

# BUILDING INDUSTRY SYNERGY

NOVEMBER-DECEMBER 2019

- NEW CONSTRUCTION / PROPERTY MAINTENANCE  
REMODELING PRINT & ONLINE RESOURCE  
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- SELECTING THE PROPER SECURITY / HOME  
AUTOMATION / ACCESSIBILITY EQUIPMENT
- WINDOW COVERINGS / INTERIOR &  
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- MB CHAMBER INTRODUCES MB  
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- 2020 BIS EDITORIAL CALENDAR



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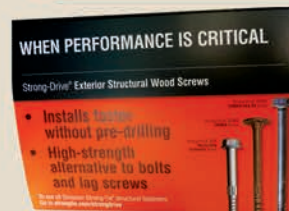
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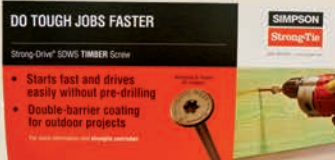
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Membership in the Horry Georgetown HBA automatically includes membership in the NAHB. The NAHB membership includes valuable savings for automobiles, auto rentals and building materials.

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**Preview Of The Building Industry Synergy Online Resource Directory**  
Visit [www.BuildingIndustrySynergy.com](http://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.

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**Myrtle Beach Downtown Master Plan**  
The City of Myrtle Beach and Myrtle Beach Downtown Redevelopment Corporation announced that work is underway to create a new Arts and Innovation District in the heart of Myrtle Beach. The area includes Main Street, Broadway Street, Oak Street and Ninth Avenue North. Buildings along Ninth Avenue North may be the first to redevelop, with plans for a co-work and events space.

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**2019-20 HGHBA Calendar of Events & Recent HGHBA New Member Inductees**  
The schedule of all HGHBA related events for the remainder of 2019 & the first couple months in 2020 & the new HGHBA member inductees from the October 15th luncheon meeting in RIOZ.

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**MCW Custom Homes**  
Chad Webb graduated from East Carolina University with a Degree in Construction Management & started building homes in the Raleigh / Durham NC area. Chad got married in 2006 & moved 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 & when the owner decided to retire from home building in 2008 due to the recession, he founded MCW Custom Homes. Today MCW Custom Homes builds 5 to 6 custom homes a year & Chad has established a superior reputation throughout the Myrtle Beach area.

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**Proper Builder Selections Including Window Coverings Enhance The Appeal Value & Functionality Of Any Home Or Business**  
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 complement the architecture and floor plan are essential to completing the finishing touches to accentuate the final design. Burroughs Shutter Company and Coastal Luxe Interiors have both established themselves as the 'Go To Company' for shutters, shades, blinds, as well as most interior and exterior build selections.

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2019 NOV / DEC ISSUE

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**Phony RFP Proposal Emails Target Business Owners**  
If you are a business owner, you always have an eye out for your next contract. Receiving a "request for proposal" or RFP could be a way to win a new client. And now, unfortunately, it may also be a scam. The BBB discusses the best ways to identify & deal with this situation.

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**Selecting The Proper Security / Home Automation & Accessibility Equipment Across The Grand Strand**  
Working with the proper qualified industry professionals to make informed decisions on the best security & home automation before & during the construction process is essential to long term peace of mind. The professionals at Security Vision and Port City Elevator have been in the security, home automation and accessibility equipment industry for many years. Both companies have earned the reputation for being industry leaders in their fields of expertise.

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**Conway Proposal For Future Bypass & Bridge**  
The City of Conway believes there is a solution for Conway's residents to permanently alleviate traffic congestion and bottle necks over the Waccamaw River. They are proposing a new bypass and bridge to help solve this crisis on Highway 501. This road can be built without disrupting traffic on existing roads. This road will complete a perimeter around Conway and connect incoming roads, eliminating the bottleneck and giving tourists and residents relief from the congestion and delays of going to and from work.

