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40th Annual HGHBA Home Show Will Be February 21st - 23rd

Show Hours & Seminar Schedule

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Preview Of The Building Industry Synergy Online Resource Directory

Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in the directory available to assist you with your new construction, remodeling or property

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The BBB of Coastal Carolina Offers A New Marketing Program & The 2020 MBREDC Calendar of Events

PAGE 9

2020 HGHBA Calendar of Events & Recent HGHBA New Member Inductees

The schedule of all HGHBA related events for 2020 & the new HGHBA member inductees from the November 19th & January 21st luncheon meetings in RIOZ.

PAGE 10

The Latest Technologies In Sunrooms & Screen

The popularity of creating a customized outdoor living space is at an all time high not just across the Grand Strand, but nationwide. Whether you are a builder, property manager or homeowner; sunrooms, screen enclosures, pergolas and patio covers are an attraction for your properties. Carolina Home Exteriors and Weitzel's Custom Screen Rooms Inc. are two professional companies that have been handling the above for decades in Horry & Georgetown Counties.

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Pinnacle Homes – Where Quality Is A Standard

When Rodney Martin and Thom Seeger opened Pinnacle Homes 16 years ago their focus was entirely on custom home building. A shift in the economy in the late 2000s brought remodeling opportunities. Today Rodney and Thom continue to enjoy a solid reputation for both custom builds and major

PAGE 21

Local Building Suppliers Across The Grand Strand Offer Superior Products Service & Professionalism To The Industry

Residential and commercial building contractors across Horry & Georgetown Counties have come to rely on the five companies profiled in this issue for all of their local building supply needs. The longevity in this area of many of the individuals interviewed is an added bonus for our industry professionals

Conway SC - The Next Decade

Over the past decade, Horry County has welcomed an estimated 100,000 new residents. The upcoming census report will likely put Conway over the 25,000-population hump, opening the city up to recruitment opportunities with regional and national site selectors that would have thrown Conway in the "pass" pile based on that statistic alone.

PAGE 30

Palmetto Brick Company - Over 100 Years Of Professionalism & Integrity

Palmetto Brick Company has a century's worth of knowledge, experience, and expertise in brickwork. With deep roots in the area, connections with manufacturers in 16 states, and a keen interest in the future. Palmetto Brick offers quality and style as well as perspective on the landscape of the industry.

PAGE 32

MBACC now accepting nominations for outstanding businesses in the Grand Strand

The Myrtle Beach Area Chamber of Commerce (MBACC) annual business awards are given to businesses and individuals whose efforts in the community reflect the mission of the chamber, which is to promote and protect a positive and vital economy and improve those unique qualities that are good for tourism and business. The chamber is now accepting nominations for the 2020 business awards. All nominations for the awards are due to the chamber by 5 p.m. March 13, 2020.

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2020-2021 Building Industry Synergy Editorial Calendar

The schedule for the remaining 5 issues in 2020 & the first issue in 2021, as well as a brief preview of the topics that will be discussed & the space reservation & material close deadlines for each issue

The 2020 March/April Issue Will **Contain Editorial Features On Floor** Covering & Energy Efficiency - HVAC -Propane - Solar - Water Heaters. The **Material Close Deadline For This Issue** Will Be Friday March 20th.



SC - GRAND STRAND

2020 JAN / FEB ISSUE

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on the cover

Rodney Martin (middle) & Thom Seeger (left), with Pinnacle Homes, talk with homeowner, Matt DeSalvo, in the new rear outdoor living area of his home in The Dunes Club in Myrtle Beach. The DeSalvos told Rodney the major elements that they wanted in this outdoor living space and let him have a "really long leash" to create it. Before Matt and Debby DeSalvo put an offer on the house they met with Rodney. Matt said, "I had some pretty radical ideas about it, and thought if he couldn't pull it off probably nobody could and I shouldn't buy the house." The house was gutted down to the crawl space, the first floor was reconfigured, and a 1500 square foot second floor was added. The electrical, plumbing and HVAC were all replaced. Matt said, "It's a new house basically in the shell of an older house. Because of the trees (old live oaks) we couldn't really tear down and rebuild." Debby is from Holland and her design sensibility leans toward clean, linear lines. Transforming the house from a traditional one-level to a contemporary two story gave the couple what they wanted. Matt said, "Rodney has a lot of vision and he's really creative, but he's also technically sound in construction."

1980-2020 • 40th Year Anniversary

February 21st-23rd

Myrtle Beach **Convention Center** Fri. & Sat. 10 a.m. - 6 p.m. Sun. 11a.m. - 5 p.m.

Admission \$5 per person • Under 16 FREE

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WORKSHOP & SEMINAR SCHEDULE:

Friday, February 21st: 12 p.m. How to with Haley DIY Ideas for Spring

1 p.m. Naked (Cakes): Cake Decorating

2 p.m. Gardening 101

3 p.m. Gardening Q&A with Clemson Agent

Saturday, February 22nd:

12 p.m. Get Gut Healthy with Me 1 p.m. Are You Prepared? Storm Trends 2 p.m. Is That Real? Beautiful Botanicals 3 p.m. Creating an Environmentally Friendly Landscape

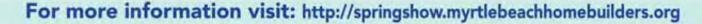
Sunday, February 23rd:

1 p.m. Sweet & Savory Tarts

2 p.m. 2020 Interior Design Forecast

3 p.m. Color Trends: Painting Options





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BBB of Coastal Carolina Offers New Marketing Plan

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

BBB of Coastal Carolina has a new marketing program that is available to only BBB Accredited Businesses. This program is designed to help you competitively market your business via different mediums and has been designed to showcase your Accredited Business. We know that while advertising is a needed part of managing your business, it can be expensive. And, it can be confusing with so many options to choose from. So, we've done part of the work for you, finding a trusted partner to work with you.

We have joined with Spectrum Reach to offer you these new programs. In today's world, consumers are busy and they are connecting on so many various Internet-based devices. Because of that, we feel that Spectrum Reach is the right partner that can help our Accredited Businesses grow. Spectrum Reach has the research available to assist you and reach your desired customer. In these programs, your message can be wherever the customer vou want to reach is - and that's important! Plus, by using a BBB advertising program, you let consumers know that you are a part of the BBB and stand for ethical standards.

