

# BUILDING INDUSTRY SYNERGY

JANUARY-FEBRUARY 2021

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- CONWAY STRONG - YOUR SUCCESS IS OUR GREATEST ACCOMPLISHMENT
- UPDATE ON LOCAL BUILDING SUPPLY ACROSS THE GRAND STRAND
- 2021 HGHBA CALENDAR OF EVENTS & NEW MEMBER INDUCTEES
- CAROLINA HOME EXTERIORS A REPUTATION YOU CAN TRUST
- MYRTLE BEACH AREA CHAMBER OF COMMERCE - LEADERSHIP
- 2021-2022 BIS EDITORIAL CALENDAR



Visit The Building Industry Synergy Representatives In The Pre Function Area At The HGHBA Home Show In MBCC February 19th - 21st (In Lobby Close To The Front Entrance Of Show)



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**The 41st Annual HGHBA Spring Home Show 2021**  
The 2021 HGHBA Home Show will be held February 19th through the 21st in the Myrtle Beach Convention Center. A preview of the hours of the show, what you can expect to find & the overview of the seminars & special events @ the show.

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**Preview Of The Building Industry Synergy Online Resource Directory**  
Visit [www.BuildingIndustrySynergy.com](http://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.

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**2020 – 2021 HGHBA Recent New Member Inductees & 2021 HGHBA Calendar Of Events**  
The HGHBA New Members since November 2020 & the HGHBA New Member Inductees @ the 01-19-21 General Membership Luncheon. The 2021 HGHBA Calendar of Events.

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**Carolina Homes Exteriors A Reputation You Can Trust**  
For more than four decades, Carolina Home Exteriors has been building home spaces for families that offer recreation, utility, and relaxation. Now more than ever, in the midst of the COVID-19 pandemic, homeowners are interested in expanding both their home space and the use of that space, and Carolina Home Exteriors – “Industry experts building trust for 40 years” —delivers.

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**Myrtle Beach Area Chamber of Commerce Leading Starts At The Bottom**  
Leadership also means making a difference and creating a positive change. Whether it's serving our investor businesses, advocating for pro-business, pro-Grand Strand public policy, or advertising the local tourism industry, one thing is consistent: Myrtle Beach Area Chamber of Commerce is always seeking the next great opportunity to expand and enhance our impact upon the community. That's what leaders do.

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**Heritage Building & Design Inspiring Your Vision – Building Your Dream**  
The word 'custom' is freely tossed around in home building today. In actuality, a few modifications to existing plans and predetermined allowances for finishes and fixtures rarely translate to a true custom home. Bruce Atkins, owner of Heritage Building & Design, said, "I find if you try to modify a home plan, it just doesn't have the same appeal, or it may not fit your needs, or take advantage of your property's features as well as a custom design. I always try to encourage my clients to focus a little less on how quick we can start the project and focus more on how important the design process is."

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**Local Building Supply Across The Grand Strand**  
The importance of aligning with the best building supply company equipped to handle your needs has never been more important than it is in 2021.

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**Conway Strong – Your Success Is Our Greatest Accomplishment – Shop Local**  
The Conway business community is no stranger to adversity. Over the past five years, they've weathered two thousand-year floods, the closing of the Main Street bridge for over six months and are now facing an unprecedented pandemic that has introduced one of the more uncertain economic climates this generation has ever seen. We know some market segments are thriving, but it is now more important than ever that we spotlight those businesses who are struggling despite their best efforts. Let's take a moment to move in to 2021 on a positive note by reflecting on some of the silver linings the cloud that is 2020 sent our way.

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**Eagle Strategies LLC – 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.

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**2021- 2022 Building Industry Synergy Editorial Calendar**  
The schedule for the remaining 5 issues in 2021 & the first issue of 2022, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

**The 2021 March / April Issue Will Be Mailed Out In Late March. This Issue Will Contain Editorial Features On Floor Covering & Energy Efficiency. The Material Close Deadline For This Issue Will Be Friday March 19th.**

**Building Industry Synergy**  
SC - GRAND STRAND

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2021 JAN / FEB ISSUE

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on the cover

Bruce and Kristy Atkins (far left) with homeowner's Jodie and Jessica Hughes (far right) in front of the Hughes' residence on Ocean Blvd. in Myrtle Beach. Knowing that Bruce was hands-on mattered to the couple. Also, as Jessica said, "There's not a "look" to Bruce's houses where you say, 'Oh that's a Heritage house.' It's all about the people he is building for and not some specific esthetic or element that is his signature. It mattered more what we wanted than any sort of agenda he may have in the process. That was a big thing to us." Although Bruce's degree is in Mechanical Design, it was through an internship with Donald Gardner Architects in Greenville, SC that he realized his passion for Residential Design. After completing his education, Bruce was asked to return to Donald Gardner where he worked as a designer for 7 years. His experience with Donald Gardner eventually led him to employment with a custom home builder in Myrtle Beach (Sterling Homes) where he worked for 7 years and became Vice President. In 2012 he founded Heritage Building & Design with a vision to create a unique "Boutique" Design - Build company where he would place an emphasis on quality construction and customer service.