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**2020 Building Industry Synergy Editorial Calendar**  
The schedule for all 6 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 2020 January/February Issue  
Will Contain Editorial Features On Local  
Building Supply / Sunrooms – Enclosures  
– Screen Rooms – Awnings / Site Work –  
Brick – Concrete – Paving. The  
Material Close Date For This Issue  
Will Be Friday January 24th.

This Issue Will Be Distributed @ The  
February HGHBA Home Show  
February 21st – 23rd In The MBCC.



on the cover

Chad Webb (right) visits with homeowner, Dave Steed, in the interior foyer of the Steed home in Briarcliff Acres. Dave & Lois Steed moved into their home in the Spring of 2018. This was their 15th new-construction home. The house turned out just as they wanted: esthetically pleasing, comfortable and energy efficient. "Chad is just really knowledgeable. He doesn't hard sell, and he's very flexible," Dave said. 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."



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	FCA	\$500 Cash Allowance per eligible vehicle Stackable with most National and Local offers NAHB Members, Employees, and Household Family Eligible	Chrysler, Dodge, Jeep®, Ram, and FIAT®	<a href="http://nahb.org/fca">nahb.org/fca</a>
	NISSAN / INFINITI	Save between \$3,250 - \$10,500 per vehicle Must be purchased in member's company name NOT stackable with most National Offers Member's Company Eligible	Nissan, Infiniti	<a href="http://nahb.org/nissan">nahb.org/nissan</a>
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## MYRTLE BEACH AREA CHAMBER OF COMMERCE

# Myrtle Beach Downtown Master Plan

## Arts and Innovation District to bring new life to downtown

by Kori Hippe, Myrtle Beach Area Chamber of Commerce

Work is underway to create a new Arts and Innovation District in the heart of Myrtle Beach. The area includes Main Street, Broadway Street, Oak Street and Ninth Avenue North. Buildings along Ninth Avenue North may be the first to redevelop, with plans for a co-work and events space.

The City of Myrtle Beach and Myrtle Beach Downtown Redevelopment Corporation hired and partnered with Benchmark Planning to work closely with City Council on the creation of the Downtown Master Plan. Benchmark Consultants spent six months gathering input from residents, business owners, and city leaders to craft a plan for redeveloping what's been known as the Super Block and surrounding areas. The Downtown Master Plan focuses on four districts: Oceanfront, Kings Highway, Historic Main Street and an Arts and Innovation District.

The Arts and Innovation District will include new city offices, a new library, a new museum or two, a performing arts center, a co-work space for entrepreneurs and a new city square for events and activities. The city's Technology Advisory Group is working to create the co-work office where startup businesses and entrepreneurs could share creative space. Bringing entrepreneurs and artists to the area also would

create an inviting cultural atmosphere that will attract new business and residential projects.

Relocating public facilities within the district will create additional foot traffic and potential customers to support new dining, retail and living options. Two blocks of US 501 (Main Street) will be relocated to follow Seventh Avenue North. This work is scheduled for early 2022 and will provide better traffic flows, more space for redevelopment and fewer traffic signals to create bottlenecks on Kings Highway.



### Myrtle Beach Welcomes Two New Business to the Arts and Innovation District

Phase 1 of the Downtown Master Plan is underway with two new businesses – a microbrewery and a maker-and-event-space – planning to join Myrtle Beach's Arts and Innovation District.

Grand Strand Brewing Company will occupy the first floor of 819 Kings Highway. The second floor will be home to The Maker Exchange, a creative space for community events, art classes and more. The businesses' goal is to be open by summer 2020.

Both businesses will join Mashburn Construction, which in August became the first business to purchase land within the Arts and Innovation District. The building will house Mashburn's Myrtle Beach operations. Mashburn has offices in Columbia, Charleston and Greenville and specializes in a multitude of construction types.

### New Listing on National Register of Historic Places

In addition to welcoming new businesses, the city's downtown historic district has been approved for the National Register of Historic Places at both the state and federal levels.



