior Designer, Moira Youmans (right) in the showroom.

transition added the technical side of design to its scope, which means the team is now able to collaborate with builders from the early stages of construction by working with blueprints, lettering, takeoffs, elevations, and perspective drawings.

Coastal Luxe also operates a



Holly Hollerbach (black coat) with Hailey Chilton in an onsite workroom.

10,000-square-foot showroom that lends versatility as well as cohesion to the business.

"You can come in and can pick up one little accessory, but you also have the advantage of working with our design center, where we can lay out blueprints and help you with the scale of what you're working in," said Holly Hollerbach, director of marketing and interior designer. "We help with



Coastal Luxe Interiors is located @ 6613 N. Kings Hwy. in Myrtle Beach.



all those finish selections that you need to select in a build."

From flooring to backsplash, countertops, plumbing, tile, and fixtures to paint, lighting, window



Coastal Luxe Interiors handled the selections for a builder in Waterbridge for this spec home.

treatments and cabinets, Coastal Luxe offers services and products to create a finished home that combines the best of clients' dreams and plans.

"We're approachable," said Hollerbach. "We listen to what you



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need, we always discuss budget, and we have on-site workrooms so we can work with clients and look at details of what they want, whether they're coming in for just one window treatment or doing a complete build.



The beauty is, you can finish a project in one space and not have to go to a lot of different vendors; you maximize your time, and it keeps the project more cohesive," said Hollerbach.

Coastal Luxe recently became a dealer of the renowned Wellborn Cabinets line and is in the process of installing a kitchen display to highlight product options.



"We've become versed not only in the design and layout of the cabinetry, but

also the quality and craftsmanship of the brand," said Hollerbach.

When it comes to trends in window treatments, Hollerbach said clean lines, simplicity, and convenience are taking priority.

"We're finding that less is more," said Hollerbach. "That means stationary drapery panels flanking a panel left and right, flat roman shades, and mounting inside windows



that shows off nice molding. Also we've found that silhouettes and luminettes are popular; they can filter light so you can have a subdued image of a city scape, or landscaping, or your pool, and then you can open them to have a clear view."

Hollerbach also noted a recent proliferation of motorized window treatments, which can be hard-wired during construction or added with a



Kelley Cain is a Senior Designer with Coastal Luxe Interiors.

remodel using a battery pack.

"You might have windows that are larger or hard to reach, so you can only work within your reach," said Hollerbach. "The window treatments can be on a timer, so it's more of a smart operation system, and people just work it from their phone."



With its customized service and array of resources, Coastal Luxe truly delivers "Better Living By Design." ■

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