

# Professional Property Maintenance Is Essential Throughout The Grand Strand For Property Managers, Homeowners Associations & Individual Homeowners

by Sara Sobota

The Myrtle Beach area and the entire Grand Strand are recognized throughout our country as a premier vacation spot. As a result of this distinction many property owners for both single family and multifamily have a need for assistance managing and maintaining their investment. Many of these properties are vacation rentals or either the homeowner does not live in their home year round. In addition to the vacation rentals and unoccupied homes, we have many communities both single family and multifamily handled by Property Management companies. These companies need assistance with a multitude of maintenance and monitoring issues. *Building Industry Synergy* reached out to six respected companies that provide services for maintenance and monitoring related issues for the Property Management companies, Homeowners Associations, as well as individual homeowners.

With a new location, expanded offerings for security solutions, and coordinated security systems perfect for property management, **Security Vision** is reaching new horizons on numerous levels.

Owner Michele Weissman, who established the company in 2004 and has more than 25 years' experience in the local security industry, said her business has reached a level of growth that merits purchase of their own building. Security Vision's new location, off George Bishop Parkway on Clay Pond Road in Myrtle Beach, opens in late June.

"It was on my business plan about five years ago, and we just have been so busy that I never got around to it, but then, all of a sudden it seemed like the right time," said Weissman.



Security Vision owner, Michele Weissman. Security Vision's new location is 3650 Claypond Rd., Suite A in Myrtle Beach.

Security Vision offers a comprehensive range of services and products for property management and security.

"In gated communities, we can install and service everything from cameras, gate controllers and telephone entry to control access of people getting into the community, pools and clubhouses. We use the Brivo access control software to tie these systems together. A lot of communities are taking it a step further by monitoring their property with video

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surveillance and control access to the main clubhouse, pool gates, fitness center and even the restrooms to help prevent vandalism. We provide all those services", said Weissman.

License plate cameras that identify residents and guests, as well as cameras installed throughout the property, are other services that can help ward off problems. Weissman emphasized that Security Vision offers customized solutions determined by the client's needs.

"For example, a lot of communities have problems with people getting into the pool after closing," said Weissman. We have a system that can send notifications if it sees a person; it can distinguish a person from an animal or another kind of movement. If you want to be able to come on and tell the person to get out of the pool, that the police are coming, we can offer that. We provide different levels of protection depending on

what people want to do to protect their property."

Weissman also mentioned trends that result from the

COVID-19 pandemic; Security Vision now offers hands-free access and security features.

"In many places, you used to have had a code button that you touch for access," said Weissman. "We're starting to get more inquiries about upgrading some of those to



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touch-free controls, which use proximity credentials or facial recognition credentials... there are a variety of different kinds of credentials available so you don't have to touch anything."

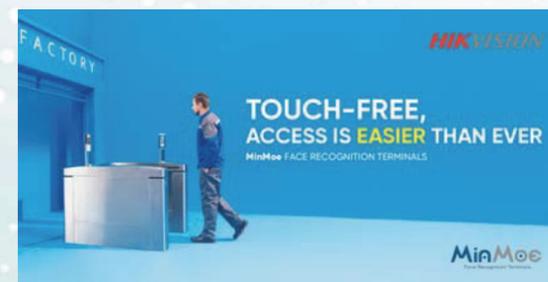
Other new features involve wide-scale monitoring of factors such as individuals' body temperatures and face mask protocol.

"A lot of people are talking about thermal and temperature type cameras," Weissman said. "If somebody wanted to put a camera in the main area as people come into building, it can read instantly facial recognition. It can tell if they have a temperature, or if a facility requires masks

to be worn, it can send notification if someone isn't wearing a mask."

Weissman also noted that the COVID-19 pandemic brought many homeowners and property managers to realize the importance of security.

"When businesses are closed, break-ins happen, and people want to make sure they keep their property secured," said Weissman. "That's where we come in."