The owner of a property that meets certain criteria might be eligible for historic tax credits on building renovations if they choose to restore the property back to its historic character.

The historic district area includes parts of 8th and 9th avenues north and North Kings Highway in addition to portions of Main, Broadway and North Oak streets, all of which are in the Arts and Innovation District.

The Arts and Innovation District is on path to be a year-round, walkable, mixed-use thriving urban center that capitalizes on diversity and serves residents and visitors for many years.

"The Myrtle Beach Area Chamber of Commerce applauds the impressive work done by the City of Myrtle Beach to transform the downtown into a vibrant city center. We support economic development efforts that encourage entrepreneurs to locate in these new districts," said Karen Riordan, president and CEO of the chamber.

For further information call (843) 626-7444, visit us at [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com), or stop by our office at 1200 N. Oak St., Myrtle Beach, SC 29577.



## 2019-20 Calendar of EVENTS

### NOVEMBER

28-29 HGHBA Office Closed for Thanksgiving

### DECEMBER

10 HGHBA Board of Directors Meeting

24-26 HGHBA Office Closed for Christmas

### JANUARY

7 ATA Construction Advisory Board Meetings (Discuss Ride to Decide/Summer Internships)

7 HBA of SC Home Attainability Conference, Columbia

14 HGHBA Board of Directors Meeting

21 General Membership Luncheon - Annual Meeting - Installation of Officers & Directors

21-23 International Builders Show, Las Vegas

### FEBRUARY

5-6 Pathways 2 Possibilities

21-23 Home Show 2020

21 Student Chapter Field Trip to Home Show

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# 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.



PHOTO © CHUCK GEE

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

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



*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.*



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 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

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,



*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



*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

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. ■



## 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,



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



Matt Burroughs

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.

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.

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





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,”



(843) 651-3626

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**

(Continued on page 20)

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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

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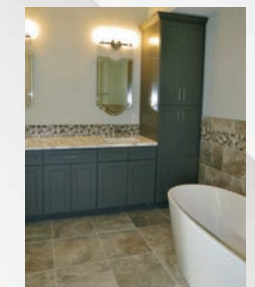
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need, we always discuss budget, and we have on-site workrooms so we can work with clients and look at details of what they want, whether they're coming in for just one window treatment or doing a complete build.



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."



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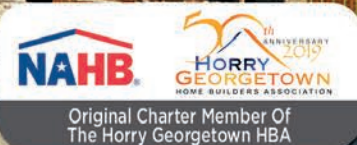
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## Phony RFP Proposal Emails Target Business Owners

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

If you are a business owner, you always have an eye out for your next contract. Receiving a "request for proposal" or RFP could be a way to win a new client. And now, unfortunately, it may also be a scam. Gone are the days when you can open an email without and answer it without a possible hack or scam. Now, scammers are sending RFP emails that use the names and info of real companies in hopes of fooling you, the business owner.

Here is how the scam works. You get an email with the subject "Communication Proposal PDF" or something similarly generic. The message appears to be from a potential client asking you to download the RFP and submit a bid on a new project. The email may even have the company's signature block with a real address and staff contact person.

From: [Redacted], May 24, 2019 9:24 AM  
Subject: Communication Proposal-9875439 PDF  
Find corresponding documents with request to the proposal of our new project and a cover letter. We await your response if you are interested in working with us on these projects.  
Here's a link to a shared Folder: [Redacted]  
I uploaded it to our secure Box folder. PDF won't send on my MAC. Do access the link to view.  
If you have any question do not hesitate to email me back.  
Thank you!

This scam takes many forms. Sometimes, the "PDF" is actually a malware-infected file. In other versions, the link points you to another website that requests that you provide bank account information, under the guise of needing payment information. No matter what the con, be sure to delete it.

When you get an email with an RFP attached, do you know what to do to spot if it is a scam? Here are some basic rules to follow when you do get that request.