Spring

41st Annual **HOMESHOW** 2021

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**February 19 - 21, 2021**  
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### BRAND NEW 2020-2021 COMPANY MEMBERS

Since November



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- Natasha Gronde • *Prestige Luxury Homes, LLC*
- Bryan Pumphrey • *Wells Fargo Home Mortgage*
- Dawn Nettles • *Wells Fargo Home Mortgage*
- Brian Hardee • *DBH Interiors*
- Brian Moxey • *Coldwell Banker Sea Coast Advantage*
- Pete Sollecito • *Coldwell Banker Sea Coast Advantage*
- Robert Godwin • *Accurate Building Company*
- Steve Malone • *Accurate Building Company*
- Jim Cabanaw • *Carolina Temperature Control*

### 2021 Calendar of EVENTS

- ~ DATES SUBJECT TO CHANGE ~
- FEBRUARY**
    - 19-21 HGHBA Home Show 2021 In MBCC
    - 22-25 Pathways 2 Possibilities - Virtual Event
  - MARCH**
    - 10 Ambassador Committee Meeting
    - 16 HGHBA General Membership Luncheon
    - 23 HBA of SC Bird Supper (tentative)
  - APRIL**
    - 8 HGHBA Spring Clay Tournament
    - 20 HGHBA General Membership Luncheon
  - MAY**
    - 18 HGHBA General Membership Luncheon
  - JUNE**
    - 15 HGHBA General Membership Luncheon
  - AUGUST**
    - 12 HGHBA Annual Golf Tournament
    - 17 HGHBA General Membership Luncheon
  - SEPTEMBER**
    - 17-19 2021 HGHBA HIOL Show In MBCC
  - OCTOBER**
    - 9 HGHBA Family Outing
  - NOVEMBER**
    - 4 HGHBA Fall Clay Tournament
    - 16 HGHBA General Membership Luncheon

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by Sara Sobota

# Carolina Home Exteriors Continues To Accommodate Homeowners By Providing Additional Living Space During These Challenging Times

For more than four decades, Carolina Home Exteriors has been building home spaces for families that offer recreation, utility, and relaxation. Now more than ever, in the midst of the COVID-19 pandemic, homeowners are interested in expanding both their home space and the use of that space, and Carolina Home Exteriors – “Industry experts building trust for 40 years” – delivers.



Carolina Home Exteriors is located @ 11730 Hwy. 17 Bypass in Murrells Inlet.

Ted Cligrow, owner and president of Carolina Home Exteriors, explained how the pandemic has created a shift in homeowners’ needs.

“Because of the new era and limitations on public interaction, the demand to live at home has increased,” said Cligrow. “The need to



Carolina Home Exteriors’ owner, Ted Cligrow

have additional room space, specifically sunrooms that are now multi-purpose, is much higher. Those rooms may be used for in-home gymnasiums, a classroom to homeschool your children, an at-home office, or,” he laughs, “there’s room to get away from the family because you’re so confined.”

Cligrow mentioned two specific kinds of sunrooms that homeowners are choosing to expand their living space.

“The PGT Four Track Vinyl Window system continues to be our number one seller because it’s a weather-resistant barrier against the elements, including wind, rain, dirt, pollen, debris, and insects,” said Cligrow. “The Eze-Breeze [pictured on this page] is a budget-

friendly alternative to a glass sunroom. Ultimately, the Eze-Breeze is considered a 3-season room.”

The other popular option, Cligrow said, is a sunroom that can be used year-round.

“You can also choose to have a heated and cooled, four-season glass enclosed room, which offers even more options for multiple use,” Cligrow said.

Customer feedback on social media has been outstanding, Cligrow said, and Carolina Home Exteriors is happy to have so many satisfied clients. Here’s just one example from a homeowner who gave Carolina Home Exteriors a five-star rating.

“Tina and I could not be happier with our EZ Breeze room. Carolina Home Exteriors was great from start to finish. Want to give a shout out to our installers Jon and Toney. They were professional, on time, and did an awesome job. Had our room done in two days. Could not be happier with the results. Will be recommending you all to everyone.”

Another home area that’s been in increased demand, according to Cligrow, is outdoor living.

“There’s a trend not just with room additions but with outdoor living areas,” said Cligrow. “Homeowners are choosing not just the sunroom but to have a pergola, producing shade and providing some coverage from the outdoor elements yet still expanding their outdoor living area and possibly creating additional space to have an outdoor kitchen.”



Carolina Home Exteriors also added a new online service about a year ago that, since the pandemic, has become extremely popular and useful.

“Through the use of our website, we have progressive technology that allows a consumer to design their room addition online,” said Cligrow. “Some clients have had apprehensions about in-house design consultants entering their residence, so this tool became handy as



an alternative to an in-person consultation. Ultimately, of course, we’re going to have an interaction, but this service gives you a ballpark idea; it’s an educational resource available to

consumers as they start to think about investment and design.”

In the end, Cligrow said, his company’s mission is to enhance family life, making it more enjoyable.

“For over 40 years, and more so this year, our mission is to make memories of a lifetime at home,” said Cligrow. “Whether those memories are shared with family, friends, or neighbors, for holiday events, special occasions, or regular family dinners, creating rooms where memories are made is really our core value.”

For further information call (843) 651-6514. ■



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# Leading Starts at the Bottom

by Caroline Murray Yahnis, Business Development Programs Manager and GSYF Staff Liaison, Myrtle Beach Area Chamber of Commerce

What is leadership? Simply, leadership is the art of motivating a group of people to act toward achieving a common goal.

Leadership also means making a difference and creating a positive change. Whether it's serving our investor businesses, advocating for pro-business, pro-Grand Strand public policy, or advertising the local tourism industry, one thing is consistent: Myrtle Beach Area Chamber of Commerce is always seeking the next great opportunity to expand and enhance our impact upon the community. That's what leaders do.

