

BUILDING INDUSTRY SYNERGY

MARCH-APRIL 2020

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- THE IMPORTANCE OF WORKING WITH FLOOR COVERING PROFESSIONALS
- WAYS TO HELP YOUR BUSINESS SUCCEED DURING COVID-19 OUTBREAK
- NAHB MEMBER SAVINGS PROGRAM AT A GLANCE
- HVAC INDUSTRY LATEST TRENDS & PRODUCTS
- OPPORTUNITY ZONE IN CONWAY SC
- 2020 / 2021 BIS EDITORIAL CALENDAR



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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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 COVID-19 has been at the top of everyone's minds this year and at the time of writing this article, the global pandemic is far from over. But even though we're still wading through the rapidly changing situation, we've already learned some valuable takeaways from this event that all business leaders should consider in the future.

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 Jon Harrah, owner of 1st Source Solution, took a detour from custom home building that actually led him back to using his love of design for renovations and select custom builds, but on a more personal scale.

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The Latest Trends & Products Available In The HVAC Industry
Building Industry Synergy reached out to three successful companies that offer HVAC installation and service to get their feedback on the latest products offered and trends in the industry.

PAGE 26
Opportunity Zone In Conway SC
 On Friday, March 13th, Mark Elliott, Managing Partner for SC Opportunity Funds gave a presentation titled "Opportunities with Opportunity Zones" at the Conway Chamber of Commerce's Business Power Breakfast event. The goal of Opportunity Zones is to encourage long term investments, specifically in low-income urban and rural areas throughout the country and bolster the economy.

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Ways To Help Your Business Succeed During The COVID – 19 Virus Outbreak
 As we all know, we are in uncharted territory. As a business owner, you suddenly have to figure out a whole different way to conduct business. Keeping yourself, your employees and your family safe has taken responsibility to a level we never thought we'd see.

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2020-2021 Building Industry Synergy Editorial Calendar
 The schedule for the remaining 4 issues in 2020 & the first 2 issues 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 May/June Issue Will Contain An Editorial Feature On Property Maintenance Including Plumbing. The Projected Material Close Deadline For This Issue Will Be Friday May 22nd.

Building Industry Synergy
 SC - GRAND STRAND

2020 MARCH / APRIL ISSUE

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 at a glance
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GM	Save \$500 on most retail vehicles Save \$500 - \$1000 per vehicle for fleet customers Stackable with most National Retail and Fleet offers NAHB Member and Household Family Eligible	Chevrolet, Buick, GMC	nahb.org/gm
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®	nahb.org/fca
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Budget	Up to 25% off base rates and FREE Fastbreak status	Car Rentals	budget.com/nahb 800-283-4387 BCD #Z536900
HERTZ	Up to 20% off base rates and FREE Gold membership	Car Rentals	hertz.com/nahb 800-654-2200 CDP#51046

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LOWE'S	Extra 2% off Lowe's Account Receivable or Business Account FREE Delivery of \$500 Plus Orders 5% off at store using LAR or LBA	Building Materials	lowesforpros.com/nahb 877-435-2440



on the cover

Jon Harrah with 1st Source Solution, shown in the rear of Lisa Phillips' home in Mt. Gilead. Jon created the new outdoor living space without compromising the original design. He was able to match the existing stucco & roof shingles to the original so that no one would notice that the new outdoor living space was not part of the original structure. This new space included a custom hibachi grill with seating all around. The U Shaped granite wraps around the entire outdoor kitchen, with a focal point on the fireplace & custom saltwater aquarium. Travertine was used for the floor in this area. "Jon is a great contractor and I would highly recommend him. He did a beautiful job and fulfilled everything that was requested in a timely manner", said Lisa.

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MYRTLE BEACH AREA CHAMBER OF COMMERCE

Three Things We've Learned From COVID-19 – So Far

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

COVID-19 has been at the top of everyone's minds this year and at the time of writing this article, the global pandemic is far from over. But even though we're still wading through the rapidly changing situation, we've already learned some valuable takeaways from this event that all business leaders should consider in the future.

1. Emergency Planning

Developing a plan for different emergency scenarios is something every business owner should do before a crisis strikes. Chances are you



have already done this for common emergencies such as fires and on-the-job accidents. And most likely you know what you will do if your business is temporarily impacted by a hurricane or the flooding that is common to the Grand Strand. But what do you do when faced with a global pandemic? Have you spent time developing that plan before COVID-19?

Our country has faced global pandemics before, but COVID-19 has challenged us in ways we couldn't predict, creating new phrases such as 'social distancing' and closing schools, limiting business hours and closing indoor dining across

the state. Now is a good time to take note of these changes and how your business is adapting and when this pandemic is over, incorporate those notes into your crisis plan for future emergencies.

2. Review your insurance coverage regularly

Does your business insurance cover you for losses in the event of a pandemic? You may not



have thought about this before, but your insurance company has, and if you're not familiar with your coverage you may not realize how little coverage you have until a pandemic threatens your livelihood. Now is a good time to take a hard look at your coverage and think about what changes you should make to protect you in the future. Contact an insurance agent who can

answer your questions and help you get the best coverage possible for your unique situation.

3. The importance of flexibility

Just like every natural disaster we have weathered this one will also end. We don't know exactly when life will return to normal, but we know this difficulty is only temporary. What isn't



temporary however, is public perception with how you handled your customers during the crisis. And with the prevalence of social media today consumers are sharing their experiences in real time, tagging companies online and posting reviews, both positive and negative. A positive experience will likely create not only a customer for life, but also generate new customers.

Conversely, a negative experience posted online by your customers can make it more challenging for you to recover once the situation is resolved. Consider where you can add flexibility in your policies to protect your business while showing empathy to your customers.