While these are specially designed BBB programs available, you can also work with Spectrum Reach to develop a different marketing program if you wish. The cost of the BBB programs is discounted greatly — far less than you could buy if you bought the pieces alone. We work for you and have negotiated these programs to give you the best cost-effective ways to grow your business. The power of having our BBB media partnerships work for you to give you a huge leap above the competition.

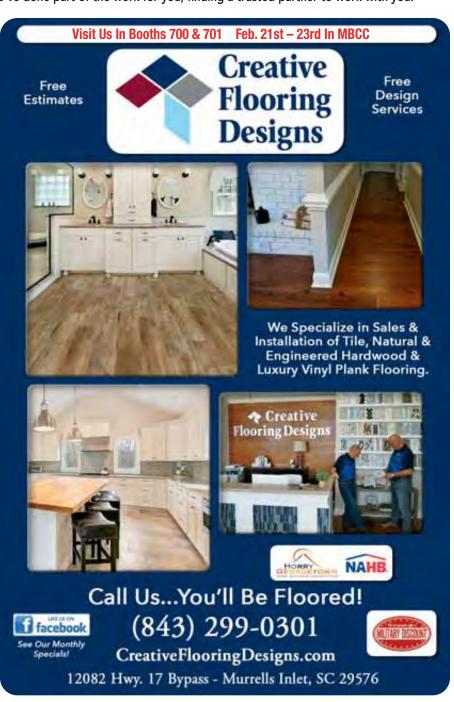
You can contact Sally Peeples to schedule your free one-on-one consultation at 843-286-1061 or email her at sally.peeples@charter.com. Feel free to contact the BBB directly @ (843) 488-2227.



August 13th MBREDC & Existing Industry B2B* September 24th Community Update Forum Co-hosted With CCAR*

October 8th Fall Social*

* More details to follow on these events. For further information call (843) 347-4604 or email Info@MBREDC.org.





ACCREDITED BUSINESS

rom left to right): Brian ımphrey (*Flagship Bank - Associa* , Scott Palmer (Affordable Automobiles LLC - Associate Member) & Tom Allen (Affordable Automobiles LLC - Affiliate Member

2020 Calendar of FVFN

HORRY

FEBRUARY

21-23 Home Show 2020

21 Student Chapter Field Trip to Show

ATA Construction Advisory Board Meeting

HGHBA Family Outing

Ambassador Meeting

HBA of SC Bird Supper HBA of SC Board Meeting

APRIL

Clay Tournament

Board of Directors Meeting 14

General Membership Luncheon

23 Ambassador Meeting

MAY

General Membership Meeting NAHB Student Chapter Awards

20 HBA of SC Executive Committee Meeting

JUNE

General Membership Luncheon

18-20 NAHB Spring Leadership Meeting

25 Ambassador Meeting

JULY

14 Board of Directors Meeting

AUGUST

NAHB Association Management Conference

Golf Tournament

General Membership Meeting

26 HBA of SC Executive Committee Meeting

27 Ambassador Meeting

18-20 2020 Home Improvement & Outdoor Living Show In MBCC

OCTOBER

ATA - Meet & Greet with Students & Parents

Board of Directors

16-18 HBA of SC Convention

Annual Meeting - Election of Officers & Directors

20-22 NAHB Fall Leadership Meeting

22 Ambassador Meeting

NOVEMBER

Fall Clay Tournament

General Membership Luncheon

HBA of SC Legislative and Strategic Planning Board Meeting

DECEMBER

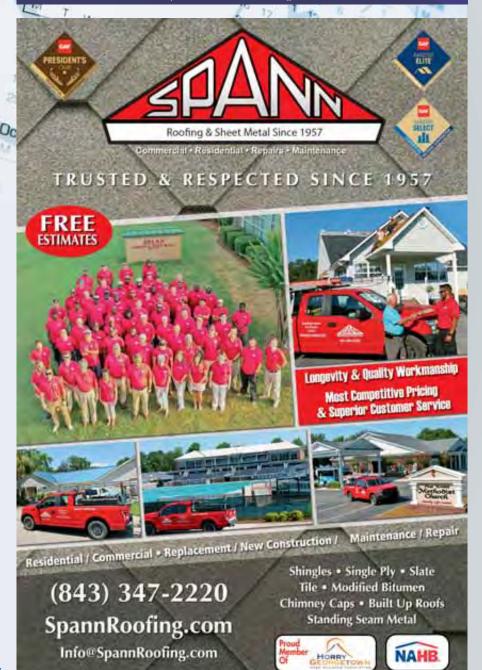
Board of Directors

HBA of SC Executive Committee Meeting

Call (843) 438-4124 or email RAO@HGHBA.com for further information.



January 21st New HGHBA Member Inductees In RIOZ (from left to right): Matt Sadota (Byrne Acquisition Grou Associate Member), Barbara Raven (Horry Carpet Cleaning & Restoration - Affiliate Member), Dustin Reynolds (Moveme: Mortgage - Associate Member), Dennis DiSabato Jr. (McAngus Goudelock & Courie - Associate Member), Andrew Griggs Rolling - Associate Member), Polimis Diabadot y. (MrAngus Goldetok & Courte - Associate Member), Andrew Griggs (Platinum Home Mortgage - Associate Member), Instin Evans (Atlantic Seamless Cautter Solutions - Associate Member), Andy Freedman (Beach Landscaping Inc. - Associate Member), Chad Webb (MCW Custom Homes - Builder Member), Bob Freedman (Beach Landscaping Inc. - Associate Member), Sara Hagwood (Majestic Kitchen & Bath - Associate Member), Taylor King (Majestic Kitchen & Bath - Affiliate Member), Tim Dewitt (Capital One - Associate Member), Ted Bolli (Forever Floor & Tile - Associate Member) & Tiffany Blaske (Forever Floor & Tile - Affiliate Member)



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The Latest Technologies In Sunrooms & Screen Enclosures

by Sara Sobota

The popularity of creating a customized outdoor living space is at an all time high not just across the Grand Strand, but nationwide. Whether you are a builder, property manager or homeowner; sunrooms, screen enclosures, pergolas and patio covers are an attraction for your properties. Carolina Home Exteriors and Weitzel's Custom Screen Rooms Inc. are two professional companies that have been handling the above for decades in Horry & Georgetown Counties.

