

BUILDING INDUSTRY SYNERGY

MAY-JUNE 2020

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- PROFESSIONAL PROPERTY MAINTENANCE FOR PROPERTY MANAGERS - HOMEOWNERS ASSOCIATIONS - INDIVIDUAL HOMEOWNERS
- CITIZENS ONE HOME LOANS - TRIPPETT BOINEAU DISCUSSES THE CURRENT BENEFITS TO BUYING OR BUILDING A HOME
- MYRTLE BEACH AREA COC ENCOURAGES LOCAL SUPPORT FOR SMALL BUSINESSES AFFECTED BY THE PANDEMIC
- CONWAY COC DISCUSSES NEW PLANS FOR CONWAY MOVIE THEATER
- 2020 - 2021 BIS EDITORIAL CALENDAR



**Attention
Property Managers**

**SPECIAL PROPERTY
MAINTENANCE ISSUE**



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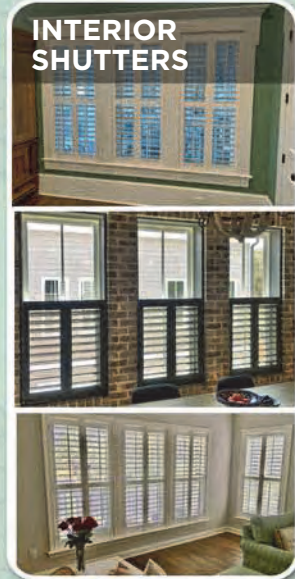
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2020 MAY / JUNE ISSUE

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Myrtle Beach, SC 29578

Print & Mail Services provided by
Sheriar Press
3005 Highway 17 North Bypass
Myrtle Beach, SC 29577

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Hudson Builders Your Home For Your Lifestyle

Jason Repak, President of Hudson Builders, grew up surrounded by family in Myrtle Beach. He said, "In 1986 my grandfather and two uncles started building homes by developing a neighborhood in Socastee, and in subsequent years also developed other businesses." After selling all of its' spec homes and lots in 2011 when the housing market was still down, the company went dormant for a couple of years. Jason decided to restart Hudson Builders and since the relaunch, they have doubled their production each year.

PAGE 29

Now Is An Ideal Time To Buy Or Build A Home

The COVID-19 pandemic has affected virtually every aspect of our lives, including the housing market. However, as Senior Loan Officer Trippett Boineau of Citizens One Home Loans points out, not all of those impacts are negative, particularly in this area. "Rates are historically low. 30-year fixed rates are now in the low 3 percent range, and 15-year rates in the high 2 percent range. If you think about an after-tax rate for that money, it's incredibly cheap", said Boineau.

PAGE 30

The BBB Provides Valuable Resources For Local Small Businesses In The Wake Of The Pandemic

These resources can provide the latest information about COVID 19 and additional tips for containment.

PAGE 31

2020-2021 Building Industry Synergy Editorial Calendar

The schedule for the three remaining issues in 2020 & the first three 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 July / August Issue Will Contain Editorial Features On Outdoor Living Space - Landscaping - Irrigation - Pools & Exterior Products - Roofing - Siding - Specialty Products. The Projected Material Close Deadline For This Issue Will Be Friday July 31st.

PAGE 5

Time Is Running Out!

The 2020 HGHBA Home Improvement & Outdoor Living Show Is Almost Sold Out. Call or email ASAP to secure your exhibitor space.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

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

PAGE 8

Economic Recovery After A Global Pandemic Requires Local Support

The MBACC gives feedback on productive ways to help local businesses recover. Together we can help our small business community get back on its feet, because together we are Grand Strand strong.

PAGE 9

2020 HGHBA Calendar of Events & Recent HGHBA New Members

The schedule of all HGHBA related events for 2020 & the new HGHBA members that have joined since March 2020. Some of the dates mentioned are subject to change due to the circumstances that our community is currently facing.

PAGE 10

B&B Theatres Have Big Plans for Conway Movie Theater

The Conway Chamber of Commerce found an ideal candidate in B&B Theatres to breathe new life into the cinema that has seen better days. The Conway City Council recently approved an incentive package that's expected to heavily assist B&B Theatres in their goal of making more than \$4 million in upgrades to the company's Conway movie theater.