The Myrtle Beach Area Chamber of Commerce is here for you as we navigate these difficult times together. Visit MyrtleBeachAreaChamber.com for access to resources that will help you prepare for future crises and don't hesitate to contact us with your questions or concerns. Together we will recover from the impacts of COVID-19 on our community.

Visit MyrtleBeachAreaChamber.com for more on the chamber's response to COVID-19, the latest resources and information to help your business during these uncertain times, and information on recovery plans as it becomes available.

2020 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~

- MAY**
19 General Membership Meeting
NAHB Student Chapter Awards
20 HBA of SC Executive Committee Meeting

- JUNE**
16 General Membership Luncheon
18-20 NAHB Spring Leadership Meeting
25 Ambassador Meeting

- JULY**
14 Board of Directors Meeting

- AUGUST**
4-6 NAHB Association Management Conference
13 Golf Tournament
18 General Membership Meeting
26 HBA of SC Executive Committee Meeting
27 Ambassador Meeting

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

- OCTOBER**
1-3 HBA of SC Convention
The Marina Inn @ Grande Dunes
6 ATA – Meet & Greet with Students & Parents
13 Board of Directors
20 Annual Meeting – Election of Officers & Directors
20-22 NAHB Fall Leadership Meeting
22 Ambassador Meeting

- NOVEMBER**
5 Fall Clay Tournament
17 General Membership Luncheon
19 HBA of SC Legislative and Strategic Planning Board Meeting

- DECEMBER**
8 Board of Directors
8 HBA of SC Executive Committee Meeting

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NEW 2020 MEMBERS

Since January

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Wesley Johnson & Joni Johnson • *Exquisite Construction, Inc.*
Thomas Slack & James Slack • *Shed Windows & More, Inc.*
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The Importance Of Working With Floor Covering Professionals When Planning The Design Or Remodel Of A Home Or Business

by Sara Sobota

When designing any home or business, selecting the proper floor covering that is both appealing and also able to withstand the area's future foot traffic is often something that requires the assistance of an industry professional. *Building Industry Synergy* reached out to several area floor covering businesses in Myrtle Beach, Conway, Murrells Inlet & Georgetown to get valuable feedback on the latest products and services available in today's market.

Creative Flooring Designs of Murrells Inlet can take the stress out of your next flooring project because they focus on each customer's needs so they get a truly customized experience. Bob Terrell and his staff strive to get to know their clients' style & needs so they can offer the products their customer desires, combined with superior service.



Bob & Nicole Terrell with Creative Flooring Designs

Creative Flooring Designs provides sales & installation services for both residential and commercial new construction or remodeling customers, throughout the Grand Strand from Pawleys Island to Little River with free estimates and free design consultation services.

When Terrell expanded to their new showroom & design center in Murrells Inlet, his goal was to give customers the ability to see & touch more products but never lose that one on one relationship that made his business successful. "Our goal is to get to know the customer, their needs & what their vision is for their home or business. The showroom is highly organized so people can come in and not only view flooring samples but get valuable product information on what they're considering purchasing," said Terrell.



The Creative Flooring Designs showroom is located @ 12082 Hwy. 17 Bypass in Murrells Inlet, SC.

Terrell realizes customers instinctively head to the big box stores for flooring, thinking they will get a deal, but Creative Flooring Designs offers quality products at amazing prices with the goal of creating a superior experience for the customer. "Many of our customers become our friends and that is what we want. We are your neighbor. Doing business on the Grand Strand, specifically in Murrells Inlet, is wonderful. My wife and I are part of this community; both professionally and personally. When you choose Creative Flooring Designs, our goal is to create an experience that is personalized



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and significantly less stressful for the homeowner. My professional sales staff is industry trained and our installation teams are not on rotation like the big box stores. I am fortunate to have some of the best sales & installation professionals in the industry on our team," said Terrell.

"A lot of times, when buying materials in the big box stores, you aren't educated on the product and whether it will meet your needs. We offer that information combined with products from all the top flooring manufacturers – who all have warranties associated with their products."



One of the biggest trends Terrell has noticed over the past year or two in flooring tends to be luxury vinyl flooring (LVP) which is waterproof and scratch-resistant. "This product has virtually replaced the laminate market, as well as a good chunk of the hardwood market. It's a great value for the homeowner and gives the look of hardwood at a fraction of the cost, while most LVP are warranted for life," said Terrell.

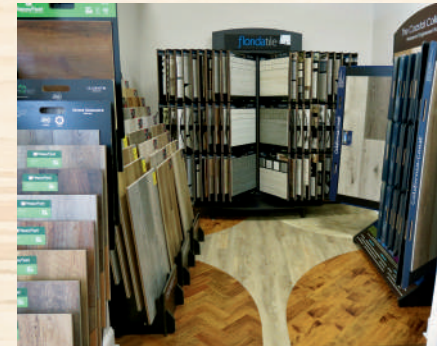
Apparently, also, the trend for flooring is the bigger, the better.

"With each year that passes, the flooring planks, regardless if it's wood, tile, or vinyl, are getting bigger," said Terrell. "Last year the average plank size might have been 6-inch-wide, but now we are seeing more and more



product lines offering 8 inch and 9-inch-wide planks."

Terrell emphasized that the most valuable aspect of choosing Creative Flooring Designs is his involvement in the day to day operations, which provides an unparalleled level of customer service.



"I am personally involved with almost every customer that comes through our doors," said Terrell. "I get to know them & visit almost every job site during their installations. This way, if I have not had the opportunity to meet them in the store, I'll meet them at their house during their install. I always try and stop by and look at the job, make sure the installation is progressing as it should, and make sure the customer expectations are being met and/or exceeded. That is what sets me apart from any other

flooring showroom out there; customers get personalized service from the owner, not just a salesperson. No matter how much we grow I do not see that ever changing. Growth is good, but I never want to be so big that I do not know my customer."