Home Exteriors is celebrating four Strand residents the ultimate experience decades of serving as a market leader in outdoor living. Customers have long relied on the company for quality products including screen rooms, sunrooms, and pool and lanai enclosures. Now, with its line of state-of-the-art Renaissance patio products, combined with a customized, convenient platform for creating online design estimates,

and the ultimate satisfaction in customized patios.

building trust for 40 years," said Ted resistant wind rating of 175 mph.

Cligrow, president and owner of Carolina Home Exteriors. continue to lead



Ted Cligrow with Carolina Home Exteriors

introducing revolutionary new living products that reinvent the outdoor living industry."

The Renaissance offered line. exclusively through Carolina Home Exteriors, represents an entirely different and fully superior product. Its preengineered system with a totally integrated design means the patio is constructed as a

market "the frequency of columns is minimal, and the spans are significantly wider; they're called mega view bays, and they allow for a broad, unobstructed open space for the customer."



The Renaissance line also emphasizes style and aesthetics, offering options including exposed beams, sculpted posts, translucent patio coverings, and pergola-style roofing.

Many clients may be interested in considering a customized patio, but they

Established in 1980, Carolina Carolina Home Exteriors offers Grand whole rather built from a random array of pieces and parts. This design, with its extruded aluminum beams (patent pending), results in the product's "As industry experts, we've been extraordinary strength, with a hurricane

> Strength and durability are key, but, as customers patio's views are equally important, Renaissance delivers on this front as well.

> "As a result of the integrated system," said Cligrow,











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Visit Us In Booths 100 & 101 To The Far Right As You Enter The Front Entrance To The Show In MBCC Feb. 21st - 23rd



need specific information on cost before committing time and energy to the endeavor. Carolina Home Exteriors has those concerns covered, too. Its website features a "Build-Your-Own (BYO)" sunroom design estimator where customers can select options including flooring, side walls, roof style, and size, receiving a ballpark range of their projected investment.

"This gives the customer control of their own destiny and design prior to a Design Consultant coming out to their home and giving them an at-home consultation," said Cligrow.

Cligrow emphasized that, overall, the Renaissance patio line allows Carolina Home Exteriors to offer its customers peace of mind.

"The last three hurricane seasons have been more aggressive than any in recent history," said Cligrow. "This product line is our way of responding to our customers' request and desire to know they're protected in these stormvulnerable areas."

And customers have reacted accordingly. Since Carolina Home Exteriors started offering the Renaissance line in September 2019, the



company has seen record-breaking sales.

"The product launch has exceeded our expectations in satisfying the customer's desire to have contemporary,

(Continued on page 12)



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well built, hurricane resistant structures," said Cligrow.

Cligrow noted that with hurricane season beginning on June 1, it's not too early to start planning for a new, custom Renaissance patio to ensure its completion before the seasonal weather begins.

For a solid, state-of-the-art, beautiful patio that exceeds industry standards and impresses your guests, think Renaissance from Carolina Home Exteriors.

The screened-in porch has been around for decades, but a room designed by Weitzel's Custom Screen Rooms **Inc.** is definitely not your grandma's porch. We all know the benefits – and the challenges – of a screened-in porch: the breeze is wonderful, until the heat becomes oppressive or the wind picks up too much chill. Glenn Weitzel's products they raise them up, and and services deliver a living space that offers all the convenience and charm of an outdoor area with none of the hassle.

Weitzel, who has been in business in the Myrtle Beach area for more than two decades, builds rooms for both new and existing homes that feature retractable motorized screens, so homeowners can deploy or retract them at their leisure a clear view from the using a remote control or an app on their mobile device.



Glenn Weitzel with Weitzel's Custom Screen

have the opportunity to put them down, use them when they want, and put them away when they're done," said Weitzel. "In the wintertime there's not a lot of

bugs, so they can have it wide open, and they don't need a screen, so now they've got the whole patio or room to enjoy."

screens themselves have come a long way as well. Weitzel's products feature screens that offer inside but privacy from the outside, as well as

capabilities.

"You have a clear, heavy-duty screen where you can see out very well, but nobody can see in. It gives you privacy," Weitzel said. "And then when the screens are down, in the wintertime, if somebody's got a fireplace in there, it keeps the heat in. In the summertime, it will reflect the sun, and it keeps most of the heat out."

Doors are another product that have made great strides in convenience. Weitzel offers retractable screen doors for sliding, French, or swing doors that transform with a press of a finger.

"The retractable screen door will fit any door," said Weitzel. "You can put it on the front door, back door, side door, patio door, and it retracts into its own



Glenn Weitzel demonstrates the ease of operation for the "With power screens, homeowners insulation and cooling automated screen enclosure for homeowner, Candyce Wylie, in her home in The Dunes Club in Myrtle Beach.





and when you want to come out, you just more than 20 feet of screen." push the lever, and it retracts back."

Weitzel is a certified dealer of the



Recently, the available size of the retractable screen door has expanded.

OPEN

"They've come out with one that will span up to 11 feet," said Weitzel. "You

high-end Phantom and Rainier products, two of the largest and most respected manufacturers in the United States.

Weitzel works with architects and seek him out.

housing. You just pull it across, it latches, can put two of those together and get builders in creating rooms for new construction, and he also retrofits rooms for pre-existing homes. He said the latter project is more challenging.

> "There's a lot more work involved in a retrofit, making it look like it was there when the house was being built. I want it to look brand new, like it's an original feature."

Weitzel does all his own work, partnering with just one assistant, so customers see him through the entire process, from measuring to design to installation. Because of the quality of both his products and his services, his reputation precedes him, and customers

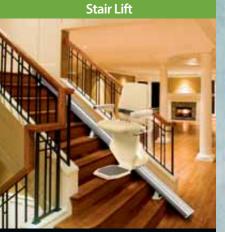
















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by Susan Roush



A new construction custom home by Pinnacle Homes in The Dunes Club in Myrtle Beach.