**Call the contact information to confirm.** If you aren't sure if an RFP is real, reach out to the provided contact information. If this person doesn't exist or refuses to speak with you, it's a

huge red flag. Scammers often make excuses such as being "out of the country."

**Get outside confirmation.** Scammers often pose as government agencies or use real company names. Check that the RFP is posted on the organization's website. If the company doesn't list RFPs online, call their office to confirm. But do not use a link or phone number provided in the potentially phony message.

**Be cautious of generic RFPs.** Scammers try to cast a wide net by including little specific information in their fake emails. Always be wary of messages and project descriptions that are overly broad.

Don't believe what you see. Just because an email looks real, it doesn't mean it is. Scammers can fake anything from a company logo to the "Sent" email address.

It's hard enough to be successful in today's ever-changing business world. With the scammer's attacking from all sides, it's even tougher. For more resources, you can always contact us at BBB. You can also check out another resource, the Federal Trade Commission, ([FTC.gov/SmallBusiness](https://www.ftc.gov/SmallBusiness)) from the Federal Trade Commission on cyber security and protecting your company from scams.

If you've been the victim of an RFP scam, use your experience to help others avoid falling prey by reporting it at the [BBB.org/ScamTracker](https://www.bbb.org/ScamTracker). We use your scam information to alert businesses and consumers about which scams are happening in your area, as well as provide information to local law enforcement and federal enforcement agencies.

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>. ■

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## SECURITY – HOME AUTOMATION ACCESSIBILITY EQUIPMENT

## Selecting The Proper Security / Home Automation & Accessibility Equipment Across The Grand Strand

by Sara Sobota

Working with the proper qualified industry professionals to make informed decisions on the best security & home automation before & during the construction process is essential to long term peace of mind. The professionals at Security Vision and Port City Elevator have been in the security, home automation and accessibility equipment industry for many years. Both companies have earned the reputation for being industry leaders in their fields of expertise. Planning the installation of the appropriate security system and accessibility equipment to meet your future needs early in the process pays huge dividends towards your future peace of mind and the likelihood that you and your loved ones can enjoy your home or business for many years to come.



Security Vision owner, Michele Weissman, & Field Operations Manager, Ryan Keefe in the showroom.

Michele Weissman, who established Security Vision in 2004, keeps one eye on the technology market and one eye on the needs of her clients. She's knowledgeable on the latest products and upgrades, yet she also understands how to create customized service and product

packages, whether her client is a homeowner, a builder, or a property management company.

For homeowners, Security Vision's offerings range from security systems to smart home systems to home theaters and whole-house sound. Builders benefit from the

(Continued on page 24)

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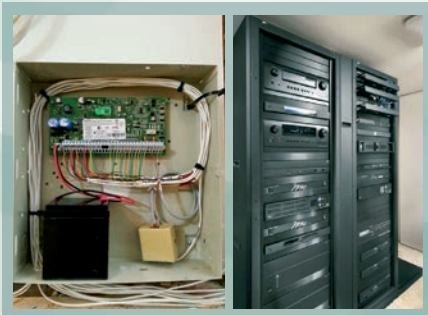


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alarm systems, and Weissman emphasizes that explaining options to clients is a key part of her job.



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pre-structured wiring, cameras and full home automation that her company provides. For property management companies, Security Vision can take care of access control to the clubhouse, gym and other amenities as well as security at entrance gates and more. Security systems for either homes or larger properties can range from cameras to video doorbells to door locks to

“It’s all about education – providing the right product for the right solution. Everybody’s situation is a little bit different, so their needs are different, and that’s important. I just came from a job that I could have completed in a half hour, but I was there an hour and a half. I’d rather spend the time to make sure I’m giving them the right solution,



Security Vision works with several local Property Management Companies to install their security cameras and key pads to access gated communities.

the right camera, and the right price that fits their needs and figuring out what works best for their situation as well as their wallet.”



Weissman noted that do-it-yourself cameras and automation devices are now available at big-box retailers, and for some purposes they work well, but often, homeowners

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buy them and then realize they need help to install and incorporate them into their network.

