

Conway Builders

Your Kitchen & Bath Remodeling Specialists



by Susan Roush



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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.



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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

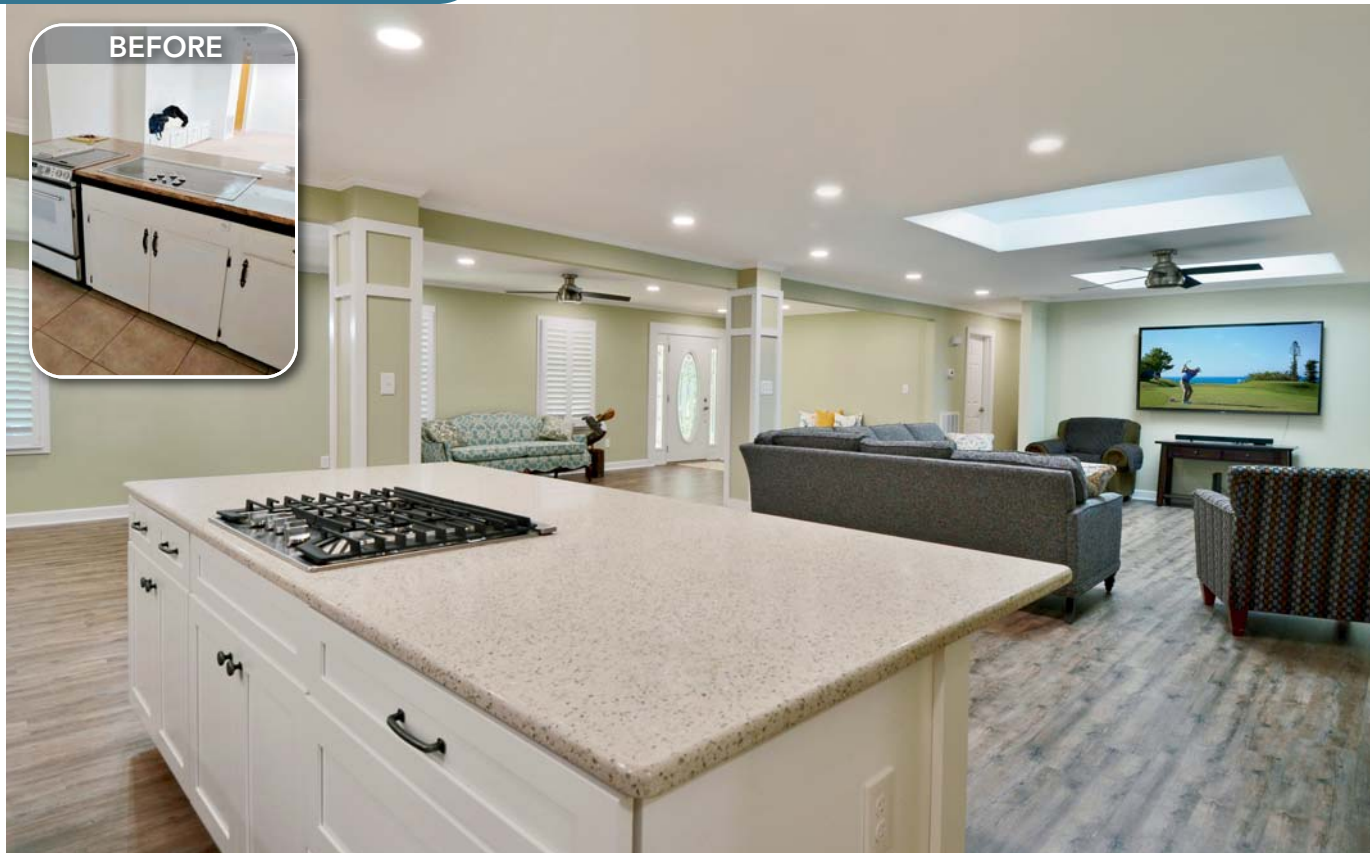


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Conway Builders removed several walls, & installed structural beams to give the Bodmer living space an open concept. They also installed new Shaker style white cabinets with quartz/recycled glass countertops & a new gas KitchenAid® cooktop. "They were 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



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.

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.

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

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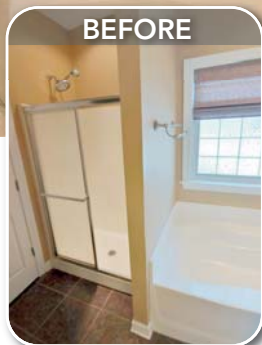
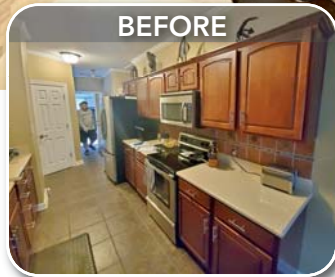
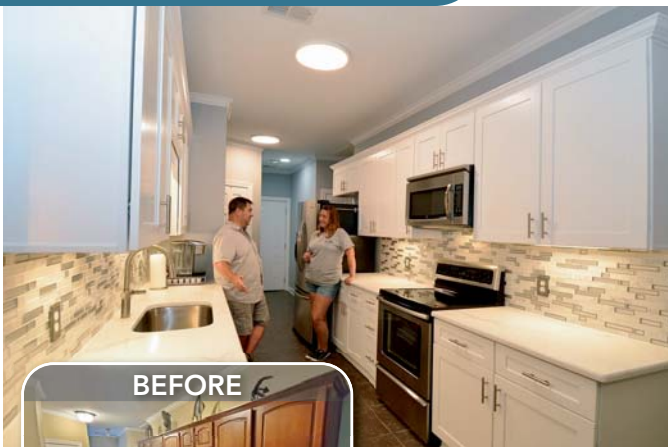


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Homeowner, Marty Perdicho (left) & Heather Templin with Conway Builders (right), in the Perdicho newly remodeled kitchen. Conway Builders removed the existing dark cherry wood cabinets and existing countertops. They installed new White Shaker plywood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



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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. ■