When Rodney Martin and Thom Seeger opened Pinnacle Homes 16 years ago their focus was entirely on custom home building. A shift in the economy in the late 2000s brought remodeling opportunities. Today Rodney and Thom continue to enjoy a solid reputation for both custom builds and major renovations.

the building industry. Rodney takes the lead in construction, making him the face of the company. Thom, who has an accounting degree, manages finances. A native of Myrtle Beach, Rodney said, "I've been in the was a builder." Rodney's construction training came from the "after school

Both men have a background in program" of learning – starting with cleaning up job sites. "I'm just a local guy who's learned from the ground up," he said.

Business comes to Pinnacle via word-of-mouth, not advertising. Rodney said, "I don't want to get to building industry all my life, my dad the point that I'm having to throw my quality down and worry about quantity. That's not me, this is all I've



Pinnacle Homes was responsible for assisting in the design & completing this outdoor living area with a custom pavilion for a homeowner in Black Creek Plantation in Myrtle Beach.

ever done - custom builds." His suppliers have been known to remark, "You sure like challenges don't you?" In Rodney's eyes he sees projects as the chance to create unique residences with some very cool custom touches. Rodney said, "I've run into some great, great customers over the years that have turned from clients to friends. I feel like I've done my job if it turns out like that." Thom noted, "Sometimes Rodney has a hard time saying no." Rodney admits that's true, especially when it comes to former clients. Pinnacle Homes employees a couple full-time staff to trouble shoot jobs, though Rodney is almost always on site. They have a close body of subs and suppliers. Rodney said, "I'm kind of loyal to my subs and suppliers. My siding guy, for instance, did work for my dad years ago and he's still with us. I've had homeowners ask me the difference between siding on their house and what I'm putting on a new house. The product is the same, but the details are different because of

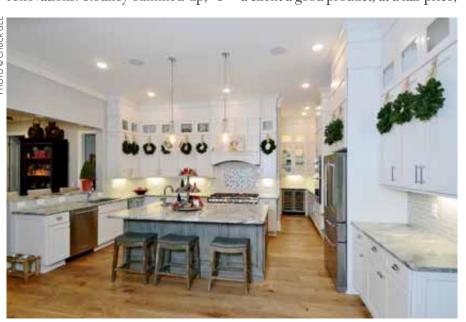


how we stage it out."

Rodney and Thom have low-key demeanors despite building high-end custom homes and taking on complex renovations. Rodney summed up, "I

like to have a good time during the you'll stay busy." building process. I like to get a friendship and openness going. My dad told me a long time ago if you give a client a good product, at a fair price,

Building Industry Synergy spoke with three Myrtle Beach homeowners who readily substantiated the superior quality of Pinnacle Homes, and Rodney's ability to cultivate friendships. Jason and Taryn Goebel chose to build a custom home with Pinnacle completely by word-ofmouth recommendations. Jason's dad built custom homes in Charlotte for 20 years before moving exclusively to design/draftsmanship, and he designed Jason and Taryn's home. The hand-drafted plan comprised 20 pages. Jason said, "The house is built with very simple geometry. The depth of the house to the wings that comes off the house at a 45° angle are all specifically designed so that the pitch of the roof worked together and you don't have weird angles coming into the roof." The house is entirely stickbuilt including the roof system, and



The kitchen in a new construction home completed by Pinnacle Homes in Myrtle Beach.

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Pinnacle Homes was responsible for assisting in the design & completing this new construction custom home in Myrtle Beach. The beautiful kitchen in this home is shown on the bottom of the previous page.

such a special build the Goebels interviewed four different builders. Jason recalled, "My dad always said, 'Don't take the highest, just throw out the lowest price automatically, and pick amongst those you like."

up in the industry could be a mixed blessing. In the Goebels' case Jason understood that and said, "We never the horror stories growing up of compliment." people driving my dad crazy when he

there's no wasted space within. For was trying to build them a house." Jason loves woodworking and building furniture, so he was particularly keen on the specialty woodwork. Taryn said, "Rodney is so amazing - how he handled every single detail and put so many special touches in our home." Building for someone who grew When asked what Jason's dad had to say about the finished product, Jason shared, "My dad loves Rodney. He said, 'Rodney is a whole lot better of a micro-managed Rodney. I remember builder than I ever was,' which is a big

It could be that Rodney Martin is

a builder's builder. Two other homeowners who did extensive remodeling using Pinnacle Homes also have working knowledge of the industry. Before Matt and Debby DeSalvo put an offer on a house they met with Rodney. Matt said, "I had some pretty radical ideas about it, and thought if he couldn't pull it off probably nobody could and I shouldn't buy the house." The house was gutted down to the crawl space, the first floor was reconfigured, and a 1500 square foot second floor was added. The electrical, plumbing and HVAC were all replaced. Matt said, "It's a new house basically in the shell of an older house. Because of the trees (old live oaks) we couldn't really tear down and rebuild." Debby is from Holland and her design sensibility leans toward clean, linear lines. Transforming the house from a traditional one-level to a contemporary two story gave the couple what they wanted. Matt said, "Rodney has a lot of vision and he's really creative, but he's also technically sound in construction." Matt's dad is a retired GC and his brother has taken over the family construction business in another state. Needless to say, they scrutinized the work before giving their seal of approval. Matt and

Debby are enjoying their upstairs



the first floor was reconfigured, and a 1500 square foot second floor was added.

The electrical, plumbing and HVAC were all replaced. Matt said, "It's a new house basically in the shell of an older house. Because of the trees (old live oaks) we couldn't really tear down & rebuild. The house still has a cozy feeling even though it's almost 5,000 square feet; it lives like a more intimate home and I really credit

with a sleek gas fireplace set in a stone let him have a "really long leash" to wall with cascading lights. For the create it. Matt said, "The house still outdoor space the couple told Rodney has a cozy feeling even though it's

retreat, especially the screened porch the major elements they wanted and

almost 5,000 square feet; it lives like a more intimate home and I really credit Rodney for that."

BEFORE

Susan and Chad Carlson bought their house as a couple, but with a growing family they needed more space. Chad said, "We loved the neighborhood and loved our lot, so we had to figure out a way to accommodate our wish list." They spoke with a number of builders and homeowners before choosing Pinnacle Homes, "Not just for Rodney's technical building ability, but the fact he is a strong communicator and is frankly just really honest," Chad said. Susan added, "I think he's one of the kindest human beings; he has been wonderful to work with in that aspect as well."