“For that same investment, we can put in our equipment, service it and stand behind it,” said Weissman. “We can offer a 12-month, interest-free option to buy the same and better products professionally installed so you will always have a working system.”

Security Vision also offers Clare Controls, a new hub within the

do and some don’t,” said Weissman. “You want a one-touch goodnight scene button that says, ‘At night time, I want to arm the system, turn off the lights, shut the garage door, adjust the thermostat, and lock the doors’ – you want everything

to work together from one app. We offer this hub to builders at a very low cost to be able to offer smart home solutions, and their customers don’t have to sign any contracts or pay any monthly fees.”

Security Vision also offers a showroom where builders and homeowners can see, hear, and use equipment before it’s installed in their homes.

Being a local company, Weissman emphasizes the flexibility and customization of services Security Vision can offer, with monthly, no-

contract plans and “12 months no interest/no financing” for homeowners.

“I work with people, because I want the customer to have the option that works best for them. A happy customer that gets good service at a fair price is the best customer.”

For ease of movement and full accessibility at home or at work, **Port City Elevator** provides the products, services, and solutions to make mobility convenient and hassle-free.

Port City Elevator, established by Seth Newman and Robert Page in



Seth Newman

January 2013, installs and services elevators and accessibility equipment such as wheelchair lifts, stair lifts, and platform lifts. The company serves

(Continued on page 26)

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smart home industry that integrates with most wi-fi and z-wave devices, as well as packages that come without contracts or monthly fees.

“Our system can talk to Alexa if you would like the devices to; some



both residential and commercial markets in the Grand Strand area, including existing homes as well as new construction, and light commercial jobs for churches, private clubs, schools, or restaurants.

Homeowners are considering the



Port City Elevator Regional Manager, Stan Godshall

future when designing their homes, said Newman, seeking features that offer convenience as residents' needs change.

"Let's say you're a fit 35 year-old that uses the elevator to take groceries to an upper floor kitchen," said Newman. "Maybe that fit 35-year-old broke an ankle playing



Stan Godshall (left) reviews the ease of operation for the Stiltz Lift with homeowner, Bill White. Bill and his wife Pat are very pleased with their experience with Port City Elevator and their decision to have the Stiltz Lift installed in their existing home in Tidewater Plantation. The existing structure could not accommodate a traditional elevator shaft, so the Stiltz Lift was a welcomed option to meet their needs.

tennis, so then they have the elevator if the stairs present some type of challenge on a temporary basis. But then, down the road, if there's an

long as they can," said Newman, "so they want to make different provisions to allow them to decide when they leave the house versus the

illness or something like that, they're set for it."

Other homeowners consider elevators and accessibility features in order to have more control over their long-term residential decisions.

"More people are moving into the Grand Strand area, and they want to try to stay in the house as



The Stiltz Lift can be controlled remotely. This is very convenient if the homeowner needs to bring something to the 2nd or 3rd floor without the use of the stairs. Once the Stiltz Lift is moved all the way down, this creates extra floor space which can support the weight of an individual.

house telling them, "This isn't a good fit for you any more."

As the industry evolves, Newman



Homeowner's Bill and Pat White are still able to access their closet downstairs when the Stiltz Lift is moved to the 2nd floor.

said, the image of the elevator is changing.

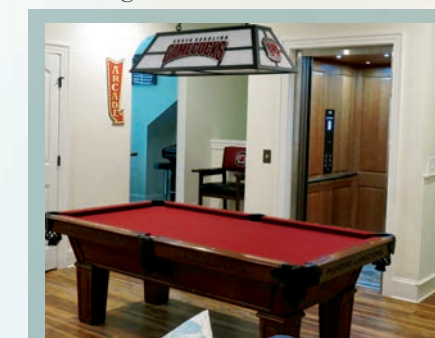
"The market is growing, and people are becoming more aware that elevators are not just for million dollar houses," said Newman. "We do plenty of elevators that are in a one-story, \$300,000 house that's elevated 15 feet in the air on pilings."