PAGE 12

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

Building Industry Synergy reached out to six respected companies that provide services for maintenance and monitoring related issues for Property Management companies, Homeowners Associations, as well as individual homeowners.

on the cover



Mike and Rose Marie Randazzo (left) enjoy visiting with Hudson Builders' President, Jason Repak, in front of their new home in Highwood @ Prince Creek in Murrells Inlet, SC. "Jason just stood out to us. The way he spoke to us. The house is just phenomenal; it's such a beautiful house", said Rose Marie. Mike added, "I felt the honesty from him and he was upfront. A lot of people get stressed out from builds, but it hasn't been that stressful. It's been a pleasant experience." Jason Repak grew up surrounded by family in Myrtle Beach. He said, "In 1986 my grandfather and two uncles started building homes by developing a neighborhood in Socastee, and in subsequent years also developed other businesses." Hudson Builders was building in 2007 when the housing market collapsed. It is a point of family pride that Jason reported, "Everyone got paid - banks - subs, and while it hurt us financially, we didn't take that burden and shift it to others." By 2011 their spec homes and lots had sold and the company was no longer actively building. Jason decided to build his own home in 2012 and that hooked him. He wanted to restart Hudson Builders and took a year to create the business plan. Since the relaunch, Hudson has doubled their production each year. "It's a good growth trajectory; we're really pleased," Jason said.



TIME IS RUNNING OUT!

2020 HOME IMPROVEMENT & OUTDOOR LIVING SHOW

The dates for the upcoming 2020 Home Improvement and Outdoor Living Show will be September 18th, 19th, 20th! It will be held at the Myrtle Beach Convention Center. We are 90% sold out, however there are a few booths left. If you are interested in being a part of our well known show, please contact us today. By September we will be looking ahead to the future and building business to continue through 2021 and many years to come. Email us today if you need information regarding the show. Don't Miss Out!!

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MYRTLE BEACH AREA CHAMBER OF COMMERCE

Economic Recovery After A Global Pandemic Requires Local Support

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

“Unprecedented”, “unlike anything we’ve ever seen”, and “devastating” are just a few of the key phrases we’ve heard repeatedly since COVID-19 became part of our daily life. And these words are accurate, especially as we look at how this virus and the safety measures enacted by our local, state and federal governments have affected businesses across the Grand Strand.

As you know, cities like Myrtle Beach that rely heavily on the tourism industry were devastated by the effects of COVID-19. In March, tourism slowly ground to a halt across

with more than 50,000 Horry County residents applying for unemployment. Many of the businesses forced to close temporarily were small, locally owned “mom and pop” shops and restaurants. The CARES Act provided some relief, but most of these business owners hoped for the best as they waited anxiously for authorization to reopen.

The good news is, after slowing the spread and keeping our hospitals from becoming overwhelmed, businesses are reopening, and locals are returning to work. But recovering from such an unprecedented event will take some time and it will require the support of area residents.

What that support looks like is a deeply personal decision based on your comfort level and health situation. Here are a few tips for how you can show your support for local business with safety in mind as we all learn how to navigate this new ‘normal.’



Big Mike's Soul Food is one of several small businesses featured in MBACC's support local business campaign.

the country due to state mandated stay-at-home and shelter-in-place orders. But in April the situation turned dire as thousands of businesses were required to close temporarily.

Our local workforce was heavily impacted

First, support businesses from the safety of your home. Place an order online or by phone from your favorite local boutique or gift shop. Order take-out or delivery from a restaurant. Call now to schedule future appointments for services you need at a time when you expect to feel more comfortable leaving your home.

Next, consider taking extra safety precautions when you leave your home. Wearing a mask when you shop is one of the most recommended steps to protect yourself and others. Also, consider ordering in advance



for pick-up to limit the time you spend inside an establishment, or visit during less busy times. Call ahead to find out the safety measures of the business you're planning to visit before you go to ensure you're comfortable with their safety protocols.

Finally, interact with your favorite shops and attractions online. Share their news and updates with your social media followers, leave positive reviews on their pages, and comment on their posts. This online interaction will encourage business owners, draw attention to their shops, and may help them find new customers.