Chad is in commercial development and deals with construction frequently. He said, "I could tell in speaking with Rodney that he had such a strong knowledge



The kitchen in the home of Matt & Debby DeSalvo in The Dunes Club in Myrtle Beach. Pinnacle Homes assisted in the design & completed a major remodel/renovation job on the DeSalvo home. Matt said, "Rodney has a lot of vision and he's really creative, but he's also technically sound in construction.

The new 700 square foot screened porch enclosure on the rear of Chad & Susan Carlson's home in The Dunes Club in Myrtle Beach. The screened porch enclosure was just a small part of a major remodel/renovation job that Pinnacle Homes completed for the Carlsons.

BEFORE Rodney Martin enjoys talking with homeowner, Susan Carlson, in front of her home in The Dunes Club in Myrtle Beach. Susan said, "I think he's one of the kindest human beings; he has been wonderful to work with in that aspect as well." Susan and Chad Carlson had a growing

family and needed more space. Chad said, "We loved our neighborhood and loved our lot, so we had to figure out a way to accommodate our wish list." They chose Pinnacle Homes to assist them in the design & to complete the major remodel/renovation project. Chad said, "Not just for Rodney's technical building ability, but the fact that he is a strong communicator and is frankly just really honest." The renovation included expanding the upstairs living space, adding a new two-and-a-half car garage and the aforementioned 700 square foot screened porch enclosure seen on the previous page, as well as much more. The original house grew from approximately 3500 heated square feet to twice that under roof.

sure the structural integrity is there and that you have a good building plan. Rodney was so great at trouble shooting, and technically he's able to work through the process in a very

base. When you tear off the roof and effective way." Chad added, "Rodney add extra weight, you have to make did not have an open checkbook, so he had to make our vision work with the current plumbing and electricity." The original house grew from approximately 3500 heated square feet to twice that under roof. Upstairs

it went from two bedrooms and one bath to four bedrooms and four baths. The one-car garage was transformed into a playroom, and a two-and-a-half car garage was added. A home office, new mud room, reconfigured kitchen, and 700 square foot screened porch were included in the renovation. Chad summed up, "Rodney is a true craftsman. He has a good eye for design and he has the ability to build it – that's very rare to find." ■







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Local Building Suppliers Across The Grand Strand Offer Superior Products Service & Professionalism To The Industry

by Sara Sobota

Residential and commercial building contractors across Horry & Georgetown Counties have come to rely on the five companies profiled in this issue for all of their local building supply needs. The longevity in this area of many of the individuals interviewed is an added bonus for our industry professionals.



For a reliable company that offers the latest products, simplifies the building process, and always has your back, think Coastal Fasteners.



(843) 626-7292

General manager Johnny Altman, who has been with Coastal Fasteners for 23 years and has 41 years' experience in the industry, heads up the operation with a leadership style long on cooperation and respect.



General Manager, Johnny Altman (far right), Sales Representative, Ray Causey (middle) & Purchasing Manager, Brian Dirmyer (left) in the showroom.

"I try not to give anybody something to do that I wouldn't do myself," said Altman. "We all work together to make it a unified team."

Coastal Fasteners, a HGHBA member, offers area builders the highest quality products for both residential and commercial projects. One item recently made available has taken off in popularity: customized house wrap.

"We had our name put on the house wrap, so when you see the house all the way across the field, you'll see Coastal Fasteners printed on it," Altman said. "We can also order it with the customer's name on it, for those that do a lot of framing. It's an option they can choose, and it's become popular."

Coastal Fasteners also provides galvanized

(Continued on page 22)





products such as nuts, bolts, and washers that meet the needs of area builders and homeowners.

"A lot of people have projects they build outside that are exposed; the fasteners are exposed, and galvanized products help fight corrosion," said Altman.

The company carries products from the most respected vendors in the industry.

"Our Patton bolts are very popular, and we've put in a line of Hillman products, including decking screws," Altman continued. "They're topof-the-line quality."

After more than four decades in the field, Altman has developed a long view of the industry, and his experience is an asset to Coastal Fasteners and their customers.



Coastal Fasteners is located @ 1330 17th Ave. South in Myrtle Beach (Two blocks behind Coastal Grand Mall off of Robert Grissom).

"The field has become a bit more complicated," Altman said. "Fasteners have changed over the years due to hurricane codes and building codes that require different fasteners depending on application and specifications of the building. In a lot of ways, though, the products

have come a long way to try to simplify for the

customer.



Coastal Fasteners offers free delivery throughout the area, from Brunswick County to Georgetown, and the team works hard to ensure that customers are served on time, every time.

"Coastal has always been a company that caters to the customer," said Altman. "We go that extra mile to get the customer what they need and make the experience a pleasant one. Even if it's just one or two brackets, we try to accommodate - we'll get those items on a delivery truck headed in their direction so they don't have to stop on the job and come get it unless it's absolutely

The company works with commercial builders as well as residential builders constructing homes in both the track and custom categories.

"Commercial builders have slightly different needs," said Altman. "It could involve a lot of screws versus fasteners, or it could involve a lot of special brackets that might have to be fabricated. We can provide the volume of product that track builders require, and for custom homes, sometimes they also use brackets that are special made and special ordered. So, we try to accommodate the customer in any way we can to get those materials for them."

For quality products and service with a side of convenience, make Coastal Fasteners your goto materials stop. PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE FOR FURTHER CONTACT INFORMATION.

Jeff Griffin, Myrtle Beach Branch Manager for Richards Building Supply, is quick to point out the company's ability to source absolutely anything exterior on a house, but notes they sell a lot of roofing materials. "The IKO shingle has sold the best for us. It is every bit as good of quality at



Jeff Griffin with Richards Building Supply





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a better price because the company is not as known as much as some of the big names." Griffin has been in the Myrtle Beach store for 7 years.

