

BUILDING INDUSTRY SYNERGY

SPECIAL ISSUE
Kitchen & Bath Design
Doors & Windows
& Much More

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- Horry Georgetown HBA CONTINUED GROWTH AT A RECORD PAGE IN 2020
- KITCHEN & BATH DESIGN - THE LATEST PRODUCTS & SERVICES AVAILABLE
- TODAY'S DOORS & WINDOWS OFFER BOTH SAFETY & CURB APPEAL
- MYRTLE BEACH REGIONAL ECONOMIC DEVELOPMENT CORPORATION
- MYRTLE BEACH AREA CHAMBER OF COMMERCE
- CONWAY CHAMBER OF COMMERCE
- BBB OF COASTAL CAROLINA
- 2021 BIS EDITORIAL CALENDAR



BEFORE

Conway Builders
Your Kitchen & Bath
Remodeling Specialists

A BUILDING INDUSTRY BUSINESS NETWORK PROMOTING COMMUNITY GROWTH

South Carolina | Grand Strand

www.BUILDINGINDUSTRYSYNERGY.com

Building Resource Directory
VIEW ONLINE!
 New Construction
 Remodeling
 Property Maintenance
 Licensed Professionals

QUALITY SERVICE • TIMELY DELIVERY • NO DELIVERY FEES • SAME OR NEXT DAY DELIVERY

Over 100
Years Combined
Experience



COASTAL
FASTENERS

TWO BLOCKS BEHIND COASTAL GRAND MALL OFF OF ROBERT GRISSOM

WHEN PERFORMANCE IS CRITICAL

Strong-Tie® Exterior Structural Wood Screws

- Installs easily without pre-drilling
- High-strength alternative to bolts and lag screws

COASTAL FASTENERS & SUPPLY, Inc.

Since 1975

DO TOUGH JOBS FASTER

Strong-Tie® SCWS TIMBER Screws

- Starts fast and drives easily without pre-drilling
- Double-barrier coating for outdoor projects



FOR ALL YOUR FASTENER NEEDS



Johnny Altman – 41 Years Experience • (843) 458-4750



Ray Causey – 30 Years Experience • (843) 241-2130



Residential & Commercial Construction Fasteners – That’s What We Do!

- Stainless Steel Nuts • Bolts • Washers • Screws • Sheet Metal Screws • Silt Fencing
- Grade 5 Hex Bolts • Grade 8 Hex Bolts • Threaded Rod • Special Order Brackets
- House Wrap • Synthetic Roof Underlayment • Clear Polymer Sheeting • & Much More

1330 17th Avenue South • Myrtle Beach • SC • (843) 626-7292 • www.CoastalFastenersMB.com



RESIDENTIAL & COMMERCIAL
BAHAMA SHUTTERS

Recognized as the
Grand Strand’s Premier Shutter
Installation Company by a Large
Majority of Local Building
Contractors!

Burroughs Shutter Company
Murrells Inlet, SC

WE HAVE IT COVERED:

- Privacy ▪ Shade
- Beauty ▪ Protection



Stan Burroughs
Owner & Operator
(843) 241-1052
bsc.stan@gmail.com



INTERIOR
SHUTTERS



ROLL DOWN - ACCORDIAN -
CLEAR STORM PANELS

- Operable Exterior & Interior Shutters
- Hurricane Rated & Historically Correct
- Bahama, Colonial Raised Panel & Louvered Shutters
- Roll Downs, Roll Ups & Accordion Shutters
- Aluminum & Clear Storm Panels
- Fabric Shield Storm Panels
- Zip Tex Rolling Fabric Screens
- Interior Plantation Shutters
- Interior Roller & Solar Shades

*Long-Standing Relationships
& Quality Products*

Our custom manufactured shutters are made from high-tech composite materials that won't flake, chip, peel, rot, or warp and featured powder coated stainless steel hardware.

Call Today! (843) 651-3626
www.BurroughsShutterCompany.com

FOLLOW US ON BurroughsShutterCompany, LLC



SOLAR SHADES



Matt Burroughs
Sales
(843) 385-1992
bsc.matt@gmail.com



ROLL DOWN & COLONIAL SHUTTERS

**2017
CONWAY CHAMBER
OF COMMERCE
PUBLIC AWARENESS
AWARD WINNER**

**Building Industry
SYNERGY**
SC - GRAND STRAND

SPECIAL ISSUE

PUBLISHER
Trey Trembley
Trey@sc-bis.com

SENIOR WRITERS
Susan Roush
RoushSusan1@gmail.com
Sara Sobota
SSobota@sc.rr.com

CONTRIBUTING WRITERS
Dr. John D'Ambrosio, Harley Shelley,
Sandra James, Sarah Stephens

CONTRIBUTING DESIGNERS
Cindy Ziegler - Sheriar Press
Stanley Haines - HGHBA

(843) 945-4452

BuildingIndustrySynergy.com
Building Industry Synergy, Inc.
All rights reserved. PO Box 926,
Myrtle Beach, SC 29578

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

Every precaution has been taken to ensure the accuracy of the materials in this publication. Building Industry Synergy cannot be held responsible for the opinions expressed or facts mentioned by its authors. Reproduction of the materials in this publication in whole or in part without written permission is prohibited.

POSTMASTER: Please send all notices to
PO Box 926, Myrtle Beach, SC 29578

Advertising Information: For information regarding advertising in Building Industry Synergy please call (843) 945-4452 or email Info@sc-bis.com. Visit BuildingIndustrySynergy.com for further details regarding upcoming issues.

Press Releases: Please send all information to Info@sc-bis.com



PAGE 5

BE PRO BE PROUD – The Associated Industries of South Carolina Foundation (AISC) has launched the BeProBeProudSC.org website.

The site connects job seekers, employers in skilled-trade industries, educators, guidance counselors, and high school students. The BeProBeProudSC mobile workshop was also launched in 2020.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

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

PAGE 9

2020 HGHBA Recent New Member Inductees

The HGHBA still continued growing its membership @ a record pace in 2020, even in the midst of the pandemic.

PAGE 10

Eagle Strategies LLC – Creating Solid Financial Strategies For Local Grand Strand Businesses

As financial advisor for Eagle Strategies LLC, a New York Life Company, Cary Rowell begins every professional relationship by building a strategy with the client.

PAGE 11

The Latest Products & Services In Kitchen & Bath Design

The year 2020 saw an increase in the amount of homeowners wanting to remodel the interior of their living space. The design of the kitchen & bathroom space, whether a remodel or new construction project, is always one of the first items that is addressed with the designers and building contractors. *Building Industry Synergy* reached out to five respected companies here on the Grand Strand that possess the knowledge, products and services available to handle your requests and streamline your project.

PAGE 20

MB Chamber Membership An Effective Tool in Your Business Arsenal

When you join the Myrtle Beach Area Chamber of Commerce (MBACC), you're putting your trust in an organization with decades of experience promoting, protecting and improving the business landscape of the Grand Strand. We do not take that trust lightly, and we work diligently year-round to ensure you find value in your investment.

PAGE 22

Conway Builders Your Kitchen & Bath Remodeling Specialists

Victor Conway, founder and President of Conway Builders, grew up in the construction business. He knows that the combination of hard work, experience, and personal ethics, defines a company. Victor founded Conway Builders in 1997 after many years in residential and commercial construction. Over time remodeling kitchens and bathrooms became the company's signature business. Michael Sokolik, Jr. is Victor's stepson and the Vice President of Conway Builders.

PAGE 27

Myrtle Beach Regional Economic Development Corporation – Bringing New Business To The Grand Strand

The mission of the Myrtle Beach Regional Economic Development Corporation is to lead Horry County's efforts in attracting, growing, and retaining sustainable businesses that create jobs.

PAGE 28

Today's Doors & Windows Offer Safety & Security In Addition To Being Very Aesthetically Pleasing

As a result of today's evolving technology it is both possible and extremely popular to install very functional, durable doors and windows that also offer a very attractive curb appeal factor. *Building Industry Synergy* reached out to several companies in our area that specialize in offering & the latest doors & windows that are in high demand and provide all of the above.

PAGE 34

Better Business Bureau Accreditation Brings Trust To Your Business

Trust is defined as confidence in and reliance on good qualities, especially fairness, truth, honor, or ability. Your customers trust us, the Better Business Bureau. A large part of that trust is in our Accredited Businesses. More than 400,000 companies are members of the BBB, and enjoy a number of benefits due to their status as Accredited members.

PAGE 36

Conway Chamber of Commerce Benefits of Membership To Your Business

Over the past year, the significance of successful business to every community has become more evident than ever. The Conway Chamber of Commerce works diligently to provide necessary resources to our local businesses and offer programs relevant to members' needs.

PAGE 39

2021 Building Industry Synergy Editorial Calendar

The schedule for the 6 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.



on the cover

Homeowner, Susan Bodmer (left) with Conway Builders VP, Michael Sokolik Jr. (2nd from left), Conway Builders President, Victor Conway (2nd from right) & Conway Builders Project Coordinator, Heather Templin (right) in the Bodmer home in Murrells Inlet. Susan and Ron Bodmer bought this Murrells Inlet foreclosure in 2012 for their future retirement home. The house had been built in the 70s and was in poor condition. Susan was referred to Conway Builders to handle the remodel. Heather followed up immediately. Susan said, "Heather was so enthusiastic, just from the first call we had a very trusting rapport. I told her my concerns, that I was afraid I would pay someone and they won't come back. Heather reassured me, 'We don't do that at Conway Builders,' and they don't. If I called her or texted her, she would get right back and not leave me hanging. She has excellent organizational skills." Conway Builders took four separate rooms in the main area and made it into one large area (adding columns for support), scraped ceilings, put in luxury vinyl plank flooring, replaced bedroom subfloors and laid carpet. They also completely remodeled the kitchen and added a gas cooktop.

PHOTO © CHUCK GEE

BE PRO BE PROUD
BEPROBEPROUDSC.ORG

The Associated Industries of South Carolina Foundation (AISC) has launched the BeProBeProudSC.org Website

The site connects job seekers, employers in skilled-trade industries, educators, guidance counselors, and high school students. The BeProBeProudSC mobile workshop was also launched in 2020.

Profiles for 15 in-demand, skilled-trade careers are included on the site. Videos highlighting each career opportunity show young professionals at work, salary information, training programs and the employment outlook for each of the roles in South Carolina.



"Students, teachers, and job seekers will want to explore this website to fully understand the value of these jobs."

- Jill McCain, Project Manager for BPBP-SC

"The BeProBeProudSC.org website is an essential component, useful for employers that are desperately seeking skilled workers in South Carolina."

- Rick Todd, President of AISC

"Over 82% of employers in skilled professions report a moderate or serious shortage of qualified applicants for available jobs."

- Department of Labor

ATTENTION

Builders & Remodelers
Property Managers & Homeowners
www.BUILDINGINDUSTRYSYNERGY.com