Together we can help our small business community get back on its feet, because together we are Grand Strand strong.

MBACC recently launched a support local business recovery campaign, sharing messages and stories from local businesses across the Grand Strand. Visit <https://www.myrtlebeachareachamber.com/news/support-local-business> to learn more about the campaign.

2020 Calendar of EVENTS



~ DATES SUBJECT TO CHANGE ~

JULY

- 14 Board of Directors Meeting
- 21 General Membership Luncheon

AUGUST

- 4-8 NAHB Association Leadership Conference
- 13 HGHBA Golf Tournament @ Legends Golf Resort
- 18 General Membership Luncheon

SEPTEMBER

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

OCTOBER

- 6 ATA – Meet & Greet with Students & Parents
- 13 Board of Directors
- 20 HGHBA Family Outing
- 20-22 NAHB Fall Leadership Meeting

NOVEMBER

- 5 HGHBA Fall Clay Tournament
- 17 Annual Meeting – Election of Officers & Directors
- 19 HBA of SC Legislative and Strategic Planning / Board Meeting

DECEMBER

- 8 Board of Directors

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CONWAY CHAMBER OF COMMERCE



B&B Theatres Have Big Plans for Conway Movie Theater

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

The closing of Frank Theaters in Conway left a void in family entertainment options for Conway residents, one that the Conway Chamber of Commerce aimed to see filled as soon as possible. In less than six months, the Conway Chamber found an ideal candidate in B&B Theatres to breathe new life into a cinema that has seen better days.

Conway City Council recently approved an incentive package that's expected to heavily assist B&B Theatres in their goal of making more than \$4 million in upgrades to the company's Conway movie theater.

Conway City Council leaders unanimously agreed to reimburse the company for a host of charges, including business license fees, hospitality fees, property taxes, and half of the water and sewer fees for construction.

Dennis McIntire of B&B Theatres outlined the Missouri-based company's plans for the Conway theater. B&B bought the 2,000-plus seat building last year. The site's former owner, Frank Theaters, shuttered the place amid bankruptcy proceedings.

Despite the new challenges that a virus like COVID-19 introduces to the theater industry, McIntire said the company expects to reopen all of its

theaters this summer. "We have faith that people are going to come back to the movies," he said. "I've been doing this for 30-plus years and movies are as popular now as they were before, even with all of the other venues of entertainment."

The company has big plans for renovations at the Conway theater. The renovations include basic changes such as replacing the Frank Theaters sign and repainting the front of the building to more elaborate upgrades like adding heated electric recliners, updating the sound system, replacing several screens, updating the lobby, adding a bar and much more.



There are also some concepts B&B



expects to add to the theater. One is called "screenPLAY!" and it involves a specialized auditorium for families with small children. A play area in the actual theater, which is open 30 minutes before showtime will give kids the option to burn off energy before the movie. McIntire said there are 11 theaters with this option across the country and B&B runs nine of them.

Another concept is called "The Lyric" and it's a smaller 38-seat space that offers a nostalgic movie viewing setting. The company expects to also rent that area out for conferences and meetings.



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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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(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).



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.

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.

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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."

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

(Continued on page 16)



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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



(Continued on page 18)



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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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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 years' 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."

To make your summertime pool experience less work and more fun, call Sunco Pools and Spas and get the job done right.



(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.



HOAs and property management companies who partner with **Dependable Service Plumbing and Air** have the option to become a Loyalty Customer. "That provides 10% off our standard rate and they will never pay overtime. Loyalty Customers also receive priority booking and two years of warranty over the typical 90-120 days", says owner Dave Sodano. A quality HVAC/Plumbing company who is dependable and knowledgeable is a must-have for our region, especially through all of the busy season. Dependable Service Plumbing and Air's contact number is a great one to tuck away for those unexpected emergencies that always come at the worst time.

Dependable Service Plumbing and Air 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



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



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

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. ■



Dependable Service Plumbing & Air owner, Dave Sodano.



Commercial Sales Manager, Joe Anderson.