Richards Building Supply (formerly Eastern Building Supply) has consistently provided materials to contractors throughout the Horry Georgetown for many years. In 2015, the company merged with the Richards Company and now operates as their East Division working mostly



Richards Building Supply (formerly Eastern Building Supply) is located @ 1101 Campbell St. in Myrtle Beach.

with new construction builders and local roofing contractors such as Hanco of SC, Jeff Linta Company and Alpha Omega Construction Group.

Additionally, they provide all types of siding to area contractors and offer some of the best windows and doors on the market. With their own door shop in Goldsboro, North Carolina, Richards Building Supply can customize anything a customer may want in the way of exterior doors. They are also a certified dealer of Stergis Windows and Doors which gives them the opportunity to get windows for new builds and those challenging retrofits and remodels, all DP50 rated. Richards also offers one line of cabinetry: Wolf Cabinets.

The biggest trend the company has noticed lately is the shift toward more metal roofs. While there are a lot of new products out there, they've



had great success with Worthouse metal roofing products which have a 200-mph wind-resistant rating and come with a 30-year coastal warranty. "It goes up easy and stays put," Jeff explained. "And the longevity and performance is worth the extra cost, especially when some of our customers have seen a 10-25% decrease in their homeowners' insurance premiums."

Richards Building Supply is family-owned and values every customer. "Our customers are not just another number to us, we pride ourselves on our customer service," Griffin said. "The smaller folks keep us going and we focus on keeping them happy." Many of their customers appreciate the personalized service, so word of



mouth has really helped grow the company. "We work with each customer giving options and advising them according to their individual needs."

Richards Building Supply, although independent and family owned, can still compete better with the larger national companies. That makes them a solid choice for building supplies of

Durastrand pointSIX® By Norbord Gives Builders the Edge



Craig Doehner is the regional Norbord representative for this area & can be reached directly @ (919) 523-1619.

Inclement weather is just part of the job for workers in the construction field. We don't mind it much, but when it causes warping, dipping, cupping and uneven floors, we tend to take exception. While it may not be

(Continued on page 24)

Small Taper, Huge Advantage



builders worth their salt know that a flooring installation is only as good as the sub-flooring. Mistakes made during installation of a flooring system can result in costly

callbacks and may ultimately cause ongoing issues for the homeowner. That's where Durastrand pointSIX gives you a distinct advantage.

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The usual considerations for sub-floor installation still apply. Always leave a 1/8-inch gap on the 4-foot ends of the panel to provide enough space for expansion and to prevent buckling. Adequate panel spacing will leave room for the expansion that occurs naturally as panels



acclimate to ambient moisture conditions.

Fasteners must be 3/8" from edges and corners to ensure panels stay flat to the joists. Typical fastener spacing is 6" o.c. maximum along the 8-foot edges and 12" o.c. maximum in the field of the panel, but always follow your design professional's specifications.

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Durastrand pointSIX has been tested in the wettest conditions the Pacific Northwest has to offer and the results speak for themselves. In one test the Durastrand pointSIX panels were flooded with water and left to stand for 14 days. They dried straight and true with no edge swelling. Durastrand pointSIX features a nominal 0.6mm taper to be effective against edge swell. The panels come with a 50-year warranty and a 1 year no-sand guarantee.



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Durastrand pointSIX has been available in North Carolina since the summer of 2019 & now can be obtained in the Upper SC Coastal market . It's not just Durastrand's taper that helps with moisture—the proprietary blend of resins and waxes protects panels against any weather and they are rated Exposure 1. Durastrand pointSIX has no core voids or knots and will not delaminate. Durastrand panels contain no added ureaformaldehyde resin and are CARB (California Air Resource Board) exempt. Durastrand pointSIX premium sub-floor guarantees you hold your edge, rain or shine. **PLEASE REFER TO THE** BACK COVER OF THIS ISSUE FOR FURTHER CONTACT INFORMATION.



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Joe Pezzullo, Builders First Source local market sales manager, has recognized a few market trends in the area and explained how his company is meeting the needs of builders as they



Joe Pezzullo, local market sales manager

"We at Builders FirstSource have been putting a big emphasis on value-added products," said Pezzullo. "We locally manufacture interior/exterior doors and floor/roof truss, and we offer installation for some of the products that we sell, primarily framing materials, windows and exterior doors, and interior doors and trim. We have the only full-line, interior/exterior door shop in the Grand Strand area, and we utilize that advantage to be able to service our customers efficiently and cost effectively.



Pezzullo also noted a shift in the labor market as it relates to the area building market.

"One of the great challenges facing our industry is the tightening availability of labor. We are trying to not only provide quality materials but also help provide labor and management solutions through our turnkey services. In

offering these turnkey services, we continue provide solutions to help our builder partners overcome the challenges they are facing in the market place."



Builders First Source in Conway is located @ 651 Century Circle (Behind Lowes on Hwy. 501).

Another evolving facet of the industry is an increase in rental units being constructed.

"We are starting to see more builders venture into projects that are for rent as opposed to resale," said Pezzullo." I think some of that is the transient nature of Myrtle Beach and the relatively low inventory level of rentals. We are seeing not only traditional multi-family projects, but also whole single-family communities being designed for a rental. This is a shift from what we've previously seen -- not a large scale shift, but we're certainly seeing more of it than in the past."

Pezzullo said builders and homeowners

(Continued on page 26)

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continue to gravitate toward products that tend to be low maintenance, energy efficient and weather-resistant.

"The products that will continue to evolve and remain popular are those that feature lower maintenance and higher energy efficiency. That's not a new trend, but those products always tend to do well. We're seeing more and more options for low-maintenance, non-rot type window, door, siding and roofing products."

While Builders FirstSource is flexible in responding to the evolving needs of the market, Pezzullo said the company remains committed to its fundamental mission of providing building materials to the professional new construction and remodeling contractors for their residential and light commercial building projects.