## Building on Success

Our commitment to leadership includes supporting several



programs that impact the community. **GSYP (Grand Strand Young Professionals)** is a service-based organization part of the Myrtle Beach Area Chamber of Commerce focused on creating the next generation of leaders along the Grand Strand. Through community service involvement and professional development, this expanding group of individuals 21-40 are learning and developing the necessary tools to guide the community to a bright and prosperous future.

While being a leader does not come naturally to all, GSYF provides



individuals with an array of opportunities to learn and develop. Whether it is an evening networking hour to collaborate and find new contacts or a lunch and learn to hear about the current and future economic development of the Grand Strand, GSYF members are

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continuously staying informed. GSYF understands everyone has different comfort levels and looks to provide opportunities so that everyone can be successful. The group is continuously introducing new events and ideas to stay top of mind.

One of the highlights of being part of GSYF is participating in the annual Substitutes for Santa event. Each year, the organization fundraises money from our generous local business community to provide

more than 100 local children with a magical Christmas. This annual event allows young professionals to give back to their community during the holiday season.

The connection between current and future leaders is an important key to lasting success. Once an individual has



phased out of the GSYF age group, we hope they will use those learned skills to create a better community, to lead and mentor the next group of young professionals

and leave whatever they do better than they found it.

In the world there will always be leaders and those who are led. GSYF hopes to create a strong group of inspirational leaders so that they can lead those who are not ready to lead themselves.



For more information about GSYF, visit [GrandStrandYoungProfessionals.com](http://GrandStrandYoungProfessionals.com).

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# Heritage Building & Design

## Inspiring Your Vision – Building Your Dream



by Susan Roush



A custom home in Cypress River Plantation.

The word ‘custom’ is freely tossed around in home building today. In actuality, a few modifications to existing plans and predetermined allowances for finishes and fixtures rarely translate to a true custom home. Bruce Atkins, Owner of Heritage Building & Design, said, “I find if you try to modify a home plan, it just doesn’t have the same appeal, or it may not fit your needs, or take advantage of your property’s features as well as a custom design. I always try to encourage my clients to focus a little less on how quick we can start the project and focus more on how important the design process is.”



The master bathroom in the McCabe residence in Cypress River Plantation.

Although Bruce’s degree is in Mechanical Design, it was through an internship with Donald Gardner Architects in Greenville, SC that he realized his passion for Residential Design. After completing his education, Bruce was asked to return to Donald Gardner where he worked as a designer for 7 years. His experience with Donald Gardner eventually led him to employment with a custom home builder in Myrtle Beach (Sterling Homes) where he worked for 7 years and became Vice President. In 2012 he founded Heritage Building & Design with a vision to create a unique “Boutique” Design - Build company where he



The Robinson residence in Plantation Point.



Bruce Atkins ( far left ), Kristy Atkins (2nd from left), Jodie Hughes (very back) & Jessica Hughes (far right) enjoy spending some time together @ the Hughes’ residence on Ocean Blvd. in Myrtle Beach. “Quite honestly once we met with Bruce, we didn’t even meet with anybody else,” said Jodie. “We just connected with the philosophy of how he designed and built houses, and the attention to detail he put into his work resonated with us,” said Jessica.

would place an emphasis on quality construction and customer service.

Bruce is happy to show customers houses that he has built, but if they want to build an exact replica, he will begin to ask questions. “We can end up with something totally different than what they originally thought. Part of the process is making sure that each customer has a unique home that’s just theirs, one of a kind, and they know there’s not going to be another one built right down the street,” he said. “I personally design the homes myself.” Bruce believes that the benefits of dealing with a Design - Build company is getting a home that will meet your lifestyle and budget; and, having the person who designed your home on site to see that your vision carries through to the construction of your home. Bruce added, “I’m there from start to finish to ensure it meets all the customer’s design ideas and criteria.”

Bruce is one of the few builders who actually accompanies every one of his clients to vendors’ showrooms to help them work through the selection process. This gives everyone the opportunity to ensure a cohesive





PHOTO © CHUCK GEE

*The living area in the Hughes' residence. "We genuinely enjoyed the process of designing and building the home. What makes that extraordinary to say is that we went through the entire process in the middle of a global pandemic and shut down, but we never felt like the process got away from us or from Bruce. Things stayed on schedule, and we were fully aware of anything that was going to be an issue beforehand and how it would be resolved," said Jessica Hughes.*

outcome. At the same time, customers are not limited to particular vendors or products. "Really anything you can think of we

can get. If one of our vendors doesn't have it, we'll locate it. If we can't find it, we'll make it." Bruce's wife Kristy not only works as the Office Manager

and helps with interior design, she is also a Realtor with Berkshire Hathaway HomeServices who can find customers that special property to build their dream home, as well as the sale of any properties a customer may have. Senior Project Manager Charlie Floyd is also at the forefront of the Heritage team and is Bruce's right hand man in providing an exceptional building experience.

Consistent themes emerged when speaking with homeowners who chose Heritage Building & Design for their custom home. They appreciated the comprehensive approach to pricing; the investment of Bruce's time before, during, and after the build; and Heritage's customer service, including their artistic spark.

