



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

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



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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.

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

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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



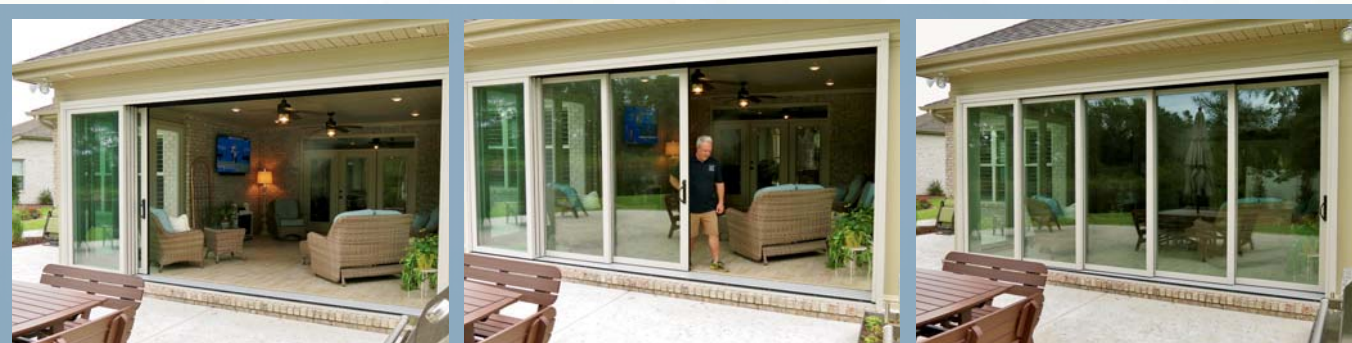
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Jeremy & Kate Wernig are the owners & operators of Cove Construction in Myrtle Beach. Cove Construction is a Platinum Certified contractor for Pella® Windows & Doors.



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.

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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



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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.



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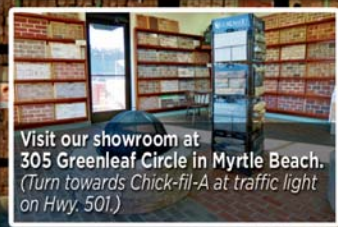
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