Newman emphasized that the time to consider an elevator is during the building process, which is usually well before accessibility is an issue.

"Maybe a 40- or 50-year old couple is building a house, but they're starting to think about the future. They've thought, 'Wow, mom and dad really have a hard time with stairs

where they live right now, so let's go ahead and at least incorporate a space for an elevator shaft and make some provisions.' It's just a little bit of construction work while they're building the house, and then in five or ten years, when they really need the elevator, the space is allotted for it, and it's a lot more economical than adding an elevator shaft after the fact."

Newman wants to ensure that all clients understand their options and select a product that will fit their needs. Thus, Port City Elevator offers a showroom with two elevators, a wheelchair lift, and a pneumatic vacuum elevator – a round tube that operates on air – where clients can see, touch, and ride the products before choosing and installing them.



With all of their solutions and all of their clients, Port City Elevator emphasizes that education and preparation is the key to extending the convenience and satisfaction of residential living. ■



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## CONWAY CHAMBER OF COMMERCE



# Conway Proposal For Future Bypass & Bridge

by Devin Parks, *Director of Economic Development, Conway Chamber of Commerce*

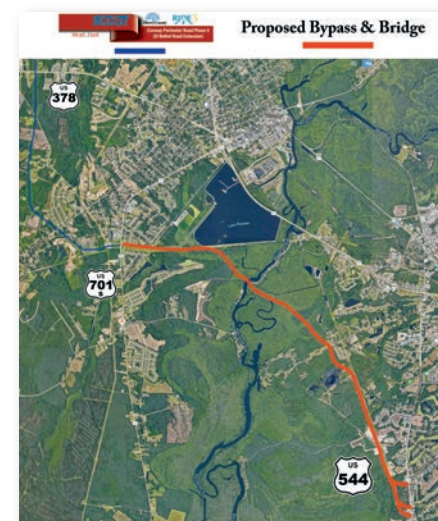
Every morning, thousands of commuters in Conway are on tight schedules trying to get to work or school on time in a safe manner. Approximately 40,000 drivers from Highway 378, 701 North and South, 905 and 501 all merge into a two-lane bottleneck in an effort to cross the Highway 501 bridge over the Waccamaw River. Workers from Georgetown, Johnsonville, Aynor, Loris and rural Horry County all trying to share one road across the Waccamaw River.

decade, further stressing our already inadequate infrastructure.



Recently, three floods and two hurricanes have shown us how vulnerable our infrastructure for crossing the Waccamaw river has become. In Horry county, we have only four roads across the Waccamaw; two in Conway, one on Highway 9 and one on

Highway 22, two of which have flooded in recent years. By contrast, ten bridges have been built at hundreds of millions in cost across the Intercoastal waterway. The traffic count on Highway 22 pales in comparison to the traffic count on Highway 501. Highway 31 has six lanes, yet also has a substantially lower traffic count than Highway 501. Couple this with the fact that the most recent inspection of the Highway 501 bridge over the Waccamaw River states that the bridge is “tolerable to be left in place as is” and will need to close for repairs in the next 10-15 years, we are now at a critical planning stage for shaping our area’s infrastructure for decades to come. We need to plan for our



area’s infrastructure to accommodate our steadily increasing population NOW.

Fortunately, we believe there is a solution for Conway’s residents to permanently alleviate traffic congestion and bottle necks over the Waccamaw River. We are proposing a new bypass and bridge to help solve this crisis on Highway 501. This road can be built without disrupting traffic on existing roads. As some of you may be aware, the Perimeter Road proposal that is already included in Phase II of the Ride III program will connect Highway 378 to Highway 701. However, travelers looking to cross the Waccamaw River will still need to brave the two-lane merge to do so. We are proposing a bypass to begin where the Perimeter Road proposal has left off, feeding behind Lake Busbee and spanning all the way to Highway 544 just South of Singleton Ridge Road. This road will complete a perimeter around Conway and

connect incoming roads, eliminating the bottleneck and giving tourists and residents relief from the congestion and delays of going to and from work.