ACCESS CONTROLS
Security Vision
(843) 839-4238

ACCESSIBILITY EQUIPMENT
Port City Elevator, Inc.
(910) 790-9300

APPLIANCES
Swift Appliance
(843) 299-1988

ARCHITECT
SGA Architecture
(843) 237-3421

Tungsten Corporation
(843) 839-1650

AWNINGS
Carolina Home Exteriors
(843) 651-6514

Weitzel's Custom Screen Rooms, Inc.
(843) 756-8810

BATHROOMS
Brady Glass Solutions
(843) 957-2546

Celtic Granite & Marble
(843) 236-3120

Creative Flooring Designs
(843) 299-0301

Dependable Service Plumbing & Air
(843) 279-2257

Flooring Panda
(843) 234-2877

J&S Flooring
(843) 546-8083

Master Homes Design Center
(843) 712-1824

National Kitchen & Bath Design Group
(843) 299-1274

Waccamaw Floor Covering
(843) 248-3215

BATHROOM DESIGN
Beyond Contracting
(843) 903-5797

Brady Glass Solutions
(843) 957-2546

Coastal Luxe Interiors
(843) 946-6644

Creative Flooring Designs
(843) 299-0301

National Kitchen & Bath Design Group
(843) 299-1274

BILIARDS
Elko Spas Billiards & Pools
(843) 294-3556

BLINDS & SHADES
Burroughs Shutter Company
(843) 651-3626

Coastal Luxe Interiors
(843) 946-6644

BRICK
Palmetto Brick
(843) 236-2121

BUILDER SELECTION SERVICES
Coastal Luxe Interiors
(843) 946-6644

National Kitchen & Bath Design Group
(843) 299-1274

BUILDING CONTRACTORS
1st Source Solution
(843) 458-0840

Annas Development & Building
(843) 655-7404 or
(843) 497-6040

Beazer Homes
(843) 839-2633

BEC Construction
(843) 215-2989

Beyond Contracting
(843) 903-5797

BRB Construction Service
(843) 855-6521

Calibre Development
(843) 237-1556

Certified Master Builders of SC
(843) 438-4124 OR
(803) 771-7408

Chase Signature Homes
(843) 839-1006

Classic Homes
(843) 839-0537

CRG Companies
(843) 651-8460

CRM Services
(888) 502-5203

Custom Homes Consulting
(843) 236-2785

D.R. Horton
(843) 357-8400

Dawol Homes
(843) 294-2859

Great Southern Homes
(843) 314-9525

H&H Homes
(843) 491-4205

Hudson Builders
(843) 957-7351

K&B Custom Homes
(540) 419-2594

MJM Custom Building
(843) 995-8882

Nations Home II
(843) 449-8900

Pinnacle Homes
(843) 445-7303

Prestige Custom Homes
(843) 273-4890

Suriano Homes
(843) 796-2146

Tungsten Corporation
(843) 839-1650

BUILDING SUPPLIES
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

Norbord Framing Products
(919) 523-1619

Palmetto Brick
(843) 236-2121

Pella Windows & Doors
(843) 360-8163

Richards Building Supply
(843) 839-3006

Suncoast Building Products & Services
(843) 488-2249

CABINETS
Coastal Luxe Interiors
(843) 946-6644

Master Homes Design Center
(843) 712-1824

National Kitchen & Bath Design Group
(843) 299-1274

Richards Building Supply
(843) 839-3006

Conserva Irrigation
(843) 491-0740

Elko Spas Billiards & Pools
(843) 294-3556

Palmetto Brick
(843) 236-2121

Pella Windows & Doors
(843) 360-8163

Plants Direct
(843) 347-0157 or
(843) 390-4200

Richards Building Supply
(843) 839-3006

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

COUNTERTOPS
Celtic Granite & Marble
(843) 236-3120

Master Homes Design Center
(843) 712-1824

Roofing
Builders First Source
(843) 347-7866

Norbord Framing Products
(919) 523-1619

Waccamaw Floor Covering
(843) 248-3215

National Kitchen & Bath Design Group
(843) 299-1274

DECKING
Builders First Source
(843) 347-7866

Richards Building Supply
(843) 839-3006

DOORS
Brady Glass Solutions
(843) 957-2546

Builders First Source
(843) 347-7866

Pella Windows & Doors
(843) 360-8163

Richards Building Supply
(843) 839-3006

ELECTRICAL
Carolina Cool
(843) 492-6409

ELEVATOR-LIFT
Port City Elevator, Inc.
(910) 790-9300

ENERGY AUDITS
Carolina Cool
(843) 492-6409

ENERGY EFFICIENT CONSULTANT
Carolina Cool
(843) 492-6409

EPOXY
Coastal Fasteners & Supply
(843) 626-7292

EXTERIOR PRODUCTS
Builders First Source
(843) 347-7866

Burroughs Shutter Company
(843) 651-3626

Conserva Irrigation
(843) 491-0740

Elko Spas Billiards & Pools
(843) 294-3556

Palmetto Brick
(843) 236-2121

Pella Windows & Doors
(843) 360-8163

Plants Direct
(843) 347-0157 or
(843) 390-4200

Richards Building Supply
(843) 839-3006

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

SPANN ROOFING & SHEET METAL
(843) 347-2220

Suncoast Building Products & Services
(843) 488-2249

WEITZEL'S CUSTOM SCREEN ROOMS, INC.
(843) 756-8810

FASTENERS
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

FINANCIAL SERVICES
Eagle Strategies
(843) 449-7805

FIREPLACE / GRILL
Palmetto Brick
(843) 236-2121

Plants Direct
(843) 347-0157 or
(843) 390-4200

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

Spann Roofing & Sheet Metal
(843) 347-2220

Suncoast Building Products & Services
(843) 488-2249

Weitzel's Custom Screen Rooms, Inc.
(843) 756-8810

FASTENERS
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

GRANITE
Celtic Granite & Marble
(843) 236-3120

HOME THEATER
Security Vision
(843) 839-4238

HOUSE WRAP & MOISTURE CONTROL
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

GUTTERS
Richards Building Supply
(843) 839-3006

SPANN ROOFING & SHEET METAL
(843) 347-2220

Suncoast Building Products & Services
(843) 488-2249

GYPSUM
Builders First Source
(843) 347-7866

HARDSCAPES
Custom Homes Consulting
(843) 236-2785

Palmetto Brick
(843) 236-2121

Plants Direct
(843) 347-0157 or
(843) 390-4200

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

SPANN ROOFING & SHEET METAL
(843) 347-2220

Sunco Pools & Spas
(843) 236-7597

The General Pool Company
(843) 626-7283

LANDSCAPE ARCHITECTURE / DESIGN & INSTALLATION
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-3421

LANDSCAPE INSTALLATION & DESIGN
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-3421

INTERIOR DESIGN- DÉCOR
Burroughs Shutter Company
(843) 651-3626

Coastal Luxe Interiors
(843) 946-6644

National Kitchen & Bath Design Group
(843) 299-1274

Elko Spas Billiards & Pools
(843) 294-3556

GARDEN CENTER
Plants Direct
(843) 347-0157 or
(843) 390-4200

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

GATED ENTRIES
Security Vision
(843) 839-4238

GLASS & MIRRORS
Brady Glass Solutions
(843) 957-2546

Coastal Luxe Interiors
(843) 946-6644

GRANITE
Celtic Granite & Marble
(843) 236-3120

HOME THEATER
Security Vision
(843) 839-4238

HOUSE WRAP & MOISTURE CONTROL
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

GUTTERS
Richards Building Supply
(843) 839-3006

SPANN ROOFING & SHEET METAL
(843) 347-2220

Suncoast Building Products & Services
(843) 488-2249

GYPSUM
Builders First Source
(843) 347-7866

HARDSCAPES
Custom Homes Consulting
(843) 236-2785

Palmetto Brick
(843) 236-2121

Plants Direct
(843) 347-0157 or
(843) 390-4200

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

SPANN ROOFING & SHEET METAL
(843) 347-2220

Sunco Pools & Spas
(843) 236-7597

The General Pool Company
(843) 626-7283

LANDSCAPE ARCHITECTURE / DESIGN & INSTALLATION
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-3421

LANDSCAPE INSTALLATION & DESIGN
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-3421

INTERIOR DESIGN- DÉCOR
Burroughs Shutter Company
(843) 651-3626

Coastal Luxe Interiors
(843) 946-6644

National Kitchen & Bath Design Group
(843) 299-1274

Elko Spas Billiards & Pools
(843) 294-3556

GARDEN CENTER
Plants Direct
(843) 347-0157 or
(843) 390-4200

HEATING & COOLING
CRM Services
(888) 502-5203

Carolina Cool
(843) 492-6409

Dependable Service Plumbing & Air
(843) 279-2257

HOME AUTOMATION
Port City Elevator, Inc.
(910) 790-9300

Security Vision
(843) 839-4238

HOME THEATER
Security Vision
(843) 839-4238

HOUSE WRAP & MOISTURE CONTROL
Builders First Source
(843) 347-7866

Coastal Fasteners & Supply
(843) 626-7292

GUTTERS
Richards Building Supply
(843) 839-3006

SPANN ROOFING & SHEET METAL
(843) 347-2220

Suncoast Building Products & Services
(843) 488-2249

GYPSUM
Builders First Source
(843) 347-7866

HARDSCAPES
Custom Homes Consulting
(843) 236-2785

Palmetto Brick
(843) 236-2121

Plants Direct
(843) 347-0157 or
(843) 390-4200

Southern Scapes Landscaping & Garden Ctr.
(843) 839-9148

SPANN ROOFING & SHEET METAL
(843) 347-2220

Sunco Pools & Spas
(843) 236-7597

The General Pool Company
(843) 626-7283

LANDSCAPE ARCHITECTURE / DESIGN & INSTALLATION
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-3421

LANDSCAPE INSTALLATION & DESIGN
Conserva Irrigation
(843) 491-0740

SGA Architecture
(843) 237-34



A GREENER WAY TO WATER

FREE SPRINKLER SYSTEM INSPECTION



Just because your irrigation system works, doesn't mean it's running efficiently. To get your sprinklers working at peak efficiency, that's where we step in. We're Conserva Irrigation – Myrtle Beach's premier sprinkler system caretaker. We're proud to be the most efficient irrigation company for **residential and commercial** properties and the only one founded on the concept of saving water through proper irrigation. Between our water-saving products, technology, and processes, we can help you reduce your irrigation water waste by up to 60%. Together we can have a big impact on your water bills and the planet.

CALL YOUR SPRINKLER SYSTEM CARETAKERS TODAY

843-491-0740

ConservalIrrigation.com/Myrtle-Beach



HGHBA Membership Continued To Grow At A Record Pace In 2020



TRUSTED & RESPECTED SINCE 1957

FREE ESTIMATES

Longevity & Quality Workmanship
Most Competitive Pricing & Superior Customer Service

Residential / Commercial • Replacement / New Construction / Maintenance / Repair

Shingles • Single Ply • Slate
Tile • Modified Bitumen
Chimney Caps • Built Up Roofs
Standing Seam Metal

(843) 347-2220
SpannRoofing.com
 Info@SpannRoofing.com
 459 Allied Dr – Conway, SC

For HGHBA membership or general information call (843) 438-4124 or email Tammy.Elvis@HGHBA.com.



by Sara Sobota

Creating Solid Financial Strategies For Local Grand Strand Businesses

Cary Rowell knows how to create a plan that can help you meet your financial goals. Whether it's for a small business or an individual, he makes the client's financial goals his top priority.

As financial advisor for Eagle Strategies LLC, a New York Life Company, Rowell begins every professional relationship by building a strategy with the client.

"When I meet with someone for the first time, we talk about what they're doing now, what works, what doesn't work, and what they'd like to do that they're not doing. I don't ever want to interfere with what's working now for somebody. I want to look for gaps or things that are not working well. I always start from the standpoint of strategic planning," Rowell said.

Clients often haven't considered their own goals, whether they might be growing income, building a legacy, or minimizing taxes. Each scenario demands a different approach, and his

emphasis is on service before products.

"The focus of my work is not the products," Rowell said. "The products are a means to an end. Together, we determine what the end is, and then determine if you need any products to get there."

With 30 years of personal experience in the construction and building industry, Rowell is uniquely positioned to work with home builders, developers, contractors, and property managers.

"No one who does what I do understands what they do as well as I do," said Rowell. "I know how their cash flow works; I understand why they might have 15 different LLCs. If I have an early morning appointment and it's

raining, I know they're out covering slabs and will have to reschedule."

Small business owners in the building industry often re-invest all their profits back into the business, Rowell said, because it's likely to yield the highest return. However, that's not always the best long-term strategy.

"The typical person wouldn't go out and invest all their money in the stock of a single company," said Rowell. "When you put all funds back into your business, that's what you're doing. There's no diversification to mitigate risk. So I say, 'Let's take a percentage of profits out of the business every year and



Cary Rowell, a licensed agent for New York Life Insurance Company, is a Wealth Advisor offering Financial Planning and Investment Advisory Services through Eagle Strategies LLC, a Registered Investment Advisor.

do something with it that's going to help your future, help your family, your taxes – whatever your goals are," Rowell said.

While Financial Planning and Investment Advisory are generally long term in nature, Rowell also works with clients with more specific short-term issues.

"Most of what I see are debt issues, budgeting and spending issues, and for seniors, clutter issues," Rowell said.

"Clutter issues" refers to situations in which people have collected boxes and boxes of financial documents over the years and become unable to organize, interpret, or access the documents they possess.

"It's hard for them to keep up with all of it," said Rowell. "I go in and tell them what to throw away and what to keep – we simplify their financial life by consolidating accounts."

Rowell understands that each company and each business owner is unique, and its financial plan should be, too. For further information call (843) 449-7805 or email WCRowell@EagleStrategies.com.

Eagle Strategies LLC, New York Life Insurance Company, NYLIFE Securities LLC nor any of its affiliates give legal or tax advice and recommend that you consult with those advisors for such advice. ■

The Latest Products & Services In Kitchen & Bath Design



by Sara Sobota

The year 2020 saw an increase in the amount of homeowners wanting to remodel the interior of their living space. The design of the kitchen & bathroom space, whether a remodel or new construction project, is always one of the first items that is addressed with the designers and building contractors. Creating both a very appealing and functional kitchen and bath space is always the ultimate goal. Aligning with the proper professionals with the experience to assist you in creating this design is important to the overall project. *Building Industry Synergy* reached out to five respected companies here on the Grand Strand that possess the knowledge, products and services available to handle your requests and streamline your project.

National Kitchen and Bath Design Group is quickly becoming a leader along the Grand Strand for its expert design services, range of products including the latest styles, as well as traditional looks and a keen attention to detail that means they get it right the first time.

Owner David Johnson leads a professional design team that boasts over 45 years of experience, and Johnson himself has been in the business since 2006. National Kitchen and Bath Design Group services new construction as well as remodels, especially oceanfront condo units in need of an upgrade.

"Most of the inventory on the oceanfront is aging, and 75 percent of everything on the oceanfront is ready to be redesigned," said Johnson. "Owners feel they need to invest some money to get those units updated to get quality renters."