"As the largest supplier of full-line building

materials to the new construction sector in the United States, and we are fully and wholly



committed to that industry. We don't try to be something that we're not. Builders First Source is very good about knowing our identity and sticking to it, and trying to master what we do every day." PLEASE REFER TO THE BACK COVER OF THIS ISSUE FOR FURTHER **CONTACT INFORMATION**

Coastal Electric is a family-owned and operated motor and power tool sales and services company serving Myrtle Beach and the surrounding areas since 1954. More recently, the company merged with Southlantic Water Systems and the two now share a home at 928 Osceola Street in Myrtle Beach. Both companies hold the primary goal of creating long-term relationships by providing individual attention through their professional service and



Coastal Electric is located @ 928 Osceola St. in Myrtle Beach (Also Home To Southlantic

Visit Southlantic Water Systems In Booths 407 & 408 Feb. 21st-23rd in MBCC

Coastal Electric carries top-of-the-line residential and commercial motors and power tools with an extensive line of Makita tools available. Cordless tools are becoming more and more popular, and one of the best advances in cordless power tools is the remarkable design Makita has made in battery advancement. According to Brian Niederberger the companies'



Marketing Manager, Makita now offers one battery that operates over 200 different cordless power tools. The LXT Cordless System can take you from power tool to outdoor power equipment all with the same 18V lithium-ion battery. The LXT Cordless System is truly the premium design and leader in the power tool industry. Look for their special Makita events where they showcase their tool line with in-store demonstrations allowing you to test-drive the tools, drill bits, and accessories with special pricing and exclusive offers. Coastal Electric also stocks many major name brand motors and is an authorized dealer of Stenner and Dab pumps.



Coastal Electric not only sells tools, motors. and pumps, but they are also a service center for many major brands like Milwaukee, Bosch, DeWalt, Hitachi, Ridgid, Fein, and more. Known for their high-quality, in-house work, the service department repairs motors and pumps, including



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those for spas, pools, air compressors, and elevators. They are certified to perform warranty work on major brand name tools and accessories

According to Vice President, Will Smith the company offers a more personalized shopping experience for customers. "We're smaller and less crowded than the big box stores. It's easier to find what you are looking for, and we offer excellent personal attention to everyone that walks through our door."



Coastal Electric has built a reputation on providing quality products, professional service,

and dependability through the years, just as Southlantic Water Systems has done. The merging of the two companies only compounds their commitment to the residents and businesses of the Grand Strand area. Stop by their Myrtle Beach location to check out their big selection of tools and accessories, pumps, and motors. Keep them in mind when you need service or warranty work as well. Coastal Electric is definitely a go-to company in this market.

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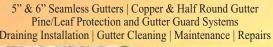


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CONWAY CHAMBER OF COMMERCE





Conway SC – The Next Decade

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

Personally, I believe the 2020's will be one the most defining decades that Conway, SC has ever seen. Over the past decade, Horry County has welcomed an estimated 100,000 new residents, building permits are being submitted faster than local governments can process, local Universities and Technical Colleges' enrollment rates have increased exponentially, average wages and median incomes have increased and there are no signs of this trend slowing down anytime soon. From 2010-2019, the Myrtle Beach-Conway-North Myrtle Beach Metropolitan Statistical Area was ranked second in the entire country in population growth percentage increases. Long gone are the days when Carolina Forest was literally a forest and catching just one Hwy 501 traffic light from the beach to Conway was considered an inconvenience.

The upcoming census report will likely put Conway over the 25,000-population hump, opening the city up to recruitment opportunities with regional and national site selectors that would have thrown



Conway in the "pass" pile based on that statistic alone. In many aspects, the last ten years of growth in the Carolina Forest area is tantamount to what can be expected for Conway over the next ten years. At the end of the day, economic development is all about improving the quality of life for its citizens. The meetings, lobbying, contracts, negotiations etc. are simply the means to this end. In no way am I implying or assigning blame to any official or entity. but I have to believe if the decision makers could go back in time, developing Carolina Forest's infrastructure to correlate with the rapid increase in population and business growth would have been on the top of their list. After all, if we recruit your

favorite store to open a mile from your house, but it takes 20 minutes of sitting in traffic to get there, have we really improved your quality of life?

At the Conway Chamber of Commerce, these are the kind topics we discuss on a weekly basis. Although it may



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As the article in the Nov./Dec. issue of BIS

already addressed our Lake Busbee Bridge

and Bypass proposal, I will spare the

details and simply ask you to visit

www.conwayscnow.com/bypass and

sign our petition! Here, you can view a six-

minute video detailing why this bypass and

bridge is so important and how we aim to

very optimistic for the City of Conway's

As we dive into a new decade, I am

see this plan come to fruition.



downtown or the new Kingston Park project are encouraging, but its more than that. Last year I was fortunate enough to be involved in the downtown Conway Kingston Park project, where I witnessed over five separate public and private

set aside personal agendas to work together to achieve a common goal. collaborative mindset coupled with sound decision making and responsible

recruitment will help tip the scales from

for lease like the Jerry Cox building in simply managing future growth to thriving as a result.

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Palmetto Brick Company Over 100 Years Of Professionalism & Integrity

by Sara Sobota

Palmetto Brick Company has a century's worth of knowledge, experience, and expertise in brickwork. With deep roots in the area, connections with manufacturers in 16 states, and a keen interest in the future, Palmetto Brick offers quality and style as well as perspective on the landscape of the industry.

A family-owned and operated company in every sense of the term, Palmetto Brick has been in the Anderson family since 1919, when J.L. Anderson, who was already owner of a successful sawmill and 8,400 acres of timber land, purchased it along with Irby Brick and several other businesses including a veneer mill, cotton gin, and a theatre. Anderson and his wife, Margaret (Maggie) Flowers, lived in Cheraw, S.C., and had four children: David Rae Anderson, Alice Anderson, William Glenn Anderson, and Margaret Anderson. Over time, several of the children married and moved away. However, in 1939, Anderson called his family together

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General Manager, Chad Redwine (left) & outside sales representatives, Jonathon Dean (middle) & Derek Beaber (right), in front of the local branch located @ 305 Greenleaf Circle in Myrtle Beach across from the Tanger Outlets on Hwy. 501 (Turn towards Chic-fil-A @ traffic light).

operated by the fourth generation of Anderson family members.

its branches in Monroe and Hampstead in

again and, due to illness, assigned one business to each of his sons and sons-in-law. Anderson passed away in 1940, but not before organizing a partnership among himself and his four children. Today, Palmetto Brick and associated companies are

In 2020, Palmetto Brick is fresh from a vearlong celebration of both its 100th anniversary and its status as a 50-year, charter member of the Horry County Home Builders Association (HGBA). Throughout 2019, the company held festivities at each of





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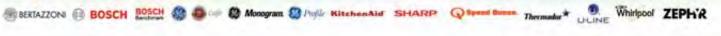
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TO COOK BEAUTIFULLY









Palmetto Brick has been around for over 100 years & Chad Redwine takes great pride in the long standing employee relationships that have been established, especially with two of the current delivery drivers shown above. Darrell Gandy (left photo) has been with Palmetto Brick for over 42 years & Charles Lucas (right photo) has been with Palmetto Brick for over

North Carolina; Florence and Myrtle Beach in South Carolina; and its manufacturing facility in Cheraw, S.C. - which included a tour of the plant that produces its bricks – for owners, board members, family members, vendors, and a number of South Carolina state representatives.