The benefits for such a road are numerous, including but not limited to an alternative route to Conway Medical Center for emergency vehicles, construction that would not disrupt the normal traffic flow of existing roads, a flood-proof road over the Waccamaw River, a bypass of the Coastal Carolina University area increasing the safety of both student and faculty traffic and

(Continued on page 30)



The temporary closure of the Main Street bridge created extra strain on the aging Highway 501 bridge, but more importantly, it gave us a glimpse into what the future holds as our area continues to grow. The last decade has seen a 20% spike in population throughout Horry County, equating to over 100,000 new residents. Studies show that this trend will continue to increase exponentially in the next



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providing an additional evacuation route for the South Strand.

The alternative solutions out there only provide temporary alleviation for traffic congestion and would require the closing of the Highway 501 bridge for several months. This would result in over 50,000 vehicles crossing the Main Street bridge every single day, which was built in 1937, essentially turning downtown Conway into a parking lot. We believe our proposal will provide a

permanent solution to all of the previously stated issues within our area's current infrastructure. Now is the time to discuss funding for this project to ensure the County's most important East/West crossing remains a viable option for the foreseeable future.

For more information, we invite you to visit [www.conwayscnw.com/bypass](http://www.conwayscnw.com/bypass). A short 5-minute video provides a full picture concerning the problems we are facing, and the solution to permanently solve these

problems. If you believe this bypass and bridge would increase the quality of life for you, your family and friends, please take a moment to sign our petition just below the video in the link provided above.

Let's unite to move our County's economy forward and improve the quality of life for local residents and tourists alike!

For further information or if you just have a question call (843) 248-2273 or email [DParks@ConwaySCChamber.com](mailto:DParks@ConwaySCChamber.com). ■





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## JANUARY / FEBRUARY ISSUE 2020

Distributed to show attendees @ the 2020 HGHBA February Home Show from BIS booth in the lobby close to the front entrance to the show in the Myrtle Beach Convention Center, Feb. 21-23.

- LOCAL BUILDING SUPPLY
- ENCLOSURES / SUNROOMS
- SCREEN ROOMS / AWNINGS
- SITE WORK / BRICK / CONCRETE / PAVING

Space Reservation: January 17 Material Close: January 24

## MARCH / APRIL ISSUE 2020

- FLOOR COVERING
- ENERGY EFFICIENCY ~  
HVAC / Propane / Solar / Water Heaters

Space Reservation: March 6 Material Close: March 13

## MAY / JUNE ISSUE 2020

- PLUMBING INSTALLATION
- PROPERTY MAINTENANCE

Space Reservation: May 8 Material Close: May 15

## JULY / AUGUST ISSUE 2020

- OUTDOOR LIVING SPACE ~  
Landscaping / Pools & Spas / Hardscapes /  
Outdoor Kitchens / Fireplaces / Lighting
- EXTERIOR PRODUCTS ~  
Roofing / Siding / Specialty Products

Space Reservation: June 26 Material Close: July 3

## SEPTEMBER / OCTOBER ISSUE 2020

Distributed to show attendees @ the 2020 HGHBA September Home Improvement & Outdoor Living Show from BIS booth in the lobby close to the front entrance to the show in the Myrtle Beach Convention Center.

- BATHROOM & KITCHEN DESIGN
- MILLWORK ~  
Doors / Windows / Specialty Products

Space Reservation: August 14 Material Close: August 21

## NOVEMBER / DECEMBER ISSUE 2020

- HOME AUTOMATION / SECURITY /  
ELEVATORS / ACCESSIBILITY EQUIPMENT
- WINDOW COVERINGS & TREATMENT ~  
Exterior & Interior

Space Reservation: October 16 Material Close: October 23

Each issue is directly mailed to target audience and posted online 30 days from material close date.

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