Current trends both along the oceanfront



The professionals @ National Kitchen & Bath Design Group bring over 45 years of experience to Grand Strand building professionals and homeowners. (from left to right) Mark Goff (customer service), Gerardo Aguilera (designer), David Johnson (president / owner), Karen Rawls (lead designer) & Tom Gebbia (residential sales & design). The showroom is located @ 12066 Hwy. 17 Bypass in Murrells Inlet (in the large office complex with Carolina Temperature Control).

and in new construction are light, airy looks in a transitional mode, with light painted cabinetry, though some darker palettes such as navy and charcoal do come into play, said Johnson.

When it comes to kitchen design, National Kitchen and Bath Design Group offers an array of customized options that ensure an organized home center that's a pleasure to live in.

"We feature a ton of storage options like pull-out pots and pans, hanging organizers, roll-out trays, spice racks – lots of things that make functionality and organization in the kitchen easier," said Johnson.

Coming soon to the National

(Continued on page 12)

COMMITTED TO TAKING CARE OF YOU TODAY, TOMORROW AND INTO THE NEXT GENERATION.

<p>YOUR FUTURE DREAMS</p> <p>You have dreams for your future that require a well thought-out, holistic financial strategy.</p>	<p>YOUR FINANCIAL ADVISOR</p> <p>Your Financial Advisor is committed to providing you with thoughtful advice and guidance to help your dreams come to fruition.</p>	<p>AND EAGLE STRATEGIES</p> <p>Eagle Strategies provides your Financial Advisor with access to a robust support system that offers the solutions and resources needed to help you achieve your financial stability.</p>
---	--	--

CONTACT CARY TODAY to learn more about securing your family's financial future.



W CARY ROWELL MBA, LUTCF
 Wealth Advisor Offering Financial Planning through Eagle Strategies LLC. A Registered Investment Advisor
 Registered Representative: NYLIFE Securities LLC
 (Member FINRA/SIPC). A Licensed Insurance Company Agent: New York Life Insurance Company
843.449.7805
wcrowell@eaglestrategies.com
 628 Chestnut Centre, Suite 9
 Myrtle Beach, SC 29572



Eagle Strategies LLC and NYLIFE Securities LLC are New York Life Companies.



Distinctive Kitchen & Bathroom Design

843-299-1274 / 843-997-0419
 12066 Hwy. 17 Bypass, Murrells Inlet
 NKBDG.COM





Kitchen and Bath Design Group showroom is Oculus design. This virtual reality product allows customers to not only see but to experience their potential kitchen or bathroom during the design process.

"People can come in and put on a headset, and we can put them into a 3D, real-time kitchen," said Johnson. "That way they feel that they're actually there instead of looking at a 3D rendering."

Another popular item for both kitchens and bathrooms that's fairly new to the market are TopZero sinks.

"This is innovative sink technology," said Johnson. "They are seamless at the top edge even though there's still an under mount, but the sink comes within 1/8 inch of the top of the granite so there's not that seam that collects



mold and has to be cleaned. It gives the sink a sleek, unique, modern look, and it's a really nice sanitary option for kitchen sinks."

The defining feature of a job by National Kitchen and Bath Design Group is the information gathering and interview process, Johnson said.

"We spend a ton of time going over details



with customers to ensure that we're getting what matches their lifestyle. It's important for us to interview the customer about their habits and things that they do on a regular basis in the kitchen or the bathroom so that we match the room to their style, their lifestyle" said Johnson. "That does help us achieve success once we finalize the design, so that there are no surprises, nothing being left out."



David Johnson (left) checks on the availability of product online with designer, Gerardo Aguilera (right).

For a new or updated kitchen or bath that meets your unique needs and lifestyle, visit David Johnson or any member of the professional staff at National Kitchen and Bath Design Group.

Looking for an appliance company that offers the latest products and customized service? **Swift Appliance** has got you covered.

Owner Nancy Swift said the new showroom display features the coolest – and the hottest – offerings from Bosch, Thermador, and GE Monogram and Café lines.

Having the items on display means not

only that customers can see, feel, and try out the latest technological features of each item, but also that the staff benefits from training and thorough understanding of the appliances' operations and benefits.

Swift said the beauty and elegance of the GE Café collection draws the customer's eye immediately.

"GE Café has two new refrigerators that are absolutely stunning," said Swift.

"One is a four-door – the bottom right-hand side is convertible so it can be a fridge or freezer. And the GE Café five door has backlighting; everything about it is stunning. We make sure we power all the utilities and put them in demo mode so you can actually see how beautiful it is."

Swift said the recent pandemic has changed the way many homeowners view and use their appliances.

Dependable Service

PLUMBING & AIR

In Need of Plumbing or HVAC REPAIR, INSTALLATION, or MAINTENANCE?

We can help with that!

WATER HEATERS • PIPES • DRAINS • LEAKS • GAS • WATER FILTRATION
HVAC INSPECTIONS • INDOOR AIR QUALITY • DUCTWORK/VENTILATION & MORE

(843) 279-2257 • DEPENDABLESERVICE.COM

HARDWORKING & HONEST
Our name is our promise.



30" BUNDLE PRICE*
\$6705
*reflects all available offers

4 PIECE KITCHEN PACKAGE
SUITE PACKAGE
MASTER SERIES

Price Before Instant Rebates up to \$8200*

Your Choice of 30" SS All Gas Or Dual Fuel 5 Burner Range AND 36" Refrigerator 24" Dishwasher Choice of 30" Ventilation Style

- In Home Consultations
- Financing Available
- Free Local Delivery
- Custom Installation

(843) 299-1988

SwiftApplianceSC.com
Sales@SwiftApplianceSC.com

SWIFT APPLIANCE



Choice of FREE VENTILATION

FREE VENTILATION 50% OFF DISHWASHER



TO COOK BEAUTIFULLY

Appliances are what we do best because it's all we do!

BERTAZZONI BOSCH Benchmark GE Café Monogram Profile KitchenAid SHARP Speed Queen Thermador U-Line Whirlpool ZEPHYR

36" BUNDLE PRICE*
\$8307
*reflects all available offers

4 PIECE KITCHEN PACKAGE
SUITE PACKAGE
PROFESSIONAL SERIES

Price Before Instant Rebates up to \$9785*

INCLUDES 36" Range 36" Refrigerator 24" Dishwasher Choice of 36" Ventilation Style



5190 Hwy 17 Bypass • Suite 200-A
Murrells Inlet • SC • 29576
(2½ Miles South Of Tideland
Waccamaw Community Hospital)



Swift Appliance owner, Nancy Swift, in her Murrells Inlet showroom located @ 5190 Hwy. 17 Bypass (2½ miles south of Waccamaw Community Hospital).



Swift. "To address that problem, we're doing what nobody else is going to do: if we

our list as far as we need to in order to accommodate people who have made orders."



The Swift Appliance team of professionals are ready to assist you with your next appliance purchase project. (from left to right) Amber Self (office manager), Kaytlin Fisher (sales representative), Richie Lorenzana (sales representative), Nancy Swift (owner) & Kevin Swift (general manager).

"Because of COVID, a lot more people have been sitting in their house for several months," Swift said, "and they're finding out that their appliances don't work as well as they thought. They're upgrading, too. For example, instead of a basic oven, maybe they want one with convection, because they've spent a lot of time with it and realize what they like and need."

The appliance procurement process has also meant a change for appliance shoppers, and Swift Appliance is customizing its service accordingly.

"We have hundreds of items on backorder, some for several months," said

In addition, the knowledgeable Swift employees are accommodating customers who encounter a backorder by offering a list of similar items that are in stock.

In the end, for Swift Appliance, business is all about educating customers on the best products that will meet the way they live, and Nancy Swift offers an example.

"A lot of customers come in to purchase items

(Continued on page 14)



Swift Appliance general manager, Kevin Swift

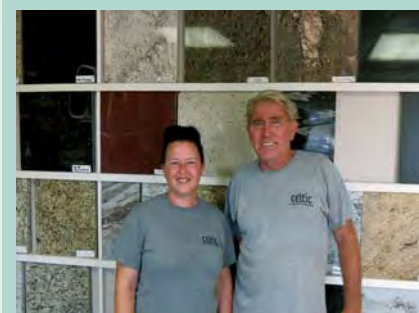
for their dream home, and they want that 36-inch, beautiful pro range. And I say, 'If this is your forever home, you're going to grow old in it, right? Do you really want to lean down into that oven? Or would it look nicer if you just did a nice range top and a set of double ovens?' That's huge. People don't think about that. They're not thinking, wait, 10 years from now, do I really want to take a turkey out of the bottom of that oven?"

For Swift, the appliance purchasing is a learning process, and she is an excellent teacher.

Since transitioning into new management in 2017, **Celtic Granite & Marble** has become a successful and reliable family business for Dave and Shannon Gormley. With more than 30 years of experience in hand-cutting and fabricating stone, the Gormleys and Celtic Granite are the go-to source for both builders and homeowners.

Shannon Gormley is the office and operations manager, ensuring that clients receive timely and thorough service.

"My expertise is in customer service, and I think that's really necessary in this market," said Shannon. "I maintain communication with the client and am always trying to figure out exactly what people are looking for."



Dave & Shannon Gormley inside their showroom & manufacturing facility @ 414 Bradley Circle in Myrtle Beach (just off Clay Pond Rd. — directly across from the site of the old Freestyle Music Park).

Gormley said about half her clients come in with a clear idea of their needs, while others like more guidance and direction.

"Some people who come in here know exactly what they want, whether I have to order it or whether they've already picked out their slabs. But there are also people who know they want new countertops but have no idea what they want. I guide them through the process, asking questions about their tastes and their home."

Dave Gormley handles all the stone, spending his days in the shop creating countertops in granite, quartz, marble, quartzite and onyx.



"He's amazing," said Shannon. "If there's a slab that needs a seam, he'll stare at it for 30 minutes to figure out how he's going to cut the kitchen so the seam is invisible. His work is as close to perfect as you're going to get."



Michael Marchese (burgundy shirt) with MJM Custom Building & Remodeling has been very pleased with the quality installations and attention to detail that he receives from Celtic Granite & Marble.

Celtic Granite & Marble offers free estimates and competitive pricing as well as a two-week turnaround time for both builders and homeowners. Being a local, family-owned business, Gormley emphasizes the straightforward nature of the bidding and pre-installation process.

"We are very well priced, and I tell customers, 'We'll come out and do your measure, and we encourage you to shop around,'" said Gormley. "Clients like us because we're honest about everything. There's nothing hidden — no hidden fees in the cost; everything is upfront and explained."

Celtic Granite & Marble works particularly closely with Michael Marchese with MJM Homes in Waterbridge Plantation, and Gormley feels the pairing is mutually beneficial.

"Working with Michael has been great," said Gormley. "MJM's kitchens are huge, and usually we're doing their entire home — kitchen, laundry room, bathroom, outdoor grill area — anything they want. I think the craftsmanship of the homes in general makes our stone look particularly good."

Gormley noted a few popular trends in the stone industry, including a specific type of stone and a bathroom feature.

"Fantasy Brown marble is definitely the number one seller over the past two years," Gormley said. "It comes in an array of colors: gray and white, brown and white, some slabs have a coral color, some slabs have a teal color, so it's very beachy and has a lot of movement. People just love it."



Another hot item is a twist on the bathroom sink.

"Everybody likes rectangular bowls in their bathrooms," said Gormley.

Gormley said Celtic Granite is constantly seeking ways to make their service even better.

"We're always looking to improve everything we do."

(Continued on page 16)

Hardwood
Tile
Stone
Carpet
Laminate
Luxury Tile

Simple • Elegant • Yours

3,000 SQUARE FOOT SHOWROOM

Contractor
Pricing
Available

PROFESSIONAL SALES TEAM

We Welcome Homeowner & Builder Business

MYRTLE BEACH
864 Kingswood Dr.
(Behind Suds Car Wash on Hwy. 544)
(843) 234-2877

SHALLOTTE
5298 Main St.
(Next to North Carolina DMV)
(910) 754-2874

www.FlooringPanda.com

Celtic Granite & Marble

"Dave & Shannon Gormley are very reliable. They show up when they say they will & stand behind their work 100%. My schedule has always been a priority with them. I highly recommend Celtic Granite & Marble to any builder looking for these qualities in a granite company."
- Michael Marchese
MJM Custom Building & Remodeling

Over 30 Years Experience
Fabricating Stones

Dave & Shannon Gormley

414 Bradley Circle - Myrtle Beach - SC - 29579
(Just Off Of Clay Pond Rd Directly Across From The Site Of The Old Freestyle Music Park On George Bishop Pkwy.)

- Granite
- Quartz
- Marble
- Quartzite
- Onyx

"My husband Keith & I were extremely happy with the professional installation we received. The installers always kept everything clean on the jobsite. Shannon was very helpful with the selection & overall design process. They made sure we knew how to take care of the granite in the future & even called back after the job was completed to confirm that we were completely satisfied."
- Susan Damroth

843.236.3120

CelticGranite.net
CelticGraniteandMarble1@gmail.com

David Brady with **Brady Glass Solutions** says, "We are a very self-sufficient glass company that makes as many products in-house as we possibly can,



so we don't have to rely on distributors and long lead times. We do our own insulated glass, our own in-house beveling, cutting and fabrication of commercial windows. Also, we don't sub-contract at all; we have our own employees, so that from start to finish, our customers deal with our employees the whole time."