In 2004, Jaime Pando established a flooring business that emphasizes classic looks, personalized service, and stellar products. Providing service to building contractors, property management companies, and homeowners along the Grand Strand, **Flooring Panda** ensures top-quality projects from beginning to end, every time.



Jaime Pando is very pleased with the professional staff he has assembled. Everyone shown in this photo has been with Flooring Panda for 3 or more years.

"We are dedicated to providing a product that is elegant, unique, and completely yours," said Pando. "We feel that we have the best products and best value for your dollar."

Tracy Hancock, general manager who has worked with the company for ten years, mentioned a few new trends in flooring that are having a major impact on the industry.

"Luxury vinyl plank [LVP] is a popular choice because of its price range and because it's waterproof and scratch resistant, and the

(Continued on page 12)



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General Manager, Tracy Hancock (right), discusses the new Revo-Tile product with Territory Manager, Jake Rider (left).

looks now are very close to wood,” said Hancock. “At least half the people who own a home probably own a dog or some type of pet, and because of its qualities, LVP is just killing the market.”

Luxury vinyl tile [LVT] is another highly popular product, as well as a new ceramic tile that’s come out in the last six months and saves time and labor.

“It clicks in like you would LVT, and there’s benefits because there’s no acclimation time,” said Hancock. “For LVT, you still have to acclimate for a couple days, and with regular tile, you’ve got mortar and grout. With this, you put down a pad, and then just lay it



Flooring Panda’s Myrtle Beach location is @ 864 Kingswood Dr. (Behind Suds Car Wash On Hwy. 544) & the Shallotte, NC location is @ 5298 Main St. (Next To NC DMV).

and click it right over the top of the pad. There’s no mixing grout; it’s premixed, so you just put it in and it’s good to go.”

Hancock emphasized that builders benefit from this more efficient product and process.

“With builders, the great thing is when you put tile in, you’re looking at a minimum of two days, usually three days, because you’ve got to wait for it to set, and then you’ve got to come back and grout it, and now you can set it and grout it all in one day.”



Jaime Pando has established an excellent relationship with many builders across the Grand Strand. Mark Hiltz (left) with Hiltz Construction has been doing business with Jaime for many years.

Pando added that Flooring Panda has an excellent relationship with builders because their team works around and within builders’ schedules.

“Our installers have a high attention to detail, providing quality installations,” said Pando. “We are always very reliable and flexible with the contractor’s scheduling requests. We like to integrate our business with theirs.”

Hancock also mentioned the company’s commercial business, including extensive projects they’ve completed at Coastal Carolina University as well as a restaurant complex on Ocean Boulevard in Myrtle Beach at 14th Ave. North, including Tin Roof, Bandito’s, and the brand-new Epic Arcade.

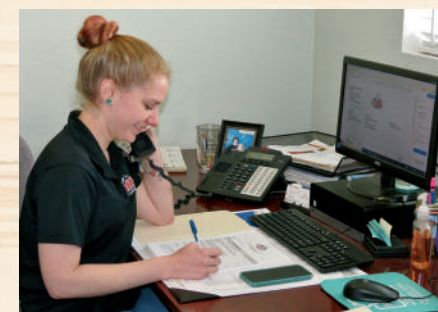
“We are very proud and grateful for all of



Warehouse Leader, Thomas Jackson (on forklift) has been with Flooring Panda for many years.

the relationships that we have established over the past couple of decades,” said Pando.

The company transitioned its name from the Flooring Depot to Flooring Panda about two years ago, adding a mobile element to its



Mindy Berry is involved with inside sales & also works the front desk as you enter Flooring Panda.

brand with wrapped vehicles that bear the fuzzy, black-and-white mascot.

“We wanted something to catch eyes,” said Hancock. “When you see a big panda driving down the road, it catches your attention.”

One of the biggest trends in the flooring industry is WPC, waterproof flooring. “It has taken over the market; it is crazy how much we’re selling these days – almost 60% of all sales now,” J & S Flooring owner Gregg



Gregg Pierce with J & S Flooring

Pierce noted. “The flooring has a vinyl wear layer and clicks together with beautiful wood or tile visuals. It is scratch-resistant and waterproof, very durable, not as cold as other floors, and easier to install, repair, and replace.

Plus, it costs less than most hardwood floors.” Mr. Pierce offers waterproof flooring from about a dozen manufacturers and has installed it in multiple projects, including \$2 million dollar homes and everything in between.

J & S Flooring has provided Pawley’s Island, Murrell’s Inlet, Litchfield, and the entire Grand Strand area with quality name brand products with exceptional service at affordable prices for over 26 years. Catering to both homeowners and building contractors, J & S Flooring has a 10,000 square foot showroom and warehouse, located in Georgetown, which allows them keep a lot of stock on hand for cash and carry projects. They also have a full sample showroom on site. They offer carpet, wood, tile, waterproof



The J & S Flooring 10,000 square foot warehouse & showroom is located @ 2104 S. Fraser St. in Georgetown, SC.

(Continued on page 14)

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flooring, and materials for complete kitchen and bath remodels.

Another trend Mr. Pierce has noticed is the desire for custom shower upgrades,

especially those in master baths. "People are remodeling or renovating bathrooms, creating larger walk-in showers, adding benches and multi head showers, accenting with glass and

tile," he explained. People of all ages are buying older homes, gutting them, and creating what they want. Those customers typically design dream kitchens and baths in their remodel. J & S Flooring also supplies to general contractors of commercial properties, as well as dozens of custom homes each year.



