



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

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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

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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.

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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)

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

sure customers get what they need, when they need it, to



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ensure an efficient and smooth construction process.

Silt fencing is a standard

requirement on building sites to contain debris and mark the perimeter of the site, but not all silt fencing is created equal. Altman said Coastal Fasteners’ silt fencing is popular because of its quality and durability.

“We do a little different with ours than most suppliers of silt fence: we carry one that’s got a bigger stake,” said Altman.

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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.

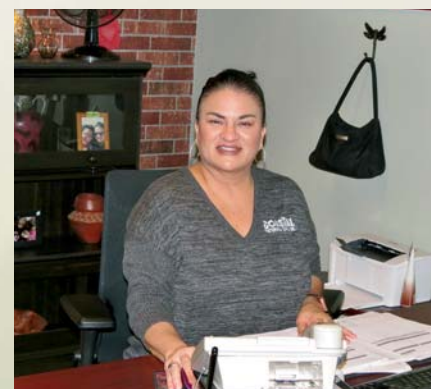
“A lot of times, contractors come off the job for a period because they’re waiting for materials like windows or doors that take weeks to get,” said Altman. “We try to pay attention to our vendors. They tell us this lead time due to the COVID situation; if the lead time has been increased 4-5 weeks,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

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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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