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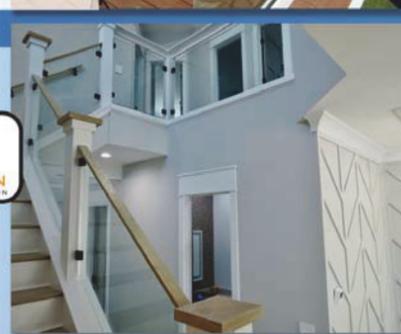
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(Continued on page 14)

Think you know irrigation? Think again. A new company in town offers a completely modern approach to traditional sprinkler systems, and business is booming.

**Conserva Irrigation** is a new, award-winning franchise company brought to the Grand Strand by a pair of couples passionate about conservation and efficient irrigation solutions. Dawn and Bill Hester and Pam and Jay Griffith operate the family-owned business (Dawn and Pam are sisters) and bring a new perspective, new technology, and new savings to clients throughout Horry and Georgetown counties and beyond.

Dawn Hester, an architect for the federal government and Conserva's Chief Marketing Officer, said Conserva's concept combines conservation of various resources: water, money, and time.

"We're trying to conserve water and being good stewards of that," said Dawn. "With the Conserva system, the water is distributed much more efficiently, so you're saving water. And the other side of that



Conserva Senior Technician, Stephen Burks (right) and Technician Assistant, Matthew Hester (left).

is saving money."

Many homeowners use municipal water for irrigation, so they're paying for that water, and if their system develops a leak, it may not be recognized for days. The Conserva system uses technology to eliminate that waste.

"For example, we recommend installing flow sensors with new controller technology," said Dawn. "If the head is damaged, the flow sensor will recognize that and notify both the customer and our office."

Bill Hester, registered landscape architect and Conserva's Chief Operating



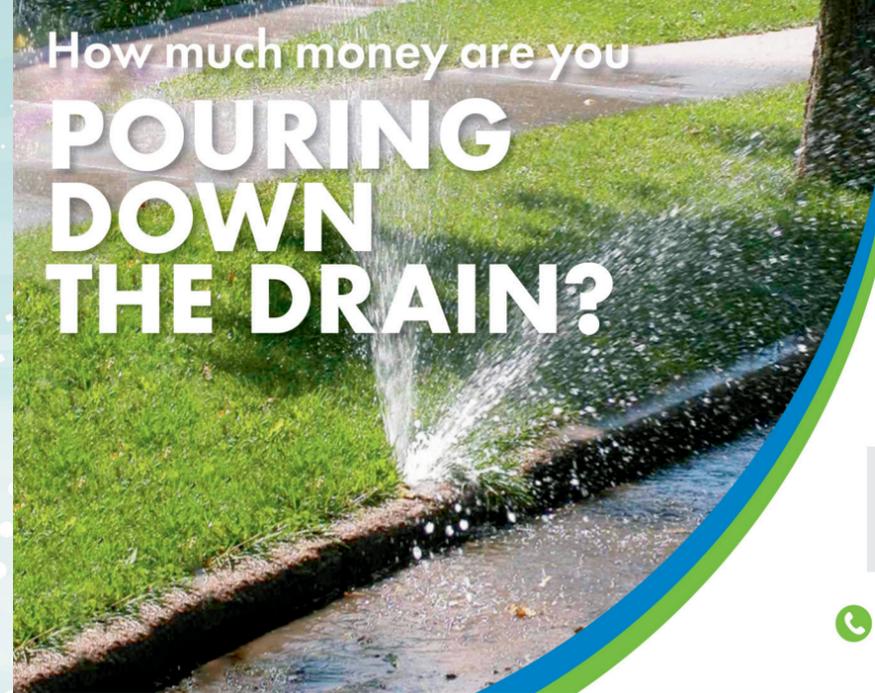
Conserva Irrigation Senior Technician, Rick Niski.