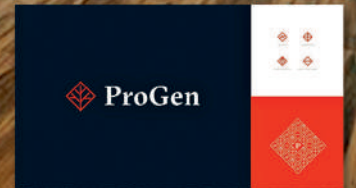
By being a member of the "Abbey Carpet and Floor" buying group, they get to offer customers hundreds of options including "Abbey" exclusive products. That affiliation also helps protect the pricing for their customers, gives better preference options in colors and styles, and extends warranties. This includes a 60-day no questions asked guarantee.

Your flooring choices dramatically affect the comfort and look of your home or business; you need to make the best choices possible. J & S Flooring understands this type of investment requires finding a company that provides both service and skill. "The box



stores are great if you need a hammer or a piece of sheetrock, but flooring is one area that requires great service and unmatched skill," Mr. Pierce explained. Pierce's showroom staff of seven will guide you through the decision process; his installation department of twenty will install your product professionally every time. "Some of these guys have been with me a very long time - they know what they are doing," Pierce added.

Word of mouth referrals and returning customers continue to help J & S Flooring grow. Their continued BBB Rating of A+ is proof of their desire to always go above and beyond what their customers expect. "We offer fair pricing, we send experienced installers out, and we stand behind everything." ■



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Mickey Howell - Howell Homes, Inc.



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*-Bob McCarley
Coastal Builders*



Gregg Pierce

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1st Source Solution

Design • Renovation • Custom Creations



by Susan Roush



PHOTO © CHUCK GEE

Jon Harrah was responsible for assisting in the design and completing the construction for this new 3500 square foot home in Surfside Beach, SC. This home has four bedrooms, 4½ baths, complete with a very open floor plan and custom in ground pool in the back yard. Jon takes pride in providing a professional detailed rendering, before the project is started, for most of his customers.

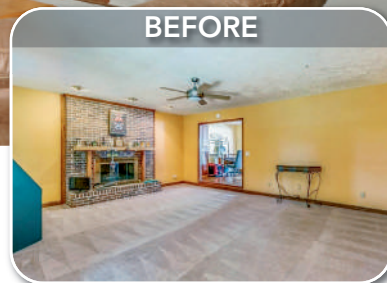


Jon Harrah, owner of 1st Source Solution, took a detour from custom home building that actually led him back to using his love of design for renovations and select custom builds, but on a more personal scale. In 2009 Jon made a career change when he became a police officer for the city of Myrtle Beach. This led to transferring to the Building Department. He started as a commercial plan reviewer, but true to his nature, "I always progressed, trying to become better at my job."



PHOTO © CHUCK GEE

Jon Harrah was responsible for the interior remodel of Charlie and Darlene Ritchie's home on the south end of the Grand Strand. In this living room, a coffered ceiling, a wood lap fireplace and new flooring were added.



As a result, Jon obtained International Code Council (ICC) certifications required to be a certified building official. He added, "It was really a good experience taking what I'd been doing for 20 years and learning the code side for the next 10 years. During that period Jon served as President of the Horry-Georgetown Building Officials Association, and was involved in the regional Coastal Code Enforcement Association, including holding officer positions. Jon also served on behalf of Horry County in the South Carolina Building Officials

Association.

In 2017 Jon started 1st Source Solution primarily to do design work. He said, "One of the key elements for me is to be able to take a canvas, work with it, redesign and reconfigure it to give clients what they want." When Jon meets with design clients, "the building official side of me kicks in." He advises clients to do their due diligence when choosing contractors to ensure they are reputable and have proper licensing.

Jon said, "One of the things that really sets me apart is I've maintained my license as a certified building official. When I do my drawings, I do them according to code as if I was reviewing them." Jon is midway through studies for his Master's in Architect, consistent with his nature to improve and bring more to clients.



Jon Harrah talks with homeowner, Darlene Ritchie, behind the kitchen in her home. The design for the existing kitchen and dining room was outdated and needed to be revitalized. The Ritchies wanted a new Craftsman feel to their home. Jon was responsible for adding new columns in the dining room area, refinishing the cabinets and adding new Calcutta countertops.

1st Source Solution also offers third party quality control inspections, not to be confused with home inspections. The quality control inspections give homeowner's assurance that their builder is meeting promised specifications, including proper procedures to ensure that product warrants will be valid.

Having had the experience of owning a company with 100

employees and sub-contractors, Jon values the change in scale that 1st Source Solution affords. He said, "My relationship with my client is more important than taking on every job. I want a few special jobs that mean a lot to the clients. I like the personalization of it, walking the job and ensuring my design is being executed to the client's satisfaction." He also appreciates a healthy team environment. "I have an excellent team of subcontractors. They're vital to my success and their success," Jon said. "One of the critical things on any construction site is schedules," he added. Jon meets with core team members before starting a project to give everyone their schedule so when the work begins, it moves forward smoothly. This includes having the right engineers and surveyors on board, "When you have that in place, the project goes so much better and looks better."

Jon knows his way around multiple code books, CAD



PHOTO © CHUCK GEE



The Before & After photos of the Ritchie kitchen/dining area mentioned in the caption above, seen from the back door. New flooring was also added throughout the home.

programs, and project management, but in the end, “My satisfaction is that I was able to translate what a homeowner told me onto paper and then into bricks and mortar. It’s just as satisfying whether it’s a 200 square foot addition or a 6,000 square foot custom home. It’s not the project size, it’s the ‘wow’ from the homeowner once they see their vision come to life.”

1st Source Solution has completed several recent area projects, including a custom home. *Building Industry Synergy* learned from speaking with homeowners that each project had its own character and challenges.

Ramon Arbaiza had ideas that needed a 1st Source Solution response. He purchased a 1950s 1300 square foot home in Myrtle Beach. Ramon said, “I was at home (in Maryland) with my wife



Jon Harrah was responsible for adding a coffered ceiling with red lights, and Craftsman columns with cabinet storage in the Ritchie dining room area.