That one-on-one service, in addition to the fact that Brady Glass Solutions manufactures many of its own products, sets



Brady Glass Solutions owners, David & Latoshia Brady, in their Myrtle Beach showroom located @ 3825 Wesley St (turn onto Wesley St. next to the Meineke Car Care Center on George Bishop Pkwy.)

the company apart from other dealers.

As a result of the pandemic in 2020, Brady has seen an uptick in the requests for hospitality and transaction partitions, such as sneeze guard and transaction windows for businesses. There are microbial coatings available for glass and commercial hardware that kill germs on contact. "All of our employees are required to wear masks on the jobsite and in elevators", said Brady.

After working in the glass business for over a decade, David Brady and his wife, Latoshia, started Brady Glass Solutions in 2010. Since then, the Bradys' business has evolved and thrived by serving the needs of homeowners, builders and property management companies.

"We started off very, very small, and we've grown to where we are today by stressing and focusing on customer service – really trying to be there when we're needed," said Brady.

David noted several different trends that are particularly sought after in today's bathroom and kitchen design.

"Frameless shower doors are always popular for bathrooms," said David. "They seem to be what everybody wants. There are multiple different options and multiple configurations – it's kind of limitless as far as what you can do. They can be sliding, they can be swinging, they can be curved, they can be flat, or they can have multiple colors of hardware to match the plumbing fixtures. That's probably the most popular bathroom thing going." Brady also mentioned that stand alone panels without doors for walk in showers have become increasingly popular as well. Many times the design of the shower includes Matte



black hardware on the shower applications. Barn door style shower doors are also appealing in today's market according to Brady.

Glass is popular in the kitchen as well, and the options for styles, cuts and patterns seem endless.

"Just about every kitchen these days, from the entry-level houses all the way up to custom houses, seem to have at least two pieces of glass," Brady said. "A lot of people are doing clear glass, others are doing textured glass, fluted glass, seeded glass, and glue chip."

Glue chip is a process that involves applying silicon beads to glass that creates a fern-like or frosted texture on the surface.

"We're always designing and consulting with customers, trying to meet their needs," said David. "We want make

sure what we're doing will be engineered safely and installed safely while meeting the design they're going for and their perfect satisfaction."

"We show up when we say we're going to show up, and we show up fast."



The Brady Glass Solutions team

Another significant portion of Brady Glass' business is property management

companies, which also appreciate the timeliness and high level of customer service provided.

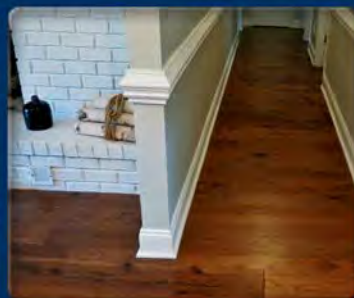
"We work with probably 20 different property management companies, providing services on sliding glass doors and windows, shower enclosures, table top replacement, and mirror replacement," said Brady.

(Continued on page 18)

Free Estimates



Free Design Services



We Specialize in Sales & Installation of Tile, Natural & Engineered Hardwood & Luxury Vinyl Plank Flooring.



Call Us...You'll Be Floored!

(843) 299-0301

CreativeFlooringDesigns.com

12082 Hwy. 17 Bypass - Murrells Inlet, SC 29576



- Framed or Frameless Shower Enclosures
- Insulated Glass Replacement Doors & Windows
- Commercial Storefront Installation

Brady Glass Solutions

GLASS IS OUR BUSINESS!

YOUR PRODUCTION SCHEDULE IS OUR FOCUS
ALL WORK GUARANTEED
FULLY LICENSED & INSURED

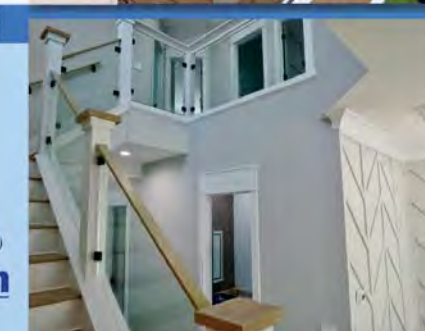
(843) 957-2546

3825 Wesley St. – Myrtle Beach – SC – 29579
(Turn onto Wesley St. next to the Meineke Car Care Center on George Bishop Pkwy.)

www.GlassMyrtleBeach.com

Email: BradyGlass@sc.rr.com

Serving Residential & Commercial Building Contractors & Property Management Companies in Horry & Georgetown Counties



When it comes to kitchen and bath design, **Coastal Luxe Interiors** is another trend-setting, one-stop shop that offers a myriad of options for creating a customized home environment that fits your space and needs. With products and services ranging from cabinetry, flooring, fixtures, and lighting to design consultation in both in-person and virtual environments, Coastal Luxe Interiors helps homeowners create an ideal, personalized look in their living space.



Holly Hollerbach, with Coastal Luxe Interiors, inside a model home in the Waterbridge community in Carolina Forest. Coastal Luxe Interiors is located @ 6613 N. Kings Hwy. in Myrtle Beach.

Holly Hollerbach, director of marketing and interior designer with Coastal Luxe Interiors, said several new trends in kitchen design have evolved over the past

several months.

“One feature trending right now is contrasting the island color,” said Hollerbach. “A lot of people are doing the island one color and walls/upper cabinets in a complementary shade. Or, they’ll do the island in a certain color, with lower cabinets in one finish and upper cabinets in another finish. So, the design has been exciting and fun. Other trends are floating shelves and open-type displays, so that reduces some expenses of buying cabinetry but also gives you a more modern or transitional look.”

Some of these creative trends are born out of new lifestyles related to COVID-19.

“People are pulling triple duty in their homes: living at home, working from home, and home schooling,” said Hollerbach, who has more than 25 years’ experience as an interior designer. “People are interested in maximizing each room to its fullest capacity. It’s kind of making your home like a city – creating different areas so you can be together or be alone, depending on your needs.”



Many of those



same considerations apply to bathroom space design, Hollerbach said.

“How do you envision the space? How are you using



it – are you using it individually or a sharing it with a spouse? How many people are sharing it? Sometimes the layout is too close for comfort, but then there are choices of shower versus shower/tub versus standalone tub that make a big difference. We start by considering those elements for bath design.”

For bath, kitchen, or any other home space, Coastal Luxe Interiors provides 3D design services so clients can see the final product from the beginning of the process.

“We sketch with people in person to start the design, and then with a consultation fee, we’ll transition to a virtual design,” said Hollerbach. “That gives them a 2D view but also a virtual, 3D look you can show them on the computer. It applies all the colors and all the finishes so they can have a visual for what that design will look like once it’s implemented.”

The consultation service can be done in the home, in the Coastal Luxe Interiors showroom, or virtually, Hollerbach said.

“We’ve begun providing more virtual options, not only with computer-generated

files, but also discovery calls and zoom calls, so we can help people in home or virtually.”

For state-of-the-art design and products with convenience, quality and expertise, Coastal Luxe Interiors is an ideal choice for kitchen and bath builds. ■

Sometimes the home you want doesn't exist. You have to build it.

At Citizens One we offer construction-to-permanent loans that help you build the home that's right for you.

- A single loan closing saves both time and money
- Fixed or adjustable rate mortgage available on permanent loans
- Lock in your permanent rate before you build
- Enjoy up to 12 months of interest-only financing during construction

If you have a question about home financing, call Trippett Boineau today.



Trippett Boineau, Jr.
NMLS ID# 414566
843-450-8903
trippett.boineau@citizensone.com



Mortgages are offered and originated by Citizens Bank, N.A. Citizens One and Citizens One Home Loans are brand names of Citizens Bank, N.A. (NMLS ID# 433960) All loans are subject to approval. Equal Housing Lender. 557805



YOUR ONE-STOP SHOP



Coastal Luxe Interiors

BETTER LIVING BY DESIGN

6613 N. Kings Hwy - Myrtle Beach - SC



INTERIOR BUILD SELECTIONS WE ARE HERE TO HELP



10,000 SQUARE FT SHOWROOM



SELECTIONS FOR YOUR SPEC HOMES & YOUR CUSTOM BUILD HOMEOWNERS



WELLBORN
CABINET
DEALER

Cabinets • Flooring • Lighting • Furniture
Blinds • Custom Window Treatments
Accessories & much more..





MB Chamber Membership

An Effective Tool in Your Business Arsenal

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

When you join the Myrtle Beach Area Chamber of Commerce (MBACC), you're putting your trust in an organization with decades of experience promoting, protecting and improving the business landscape of the Grand Strand. We do not take that trust lightly, and we work diligently year-round to ensure you find value in your investment.

Becoming a member of the chamber of commerce has several benefits for your company, especially if you own a small

business or have limited resources for training and marketing at your disposal. While there are many benefits to chamber membership, there are several that stand out as to why our nearly 2,800 investors renew their memberships annually.

convenient opportunity to make new connections and strengthen existing relationships.



Making valuable connections

We host more than 400 events and programs designed to boost your business and improve our community annually. Whether you're looking for a casual social or a fast-moving gathering, MBACC offers some of the best networking events in the area, providing you a



Building your client base

As a valued investor of MBACC, you get a tool chest of benefits to help you grow your

business. MBACC offers a wide variety of highly visible marketing opportunities to help you build brand awareness with the chamber investor network and beyond. No matter the size of your business, we provide affordable ways to increase your visibility with other businesses and leaders in the area. Whether through web advertising, sponsoring chamber events or free listings in the online business directory, MBACC offers powerful opportunities for recognition and publicity.



investor network each year, for both you and your employees. These classes cover topics such as business taxes, marketing, human resources, financial wellness, self-care and much more.

businesses.

In addition to these benefits, a chamber membership adds instant credibility to your business in the eyes of many consumers, which is particularly helpful for small businesses just getting started. Our investors also enjoy our member-to-member discount program which encourages investors to buy from each other and save money in the process. MBACC provides timely communication regarding current events, offers many business

A collective voice for business

MBACC has an active Advocacy Council that represents the interests of the Grand Strand's business community. The council develops a legislative agenda communicating the chamber's positions and top priorities on state, local and federal issues affecting the area's citizens and business community. The council supports legislation that benefits businesses and, when necessary, opposes legislation that unnecessarily inhibits

planning tools, and helps improve your connection to your community. If your business is directly involved in the hospitality sector, we have additional options to help you gain exposure to the millions of people who visit the Grand Strand each year.

MBACC serves businesses throughout the Grand Strand, including Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. If you're ready to learn more about how a MBACC membership can benefit your business, or if you're an existing investor looking to get more involved, visit MyrtleBeachAreaChamber.com.

Educational opportunities

As a business owner you likely have valuable insights to share that will benefit other investors. Your chamber membership affords you the opportunity to offer an educational seminar for our investors providing additional exposure for your company and the opportunity to find new leads. Your membership also gives you access to the hundreds of classes offered by our

ALL THE TOOLS, TALENT & EXPERIENCE TO MANAGE PROPERTY PROPERLY.



When properties you manage have problems, you have problems. We fix problems. Carolina Cool has a dedicated team to serve the properties you manage. Offering complete, 24-7-365 mechanical services, Carolina Cool will respond promptly, provide a written estimate and finish the work on time and on budget. That's not only a promise, it's a guarantee. When you're customers are happy, you're happy. It's our job to make you happy. Call today and keep your business up and running.

Serving Hotel and Condo Properties, HOAs, Individual Properties, Businesses

843 492-6409
CarolinaCool.com



HVAC · PLUMBING · ELECTRICAL · SOLAR · AIR QUALITY

Southern Scapes

Landscaping & Garden Center

843-839-9148

Myrtle Beach, South Carolina



- Large Selection Of Plants & Palms
- Variety of Mulch, Rock & Topsoil
- Pick Up, Delivery, Installation Available
- Landscape & Hardscape Design
- Installation of Pavers, Landscape Lighting & Outdoor Kitchens

Stop By Our Garden Center
1310 Highway 501 • Myrtle Beach • SC • 29577
www.SouthernScapesSC.com



GARDEN CENTER
OPEN TO THE PUBLIC



Conway Builders

Your Kitchen & Bath Remodeling Specialists



by Susan Roush



PHOTO © CHUCK GEE

The master bathroom in the Rodgers' residence needed to be completely remodeled due to a water damage insurance claim. Conway Builders installed a new walk in shower in place of a shower stall and soaking tub. They replaced the vanity and countertops, installed new tile flooring, replaced the existing fixed window with a double hung window and installed new mirrors, light fixtures and plumbing fixtures. They were also responsible for the painting and drywall repairs, which included the electrical and plumbing.

Victor Conway, founder and President of Conway Builders, grew up in the construction business. He knows that the combination of hard work, experience, and personal ethics, defines a company. Victor founded Conway Builders in 1997 after many years in residential and commercial construction. Victor said "We're basically a hands-on company."