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by Susan Roush



The Taylor residence in Cypress River Plantation in Myrtle Beach, SC.

PHOTO © CHUCK GEE

Jason Repak, President of Hudson Builders, grew up surrounded by family in Myrtle Beach. He said, "In 1986 my grandfather and two uncles started building homes by developing a neighborhood in Socastee, and in subsequent years also developed other businesses." Jason's first foray into the family business was in auto sales and finance while in college. He graduated from Coastal Carolina University (CCU) with a degree in Accounting and Finance, and then took a position with Rolls Royce PLC where he worked in various positions in finance and new facility construction.



The great room in the Taylor residence shown above.

PHOTO © CHUCK GEE

Hudson Builders was building in 2007 when the housing market collapsed. It is a point of family pride that Jason reported, "Everyone got paid – banks – subs, and while it hurt us financially, we didn't take that burden and shift it to others." By 2011 their spec homes and lots had sold and the company was no longer actively building. During that time Jason earned his Master's Degree, and when he and his wife had their first child, they knew it was time to move back to Myrtle Beach to be with extended family.

Jason decided to build his own home in 2012 and that hooked him. He wanted to restart Hudson

Builders and took a year to create the business plan. Since the relaunch, Hudson has doubled their production each year. "It's a good growth trajectory; we're really pleased," Jason said.

Tyran Hudson, Jason's uncle, a licensed builder and one of the founding members of Hudson Builders, is the Lead Superintendent. Jason's grandparents handle accounting, and Jason has become the face of the company while managing sales and marketing, setting strategy and directing implementation. While his position requires a lot of office time, Jason loves working with homeowners.

Hudson Builders concentrates on custom homes and to that end Jason said, "There are a number of things that we do differently that I take great pride in." First, "We only use #2 premium single piece studs. I don't feel the savings is worth the risk of going to finger joint studs." Jason continued, "Another big difference is that we do interior blocking on all walls." This technique cuts the amount of movement in studs, which reduces wall imperfections. "We do that in all of our homes. This is something we really pride ourselves



Jason Repak (right) enjoys meeting with Chris Ianacone, in front of the Ianacone residence in Cypress River Plantation in Myrtle Beach, SC.

PHOTO © CHUCK GEE

on as very few builders do this as a standard."

A third distinction is Hudson Builders' exclusive use of Norbord TallWall® sheathing for exterior walls. Jason views this product as structurally superior to other brands of plywood commonly used in the area. It offers a number of advantages, including structural strength, reduced waste, better installation, and gap elimination in shear walls.

The trim work in a Hudson home is a fourth distinction. Jason said, "As

a standard, we trim out all of our doors, windows and openings. Cased windows are standard in every single home." Hudson Builders has a loyal and talented group of subs who subscribe to the same standards. Jason summed up, "We won't substitute to a lower quality product, because it puts our reputation at risk."

Being the third-generation builder, continuity of the family business is important to Jason, who is also a licensed builder. Further, "I wholeheartedly believe in community service as a way to invest in the place you live." Jason is the current VP of the Horry-Georgetown Home Builders Association, he is a board member at church, has served on three different boards at CCU and was recently appointed to the CCU Board of Trustees, which required approval from the SC Legislature.

Building Industry Synergy spoke with three area homeowners who selected Hudson Builders to realize their dream homes. For all of them it was their first custom home, and each home reflects different tastes and lifestyles.

Mike and Rose Marie Randazzo chose a lot in Highwood at Prince



The master bathroom in the Ianacone residence shown above.

PHOTO © CHUCK GEE



The residence of Reggie and Darlene Bell in Highwood @ Prince Creek in Murrells Inlet, SC.