Until recently, Jodie and Jessica Hughes moved every three to five



PHOTO © CHUCK GEE

*The master bathroom in the Hughes' residence.*

years. When they could finally settle, they asked their broker for builder recommendations; Heritage Building & Design was among the suggestions. Jodie said, "Quite honestly once we met with Bruce, we didn't even meet with anybody else." Jessica agreed, "We just connected with the philosophy of how he designed and built houses, and the attention to detail he put into his work was something that resonated with us." Knowing that Bruce was hands-on mattered to the couple. Also, as Jessica said, "There's not a 'look' to Bruce's houses where you say, 'Oh that's a Heritage house.' It's all about the people he is building for and not some specific esthetic or element that is his signature. It mattered more what we wanted than any sort of agenda he may have in the process. That was a big thing to us." For the Hughes, a British West Indies-inspired home is what they wanted. Jodie added, "He's a super nice guy, very genuine. It's not often that you do something like this and at the end of it feel like you made a friend, as well as have a builder that you trust."

Jessica summed it up, "We genuinely enjoyed the process of



PHOTO © CHUCK GEE

*The outdoor living area in the rear of the Hughes' residence.*

designing and building the home. What makes that extraordinary to say is that we went through the entire process in the middle of a global pandemic and shut down, but we never felt like the process got away from us or from Bruce. Things stayed on schedule, and we were fully aware of anything that was going to be an issue beforehand and how it would be resolved. Building a house is what made 2020 bearable for us!"

After looking at dozens of existing

homes, Jeff and Sharon Rice realized they weren't going to find the living space they wanted on one floor, so they bought a lot in Dye Estates. When it came time to build, they made contact with Bruce through the Heritage Building & Design website. Jeff recalled, "Bruce spent his time literally for 6 months [working on the design with the couple] and never asked for dime. During that time, I knew this was the guy I wanted to build my house. He worked that long with me and trusted me enough that I wasn't going to take his design and go to another builder."

Sharon and Jeff also appreciated the attention to detail, creativity, and willingness to change course. This included changing the existing ceiling in the kitchen to a wood ceiling. The metal strappings ordered for the ceiling didn't meet expectations, so Bruce fabricated and antiqued the straps in his shop. Because the Rice's style runs toward rustic Jeff said, "We couldn't find the right fireplace mantles. I wanted big, very thick old pieces of wood." Bruce made the two mantles, which included an elaborate distressing process to get the right patina. He also aged new, raw shiplap to make it look a century old. Jeff was



PHOTO © CHUCK GEE

*Bruce Atkins (far left), Kristy Atkins (2nd from left), Jeff Rice (2nd from right) & Sharon Rice (far right) in the Rice's kitchen. The Rice residence is in Dye Estates. After spending some time with Bruce discussing and working on the design of their home, Jeff said, "I knew this was the guy I wanted to build my house."*



PHOTO © CHUCK GEE

**The kitchen in the Rice residence.** “All the walls in the house are insulated – interior and exterior – so you can’t hear anything from one room to another. Bruce was very good about making the house unique,” said Jeff Rice.

impressed with several design details, “All the walls in the house are insulated – interior and exterior – so you can’t hear anything from one room to another,” he said. Another

thoughtful touch is that the electrical outlets are in the baseboards. “He was very good about making the house unique,” Jeff added.

Glenn and Kim Stengel were first-



**The pool and outdoor living area in the rear of the Rice residence.**

time custom home clients. Glenn said, “All we heard were horror stories so we were really kind of nervous about it.” They valued a friend’s opinion who had given them Bruce’s contact information. They also heard unsolicited rave reviews about Heritage from other Cypress River Plantation homeowners. Glenn recalled, “When we first met Bruce, he came to Cypress River and literally spent all day looking at lots and giving us so much insight to things that would add expense that we would have never seen.” A self-described detail person who needs lots of information, Glenn particularly appreciated the hours and hours of time Bruce invested with them. “He didn’t want to do what a lot of builders do, which is low-ball you on your allowances. I appreciated that; I like everything up front.”

The Stengels were admirers of many Donald Gardner designs, and upon learning that Bruce previously designed for the firm, Kim felt, “It was meant to be.” Glenn found Bruce exceptionally easy to work with. He said, “Literally the day before they were going to pour the footers, my wife and I were looking at the lot and I was standing where the garage was going to be and thought, ‘You know what, we should have flipped this thing so it’s a mirror image.’ My wife said, ‘Well they haven’t poured anything yet.’ I thought Bruce would kill me when I called. He just said, ‘Let me take a look,’ and called back



PHOTO © CHUCK GEE

**The residence of Glenn and Kim Stengel in Cypress River Plantation.** “When we first met Bruce, he came to Cypress River and literally spent all day looking at lots and giving us so much insight to things that would add expense that we would have never seen,” said Glenn. Even after moving into their home, the Stengels still have questions for Bruce from time to time. “He’s still delivering; if I have a question about something, he promptly answers my calls,” said Glenn.

PHOTO © CHUCK GEE



**The master bathroom in the Baker residence in Pawleys Island.**

in about 10 minutes to say, ‘We can do that, no problem,’ (it meant pushing the footprint back and restaking it). He wanted to do what would make us happy.” Glenn found that Bruce delivered on what he said, “He’s still delivering; if I have a question about something, he promptly answers my calls.”