"If you want a new bathroom, call my daddy." Michael Sokolik's daughter, Gracelyn, in the newly remodeled master bathroom in the Remmert residence.

We're honest, we're dependable, and when we're there [at the job site] we become like family, literally. We spend a lot of time at somebody's home and we try to be as comfortable as possible with them, and we don't take them for granted. We give customers something that most companies can't because they're going to see me, Michael, or my brother Mitch Conway [master carpenter] on the job at all times." When Victor first started Conway Builders, he did whatever homeowners needed from roofing to flooring and anything between. Over time remodeling kitchens and bathrooms became the company's signature business.

Michael Sokolik, Jr. is Victor's stepson and the Vice President of

Conway Builders. He worked construction in high school and then pursued his musical talent as a tribute artist. One look at his great hair and it's easy to imagine him impersonating Elvis Presley, Jerry Lee Lewis, Johnny Cash, and Buddy Holly. He's killed it at venues from Legends in Concert to private parties – especially with his performance of Great Balls of Fire. It was great fun, but Michael decided to redirect his energy into remodeling, which is also more compatible with family life.

There are few things more disruptive to a homeowner than a kitchen and/or bathroom remodel. For that reason, Conway Builders is extremely mindful of turnaround time. Michael said, "We shoot for

three-week turnarounds on kitchens – for minimal work – and for bathrooms we shoot for a four-week turn around, and that's due to ordering glass for showers. We're pretty good at meeting those; we don't run over very often. We don't start until the cabinets and all the materials are in the warehouse – that's the number one thing that keeps us moving." They are currently estimating two months lead time for new projects.

To get the process going, Victor and Michael rely on Heather Templin, Project Coordinator. She listens to clients and documents everything in order to prepare an itemized estimate. Subcontractors are used for plumbing, electrical, and painting. Michael said, "We have certain subs that we use for those three categories consistently. We're not finding new people each time."

For kitchen remodels, Victor and Michael have noticed certain trends and changes in consumer attitudes.



PHOTO © CHUCK GEE



Michael Sokolik (left), Heather Templin (middle) & homeowner, Nancy Waters (right) in the Waters' newly remodeled kitchen in Cherry Grove. Conway Builders worked with interior designer, Holly Hollerbach. Hollerbach, who is now with Coastal Luxe Interiors, collaborated with Conway Builders and Nancy to design, select and provide the materials at the time of design concept, complete with a floor plan and cabinet design. The combination of the communication & initial planning between Conway Builders, Hollerbach and Nancy helped to create this spectacular transformation for this outdated kitchen. "They did a fantastic job. Everything they do is quality," said Nancy.



PHOTO © CHUCK GEE

Michael Sokolik (left), Victor Conway (middle) & homeowner, Courtney Salinas (right) in the remodeled dining room area of the Salinas residence. "Victor does it right the first time. He does not cut corners; when the project is done you're satisfied. Everyone that works with him is nice, well-mannered and they always make you feel comfortable", said Courtney. Conway Builders took what was separate rooms and installed structural beams allowing for walls to be removed to create an open concept, as well as removed the popcorn ceiling and installed the tile that Courtney selected in kitchen/dining area.

Michael said, "I think people have gained a lot of common sense when it comes to their materials." When Michael first started, price was the first consideration. "It seems that now most of our customers are willing to pay extra for cabinetry, better quality tile and flooring."

White Shaker-style cabinets still dominate in kitchens, along with stainless steel appliances. Quartz countertops are gaining ground over granite, "People are willing to buy quartz for its low maintenance," Michael noted. Victor said the biggest change has been in the use of glass tiles for backsplashes.

On the theme of low maintenance, cultured marble showers and vanity tops are becoming more popular. Tile showers are still leading, but with

larger 24" x 48" tiles to minimize grout lines. Frameless glass swinging doors have long since replaced sliding glass doors for a sleeker, easier to maintain appearance. In kitchens and bathrooms, luxury vinyl flooring has become the go-to product because it is waterproof.

Conway Builders' motto is "There's the right way, the wrong way and the Conway." Building Industry Synergy spoke with four area homeowners to learn just what that means.

Courtney Salinas has known Victor Conway for several years. "He started the old-fashioned way, pounding the pavement. He's a good guy; he takes care of his customers," she said. Courtney has had plenty of time to test the character and craftsmanship of Conway Builders. The relationship started when Victor installed 3,000 square feet of Brazilian Koa hardwood in the Salinas' 1979 Deerfield Plantation home. A few years later, Conway Builders gutted the master bathroom. "It was pink before, let me just put it that way," Courtney said. This project segued into redoing the kids' bathroom with all new fixtures and fittings. In 2016 the formal dining room and kitchen were opened up, the popcorn ceiling came down, and new

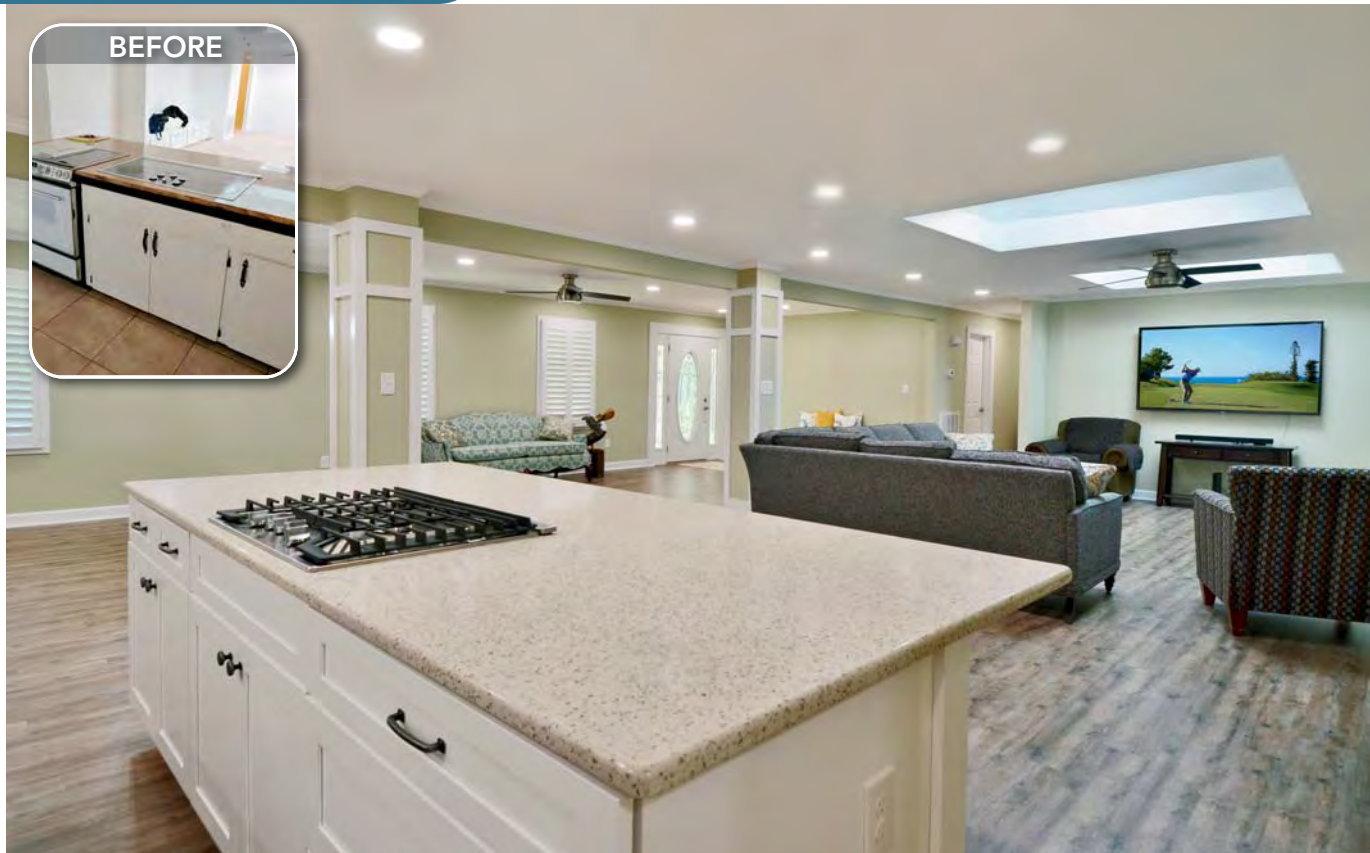


PHOTO © CHUCK GEE

Conway Builders removed several walls, & installed structural beams to give the Bodmer living space an open concept. They also installed new Shaker style white cabinets with quartz/recycled glass countertops & a new gas KitchenAid® cooktop. “They were always considerate of me, my personal space and my dog. Every day I saw their work ethic – the whole team – they complement each other and work very well together. They are attentive to details and have superb craftsmanship,” said Susan Bodmer.

gray slate tile flooring defined the area. The laundry room was also redone for a more family-friendly mud room/laundry area.

For Courtney the Conway motto means, “Victor does it right the first time. He does not cut corners; he may cost a little more than the competitors,

but when the project is done, you’re satisfied.” Courtney added, “And they’re fun. Everyone who works for him is nice, well-mannered and they always make you feel comfortable; they’re friendly, polite, and reliable.”

Nancy Waters’ Cherry Grove home was also built in 1979. “It had some strange renovations done to it,” Nancy said. She talked to other contractors, “and they were not very interested in getting back to me.” Nancy found an interior decorator who put her in touch with Conway Builders. “They did a fantastic job,” she said. Some of the ill-conceived earlier renovations left uneven floors in the kitchen and master bedroom, and an exposed support beam. The kitchen was renovated first, then the two bathrooms were gutted and redone. The doorway to the master bath was widened for Nancy’s mother in the event that she’ll need

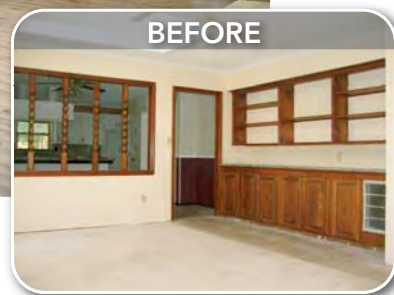


PHOTO © CHUCK GEE

The Bodmer living area looking towards the kitchen & entire open living area. In addition to the work mentioned under the photo @ the top of the page, Conway Builders also installed new sub flooring & LVP flooring throughout, as well as trimmed out the columns to match the wood work on the existing fireplace mantle.

wheelchair access. With those renovations behind her, Nancy’s next project is replacing a 15’x18’ screened-in porch with a sunroom, and widening the doorway from the kitchen to the sunroom. She is also going to add a 20’ x 25’ Trex deck. Nancy looked at other companies for the sunroom and said the bids were similar, “but I knew Conway, and that I could count on them. If they tell me they can do it, they can do it,” Nancy said. To her the Conway motto means quality, “Everything they do is quality.”

Susan and Ron Bodmer bought a Murrels Inlet foreclosure in 2012 for their future retirement home. The house had been built in the 70s and was in poor condition. Some issues were addressed immediately, though other projects had had to wait. In 2019 Jeremy Coleman of Up & Over Roofing replaced the roof. Susan asked Jeremy for a referral to do interior work and he recommended Conway Builders. Heather followed up immediately. Susan said, “Heather was so enthusiastic, just from the first call we had a very trusting rapport. I told her my concerns, that I was afraid I would

pay someone and they won’t come back. Heather reassured me, ‘We don’t do that at Conway Builders,’ and they don’t. If I called her or texted her, she would get right back and not leave me hanging. She has excellent organizational skills.”

Conway Builders took four separate rooms in the main area and made it into one large area (adding columns for support), scraped ceilings, put in luxury vinyl plank flooring, replaced bedroom subfloors and laid carpet. They also completely remodeled the kitchen and added a gas cooktop. Susan opted for countertops made of composite quartz and recycled glass [every square foot of counter top removes 25 glass bottles from landfills]. Throughout the process Susan said, “They were always considerate of me, my

personal space, and my dog. They knew my dog was frightened of thunderstorms and rain. When it was going to rain, they’d say, ‘come here Wally’ and they would hold him.” Of the Conway team, Susan noted, “Every day I saw their work ethic – the whole team - they complement each other and work very well together. They are attentive to details and have superb craftsmanship.” Ron Bodmer was working in Maryland during renovations; the couple plans to move in permanently in 2021. Susan said, “I love the whole thing, but my favorite part was when my husband came in and he was so happy; it just melted my heart. I know we’re going to enjoy it.”

Marty Perdicho’s house in the Forestbrook area is only 12 years old,



PHOTO © CHUCK GEE

Conway Builders remodeled the smaller bathroom just inside the back door in the Bodmer residence. They removed a wall from an existing small hall closet and completed a full demolition of the existing hall bathroom to create a larger bathroom with a walk in cultured marble shower, custom vanity with new countertops & new LVP flooring and lighting. They also closed up the previous closet door and relocated the bathroom door to fit new floor plan.