PHOTO © CHUCK GEE

and I made a little design to do something with the house.” That something was a 2000 square foot addition that took the small 3 bedroom / 2 bath home to 6 bedrooms and 6 baths. The Arbaizas have grandkids and they wanted to have space for them when they come to the beach.

Ramon said, “We sat down and talked about the house and I learned Jon knew all the rules and regulations from working with the city.” Once the job started, it was completed in less than four months, even accounting for rain and the removal of a septic tank and proper sewer hook ups. A second floor was added and there was a 20’ expansion to the front, back and side. The Arbaizas plan to retire to Myrtle Beach soon, and look forward to enjoying their new space.

Melissa and Fred Woriac own a home in historic downtown Conway. Melissa said, “We knew when we purchased it, it was a little too piece-y for us; the rooms weren’t open, so we knew we wanted to do that first.” Having built three other homes in Columbia, Melissa was familiar with the design and construction process. “What I really like about Jon is that he gave me a real estimate of what it was going to cost us, and he gave us a specific timeline as well. He answered so

many questions providing a budget for each step; I loved that. He’s fantastic,” Melissa said. The contract was equally detailed, which allowed them to juggle spending priorities. She added, “Jon was forthcoming in saying there could be some unforeseen things that arise once construction begins.” Prior to this design project, Melissa used Jon for his design expertise and opinion on a gourmet shop layout and mechanicals that she owned and has since sold. Melissa felt confident using 1st Source Solution for their home design and intends to have the company handle the construction.

Maria Worley has a home in Loris that has been in the family since it was built in the 1930s. A 1970s addition added space, but it was awkward in terms of internal flow because of an interior brick wall that had three windows. Maria said, “I did not even think about creating one big room. I



Jon Harrah was responsible for the removal of the existing original 1950’s double wythe brick wall and windows to extend the living area. The stairs to the 2nd floor (seen in the BEFORE Photo to the top right) were relocated to the exterior of this home, in Loris, SC, to create more living space. Homeowner, Maria Worley was very pleased with the completed job. “I did not even think about creating one big room. I wanted to carry over the brick into the kitchen to kind of blend it. Jon asked if I’d ever thought about removing the brick wall and enlarging the space”, said Maria.

PHOTO © CHUCK GEE

wanted to carry over the brick into the kitchen to kind of blend it. Jon asked if I’d ever thought about removing the brick wall and enlarging the space.” When Maria

found she could do that within her budget she agreed. When the addition was built there was a staircase that ran up a wall into a study above. Maria turned the study into attic space and did not want the staircase jutting out. She and Jon played around with some ideas. Jon suggested moving the staircase outside to the back of the house, which proved to be a practical solution that preserved the curbside esthetic.

Maria spoke with several contractors before finding 1st Source Solution. As with the Woriac home, Jon advised Maria that they could have issues with the older home once they got into it. “There wasn’t a challenge that he couldn’t find a solution to, and he stayed within budget,” Maria reported. She added, “I’ve been proud of this home, and I could tell that Jon had a passion for



Jon Harrah was responsible for adding 2000 square foot of living space to this existing 1300 square foot home in Myrtle Beach, SC. Because of space limitations, the new addition had to be added to the top of the existing structure in order to expand the square footage. This home was originally built in the 1950’s. Homeowner, Ramon Arbaiza, was very comfortable in knowing that Jon “knew all of the rules and regulations from working with the city”. Once the job started, it was completed in less than four months.

PHOTO © CHUCK GEE

PHOTO © CHUCK GEE



Jon Harrah was responsible for completing the total remodel/renovation of the rear of Lisa Phillip’s home in Mt. Gilead. An exterior wall needed to be added on one side (with matching stucco) so the roof could be extended over the space (with matching shingles). The design included a hibachi grill, sink, two refrigerators, lighting, and an overhead fan. Travertine was used on the floor. “Jon is a great contractor and I would highly recommend him. He did a beautiful job and fulfilled everything that was requested in a timely manner”, said Lisa.



older homes. I appreciated him wanting to maintain the integrity of the home. The level of communication between Jon and his subcontractors was impeccable.” Maria is considering a bathroom remodel. She said, “I would love to have his crew do that undertaking.”

At the other end of the Grand Strand, Lisa Phillips wanted to create an outdoor kitchen for her Mt. Gilead home. An exterior wall needed to be added on one side (with matching stucco) so the roof could be extended over the space (with matching shingles). The design included a hibachi grill, sink, two refrigerators, lighting, and an overhead fan. Travertine was used on the floor. During the same time frame, Lisa was also redoing her pool, but the contractor left the job. Jon stepped in to oversee that project to completion. Lisa said, “Jon is a great contractor and I would highly recommend him. He did a beautiful job and fulfilled everything that was requested in a timely manner.” ■



PHOTO © CHUCK GEE



From ‘Rendering to Reality’. This rendering shows how Jon Harrah was able to show Lisa Phillips the proposed design of her new outdoor living area and how the final completed project matched the original plan. The completed addition blended in with the original design flawlessly.



Jon Harrah was asked to step in and complete the design and renovation of Lisa Phillip’s pool area. This installation included Travertine pavers on the pool deck & cultured stone around the raised Jacuzzi with waterfall.

PHOTO © CHUCK GEE

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The Latest Trends and Products Available In The HVAC Industry

The awareness of Energy Efficiency has reached an all time high. Whether you are a new construction or remodeling building contractor wanting to offer the best options to your homeowners or a property management company in need of a reliable, reputable HVAC company that will be available when you need them; the importance of making good sound decisions when selecting the right company to do business with is of extreme importance. *Building Industry Synergy* reached out to three successful companies that offer HVAC installation and service to get their feedback on the latest products offered and trends in the industry.

A heating and air conditioning system is one of those items we don’t really think about – until we need to. When that need arises, Dependable Service Plumbing and Air is ready with thorough, experienced, and honest services and solutions.