Creek. Rose Marie has a cousin who is building two lots away, and between them they interviewed 8 builders. Rose Marie said, “Jason just stood out to us.” Mike added, “I felt the honesty from him and he was upfront.” For example, the Randazzos asked about spray foam vs batt insulation. Mike continued, “Jason gave me the real reason why he thought we shouldn’t go with foam. He could have just agreed to put it in and charged us more. That’s pretty much how the whole build has been going, he’s been explaining everything.” Rose Marie also liked, “The way he spoke to us compared to other builders.” She and Mike wanted a curved staircase and Jason was happy to work with them on that. Other builders discouraged the idea. Throughout the build Rose Marie said, “Jason told us what could be done, rather than what can’t be done; always in a positive direction.” Their house is a modified Mediterranean style with an Italian-French Country aesthetic. Rose Marie said, “The house is just phenomenal; it’s such a beautiful house, it’s so elegant looking.” Mike, who is the President of the HOA, was on site every day. He noted, “A lot of people get really stressed out from builds, but it hasn’t been that stressful. It’s been a pleasant experience.”



The shower in the master suite inside the residence of Dale and Kathleen Sihrer in Conway, SC.

PHOTO © CHUCK GEE

PHOTO © CHUCK GEE

Dale and Kathleen Sihrer opted to build a home on 2.5 acres in the Conway area. Dale said, “Our idea was central living around the courtyard so it’s inside / outside living. We figure we have at least 4 to 6 months of the year to utilize this indoor/outdoor living (a bird cage enclosure keeps bugs out).” Part of the U-shaped house plan included a room large enough for Kathleen’s post-retirement quilting business that requires a 12’ long arm machine. They found that in many communities, builders had set floor plans with no option to deviate. Dale makes leaded and beveled glass windows, four of which are in their new home, so he needed a workshop.

The Sihrers did their building-science research to find products that are energy efficient. Kathleen explained, “We asked for additional insulation value in the main part of the house. We did vinyl siding, but it’s insulated with polystyrene and it’s just phenomenal how little energy we use because of that.” The board & batten siding creates vertical lines, which also makes it easier to wash. The high R-value and high-impact value of the siding also appealed to them. Kathleen continued, “We asked for a



The courtyard area with an enclosed pool in the residence of Dale and Kathleen Sihrer in Conway, SC. Dale said, “Our idea was central living around the courtyard so it’s inside / outside living. We figure we have at least 4 to 6 months of the year to utilize this indoor/outdoor living.”

PHOTO © CHUCK GEE

Mitsubishi HVAC ducted system, so it’s ducted like a regular system but with Mitsubishi air handlers.” They also went with a Rheem hybrid water heater. The house has a southern exposure to the courtyard. One of Dale’s concerns was proper drainage out of the courtyard, which was addressed and has worked out well.

Kathleen said, “Jason was willing to go out of his comfort zone to put in the things we asked for, and I thought that was pretty cool. The house is

beautiful, more than I dreamed. The people that he hired to do the work were amazing. He was picky about who he allowed to work on the house.”

Ken and Teresa Skipper are self-described outdoors people and had the opportunity to build their dream contemporary farmhouse in the outskirts of Georgetown County. They met Jason at the HGHBA Spring Home Show of 2019. The Skippers had started with a local house plan designer, but it didn’t work out. Teresa said, “This is our first time ever building, so we just needed some more guidance and direction. We had a feel for what we wanted and Jason was able to help us put that to reality and got us in touch with his designer. The designer said, “Well it must be meant to be, of all the designs I do, I just finished this exact design modifying it for another family.” Teresa and Ken have found Jason and Tyran easy to work with. Though there is a lot to love about the house, Teresa has a special delight, “I love my pool house. It has a little cupola on top with a deer weathervane that I found in Pigeon Forge. It’s just cute



The kitchen in the Sihrer residence.

PHOTO © CHUCK GEE



PHOTO © CHUCK GEE



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The residence of Dale and Kathleen Sihrer in Conway, SC. The Sihrers did their building-science research to find products that are energy efficient. Kathleen explained, "We asked for additional insulation value in the main part of the house. We did vinyl siding, but it's insulated with polystyrene and it's just phenomenal how little energy we use because of that." The board & batten siding creates vertical lines, which also makes it easier to wash. The high R-value and high-impact value of the siding also appealed to them.

