



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](mailto: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><b>YOUR FUTURE DREAMS</b></p> <p>You have dreams for your future that require a well thought-out, holistic, financial strategy.</p>	<p><b>YOUR FINANCIAL ADVISOR</b></p> <p>Your Financial Advisor is committed to providing you with thoughtful advice and guidance to help your dreams come to fruition.</p>	<p><b>AND EAGLE STRATEGIES</b></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](mailto: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