Conserva Irrigation joined the Horry Georgetown HBA in February 2020. Conserva Irrigation owners (from left to right): Bill Hester, Dawn Hester, Pam Griffith and Jay Griffith. The Conserva team brings a new enhanced level of irrigation services to the Grand Strand. "We have the ability to come in and do a comprehensive site assessment for a commercial existing irrigation system, so that we can determine where they're wasting water," said Chief Operating Officer, Bill Hester.

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digitized, owners and Conserva technologists are alerted to issues remotely.

"Most irrigation owners take a reactionary kind of approach: the HOA calls when they have a problem," said Hester. "With Conserva, we know the problem



before you know the problem. We're going to call you and say, 'Hey, you have this problem; do you want us to come fix it?'"

Less than 4 years old, Conserva was ranked seventh of top new franchises in *Entrepreneur* magazine in May 2020, and in Myrtle Beach's first three months of operation, they've confirmed the research that led them to this company.

"We've developed a quick presence," said Bill. "It also reinforced our opinion and vision that this would be good for Myrtle Beach, and our growing list of satisfied customers validates the approach."

(Continued on page 16)



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Officer, emphasized the company's focus on irrigation maintenance and repair. Conserva offers remote system monitoring that provides the system owner with a report on how well the system is working and where it's vulnerable.

"We have the ability to come in and do a comprehensive site assessment for a commercial existing irrigation system, so that we can determine where they're wasting water," said Hester. "Then, through

projected system upgrades, we can calculate how much water they could be saving. So we can literally lay out a path: this is where you are now, and if you follow us to where we recommend you need to go to, here's the amount of water – and money -- you can save."

Considered the concierge service of irrigation, the Conserva system not only offers better solutions for problems, but even operates proactively. Because the systems are

When property managers are faced with HVAC and plumbing issues, they need a timely, competent, reliable service provider. With **Carolina Cool**, property managers can breathe easy in the confidence that their emergencies will be taken care of quickly and professionally.

Carolina Cool owner Verlon Wulf said that property managers, whether they're an individual homeowner or part of a large company, deserve to know that their jobs will receive the attention they require.

"We do quick response service for HVAC, plumbing, electrical, and indoor



Carolina Cool owner, Verlon Wulf, takes pride in the level of training that his technicians receive and the knowledge and professionalism they bring to the table for customers such as Property Management Companies. "As a Property Manager, they want to know that when they make the phone call, it will get taken care of, and that's what we offer," said Wulf.

air quality and can deliver to the customer a lot of confidence that we will truly respond to their call," said Wulf. "That's important to them – they've got someone coming in on a Saturday, and they need to know that the thing will get done. So just having a finely tuned organization they can rely on, that once the call is place, they know we'll get there, is important to a lot of property managers."

Carolina Cool, which has been providing quality service all along the Grand Strand for 35 years, offers a full range of services for the commercial side of property management as well.

"We're a full-blown commercial company," said Wulf. "We can work on booster pumps, we do a lot of commercial-style dehumidifiers for pools, and we service boilers and that sort of thing, including grinder pumps on the plumbing side. We have the capability and expertise to take care of systems ranging from motels up to oceanfront high rises."

For residential property management companies, Carolina Cool offers products and services to resolve common HVAC challenges.



"Sometimes, for example, tenants will leave doors open and leave the air conditioner running, and the air conditioner freezes up," said Wulf. "We have devices that can be applied to those situations that will shut the air conditioner off if you leave the back door open too long."

Other products simplify the visitor transition process.

"Lots of new thermostats are wi-fi connected, so if it's a second homeowner and they're coming down to visit, or if a



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workflows and processes we have in place, we make sure that even if it's after hours, Saturday or Sunday, that we get a technician out there and make sure that the project gets done. As a property manager, they want to know that when they make the phone call, it will get taken care of, and that's what we offer."

property has been unoccupied for a period of time, the homeowner or property manager can turn things on remotely without ever being on site," said Wulf.