Jason Repak (left) visits with homeowner's Dale and Kathleen Sihrer. Kathleen said, "Jason was willing to go out of his comfort zone to put in the things we asked for, and I thought that was pretty cool. The house is beautiful, more than I dreamed. The people that he hired to do the work were amazing. He was picky about who he allowed to work on the house."

as a button." The back part was supposed to be used for storage but Teresa thinks now it's too pretty for that. Perhaps the best testament is that the Skippers recommended Hudson Builders to Ken's cousin, who is now building a home with Hudson Builders in Pawley's Island. ■



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Now Is An Ideal Time To Buy Or Build A Home

by Sara Sobota

The COVID-19 pandemic has affected virtually every aspect of our lives, including the housing market. However, as Senior Loan Officer Trippett Boineau of Citizens One Home Loans points out, not all of those impacts are negative, particularly in this area.



Trippett Boineau

"Geographically, the Grand Strand has always been a sought-after location," said Boineau. "Now, our northern neighbors, who typically live in urban areas with lots of close contact, may want to move south to warmer climates and more open spaces. As normalcy returns, we'll see a greater influx of buyers to our area, which will help the building industry and the resale home industry."

Boineau said the pandemic had affected lending, as guidelines have tightened, and greater scrutiny is given to the effects the virus has had on each particular sector of the economy. However, the long-term effects should be minor.

"We are probably looking at a V-shaped recovery in housing," said Boineau, "because as COVID evolved, building and real estate were considered essential services in most states, including South Carolina. We saw a

dip in early April of contracts and activity, but that dip did not last long, and since then, we've seen a very robust buying and building market. Folks are not sitting on their hands and are looking at houses both as a safe investment and a place where a lot more time, business and personal, will be spent in the future."

The influx of buyers will reflect a post-COVID reality that includes less airplane travel and more road trips.

"We are a perfect drive-in community for the majority of the East Coast population, and I think people will elect to drive longer distances rather than to fly," said Boineau. "I also think you're going to see RV sales pick up and boat sales pick up -- those are some ancillary things that will happen given the new normal. Another winner in this market is going to be lower-cost, non-metro areas,

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which positions us well going forward."

Boineau recommends that builders consider home buyers' revised needs, which were evident while being quarantined in their homes.

"When you're talking to people who want to build, you're probably going to be discussing larger homes," said Boineau. "Many families have one or both partners working from home, so they'll want their own

(Continued on page 30)



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office. They're going to want more recreational areas, theatres, outdoor living spaces, more room for kids who are being taught at home, or just for spending more time there. Other factors are backyards with more space and more outdoor amenities. All of these features will become very popular."

For homeowners, whether considering a

larger or a smaller home, Boineau said the time is right to move.

"Rates are historically low. 30-year fixed rates are now in the low 3 percent range, and 15-year rates in the high 2 percent range. If you think about an after-tax rate for that money, it's incredibly low and affordable."

Other market indicators suggest now is

an ideal time to buy or build a home.

"Builders are expressing more confidence, which is a sign they are seeing more traffic, and they're anxious to build homes," said Boineau. "I can't imagine a better set of circumstances than where we are in today's market. It's a perfect storm in a good way."

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As a business owner or manager, we have additional materials on handling crisis for you. If you are interested and want more information, please reach out to us.

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

Space Reservation: July 24 Material Close: July 31

SEPTEMBER / OCTOBER ISSUE 2020

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

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

Space Reservation: August 21 Material Close: August 28

NOVEMBER / DECEMBER ISSUE 2020

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

Space Reservation: October 16 Material Close: October 23

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

Space Reservation: January 15 Material Close: January 22

MARCH / APRIL ISSUE 2021

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

Space Reservation: March 12 Material Close: March 19

MAY / JUNE ISSUE 2021

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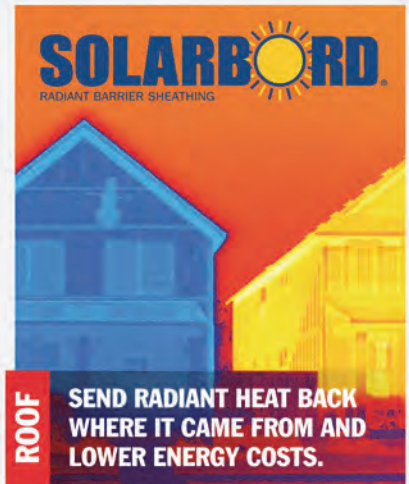
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