David and Stacie Baker had built custom homes twice before. Their marsh-front home in Pawley’s Island was the third, and best, experience. David said, “Bruce started to redraw [a plan they had already designed with an architect] and we thought, ‘Oh, boy we should have come to him first because he had such wonderful ideas.’ He made the plan absolutely perfect.” Stacie liked Bruce’s pricing process. When the couple built a large custom home in Winston-Salem, Stacie made selections with one vendor, and then the builder informed them they were 26-thousand over their allowance. “I didn’t get anything I wanted,” she said. David wasn’t ready for the build to end, “It was such a pleasant time that I was ready to sell and start on

another house with him; it was that nice." It was nice for the neighbors too. The President of the HOA told the Bakers after they moved in that Bruce and Charlie were probably the best builders they had had in the community for their onsite management, responsiveness to rules, and keeping a clean job site.

Ryan Schubiger, a repeat client of Heritage Building & Design, and a Realtor who works with a handful of builders said, "Seven or eight years ago Heritage told clients that they were going to pick everything out before they signed the contract. They did that with me and I was impressed



PHOTO © CHUCK GEE

The kitchen area in the Baker residence looking out over the marsh in Pawleys Island. David Baker thoroughly enjoyed the overall building experience. "It was such a pleasant time that I

was ready to sell and start on another house with Bruce; it was that nice," said David. The president of the HOA told the Bakers after they moved in that Bruce and his superintendent, Charlie Floyd, were probably the best builders they had in the community for their onsite management, responsiveness to rules, and keeping a clean jobsite.

with it. Bruce has been doing this for a really long time. He knows a lot of people in the business and he's pretty darn accurate with pricing." Ryan added, "You call Bruce, and he's going to get back to you within the hour. To be able to talk with your builder directly is not that easy in a lot of cases. He's a great designer as well. I never have to worry about recommending them." ■



The residence of Ryan Schubiger in Vereens Landing. Ryan is a local Realtor and repeat client of Heritage Building & Design. "Bruce knows a lot of people in the business and he's pretty darn accurate with pricing. You call Bruce, and he's going to get back to you within the hour. He's a great designer as well. I never have to worry about recommending them," said Ryan.



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by Sara Sobota

# The Importance Of Aligning With The Best Building Supply Company Equipped To Handle Your Needs Has Never Been More Important Than It Is In 2021

It's pretty common knowledge that the COVID-19 pandemic has hit the supply side of the building industry fairly hard, creating increased production and shipping times and an unpredictable market for building materials. Some



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builders feel that working with a larger company means the customer has access to market leverage, an advantage over those working with smaller supply companies.



Builders FirstSource Grand Strand Market Sales Manager, Jason Marion

**Builders FirstSource**, a Fortune 500 company, is not only the nation's largest supplier of building products and value-added

services, but also the company that will work the hardest to get its clients the supplies they need in an efficient manner.

Jason Marion, Grand Strand Market Sales Manager, who has been with Builders FirstSource five years and in the industry for two decades, has experienced the difficulties of the pandemic first hand.

"In talking to people who have been in this industry two to three times longer than I have, it's the most challenging market that anybody has ever seen," Marion



Builders FirstSource in Conway is located @ 651 Century Circle (Behind Lowes on Hwy. 501).

said. "It's very difficult to manage customer concerns over things you really just can't control, so it presents some unique challenges."

However, Marion said, Builders FirstSource is able to address these challenges more effectively than most because of its manufacturing capabilities.

"We're the only true all-around building supply company in this

market that has their own manufacturing capability to build interior and exterior doors," said Marion. "So, yes, we stock components to build these doors and condense normally problematic lead times. At BFS, we are able to control the manufacturing process, conflict



resolution and product defects on a more intimate level than having to rely on a third party to do that.



It's an advantage for sure. We still run into challenges, but for the most part, we're able to take care of everybody's needs in a reasonable time frame by controlling that manufacturing process."

From start to finish, Builders FirstSource provides services unmatched by other area companies.

"It's our ability to offer value-add-type services and products that makes a difference," said Marion. "We're able to bundle up turnkey solutions for builders and other customers by offering many packages that we can install. We offer those services for lumber framing, windows, and the doors we build. On a larger scale, we can install fiber cement siding. There are a lot of things we can do from a turnkey perspective that make us

(Continued on page 24)

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- Susan Damroth



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a one-stop shop. We take responsibilities off the plate of the builders so they can focus on growing their business and keeping their clients happy.”

The recent merger of Builders FirstSource and BMC Stock Holdings means the edge that Builders FirstSource currently has will become even sharper.

“Now that we’ve merged with BMC and become the largest building supplier in the country, we do have that added leveraging and buying power,” said Marion. “We can’t dictate the market, but we can be at the front of the line when it comes to making purchasing decisions and being

If you’re looking for the best, most experienced, and most knowledgeable brick dealer in Horry and Georgetown Counties, look for Chad Redwine at **Palmetto Brick**. Not only is his company the sole local brick manufacturer, but Palmetto Brick also offers the widest selection of products and most educated staff a

homeowner or homebuilder could ask for.

Redwine said Palmetto Brick’s manufacturing capabilities as well as its network means customers have seemingly endless choices in brick color, style, and size.

“Here in the Grand Strand area, we’re the only local manufacturer; not only do we

informed about where the market’s headed. There are some synergies that Builders FirstSource will gain, but the biggest thing is being able to take that biggest-fish-in-the-pond stance and use it as a bargaining chip with the mills and manufacturers that we deal with to demand the best that we can for our customer base.” **PLEASE REFER TO THE BACK COVER OF THIS ISSUE FOR FURTHER INFORMATION ON BUILDERS FIRSTSOURCE.**

make our own selections, but we represent 14 other companies, so we have a larger inventory, or repertoire, of brick that we can get from at least 6 or 7 states,” said Redwine.