Carolina Cool's comprehensive customer service includes full weekend operation, including a live person in the office answering the phone on Saturday and Sunday.

Wulf said Carolina Cool's proven efficiency and reliability make it the smart choice for property managers' HVAC needs.

"I think it comes down to the response that we're able to provide 24 hours a day," said Wulf. "Because of our size and the



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Many property owners don't think much about the roof over their head. And they don't need to, because **Spann Roofing**, with its 63 years of local, family-owned experience, is available to take care of those needs for them.

Jimbo Spann, VP of Spann Roofing, said roof maintenance is essential, and his company offers the assurance that a roof of any age will perform to its intended capacity.

"Every roof needs maintenance or else it's going to fail quicker," said Spann. "We've been doing routine maintenance

for 20+ years, and we've found that when owners commit to some kind of maintenance program, they last longer. It's just proven. If you're not up on your roof cleaning around drains, or just visually inspecting it and doing maintenance on it, you're going to have problems. That's what we're trying to prevent. Maintenance is an investment, but it's going to cost a lot more to do a major repair."

The maintenance is particularly helpful for property managers of condominium complexes, communities, and oceanfront highrises, as commercial buildings often



feature flat, low-slope roofing.

"It's important to keep your roof maintained: that the gutters cleaned out, the valley's clean from leaks and debris, and other minor repairs that can add up to more significant damage," said Spann.

Spann Roofing offers maintenance packages for once, twice, three times, or even four times a year, depending on the quality and condition of the roof.



"We have a visit to the roof and perform routine maintenance such as cleaning out gutters, cleaning out around roof drains on flat roofs, making minor repairs if they've got a leak, replacing deteriorated caulking, and anything like that," said Spann.

Spann Roofing also offers free roof inspections in which technicians walk the



roof, note deficiencies, and provide the property owner/manager with a detailed report.

Jimbo Spann's grandfather, S.R. (Bob) Spann, established the company in the 1957 as a heating and cooling company. As it grew, the company's owning partners decided to divide it into two separate businesses: one for heating and cooling,

and one for roofing. Spann Roofing was located in the heart of Myrtle Beach for four decades and moved to its current location, across from Coastal Carolina University in Conway, about 20 years ago.

Spann said the company continues to take the highest pride in its work to ensure customer satisfaction.

"Our experience is number one," said



Spann. "The amount of years we've been in business doesn't happen by luck. Our experience, our knowledge of what we're doing, the pride we take in our work – they all drive our business. What we leave is done correctly, and the customer is 100 percent satisfied."

For property owners who want to extend the life of their roof and can rest assured the job will be done correctly, Spann Roofing is the optimal choice.

"I was taught that you can't buy your reputation," said Spann, "so we take great pride in that reputation and pride in the work we do. We do things the right way."

Everyone wants to enjoy a pool in the

(Continued on page 20)



Project Manager, Hilton Knight (left), VP, Jimbo Spann (middle) and Project Manager / Estimator, Dave Wahrendorff (right). "Every roof needs maintenance or else it's going to fail quicker. We've been doing routine maintenance for 20+ years, and we've found that when owners commit to some kind of maintenance program, the roof lasts longer. It's just proven. If you are not up on your roof cleaning around drains, or just visually inspecting it, and doing maintenance on it, you're going to have problems. That is what we are trying to prevent. Maintenance is an investment, but it is going to cost a lot more to do a major repair," said Spann.

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- Susan Damroth



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Sunco's success is rooted in the

said the Balls' expertise combined with the knowledge of personnel such as Service Manager Terry Hafner and General Manager Paula Elliott offers clients the very best products and service.

"Terry's been with Sunco Pools and Spas for over 20 years, working with both

with both our commercial and residential clients; she has 20 years' experience, and her knowledge is incredible."

On the commercial side, Sunco offers bleach deliveries and service to commercial pools.

"We have two large bleach trucks, and they go out daily in the summer, six days a week," said Gray.