Conway Builders remodeled the master bathroom in the Remmert residence. They removed the existing built in soaker tub & shower stall, & installed a new tile shower with frame-less glass surround & a linear glass accent. To complement the new shower, they installed a free-standing soaking tub and new EVP flooring. The shower now has a quartz corner seat and curb to match the new selected tiles & Delta fixtures in brushed nickel.

but it was on the darker side for décor. Marty was ready for something fresher, with a more open feel. He contacted three other contractors besides Conway Builders. “There was a different thing about Conway – more of a buy-in that I felt - more of a partnership to get this project done. They’re just really genuine.” With other contractors Marty felt he got generic answers to his questions. His project consisted of redoing the galley kitchen and master bath. During the kitchen remodel Marty mentioned he was thinking of adding a deck. When he learned Conway Builders could do that, he had them build the deck while doing the kitchen.

He also appreciated Heather’s input. Marty said, “I have four sisters and they all have a different opinion. So

PHOTO © CHUCK GEE

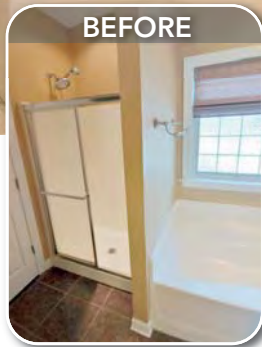
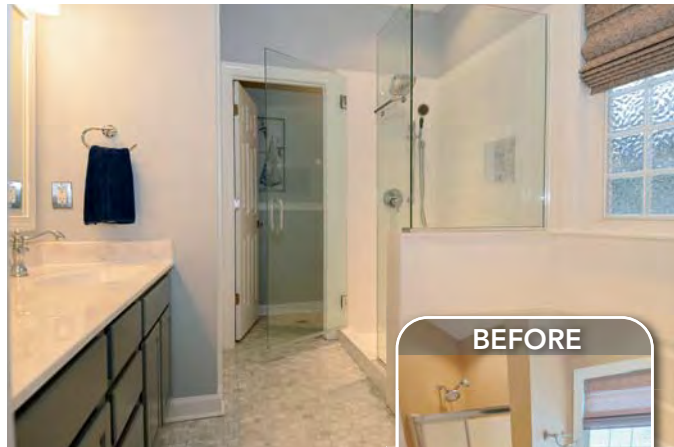
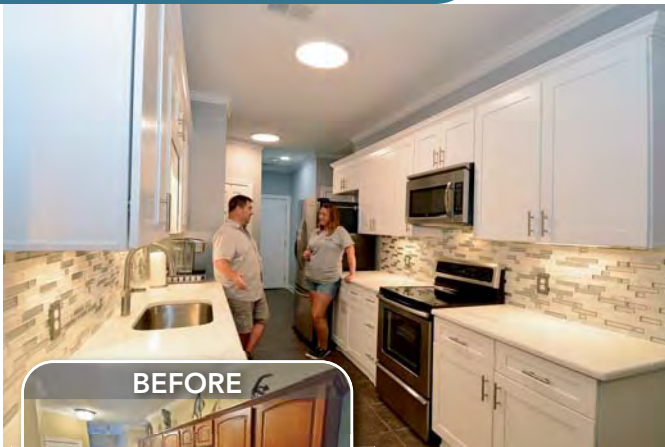


PHOTO © CHUCK GEE

Homeowner, Marty Perdicho (left) & Heather Templin with Conway Builders (right), in the Perdicho newly remodeled kitchen. Conway Builders removed the existing dark cherry wood cabinets and existing countertops. They

installed new White Shaker plywood construction cabinets and created a 42" space between the countertops and the bottom of the cabinets, vs the previous 36" space. They also installed new quartz countertops with an under mount stainless steel sink and a linear glass/marble backsplash. The new under counter lighting definitely brightens the space to make it more appealing.

Conway Builders also remodeled the master bathroom in the Perdicho residence. They removed the existing builder grade garden tub & shower stall, as well as cutting down the knee wall between shower and tub & opened up the space with a frameless glass shower surround. They installed the new tiles for the shower with an accent in the niche & installed a new updated soaking tub. They also painted the existing vanity cabinets and installed a cultured marble vanity top with a double sink. New light fixtures, mirrors, tile flooring and a new paint job for the entire bathroom put the finishing touches on this project. "They're just really genuine. I highly recommend them," said Marty.

I would always call Heather and ask for her thoughts. She was very honest and explained why something would or would not work – she would try to educate me. She was willing to come over and look at things and help with decisions." Heather also knew when to

tell Marty to stop driving himself crazy by second-guessing good decisions.

Marty said of the Conway motto, "I think it means they treat your house like it's theirs, it's safe and done right." At the time of the interview, Marty was waiting for a proposal from Conway

Builders to replace the front door. He was predisposed to accept it, "I know they're going to treat me right; the price is going to be right, and the job is going to be done right. I highly recommend them. I stand behind them." ■



KITCHENS • BATHROOMS • FLOORING

(843) 222-2324

ConwayBuilders.com • ConwayBuildersMB@gmail.com

ConwayBuilders of Myrtle Beach



Myrtle Beach Regional Economic Development Corporation

Bringing New Business To The Grand Strand



by Sandra James, MBREDC Director of Investor Relations

The mission of the Myrtle Beach Regional Economic Development Corporation is to lead Horry County's efforts in attracting, growing, and retaining sustainable businesses that create jobs.

This organization was founded to function as a vital, comprehensive resource for location and expansion assistance, and to facilitate development programs throughout Horry County. We raise the profile of the greater Myrtle Beach area as a prime business location; we unite key parties in the public and private sectors to accelerate economic growth; and we diversify the economy by attracting suitable and sustainable industries.

Horry County is one of the fastest growing regions in the United States and presents itself as a prime business location. Myrtle Beach is more than just a great place to vacation. It is also a great place to live and do business. A key part of the economic development in the region is ensuring that Myrtle Beach and Horry County are among the East Coast's best places to start a business.

Smart investing is critical to business success in today's economy. At the Myrtle Beach Regional Economic Development Corporation, we regard our members as investors and know that they expect to see

a return on their investments. Since 2012, the Myrtle Beach Regional Economic Development Corporation has facilitated over 25 company locations and expansions, representing over 2,000 new jobs with an economic impact of nearly \$200 million. It is because of the investment and support of our partners that the MBREDC can connect and engage with these very companies. As a member, or investor, of the Myrtle Beach Regional Economic Development Corporation, each business plays a vital role in the success and prosperity of our community and have opportunities to interact with new and expanding industries. Investors also see a return on their investment with the MRBEDC by improving the economic vitality of the community through increased wages, which provides direct benefits to all businesses in the region.

Every \$200 invested with the MBREDC translates into 1 new job for Horry County, creating at least \$3000 of additional state and local tax revenue, reducing the tax burden for all taxpayers.



All dollars help us to entice new companies to our area, as well as assisting local companies with their growth and expansion goals. Jobs created through the MBREDC are sustainable opportunities for our workforce and our graduates, offering local, higher paying wages and benefits, while bringing

millions of dollars in economic impact for Horry County directly.

Investment in MBREDC pays off in opportunity and benefits for the market as a whole, but it also yields unique "dividends." The MBREDC provides its investors a return on investment directly through networking events, member marketing, and member-to-member business development. Member events are held throughout the year and provide many opportunities to promote one's own business, learn about economic development within the county and how it directly impacts your business, and gain access to other business leaders with similar interests in the growth of Horry County. MBREDC is supported by over 200 member businesses who are committed to economic growth in the region.

By joining the Myrtle Beach Regional Economic Development Corporation, you are:

- Supporting creation of new jobs with higher wages
- Helping to diversify the tax base in the local economy
- Supporting workforce development and training
- Creating opportunities for Horry County's graduates
- Assisting and promoting our mission to create a self-sustaining economy
- Networking exclusively with local businesses and new industry leaders

To receive more information about joining the Myrtle Beach Regional Economic Development Corporation, contact Sandra James at (843) 347-4604, email SJames@MBREDC.org or you can visit www.MBREDC.org. ■



by Sara Sobota

Today's Doors & Windows Offer Safety & Security In Addition To Being Very Aesthetically Pleasing

The enhanced awareness and appeal of selecting the proper doors and windows for a new construction or remodeled home or business is at a very high level in today's market. As a result of today's evolving technology it is both possible and extremely popular to install very functional, durable doors and windows that also offer a very attractive curb appeal factor. *Building Industry Synergy* reached out to several companies in our area that specialize in offering & the latest doors & windows that are in high demand and provide all of the above.

Builders FirstSource local market sales manager, Joe Pezzullo, said the on-site manufacturing at their larger Conway location sets the company apart

from other local millwork suppliers. They distribute a full line of foundation, framing, roofing and drywall products along with numerous window lines to meet the broad price spectrum of starter homes to fully custom homes, as well as an on-site door shop where they manufacture their own interior and exterior doors. The Pawleys Island store, fittingly for its location, serves a more local clientele. In addition to a full line of framing materials, they specialize in exterior siding, railing and decking products popular in the beachfront area.

"We compete with a lot of companies that only offer a few specific product lines, but we do it all, with several of the major product lines available installed," said Pezzullo. "We provide

installed interior doors and trim, windows and exterior doors, and turnkey framing for many of our customers. We're one of the few suppliers in town that offer such a significant volume of installed services. We're the closest to a one-stop shop that a builder can get."

Pezzullo also noted that in new home construction, which is about 98 percent



(843) 347-7866

of their business, doors are getting bigger and offering a larger window to the world.

"There's a tendency toward larger doors – 8-foot-tall interior and exterior doors have become common place," said Pezzullo. "We've also seen a growing



trend toward large, sliding patio doors on the exterior. We're seeing more builders and homeowners request big, stacking units like you might see in south Florida or the West coast," said Pezzullo. "These sliding patio doors can be 3 and 4 and 5 panels or more wide, and all open up and stack on top of each other to give you a vast opening to the outside."

In this area, customers are interested in protecting their investment from potential storm damage, and Builders FirstSource offers, in addition to impact-resistant windows and doors, a windborne debris system that is applied during construction. This system meets



the windborne debris protection portion of the code while providing an aesthetically attractive fastening system for widely used OSB panels, or an optional fabric panel, which is more

easily installed by the homeowner.

"This system allows homeowners to fasten panels to the home in the event of a hurricane," said Pezzullo. "It keeps the home from being completely breached if windborne debris should strike the glass door or window."

With its locally manufactured doors, broad range of products, and wide variety of install services, Builders FirstSource streamlines and simplifies the building process. **PLEASE REFER TO THE BACK COVER OF THIS ISSUE FOR FURTHER INFORMATION.**



Joe Pezzullo in the showroom @ the Builders FirstSource Conway location.

(Continued on page 30)



Joe Pezzullo in front of the on-site manufacturing facility @ the Builders FirstSource Conway location.

from other local millwork suppliers. They distribute a full line of foundation,

Sunrooms • Screen Rooms • Patio & Pool Enclosures • Pergolas • Hurricane Protection • Windows



(843) 651-6514

Call for a Complimentary Consultation

www.CarolinaHomeExteriors.com

Visit our showroom at 11730 Hwy 17 Bypass | Murrells Inlet SC | 29576



J & S FLOORING

YOUR LOCAL ABBEY CARPET & FLOOR OUTLET

Georgetown's Premier Flooring Company

Serving Georgetown & Surrounding Area
Building Contractors & Homeowners Since 1994

Carpet • Ceramic • Hardwood • Laminate • Vinyl • Vinyl Tile
Water Proof Flooring

(843) 546-8083

Large In Stock Inventory In 10,000 square foot showroom/warehouse

Consumer Financing Available

12 Months Same As Cash

www.JSFlooring.com

Gregg@JSFlooring.com

Contractor Pricing

"J & S Flooring has been installing floor covering for my company for over 15 years now. They are a superior value vendor that offers great selections and top-notch workmanship. They are just excellent. They show up when they say they will be there."

-Bob McCarley
Coastal Builders

Gregg Pierce

2104 S. Fraser St • Georgetown • SC • 29440

Jeremy Wernig of Cove Construction has got a good thing going as the only Platinum Certified contractor of Pella® windows in the area. However, he wants to take that great product and make it available to a larger audience.

Wernig, a Myrtle Beach native, had

a successful local roofing business from 2001-07. As Wernig recalls and everyone in the business at that time knows, “the housing market just stopped. It just stopped.”

Wernig worked with Pella® in Maryland and Louisiana for a decade and moved back home in 2016 to establish Cove Construction. He started the business offering a variety of services, but when he became the exclusive local dealer for Pella®, which hadn’t had an official presence along the Grand Strand since the recession, everything changed.

“We’ve stopped doing anything else but installing Pella® windows and doors. Sometimes it’s hard to hold on – we’re in the boom again,” said Wernig.

His passion for Pella® is rooted in the company’s dedication to service.



Jeremy Wernig (right) with his lead installer, Gerald LaQuerre (left) on a jobsite in Myrtle Beach.

“There are several makers of high-end windows and doors out there.