That breadth of coverage also means Redwine and his team stay current on housing and style trends. For example, Redwine said



Palmetto Brick Company Myrtle Beach Branch Manager, Chad Redwine

tastes have changed recently in the area of exterior brick color.

“We are starting to see the traditional reds and browns coming back into play more so than lighter colors and pastels,” said Redwine. “The browns, reds, and even the grays

(Continued on page 26)

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“We’re seeing a lot of new construction especially in the northwest corridor of Horry County: Aynor, Loris, Mullins, Gallivants Ferry, North Myrtle Beach to the west — those areas are booming, especially with track builders,” said Redwine. “With the



interest rate being so low and attainable, a lot of people are moving out of apartments and into their first-time homes.”

The traditional brick house has given way to more modern trends. “A lot of the track builders are putting brick on column entrances

or steps or a small foundation,” said Redwine. “You don’t see a lot of two-story homes full brick; a lot of the homes are using brick with other siding materials like stone or plank.”

Redwine isn’t the only one who knows his brick; each of his nine employees has achieved industry recognition.

“The whole team, the sales team inside and out, have all passed the Brick Institute of America brick certification class,” said Redwine. “They’re recognized by BIA as brick specialists.”

Moving forward, Redwine said as warmer weather approaches, people will start thinking of ways to spend more time outdoors, and brick can play a beautiful role in those plans.

With more than 100 years of combined experience, Johnny Altman and his team at **Coastal Fasteners & Supply, Inc.** stand ready to support home builders with a wide range of construction fasteners to meet their needs. From a wide variety of hardware such as specialized nuts, bolts, and screws, to field management supplies such as silt fencing and roof underlayment, Altman makes

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“The thing about living at the beach is, people want to be outside,” said Redwine. “So be thinking about your outdoor living spaces, your outdoor patios, your pavers, things for your yard, outdoor kitchens — so many kinds of upgrades are available. It’s time to get thinking about the spring.”

have gotten more popular — that’s a new color swap for us.”



Palmetto Brick Company outside sales representative’s Jonathon Dean (left) & Derek Beaber (right)

Thin brick is another popular trend, one that’s branching out into creative sub-trends.

“Thin brick has really taken off



The Palmetto Brick Company Myrtle Beach branch is located @ 305 Greenleaf Circle (Turn towards Chic-fil-a @ traffic light on Hwy. 501).

both residentially and commercially,” said Redwine. “People are wanting the brick look and the brick appearance and colors, but wanting to put them on walls that do not need a mason. So, we’re making brick and thin brick. You’re seeing a lot of companies like Lennar, Horton, Beazer — they are using thin brick on interior applications for backsplash

and accent walls as an upgrade. Some of the bigger architecture firms are using thin brick on interiors for new apartments instead of tile.”

Redwine has also noticed geographical trends in the building market, as well as different ways builders are using brick for a portion of a house rather than the whole.



Palmetto Brick Company customer service representative’s Robert Pike (left) & Clayton Hurst (right)

(Continued on page 28)



Coastal Fasteners & Supply, Inc. General Manager, Johnny Altman

underlayment. Altman said the nature of the material makes a big difference in roofing efficiency and durability.

“The roof underlayment is what they put down on top of the roof and install shingles on top of that,” said Altman. “Customers used to use 15-weight felt paper, but now they use this synthetic type roof underlayment. They seem

“There’s a wood stake that you spike into the ground. We carry one that has a larger wood stake, and contractors seem to like that better because it’s stronger, more durable, and less likely to break when you drive it in the ground.”

Another Coastal Fasteners product popular with homebuilders lately is an improved type of roof



Coastal Fasteners & Supply, Inc. owner, Michelle Jones Kirkley



Coastal Fasteners & Supply Inc. sales representative, Ray Causey

to like it really well; it works under fiberglass shingles and under metal roofing also. It lays down easier and lasts longer — it’s just an easier product to work with.”

Customer service and dependability are a high priority for Altman. Coastal Fasteners offers free, same-day delivery so construction teams can avoid extra trips off site.

“We tell our customers, we have a truck that leaves at 9 a.m., so if you give me your order by



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Coastal Fasteners & Supply Inc. purchasing manager, Brian Dirmyer

that time, I’ll try to get it on that truck,” said Altman. “If not — if it’s after that — I’ll get it on the next day’s truck.”

Altman noted that the COVID-19 pandemic has led to some delays in material acquisition, but he works to



Coastal Fasteners & Supply, Inc. is located @ 1330 17th Ave. South in Myrtle Beach (Two Blocks Behind Coastal Grand Mall Off Of Robert Grissom).

ensure his link in the chain stays timely.

“A lot of times, contractors come off the job for a period because they’re waiting for materials like windows or doors that take weeks to get,” said Altman. “We try to pay attention to our vendors. They tell us this lead time due to the COVID situation; if the lead time has been increased 4-5 weeks, then we try

to jump out and make sure we’ve got material ordered and ready in order to account for that time factor.”

Overall, the fastener market has seen a steady increase year to year, as Coastal Fasteners continues to serve customers new to the area and the market as well as longtime partners.