Sunco service often involves helping pool managers navigate the complex DHEC requirements.

"A pool manager might call us and ask what they need to become compliant, and we go out and evaluate the system," said Gray. "They might need a new sand filter, or maybe the motor's out. We can do anything necessary with their equipment to get them up to standards."

For residential clients, Sunco offers pool cleaning, free water testing, and pool maintenance and upgrades.



Sunco Pools & Spas General Manager, Paula Elliott & Service Manager, Terry Hafner. Terry has been with Sunco for over 20 years. Terry and Paula both have over 20 year's experience in this industry.

knowledge and experience of its owners and staff. Dan and Nelda Ball, owners of Genco Pools and Spas in Simpsonville, S.C., acquired the local company in 2018, bringing their 35 years of experience to its operation.

Sherri Gray, vice president of Sunco,

commercial and residential areas," said Gray. "He's knowledgeable of all the products we carry, and he also understands the tourism market and its demand on swimming pools and equipment in this area," said Gray. "And Paula maintains very close relationships

"We started residential pool cleaning a year ago," said Gray. "We clean, balance, and add chemicals to the pools on site, and offer service on a weekly or bi-weekly basis."



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"Let's say you order a Hayward filter online," said Gray. "You're probably going to get it for less, but when you buy it from a pool company, you get the warranties. If you buy it online, you do not get warranties. We'll install something for someone that they bought online, but if there's a repair to be made, there's no warranty."

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(Continued on page 22)

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Sunco also offers free water testing at its retail showroom in Myrtle Beach.

"Our staff is ready and available to help get a client's pool up and balanced."

Gray has noticed a few popular trends in the areas of maintenance and upgrades.

"A lot of people are getting into automation with their pools, so they can operate it from their cell phones. They can turn the filters on, turn the lights on – the systems offer fully remote access."

Sunco Pools and Spas is an official retailer and service station for Hayward and Pentair, and Gray noted that many pool owners don't realize a key benefit from purchasing equipment from Sunco.





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in the very back of the house can get almost instant hot water within 5-15 seconds which saves in overall consumption. Mr. Anderson also noted many insurance companies are now requiring whole house automatic water shut-offs due to the recent floods. "These are Bluetooth capable and can be

controlled from anywhere."

From running gas lines, to plumbing and HVAC services, Dependable Service Plumbing & Air can service commercial, residential, and new construction projects. They believe in doing what is right for their customers, and consider their name their promise. They are located in Pawley's Island and provide service from Little River to Georgetown. ■



on the plumbing side of the business are low-flow fixtures (shower heads, faucets, toilets, etc.) that conserve our natural resources by using less water per minute. Additionally, the tankless water heaters have been a big request over the past year. "The on-demand units offer an endless supply of hot water that is 98% efficient with gas," Joe said. They also offer recirculating capabilities so the bathroom



we can provide a cure," he said. They use a 12-step diagnostic program and provide upfront pricing (not hourly) for different levels of options: good, better, best. Clients then can choose the best solution based upon their needs.

According to Joe Anderson, Commercial Sales Manager, household plumbing problems are often caused by poor water quality. "We take a great deal of pride as one of the only companies who offer a maintenance free, whole house filtration system that produces one million gallons of bottled quality water before needing serviced." In typical homes, that would take about ten years and can change a family's life. "Our system conditions the water by removing the chlorine and ammonia, coats the home's water pipes on the inside, and extends the life of appliances. With the whole house system, owners and managers do not need to annually flush tankless water heaters.

Other trends the company has noticed

focuses on serving homeowners, HOAs, and property management companies in the Grand Strand with maintenance and service. Dave Sodano is serious about maintaining a high level of customer satisfaction and trains his technicians weekly on process procedures, code changes, and how to ask important questions others may not. "We don't want to treat a symptom when

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Dependable Service Plumbing and Air



Dependable Service Plumbing & Air owner, Dave Sodano.



Commercial Sales Manager, Joe Anderson.

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