Dependable Service Plumbing and Air services residential through light/mid-commercial markets with repairs, maintenance, whole duct

system replacements, and air quality tests. It’s expanding its presence this year on the commercial side by building accounts with property management companies, preventative maintenance for restaurants, commercial properties, and homeowners associations.

“HVAC, especially in this climate, is definitely one of the things that people take for granted at times,” said



Mike Harbula with Dependable Service Plumbing & Air.

Mike Harbula, HVAC Service Manager who’s been with the company for nine years, “but then when summer and the hot season hits, they usually cannot go without it.”

When a call comes in, Harbula and his team conduct an evaluation that includes a thorough review of the system. Then, the team member presents the customer with numerous options to allow him or her to determine the best solution.

“We go in there and inspect it, and whatever we find, we report to you,

(Continued on page 22)



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take pictures, videos, really thorough notes, and then we present you with options," said Harbula. "We don't give you one price and just say 'Ok, this is what you need to do.' We do our best to present you with multiple options



and talk with you about what each one means for the home and the homeowner."

One popular service reflects a new focus on air quality, in part because of the area's heavy pollen season, and includes duct cleaning and air purification.



"The average home actually builds up about 40 pounds of dust per year," said Harbula, "and most of that will actually lay throughout the duct work because the air in the home is constantly being circulated. So, having air ducts cleaned every couple

years is very beneficial to the home's air quality."

Likewise, air purification devices have become very popular, and Dependable Service Plumbing and Air offers the top-of-the-line device that's globally recognized.

"This product is the leader in the trade as far as their technology and their backing," said Harbula. "They have a lot of resources and third-party studies, and they're used in military government facilities."

Customers have also lately become more interested in energy

efficiency, Harbula said.

"Now that the world is becoming greener, energy efficiency obviously plays a role in that. Having variable setting systems, or systems that don't run full blast all the time, or systems that are programmed a certain way to run at certain times, have become really popular over the last couple of years."

Finally, Harbula said customers have come to rely on Dependable Service and Air for transparency.

"We're an honest company. We're not going to try to sell you something you don't need," said Harbula. "The biggest thing I find people like about us is that we don't try to take advantage of people."

Carolina Cool, the company that set the standard for quality in HVAC along the Grand Strand, continues to provide state-of-the-art services in

heating, air conditioning, plumbing, electrical, solar, air quality, and preventative maintenance for residential and commercial clients as well as property management companies.

Based in Surfside, Carolina Cool employed 8 people when Verlon Wulf purchased the business, then known as Carolina Cooling and Plumbing, Inc., in 1999. Today, with more than 150 employees, Carolina Cool is still going strong and gearing up for a busy spring, though business remains solid throughout the year.

"As the hot weather starts coming on, we'll start seeing some no-cool calls, and that's when people will be deciding whether they need to change their systems out," said Wulf.



"Tourists are coming to town, so a lot of the high rises and places that may have been holding back on spending money are now going to be calling, so we're going to see a lot of projects from them. But it's not like our winter really slowed down at all. It's just been pretty strong all the way through."

Wulf said technology and energy efficiency are two areas making significant strides in the HVAC world. He mentioned wi-fi thermostats and

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home automation as two features that are becoming fairly standard, as well as new systems such as variable refrigerant flow (VRF) and variable refrigerant volume (VRV).

"Traditionally, when a system would come on, the compressor would come on full blast and refrigerant was coming into your building at a constant rate," said Wulf. "With these new systems, let's say you have a 9K BTU head on the wall, but it's only calling for 6K BTU. The system will meter the refrigerant only for what the needs are. VRF is



causing air conditioner efficiency to improve quite a bit. It's pretty cool technology."

Water heating technology is also undergoing innovation.

"One thing we're starting to push is thermal solar, where we actually heat water," said Wulf. "We've had a couple of installations that have really knocked down the client's utility bill. A photovoltaic system probably has a payback of seven to eight years at best, whereas solar thermal can have a payback of less than three years. So it's really incredible, and we're going to start seeing more of it."

What qualities has brought Carolina Cool



such success in the past 35 years?

"It has a lot to do with just supplying consistent quality," said Wulf. "When I first came to town, we started doing things like wearing booties, offering a 100-percent customer satisfaction guarantee, and having checklists to follow. So we brought a new standard to the industry. That's what we still try to accomplish: a consistent, reliable quality as far as service calls, and I think we've done a good job with it."

(Continued on page 24)

A good way to prevent unexpected emergencies is to have maintenance completed annually. **Trusted Home Services'** General Manager Jeff House explained,



Jeff House with Trusted Home Services

“Yearly maintenance improves comfort, energy costs, and the life of the unit. I cannot stress enough the importance and value of yearly maintenance.” The team at Trusted Home Services does one of the most thorough checks on the Grand Strand. According to Mr. House, “We check the whole system: every component including the ductwork and we provide a detailed report to each customer.”

One of the trends Trusted Home Services recommends is installation of an ionization system which improves the overall quality of the air inside your home. “We install a REME HALO self-cleaning ion generator inside the air handler to clean and prevent mold, mildew, and bacteria. This is particularly important around our area with all of the recent flooding,” Jeff said. The system helps a great deal with allergies because it significantly improves the quality of air you

breathe. “The award winning REME HALO® whole home in-duct air purifier is the next generation of indoor air quality (IAQ) technology and capable of purifying every cubic inch of air that your central air conditioning system reaches. It produces Hydro-Peroxide plasma that is distributed through the air handler, through the duct system and into the conditioned living space. Designed to eliminate sick building syndrome risks by reducing odors and air pollutants, this whole home in-duct air purifier is the best solution for whole house and building air purification.”