“It’s a thriving business with a

(Continued on page 30)



Coastal Fasteners & Supply Inc. accounts payable representative, Kim Herring

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lot of customers who come by and give us a chance to show them our service,” said Altman. “They appreciate our ability to take care of their needs at their job site. We deal with very good companies who are very dedicated customers — companies that have bought

from us and been a part of our business for quite a long time.” **PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE FOR FURTHER INFORMATION ON COASTAL FASTENERS & SUPPLY INC.**

The twin realities of a booming building market and material delays and shortages due to COVID-19 can mean trouble for many local building suppliers. However, Jeff Griffin at **Richards Building Supply** continues to make business smooth for contractors, through a combination of ample inventory and stellar customer service.

Griffin, branch manager at Richards Building Supply who has 20 years’ experience in the building and construction



**Richards Building Supply Myrtle Beach Branch Manager, Jeff Griffin**

industry, said their top-selling shingle is popular because of high

quality at a reasonable price.

“We are definitely a huge shingle company,” said Griffin. “We carry three lines of shingles: IKO, CertainTeed®, and Atlas. IKO is our bread and butter — that’s going to be your best bang for your buck. You’ve got the CertainTeed® and Atlas, which are premium shingles. IKO is a great shingle, but it’s nowhere near the price

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**Richards Building Supply Myrtle Beach Assistant Branch Manager, Brock Baker**

you’re going to pay for your premium. IKO is every bit as good a shingle; they just don’t have that premier name as Atlas or CertainTeed®.”

Griffin definitely recognizes challenges over the past year with obtaining materials and longer wait times for doors, windows, siding, and shingles, so his company made a preemptive move.

“A lot of builders are placing pre-orders; window lead times are 8-12 weeks, and roofing can be up to six months,” said Griffin. “Luckily, we took on a new property beside us. We moved our product into that area, and we’ve tried to stock it heavy. So luckily for that, we’re looking good on shingles.”

Griffin noted that many new housing developments feature a wide range of styles and colors of siding, so the variety that Richards can offer is also a benefit.

“There are stone veneers mixed with horizontal lap siding



**Richards Building Supply is located @ 1101 Campbell St. in Myrtle Beach.**

with a vertical board and batten siding, then a shank siding — I mean, there are so many different kinds and styles, and they all mix it up. We’re lucky we can provide a variety of different shapes, colors, and sizes to meet

(Continued on page 32)



demand,” said Griffin.

A willingness to help out contractors also distinguishes Richards Building Supply from some competitors.

“We’ve got a handful of guys here that go the extra mile,” said Griffin. “When my contractors place an order and we deliver, they’re often two or three bundles short of shingles, and our salesman will hop in the truck,



Richards Building Supply Warehouse Manager, Josh Sniffen

come back to the shop and run it out; seems like there’s always someone running it out. If somebody’s two bundles short, many companies would say, ‘Well, ok, I’ll get it out there next time I’m running that way.’ But with us, if there’s not a delivery truck driver available, the salesman will hop in his truck and run a piece of vinyl siding or roll of trim coil out to a customer, so they don’t have to step off their job.”



Richards Building Supply Outside Sales Representative, Jody McAfee

Griffin has been with Richards Building Supply 8 years, having worked his way up from inside sales representative to assistant manager and finally to branch manager. He says his company is working hard to fill orders and assist contractors in the midst of current circumstances.



“One reason we’re successful is that it’s a family owned business,” said Griffin. “We’re not the super big store, but we’re not the little guy either. We’ve got a good crew here, and we do everything we can do to serve our customers.” ■

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## CONWAY CHAMBER OF COMMERCE



# Conway Strong – Your Success Is Our Greatest Accomplishment – Shop Local

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

The Conway business community is no stranger to adversity. Over the past five years, they've weathered two thousand-year floods, the closing of the Main Street bridge for over six months and are now facing an unprecedented pandemic that has introduced one of the more uncertain economic climates this generation has ever seen. We know some market segments are thriving, but it is now more important than ever that we spotlight those businesses who are struggling despite their best efforts. For every drive-thru window you pass with cars wrapped around the restaurant, there are 10 businesses utilizing every resource at their disposal to ensure their employees receive a paycheck every week.

Here at the Conway Chamber of Commerce our mission remains the same. However, the means to that end have changed drastically over the past year. This year has been a reactive one. The days where in-person business meetings and constant talks of future development and progress seem like distant memories. Our focus has shifted towards taking care of the businesses that have taken care of us for so many years. Whether it be assistance with the Payment Protection Program, unemployment filings, Minority and Small Business applications or just weeding through all

of the overwhelming and sometimes misleading information we come across on social media. As the local small business community fares, so does its Chamber of Commerce. So please remember now more than ever, **Shop Local!**

Although my work primarily focuses on the Conway area, if you are a small business in Horry County, you're one of us. If you are unaware of the relief packages your business may qualify for, give me a call and let me help. If I don't have the answer we will work together and figure it out. As so many local businesses have already

shown us throughout our recent trials, there's prudence in resiliency. With each other's help and support, this too shall pass. On that note, let's take a moment to move in to 2021 on a positive note by reflecting on some of the silver linings the cloud that is 2020 sent our way.



Let's begin with the amazing holiday season we just experienced in Conway. Driving over the Main Street bridge at night was truly a spectacular sight. Christmas lights wrapping trees as far as the eye could see, paired perfectly with CCU flags lining the streets and even



Chanticleers painted on the sidewalks! I applaud the City of Conway and all of their efforts to bring some holiday cheer during such difficult times. We certainly had our reservations in holding the Conway Christmas Parade, but as always our community's support exceeded our wildest expectations. Personally, it meant so much to us to see



all of you. I now know for sure that you can still tell when someone is smiling even if they have a mask on!