Chad Redwine, general manager of Palmetto Brick in Myrtle Beach who's been with the company 14 years, has noticed numerous trends in the field over the past vear or two.

"Everyone's into these white, modern farmhouses with the black windows and the authentic tumbled or authentic rumbled brick, for the accents, the foundations, and the fireplaces," said Redwine. "That's a real big push right now, so a lot of us manufacturers are coming up with rusticated brick and antique tumbled brick for these purposes."

Often, it's not the bricks themselves but their characteristics and treatment that makes a trend in this industry.

"It's all about the style," said Redwine "There is nothing that's changing the dynamic of the wall structure. You can't really improve the brick wall system. The designers, the architects, and the general contractors are just altering its aesthetic appearance."

Brick color and mortar joint style are factors that come into stylistic play.

"Mainly the neutral colors are in demand right now," said Redwine. "Whites, taupes,



Chad Redwine reviews an existing order with forklift supervisor, Dwayne Simmons, in the

cream, beiges, blends, lighter shades of brick that's what people are favoring."

Being creative with mortar is another way to offer updated looks.

"A lot of people are using a process in the installation brick called a flush joint, which is just a brushed-on joint - there's no tool to strike it," said Redwine. "They're also using a weeping joint, which literally makes the excess mortar weep forward onto the face of the brick. Some people like to describe it as the mortar is oozing out of the wall; that's what it looks like. And then some bigger custom home projects are using a wider joint. Instead of the standard 3/8 of an inch, they're going to half an inch or even three-quarters. It just gives it a whole different look." Thin brick for interior design is another popular

"For almost every custom home that we put brick veneer on the exterior, we're putting a thin brick on the interior," said Redwine. "Thin brick has turned into accents in the kitchen, library, study, bars, walk in entrances, laundry rooms, and mudrooms. People are incorporating bricks more so on the inside as well."

Palmetto Brick Company also designs and builds outdoor living spaces, which continue to be in demand.

"We do outdoor kitchens, bars, pools, bricks, pavers -- everyone wants to be outside, especially in the Grand Strand," said Redwine.

So, what's the secret to Palmetto Brick Company's 100 years of success? Redwine says the formula is simple.

"A quality product and exceptional customer service.

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MBACC now accepting nominations for outstanding businesses in the Grand Strand



by Sarah Stephens, Communications Manager, Myrtle Beach Area Chamber of Commerce

probably already know the benefits of winning a chamber business award. But just in case, here are three reasons why you should consider nominating a business (even if it's your own) or an individual in your organization.

First, each award winner will receive valuable exposure within the community. Winners will be

As a small business owner or entrepreneur, you announced during the chamber's Annual Meeting, in the monthly publication Grand Strander, the chamber's newsletter, website and social channels, and in press announcements, garnering thousands of views and potential opportunities to gain new

Next, receiving a business award from the chamber builds credibility, which is extremely

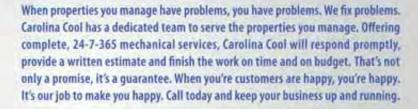
important for start-ups and small businesses. An award from the chamber sends the message that the company is reputable and an active participant in the local business community.

Finally, being recognized as one of the best businesses in the community can boost employee morale and ensure employees are proud of the

(Continued on page 34)



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organization they represent. And a happy employee leads to improved customer service and employeeclient relationships.

The following business awards will be



presented during the chamber's Annual Meeting April 28, 2020, at the Hilton Myrtle Beach Resort:

- Business Innovation Award. Honors a business that exceeds the standard for resourcefulness and creativity in the workplace.
- Small Business of the Year. Presented to a business with 50 or fewer employees committed to sound business practices in operation, management and service to the community.

- Nonprofit of the Year. Recognizes a 501(c)3 organization that demonstrates effective fundraising and outstanding contributions to the community.
- Champion of Diversity. Recognizes a business or individual that has made a significant commitment to embracing diversity in the workplace and community. To be eligible, the business or individual must reside in the Grand Strand. Membership with the chamber is not required.
- Community Service Award. Given to a business or organization that contributes to the community in the form of leadership, volunteerism and/or financial support.
- Chamber Volunteer of the Year. Any past or present volunteer of the MBACC, regardless of chamber membership, who has volunteered many hours of time, talent and energy to the success and growth of the chamber is eligible for this award.
- Hospitality Employee of the Year honors a non-manager who works directly with visitors

on a regular basis who provides excellent customer service and provides a memorable and pleasant experience for our visitors.

• Entrepreneur of the Year. New for 2020, this award will recognize an individual who demonstrates innovation, originality and entrepreneurial spirit in the development of processes, products or technologies. This award will be presented to an individual who has taken a risk in business by starting a new venture, expanding into a new area, or taking on a challenging project. Any entrepreneur residing in the Grand Strand is eligible for this prestigious award, regardless of chamber membership.

Unless otherwise noted, a business or individual must be a chamber investor to be eligible for an award. All nominations for the awards are due to the chamber by 5 p.m. March 13, 2020. Visit MyrtleBeachAreaChamber.com to learn more and to submit a nomination.

Tickets are on sale now for the Annual Meeting. The cost is \$45 per investor and \$55 for noninvestors.



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Space Reservation: June 26 Material Close: July 3

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Distributed to show attendees @ the 2020 HGHBA September Home Improvement & Outdoor Living Show from BIS hooft in the labby close to the front entrance to the show in the Myrtle Beach Convention Center, September 18th - 20th.

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