“Wi-Fi thermostats are also very popular now and Trusted Home Services offers thermostats that are compatible with Google, Alexa, and other smartphone-controlled options. That convenience can also be extended to lighting, blinds, cameras,



and more being operated by your fingertips or voice commands. These options have been a big trend in the many new builds they've done around the area.

Generators and surge protection are becoming more requested, especially due to the major storms from the past. Trusted Home

Services can provide surge protection for equipment only or your whole home, indoors and outdoors. They offer



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standby generators that can be retrofitted to work from propane or natural gas. They also offer a standby generator that is fully automatic. “It kicks on by itself and takes about 5 minutes for power to be restored with the standby generator,” Jeff noted.

Local homeowners and weekly vacationers need a continuous flow of cool air during those sticky summer months. When that flow becomes interrupted, it is important to have a go-to company like Trusted Home Services in Conway. They offer 24 hour emergency HVAC service to homeowners, HOAs, and Property Managers. Your call always dials into

an actual employee of the company, putting a technician at your site quickly. The company is licensed in NC and SC and serves folks from Brunswick County all the way to Georgetown. As an additional benefit to their customers, Trusted Home Services cross-trains all of their technicians in both the HVAC and electrical trades.

Overall, though, a genuine commitment to customer service is what makes Trusted Home Services stand out as a leader in the industry and a great choice for

Property Managers and others all along the coast. Every member of the company receives weekly training with the continuous goal of maintaining the highest degree of professionalism at all times. Jeff's goal has remained the same over his 28 years in the industry, “We strive for customer satisfaction with the highest quality of work, and we stand by what we do.” Trusted Home Services is your go-to choice for HVAC and electrical maintenance and service. They now also provide lighting for most of their projects. This lighting comes in a variety of styles and colors. Just as their name implies, quality and comfort you can trust! ■



Sales Manager, Richard Bellamy (left) & Office Manager, Kendra Thornton (right) with Trusted Home Services



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Opportunity Zone In Conway SC

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

On Friday, March 13th, Mark Elliott, Managing Partner for SC Opportunity Funds gave a presentation titled "Opportunities with Opportunity Zones" at the Conway Chamber of Commerce's Business Power Breakfast event. Based on the questions he received that morning and the general feedback I have received since this federal initiative has been introduced, it is evident that many residents may not have a full understanding of Opportunity Zones. What exactly is an opportunity zone? What are the requirements? What are the benefits?



What is an Opportunity Zone?

In a nutshell, An Opportunity Zone is an economically distressed urban or rural community that has been identified by certain local, state, and federal qualifications. Opportunity Zones are a community development program established by Congress via the Tax Cuts and Jobs Act of 2017. The goal of Opportunity Zones is to encourage long-term investments, specifically in low-income urban and rural areas throughout the country and bolster the economy. Not only do Opportunity Zones offer a chance for investors to earn significant revenues, but they also have

tax incentives that encourage investors to re-invest their unrealized capital gains into Qualified Opportunity Zones.

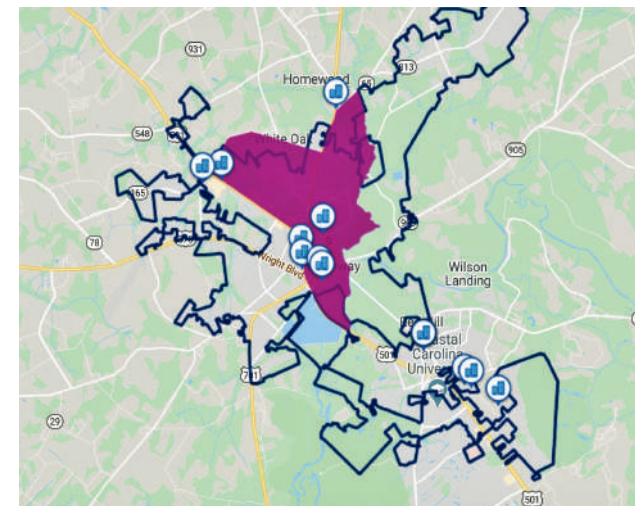
Are there Opportunity Zones in Conway?

Yes! Local Opportunity Zones can be found at www.conwayscnow.com by selecting local layers on the map of the main page. In short, the majority of commercial land or property located in the municipality of Conway, SC that is east of Highway 501, north of the Waccamaw River, and south of Cultra Road fall under Conway's Opportunity Zone. Some notable examples of

investment opportunities within Conway's Opportunity Zone are the former Grainger Steam Plant site across from Lake Busbee on Highway 501, the Jerry Cox building in downtown Conway and the former Kmart site on Highway 501.

What are the requirements?

According to Elliott, the process starts when someone has a capital gain from selling stock, real estate or a business. The seller then has 180 days to decide if they want to invest in an established Opportunity Zone or set up one of their own. They then have 30 months to invest in and improve the property, and 62



months if they're rehabilitating a business. The biggest benefit, Elliott says, is if they keep the property for 10 years, they pay no taxes on their financial gain.

incentivize long-term real estate investments via the following stipulations:

- **Property held fewer than 5 years:** Deferred payment of existing capital

gains! These unrealized capital gains represent an untapped resource for further economic development and investment possibilities. Opportunity Funds allow investors throughout the United States to use their untapped resources for Opportunity Zone investments. The Opportunity Zone program is designed to

gains until the date that the Opportunity Fund investment is sold or exchanged.

- **Property held 5 – 7 years:** The above benefits are enjoyed and 10% of tax on existing capital gain is canceled.
- **Property held 7 – 10 years:** Deferred payment of existing capital gains until December 31, 2026 or the date that the Opportunity Fund investment is sold or exchanged (whichever comes first) and 15% of tax on existing capital gain is canceled.
- **Property held greater than 10 years:** The benefits of 7–10 year investment are enjoyed and *investors pay no capital gains tax* on the Opportunity Fund investment.