The difference is service after the sale. There’s a dedicated service department, and if, 25, 30, or 40 years down the road, you have something wrong with your window, there will be someone who will come to your house

and help fix it”, said Wernig.

He acquired a commercial license in December 2019 and started to offer his top-of-the-line products, along with stellar service, to an expanded market.

“Our bread and butter will always be residential replacement,” said Wernig, “but Pella® now has a new Hurricane Shield Series™ product out, including impact-resistant sliding glass doors and different window configurations, and we’re taking that to

hurricanes and the most stringent coastal requirements – all while providing exceptional everyday performance. From noise control and blocking UV rays to security, they help provide unwavering protection for your home and everything inside.

“If your building is multi-family and multi-story, then you have to use hurricane rated windows and doors,” said Wernig. “What makes it hurricane rated is that it has impact-resistant glass, which means it will catch a 2 x 4 going 75 mph through the air and not make a penetration to the home. Along with impact resistance, comes upgraded wind and water resistance as well.”

Wernig also mentioned that synthetic products are most popular in the window market.

“Pella® offers vinyl or fiberglass products that are incredible. We still do wood-clad windows and doors when people want them, but 90 percent of

what we do is vinyl and fiberglass. In a moist climate like ours, wood has the potential to deteriorate 10, 15, or 20 years down the road, and the vinyl will last forever.”

The quality that sets Cove Construction apart, in addition to the superior products, is the company’s



Our Goal: Exceed Your Expectations

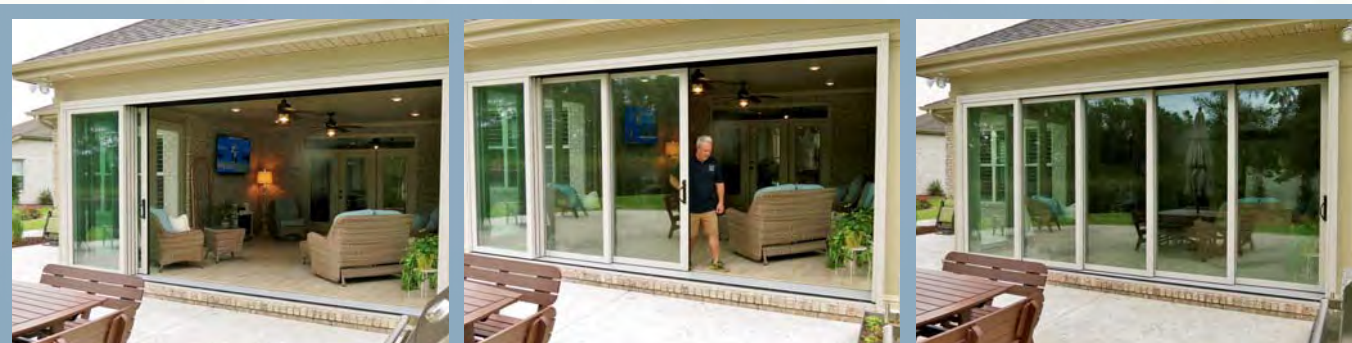


Cove Construction (843) 360-8163

Featuring Pella HurricaneShield®
Windows & Patio Doors



Jeremy & Kate Wernig are the owners & operators of Cove Construction in Myrtle Beach. Cove Construction is a Platinum Certified contractor for Pella® Windows & Doors.



Cove Construction was responsible for installing these beautiful Multipanel Sliding Patio Doors which are a part of the Pella® Architect Series.



Jeremy Wernig (right) takes pride in the fact that he is the one that works directly with each customer for the sale, installation & service on each project. The customer always has one point of contact.

approach to business. “The real thing about Cove Construction is it’s kind of a boutique experience,” said Wernig. “I’m the salesperson who comes out and does the sale, I’m the person that comes out and installs the windows, and I’m the person who comes out and provides service. People love that; they see me at every step of the process.”

The same approach applies to the high-rise market, as Wernig interacts with individual homeowners in high-rise complexes.

As Wernig’s presence along the Grand Strand expands, homeowners in new markets will be pleased to share in the quality and great service from Cove Construction.

(Continued on page 32)

Building An Amenities Center
We Have All Of Your Recreational Needs

EXCEPTIONAL SERVICE • MEET JOANN • OUR BUILDERS SERVICES REPRESENTATIVE







(843) 294-ELKO (3556)

Hot Tubs • In Ground Pools • Above Ground Pools
Pool Tables • Darts • Game Rooms
New Construction • Maintenance • Cleanings
Repairs • Replacement • Parts

WE SERVICE ALL BRANDS OF SPAS

Featuring 3D CAD Design For Upcoming Projects

HotSpring Spas Dealer Over 30 Years



Every day made better®

4718 Hwy 17 Bypass S & Northgate
Myrtle Beach, SC 29588

Proud Member Of  



Cove Construction was responsible for installing these Fixed Panel Doors to the right & left of this sunroom, which are a part of the Pella® Architect Series.

the high-rise market on the Grand Strand.”

The Pella® Hurricane Shield Series™ to which Wernig refers involve specific characteristics that make the product more resistant to hurricane-force winds and related circumstances. They are engineered to withstand

84 Lumber General Manager, Steve Wiseman, knows his company. After 30 years of working with 84 Lumber first in Baltimore and now in Myrtle Beach, he understands both the business and the industry inside and out, and he shares his knowledge with homeowners and contractors every day.



Steve Wiseman (left) & 84 Lumber Market Sales Manager, Raymond Goodman (right), in the conference room inside the Myrtle Beach showroom located @ 812 Lumber St.

products and lines that have builders and homeowners talking.

"The dual active patio doors from PGT are really nice," said Wiseman. "Instead of having an operating and a stationary panel, both panels operate, so you get the window effect from having both panels open."

Other exterior door trends are both big and heavy.

"Eight-foot tall doors are trending, with a craftsman-style type glass," Wiseman said. "I've also noticed the big, heavy copper doors are popular in some higher-end

their values into what we do every day."

Just as the values are passed from owner to employee, the transition continues.

"The passion that we have for what we do is passed on to our customers," Wiseman said. "We're dedicated to our customers and their successes."

As for the latest popular items, Wiseman mentioned a few



84 Lumber's Myrtle Beach General Manager, Steve Wiseman, has been with the company for over 30 years.

Wiseman says his energy and dedication over the past three decades comes straight from the top of the company, which operates more than 250 branches throughout the United States and services builders such as DR Horton, Pulte, Lennar, and Beazer.

"You look at the commitment and loyalty from our ownership and it inspires you to have the same," said Wiseman. "It's their values – they instill



(843) 445-2984



84 Lumber is introducing the United Window & Door product to the Myrtle Beach market.

homes."

Having relocated from Baltimore just a few months ago, Wiseman brought some trends from the northern regions here to the southern coast.

"We're introducing United Window and Door into the market," said Wiseman. "It has a good reputation up north, so I've introduced that down here."

Wiseman has also noticed a few recent trends in the window market.

"When it comes to exterior window colors, black and bronze seem to be on everybody's wish list," said Wiseman. "Instead of just the traditional white interior and white exterior, they are a black/bronze exterior with white interior. Also, people have been selecting unique grid patterns: one over one, four over one, meaning like a four pattern grid at the top and one light with no grids at the bottom. It's just a difference in aesthetics, and people are choosing to create their own unique look."

Although 84 Lumber services many national contracting companies, Wiseman emphasized that his company also offers customized service to individual homebuilder.

"We have a huge array of customers, from nationals down to the guy who builds one or two homes, and we service every one of those clients as equal,"



Steve Wiseman (right) & Raymond Goodman (left) in the 84 Lumber warehouse in Myrtle Beach.

said Wiseman. "We don't shy away from the individual homebuilder building one house to the national builder building 1,200 homes."

As a fairly recent transplant to the Grand Strand area, Wiseman has developed some impressions about the area building industry.

"It's vibrant," Wiseman said. "It's busy. It seems like it has a great history and an even greater future."

With 84 Lumber around, that future will be even better. ■



84 Lumber has a variety of windows & doors in stock in their warehouse.



Catering to the New Construction & Remodeling Building Industry for Over Forty Years

Windows
Doors
Siding

Roofing
Gutters
Hand Rails

Stone Veneer
Decking
Cabinets

www.Richards-Supply.com

1101 Campbell St • Myrtle Beach • SC
(843) 839-3006



1-888-IKO-ROOF (1-888-456-7663)
www.IKO.com



CHOOSE YOUR SHINGLE
IKO's RoofViewer™ Interactive Shingle Selector Tool allows you to choose a shingle that suits the features of your home.



RECOGNIZED THROUGHOUT THE INDUSTRY AS THE PREMIER BRICK COMPANY ACROSS THE GRAND STRAND
THE BEST BRICK ON THE BLOCK

PALMETTO BRICK

Quality Brick and Exceptional Service Since 1919

A Full Service Masonry Company



Original Charter Member of The Horry Georgetown HBA



Visit our showroom at 305 Greenleaf Circle in Myrtle Beach. (Turn towards Chick-fil-A at traffic light on Hwy. 501.)



305 Greenleaf Circle • Myrtle Beach, SC
(843) 236-2121



www.PalmettoBrick.com





Better Business Bureau Accreditation Brings Trust To Your Business

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

Trust is defined as confidence in and reliance on good qualities, especially fairness, truth, honor, or ability. In today's business world, trust is more important than ever if you want to not just maintain, but grow your business. In fact, trust is a strategic asset in growing your business.

Do your customers trust you? They trust us, the Better Business Bureau. A large part of that trust is in our Accredited Businesses. More than 400,000 companies are members of the BBB, and enjoy a number of benefits due to their status as Accredited members.

The Edelman Trust Barometer revealed that trust in institutions has declined broadly; people have lost trust in government, media and business, leaving trust at a crossroad. However, we know that consumers are searching for trustworthy businesses, and studies have noted that consumers feel that it is important to trust a business before buying products or services.

In a world that's full of information from different online and offline sources, a BBB mark of accreditation is something that can't be discounted. A Nielsen study found that eight out of 10 consumers recognize the BBB seal and are likely to purchase from a business that displays it. Consumers particularly relate the BBB symbol to honesty.

The BBB provides Accreditation only to businesses that can prove their merit by showing

they offer reliable products and valuable services, show a dedication to customer satisfaction and resolving customer complaints. When a business has this logo it means the Better Business Bureau has checked their license and history and that they've pledged to be honest and transparent.

The BBB seal gives customers assurance that you were accredited by an established not-for-profit and non-biased accreditation body.

If your business offers products and services in an industry that is saturated with other players, having a BBB accreditation badge can give you an edge, especially if you're offering highly specialized services; it is a strong reason for customers to choose you over other competitors.

Are you looking for an opportunity to reach new customers? Consumers can request bids from BBB Accredited Businesses in a particular industry and zip code. Once a bid is submitted, it is emailed to all BBB Accredited Businesses in that industry with the consumer's contact information.

And unfortunately, we all know that occasionally a customer isn't satisfied. The BBB

can assist in dispute resolution. The BBB offers arbitration and mediation services to all Accredited Businesses as a method to resolve consumer disagreements.

We want to help you to build a better business. The BBB offers workshops, webinars, training, monthly newsletters and other resources to your help your business excel and be the type of business consumers are searching to find.

Don't just tell consumers you are trustworthy. Show them proudly by becoming an Accredited Business and display the seal on every consumer touch point including your website, business cards, social media accounts, email signature, digital advertisements, company vehicles and more. There are several versions of the BBB Accreditation Seal (digital and printed) available to Accredited Businesses at no cost.

Our motto is START WITH TRUST®. Let us help you give your business an edge with the empowerment of being a Better Business Bureau Accredited Business.

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 visit <https://www.bbb.org/myrtle-beach/accreditation-application>.

25 Years Working With New Construction Builders & Property Management Companies Across The Grand Strand

SECURITY VISION



- Camera Surveillance
- Gated Entries
- Telephone Entry
- Access Controls
- Structured Wiring
- Life Safety
- Surround Sound
- Security Packages
- Central Vacuum Systems
- Smart Home Ready Packages

Builder Packages Available



(843) 839-4238 | info@SecurityVisionMB.com | www.SecurityVisionMB.com

— Enjoy The Casual Elegance Of Your Backyard Retreat —



In Ground Custom Residential & Commercial Pools Complete Custom Backyard Retreats

Outdoor Kitchens - Fireplaces - Hot Tubs & Pavers

The General Pool Company, Inc.

Since 1987

(843) 626-7283

For Further Information Visit

<http://www.buildingindustrysynergy.com/item/the-general-pool-company-inc/>

Email: PJSUNIM@SC.RR.COM



Benefits of Membership To Your Business

by Harley Shelley, Director of Marketing, Conway Chamber of Commerce

Over the past year, the significance of successful business to every community has become more evident than ever. We realize the true importance that we plan and work together for the economic health of our area. The Conway Chamber of Commerce works diligently to provide necessary resources to our local businesses and offer programs relevant to members' needs. Our divisions, from Marketing, Economic Development, Government Relations, Community & Special Events, Educational Programs and Membership work together to improve the overall quality of life in Conway.