I think we can all agree, no Horry County 2020 silver lining story had a more positive impact on our community's moral and economic health than the Cinderella story that is our Chanticleer football team. From an economic development standpoint, Coastal's bowl loss is irrelevant. This was without a doubt the greatest football season in Chanticleer history. Let me throw a few stats your way. Just 30 seconds of coverage on ESPN's



College Gameday equates to roughly \$50,000 in advertisement dollars. Nationwide, over 2 million viewers tuned in to watch the BYU game. Now let's pretend we have never heard of Conway, let alone the Grand Strand. This scenario holds true for over 40% of that audience. These viewers were introduced to a football team that was setting records on a weekly basis and having an absolute blast doing so.

Viewers tuned in to segments focusing on the quality of life we enjoy here in Horry County. They saw our beautiful beaches, our quiet scenic blackwaters of the Waccamaw River and college town painted with teal as far as the eye could see. Make no mistake, fun is contagious. People gravitate towards it; they want to work around it and raise their families in it. Conway, South Carolina, population of 27,000 people, reached the homes of hundreds of thousands of residents around the nation for the first time ever and they loved what they saw. So, I ask you, what

price tag would you place on this type of exposure?

So, as we (gratefully) move into this new year, let's not forget the tangibles that make our community such a special place to shop, play and live in. Let's make a conscience effort to stop in and shop our local businesses that have been a staple in our community for so long. Let's focus on the positives we did see in 2020 and celebrate the insight we've gained during such trying times. Our sincerest thanks go out to our Chamber members. Our motto holds true in 2021 as it always has.. YOUR success is our greatest accomplishment!

For further information call (843) 248-2273 or email [DevinParks@ConwaySCNow.com](mailto:DevinParks@ConwaySCNow.com). ■



by Sara Sobota

# Creating Solid Financial Strategies For Local Grand Strand Businesses

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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.

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,



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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 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. ■



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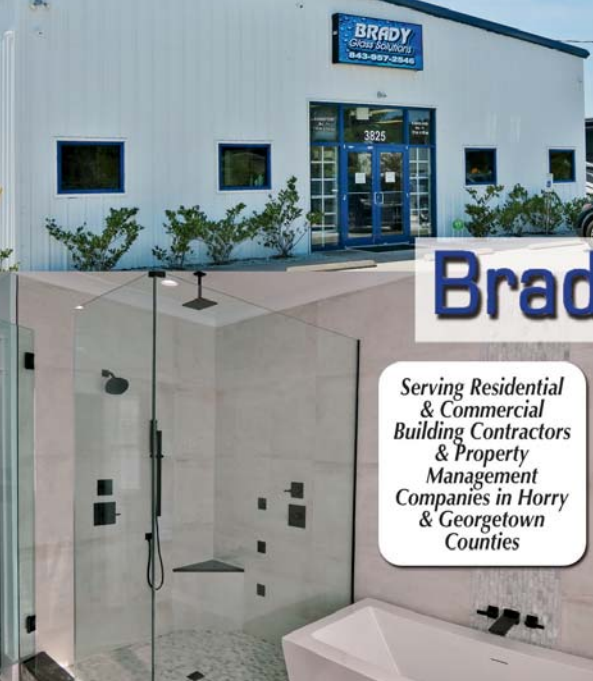
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## MARCH / APRIL ISSUE 2021

- FLOOR COVERING
  - ENERGY EFFICIENCY ~ HVAC / Propane / Solar / Water Heaters
- Space Reservation: March 12 Material Close: March 19

## MAY / JUNE ISSUE 2021

- 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

- Distributed to show attendees @ the 2021 HGHBA Home Improvement & Outdoor Living Show from BIS booth close to the front entrance of the show September 17th - 19th.
- 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

## JANUARY / FEBRUARY ISSUE 2022

- Distributed to show attendees @ the 2022 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 14 Material Close: January 21

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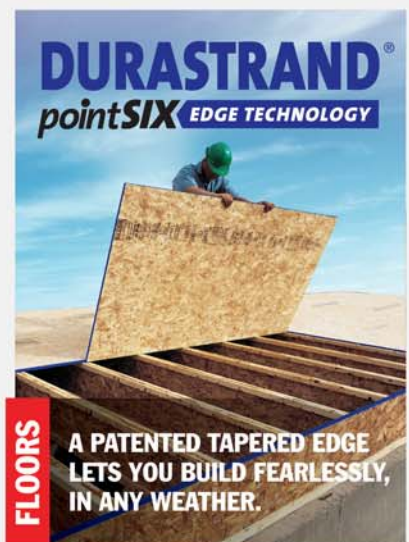
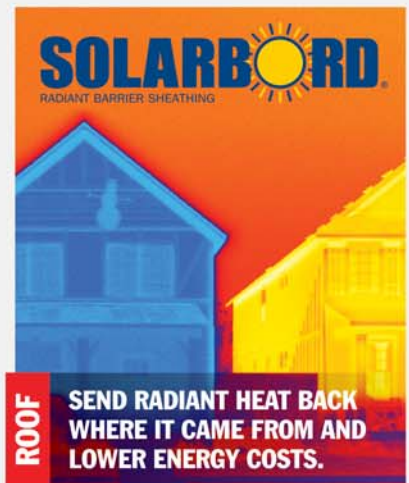
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