What are the investment benefits?

The government is providing certain Opportunity Zone tax benefits that wouldn't normally be available to real estate investors. U.S. investors currently hold \$2.3 trillion in unrealized capital

Additional Resources

- Contact Mark Elliott at MElliott@SCOpportunityFund.com or visit SCOpportunityFund.com
- Visit GrandStrandOpportunityZones.com
- Visit ConwaySCNow.com or email Devin Parks at DevinParks@ConwaySCNow.com. ■

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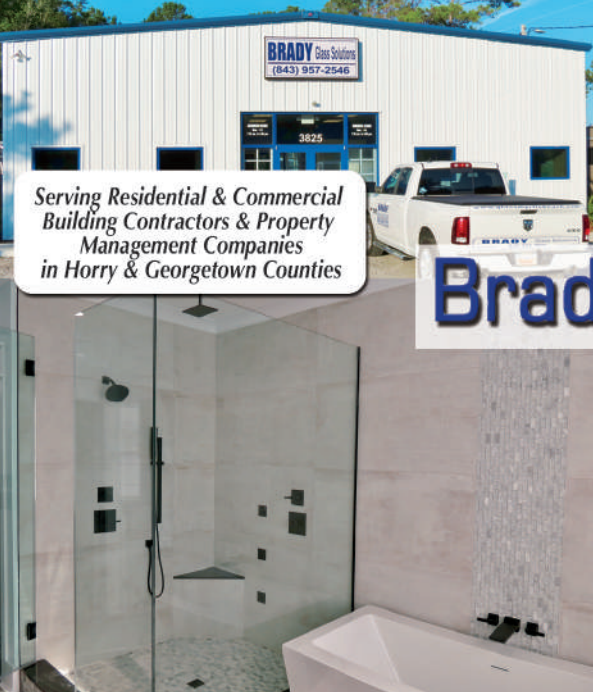
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Ways To Help Your Business Succeed During The COVID-19 Virus Outbreak

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

As we all know, we are in uncharted territory. As a business owner, you suddenly have to figure out a whole different way to conduct business. Keeping yourself, your employees and your family safe has taken responsibility to a level we never thought we'd see.

The Better Business Bureau is committed to help your business manage these tough times with the COVID-19 situation. This disease is currently disrupting supply chains, customers and the lives of you and your employees. It's important to remain calm, stay informed and take proactive measures in keeping the health and safety of everyone a top priority.

Here are some tips that we at the BBB are recommending for businesses in handling customer, employee and business relations in light of coronavirus concerns.

Connect with your customers and communicate how your business is adjusting by promoting health safety while continuing to serve their needs. Reassure them by making it a priority to let them know you and your employees are following a strict program of recommended health protocols. If you have email addresses, now is the time to use them. If you have mobile phone numbers, reach out with a text to let them know you are



committed to still serving them during this time of uncertainty. Use social media forums to reach not only current customers, but grow your base.

Tools such as FaceTime, Zoom, and Google Hangouts is one way to reduce the need of "in person" meetings with customers or vendors, as well as reduce the exposure and spread of the virus.

Use simple tactics such as using hand sanitizer in front of your customers and employees. Consider making hand sanitizers

and tissues available to customers. Wash your hands often. Sanitize high contact areas. Cover your cough or sneeze. Stay home if you have respiratory symptoms such as coughing, sneezing, shortness of breath and a temperature above 100.4 degrees. Minimize risk by not shaking hands.

Set office expectations. Review human resource policies and communicate office expectations so everyone understands what they are to do or not do when working with co-workers and customers.



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Educate employees to be aware of phishing emails, robocalls or text messages related to the coronavirus. Encourage them to report suspicious activities to you and at BBB.org/scamtracker. We need to hear from you so that we can track these illegal activities.

Maintain a positive reputation for your business. Refrain from doing anything that looks like your business is taking advantage of the crisis. Keep prices, services and business as usual with a few provisions to prevent the virus from spreading.

This is the time to act as a calming and reassuring partner to your customers, vendors and employees. Continue advertising your company's services and add a reference that you're following public health protocols to stem the spread of the virus.

Be honest with customers regarding timelines and product availability. Stay in contact with vendors. Set realistic expectations if your delivery or service is impacted by illness or precautions. Many customers will understand and respect the actions your business is taking. Communicate effectively and immediately with your customers if you're unable to fulfill commitments rather than upsetting or disappointing them.

Stay informed and up to date on the latest of the spread and additional tips of containment by following reliable sources of information: *Federal Trade Commission, Centers for Disease Control, U.S. State Department Travel Advisories, Department of Labor and World Health Organization.*

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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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■ Space Reservation: May 15 Material Close: May 22

JULY / AUGUST ISSUE 2020
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Landscaping / Pools & Spas / Hardscapes /
Outdoor Kitchens / Fireplaces / Lighting
■ EXTERIOR PRODUCTS ~
Roofing / Siding / Specialty Products
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SEPTEMBER / OCTOBER ISSUE 2020
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NOVEMBER / DECEMBER ISSUE 2020
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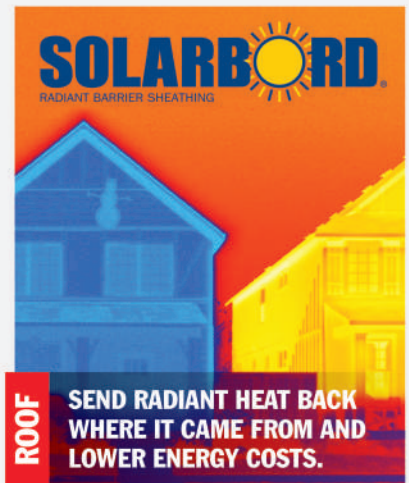
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