As a membership-based organization, we strive to keep our business community thriving and well marketed. Our Marketing department has put together several programs that are a part of the member benefits including the Welcome Neighbor Program, Relocation Packets, Membership Mondays, weekly newsletters, networking seminars and so much more. Not only are we marketing our members, but Conway as whole. Marketing Conway gives us the chance to increase tourism in the area. Our Educational Programs division works with the Marketing division to provide leadership training and business seminars to our members.

Our goal as a Chamber is to assist business in all stages of development. The Economic Development and Government Relations divisions serve as the primary resource for business retention,

opportunities for business expansion, and recruitment of new business to the Conway area. With these two divisions working hand in hand they can provide the needed resources and information that a new or existing business may be seeking. After



completing the one stop shop website, www.ConwaySCNOW.com, we have been able to improve the recruitment process by keeping economic data that includes but is not limited to commercial listings, demographics and the business environment updated on a daily basis. Now that this information is put together in one website, we can dive deep into finding out just what the community wants and needs to improve our businesses and keep Conway dollars in Conway.

Our Community and Special Events



VARIETY OF COLORS

SUNCOAST
BUILDING PRODUCTS & SERVICES INC.

FREE ESTIMATES

Recognized By Many Of Horry & Georgetown Counties' Building Contractors, Property Managers & Homeowners As The Premier Choice For Custom Seamless Gutters & Specialty Rain/Water Control Products



5" & 6" Seamless Gutters | Copper & Half Round Gutter
Pine/Leaf Protection and Gutter Guard Systems
Draining Installation | Gutter Cleaning | Maintenance | Repairs



Zeb Hill

Darryl Hill



SINCE 1999

1703 Park View Rd. • Conway • SC

www.SuncoastBuildingProducts.com

843-488-2249

OVER 30 YEARS EXPERIENCE
GUARANTEED BEST PRICE
LICENSED & INSURED
SC Specialty Contractor License #RBS35069



department organizes community festivals and Chamber events to enhance our community spirit and increase tourism opportunities. The goal of these festivals and events is to promote the Conway community and create a positive economic impact for our businesses. Our largest event is our Independence Day festival, Riverfest, which attracts thousands of festival goers each year. The event features a Business Expo allowing vendors to set up to promote their company, provide demonstrations, and/or sell their products. The annual festival features hundreds of displays and promotional booths by local and regional vendors. Riverfest also creates an excellent opportunity to highlight all Conway has to offer to the local and visitor alike. While in town for the festival, residents and visitors are encouraged to



take advantage of everything Conway has to offer. From a stroll on the Riverwalk along the banks of the scenic Waccamaw River to the diverse shopping and dining

opportunities, Conway and our business community have something for everyone. Our Membership Services division

(Continued on page 38)



**HOME OF THE
PERFECT POOL WATER**
116 April Gray Lane
Myrtle Beach, SC 29579
SuncoPoolsAndSpas.com

- COMMERCIAL & RESIDENTIAL**
- Swimming Pool Renovations
 - Custom In Ground Gunite Pool Builds
 - Service & Upgrades
 - Chemicals & Supplies
 - Water Testing & Delivery
 - Residential Pool Cleaning
 - Custom Pools Covers
 - Bulk Bleach Sales



**Transforming Your
Outdoor Living Space Into
A Fresh, Ventilated,
Pest-Free Environment.**

Our custom screen enclosures will add value and beauty to any home. Featuring clean lines and architectural simplicity, our screen porch enclosures consist of aluminum components with baked on enamel finish for durability and low maintenance.



- | | | | |
|-------------|---|----------------------------|---------------------------------|
| OPEN | ■ Suitable For Existing Deck Or Slab, Retrofit, Or New Construction | ■ A Variety of Colors | ■ Specializing In Arch Openings |
| | ■ Easily Adaptable For Glass Or Window Additions | ■ Professionally Installed | ■ Can Custom Match Any Color |



FREE ESTIMATES | SINCE 2005 | Buzz Killer | LOCAL DEALER FOR RAINIER | **843-756-8810** | www.WeitzelsScreenRooms.com



(843) 236-7597



advertisers' index

84 Lumber – Local Building Supply.....32	Cove Construction – Pella Windows & Doors / Window & Door Replacement / Remodeling.....31	Plants Direct – Nursery & Garden Center Landscape Design & Installation / Outdoor Kitchens & Fireplaces / Pools38
Brady Glass Solutions.....17	Creative Flooring Designs Residential & Commercial Flooring Specialist.....16	Richards Building Supply Local Building Supply / Windows / Doors / Siding Roofing / Decking / Cabinets & More.....33
Builders First Source Local Building Supply.....Back Cover	Dependable Service Plumbing & Air Repair / Installation / Maintenances.....12	Security Vision – Superior Security & Home Automation Services.....34
Burroughs Shutter Company Exterior & Interior Shutters / Interior Shades / Hurricane Protection & More.....3	Eagle Strategies – Cary Rowell / Financial Planning New York Life Insurance.....10	Southern Scapes Landscaping & Garden Center Residential & Commercial For Property Managers Building Contractors & Homeowners.....21
Carolina Cool HVAC / Plumbing / Electrical / Solar.....20	Elko Spas Billiards & Pools – Residential & Commercial For Property Managers / Building Contractors & Homeowners.....30	Spann Roofing & Sheet Metal Trusted & Respected Since 1957 By Building Contractors / Property Managers / Homeowners.....9
Carolina Home Exteriors – Custom Sunrooms / Enclosures & Much More.....28	Flooring Panda – Catering to Local Building Contractors and Homeowners.....14	Sunco Pools & Spas – Commercial & Residential Pool Renovations / Custom Pool Builds / Residential Pool Cleaning / Service / Water Testing & Delivery.....36
Celtic Granite & Marble New Construction & Remodeling.....15	J & S Flooring – Georgetown's Premier Residential & Commercial Flooring Specialists.....29	Suncoast Building Products & Services, Inc. Specializing In Custom Seamless Gutters.....37
Citizens One Home Loans – Trippett Boineau.....18	National Kitchen & Bath Design Group – Your One Stop Shop For Design – Selections – Installations Cabinets – Hardware – Countertops – Flooring, etc.....11	Swift Appliance – Custom Appliance Selections Installations / In Home Consultations Visit the Murrells Inlet Showroom.....13
Coastal Fasteners & Supply – Residential / Commercial Construction Fasteners & Much More.....Inside Front Cover	Norbord Energy Efficient Framing Materials.....Back Cover	The General Pool Company – Residential & Commercial Pools & Backyard Retreats.....35
Coastal Luxe Interiors – Interior Design Specialists - Assisting With Builder & Homeowner Interior Design & Selections.....19	Palmetto Brick – Recognized Throughout The Industry As Horry & Georgetown Counties Premier Brick Company Celebrating 100 Years in 2019.....32	Weitzel's Custom Screen Rooms Retractable Screens & Awnings.....37
Conserva Irrigation – Premier Irrigation Installation & Sprinkler System Repair.....8		

focuses on the needs of our dynamic and growing membership by featuring advantageous products, programs and services which will enhance the business community we serve. Our mission statement reads: *The Conway Chamber of Commerce is committed to supporting our*

local businesses and enhancing the quality of life for all of our area's citizens. We will aggressively work towards positive economic growth, the promotion of tourism, the development of transportation, and excellence in education in Conway and throughout Horry County. We are the

Conway Chamber of Commerce, and our aim is to serve the greater Conway area business community in any and all capacities. Your success is our success! Visit www.ConwaySCChamber.com for further information. ■

Specializing In Landscape Design & Installation From Start To Finish

60 YEARS COMBINED EXPERIENCE

WHOLESALE & RETAIL

PLANTS DIRECT
NURSERY AND GARDEN CENTER

Little River
(843) 390-4200

Conway
(843) 347-0157

We Work With
Building Contractors • Property Management Companies • Land Developers • Landscape Contractors • Homeowners



DIRECT
(843) 241-0157



1741 Hwy. 57 North • Little River, SC
Servicing Northern Horry County & Brunswick County



2019 Hwy. 544 • Conway, SC
Servicing Southern Horry County & Georgetown County

PALMS • TREES • SHRUBS • PLANTS
FLOWERS • HARDSCAPES • MULCH
HOME AND GARDEN DÉCOR • FENCING
OUTDOOR KITCHENS AND FIREPLACES

COMPETITIVE WHOLESALE PRICING



www.PlantsDirectMB.com



EDITORIAL CALENDAR 2021

JANUARY / FEBRUARY ISSUE 2021

Distributed to show attendees @ the 2021 HGHBA February Home Show from BIS booth close to the front entrance to the show in the Myrtle Beach Convention Center.

- 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 5 Material Close: March 12

MAY / JUNE ISSUE 2021

- PROPERTY MAINTENANCE
- Space Reservation: May 7 Material Close: May 14

JULY / AUGUST ISSUE 2021

- OUTDOOR LIVING SPACE ~
 - Landscaping / Irrigation / Pools & Spas / Hardscapes / Outdoor Kitchens / Lighting
 - EXTERIOR PRODUCTS ~
 - Roofing / Siding / Specialty Products
- Space Reservation: July 2 Material Close: July 9

SEPTEMBER / OCTOBER ISSUE 2021

- BATHROOM & KITCHEN DESIGN
 - MILLWORK ~
 - Doors / Windows / Specialty Products
- Space Reservation: August 13 Material Close: August 20

NOVEMBER / DECEMBER ISSUE 2021

- HOME AUTOMATION / SECURITY / ELEVATORS / ACCESSIBILITY EQUIPMENT
 - WINDOW COVERINGS & TREATMENT ~
 - Exterior & Interior / INTERIOR DESIGN
- Space Reservation: October 22 Material Close: October 29

Each issue is directly mailed to the target audience and posted online no later than 21 days from material close date

**BUILDING INDUSTRY
SYNERGY**

P.O. Box 926 • Myrtle Beach, SC 29578
843-945-4452 | info@sc-bis.com



A Building Industry Business Network Promoting Community Growth



BUILD THE FUTURE The South Carolina Grand Strand

- Architects
- Building Contractors – Residential / Commercial
- Building Subcontractors
- Business / Community / Political
- HGHBA Membership / Leaders
- Property Management Companies
- Real Estate Developers
- Top Producing Realtors

MAILED SIX TIMES ANNUALLY DIRECTLY TO EVERY SC STATE LICENSED RESIDENTIAL & COMMERCIAL BUILDING CONTRACTOR, ARCHITECT & PROPERTY MANAGEMENT COMPANY THAT RESIDES IN Horry OR GEORGETOWN COUNTIES, IN ADDITION TO ALL CURRENT HORRY GEORGETOWN HBA MEMBERS & MANY SPECIALTY SUBCONTRACTORS, DEVELOPERS & TOP PRODUCING REALTORS.

EACH JANUARY/FEBRUARY & SEPTEMBER/OCTOBER ISSUE OF BUILDING INDUSTRY SYNERGY IS MAILED TO THE MARKET LISTED ABOVE & DISTRIBUTED @ THE HGHBA SPONSORED FEBRUARY HOME SHOW & THE SEPTEMBER HOME IMPROVEMENT & OUTDOOR LIVING SHOW FROM THE BIS BOOTH CLOSE TO THE FRONT ENTRANCE TO EACH SHOW IN THE MYRTLE BEACH CONVENTION CENTER.

Visit Online Building Resource Directory

www.BUILDINGINDUSTRYSYNERGY.com

Submit all materials to: info@sc-bis.com



YOUR FIRST SOURCE FOR NORBORD FRAMING PRODUCTS

Professional installation services also available for new single family, multi-family & light commercial construction projects.

(843) 347-7866

651 Century Circle, Conway, SC
Behind Lowes on Hwy. 501

(843) 237-0333

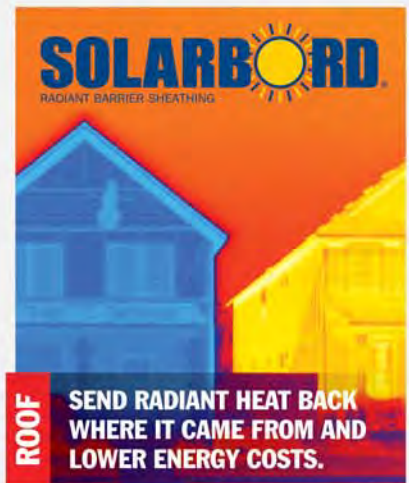
226 Tiller Dr, Pawleys Island, SC

VISIT **WWW.BLDR.COM** TODAY




WINDSTORM
Wall Sheathing

WALLS REDUCE AIR-LEAKAGE,
LABOR & WASTE, AND SAVE
UP TO \$1,000 PER HOME.



SOLARBORD
RADIANT BARRIER SHEATHING

ROOF SEND RADIANT HEAT BACK
WHERE IT CAME FROM AND
LOWER ENERGY COSTS.



DURASTRAND
pointSIX EDGE TECHNOLOGY

FLOORS A PATENTED TAPERED EDGE
LETS YOU BUILD FEARLESSLY,
IN ANY WEATHER.

