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MARCH-APRIL 2021

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- MBACC LEADERSHIP GRAND STRAND ACCEPTING APPLICATIONS FOR CLASS 42
- 2021 HGHBA CALENDAR OF EVENTS & NEW MEMBER INDUCTEES
- 2021 HGHBA SPRING HOME SHOW WAS A HUGE SUCCESS
- 2021-2022 BIS EDITORIAL CALENDAR



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## ROLL DOWN & COLONIAL SHUTTERS



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CONWAY CHAMBER  
OF COMMERCE  
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AWARD WINNER

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The HGHBA thanks the exhibitors, volunteers & show attendees for making the 41st Annual HGHBA Home Show on February 19th – 21st a huge success.

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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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#### Myrtle Beach Area Chamber Of Commerce Award Winners Recognized At Annual Meeting April 1st

The Myrtle Beach Area Chamber of Commerce (MBACC) held their annual meeting on the evening of April 1, 2021, at the Hilton Myrtle Beach Resort. 2020 & 2021 Award winners were recognized @ this event.

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#### 2021 HGHBA Recent New Member Inductees

The HGHBA New Members since February 2021 & the HGHBA New Member Inductees @ the 03-16-21 General Membership Luncheon. The 2021 HGHBA Calendar of Events.

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#### Maximum Energy Efficiency Combined With Superior Service & Maintenance Is The Goal Of Three Respected Grand Strand Companies

Maximum energy efficiency and reduced utility bills are the by-products of having the proper HVAC system installed and maintained on an annual basis. *Building Industry Synergy* reached out to three respected local HVAC companies to learn about the latest products that are the best options in achieving optimum energy efficiency in your home of business.



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#### Leadership Grand Strand Accepting Applications for Class 42

Leadership Grand Strand, a program of the Myrtle Beach Area Chamber of Commerce, is now accepting applications for Class 42. The 10-month program begins August 2021 and seeks to develop a corps of informed, committed and qualified individuals capable of providing dynamic leadership for the Grand Strand.

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#### Carolina Spray Foam

Ari Relford, owner of Carolina Spray Foam as well as contracting company A.R.I. Construction, uses spray foam insulation on all of his own construction projects and has more than two decades' experience with the product. He established Carolina Spray Foam in 2019 to sell the energy-efficient insulator to contractors around the area.

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#### The Importance & Increased Appeal Of Floor Covering For Both New Construction & Remodeling Across The Grand Strand

Installing new flooring is not only for new construction. Over the past few years, remodeling existing homes has become more and more popular throughout our area. One of the largest ticket items used in remodeling is flooring. *Building Industry Synergy* reached out to three professional floor covering companies that have made a positive impact throughout our community, to learn about the most popular trends in the industry today.

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#### 2021 - 2022 Building Industry Synergy Editorial Calendar

The schedule for the remaining 4 issues in 2021 & the first two issues of 2022, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

The 2021 May / June Issue Will Contain An Editorial Feature On Property Maintenance & Will Be Mailed Out In Early June. The Material Close Deadline For This Issue Will Be Friday May 21st. The 2021 July / August Issue Will Contain Editorial Features On Outdoor Living Space – Roofing / Siding / Gutters / Specialty Products & Will Be Mailed Out In Early August. The Material Close Deadline For This Issue Will Be Friday July 16th.

## Building Industry SYNERGY

SC - GRAND STRAND

2021 MARCH / APRIL ISSUE

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## both a safe and huge success

## on the cover

Carolina Spray Foam owner, Ari Relford (seen in bottom inset photo on the left wearing sunglasses) reviews a set of plans with one of his associates on a job in DeBordieu in Georgetown, SC. Spray foam insulation was being applied to this home in DeBordieu during the remodeling process. Think you know insulation? If you're picturing the traditional fiberglass padding that's tucked into the walls of an attic, it's time to think again. Spray foam insulation is a stronger, more effective product with a simpler application — and it's available for a significantly lower price than many contractors realize. Spray foam is applied everywhere traditional insulation would be installed, but it's sprayed on, dries in 3.5 seconds, and hardens, producing a moisture and vapor barrier using closed cell. When it comes to the difference in insulation effectiveness, traditional fiberglass doesn't even compare to spray foam. "I've got a customer with a 2,800-square-foot house in Pawleys Island," said Relford. "The ceilings are 10 feet on the first floor, 9 feet on the second floor, and when you walk in the front door, it is 8 feet to the top. They've never had a power bill over \$120. It's crazy." Relford said for new construction, the use of spray foam allows builders to use a smaller tonnage HVAC unit because of the level of energy efficiency. Between the reduced tonnage and the reduced electricity bills, spray foam pays for itself very quickly. The product used to be prohibitively expensive, Relford noted, but the price of the chemical has come down, making spray foam much more affordable.



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## Myrtle Beach Area Chamber Of Commerce Award Winners Recognized At Annual Meeting April 1st

The Myrtle Beach Area Chamber of Commerce (MBACC) held their annual meeting on the evening of April 1, 2021, at the Hilton Myrtle Beach Resort. While face coverings were required, the event was an opportunity for MBACC's Board of Directors and invited guests to meet in person and reflect on the resiliency of the chamber and the opportunities ahead.

### CONGRATULATIONS TO THE FOLLOWING AWARD RECIPIENTS

**2020 Leadership Grand Strand Ann DeBock Award:** Mary Jo Rogers, Executive Vice President and Chief Lending Officer of South Atlantic Bank

**2021 Leadership Grand Strand Ann DeBock Award:** Ozwell Newman, Manager, Area Distribution Engineering for Santee Cooper

**2019 Grand Strand Young Professionals' Ambassador of the Year Award:** Olivia Elswick, Visibility & Conversions

**2019 Grand Strand Young Professionals' Young Professional of the Year Award:** Samantha Huff, 21 Main Events at North Beach

**2020 Ambassador of the Year Award:** Larry Fudge, WTS-Waccamaw Telecommunication Systems

**2021 Ambassador of the Year Award and 2020 Chamber Volunteer of the Year:** Amie Hayes, Restoration 1

**2021 Volunteer of the Year Award sponsored by Philanthropist.com:**

Gina Trimarco, Sales Gravy

**2020 Entrepreneur of the Year Award:** Layla Hartmann, Director, Grace Revealed

**2021 Entrepreneur of the Year:** Darren deMaille, Best Golf Lessons Myrtle Beach

**2020 Champion of Diversity Award sponsored by TD Bank:** SOS Care

**2021 Champion of Diversity Award sponsored by TD Bank:** Mary "Cookie" Goings, Director, Neighborhood Services for the City of Myrtle Beach and Founder, Beach Chats

**2020 Hospitality Employee of the Year Award:** Rosalind Stacy, Director of Guest Services, Thomas Beach Vacations

**2021 Hospitality Employee of the Year Award:** James Canty, Caribbean Resort and Villas

**2020 Business Innovation Award:** KingOne Properties

**2021 Business Innovation & Resilience Award:** The Brandon Agency

**2020 Community Service Award sponsored by Maguire Law Firm:** Santee Cooper

**2021 Community Service Award sponsored by Maguire Law Firm:** Children's Recovery Center

**2020 Nonprofit of the Year Award sponsored by The Jackson Companies:** Ground Zero

**2021 Nonprofit of the Year Award sponsored by The Jackson Companies:** Habitat for Humanity of Horry County

**2020 Small Business of the Year Award sponsored by A&I Fire and Water Restoration:** Magnolia's at 26th

**2021 Small Business of the Year Award sponsored by A&I Fire and Water Restoration:** Myrtle Beach State Park

**2021 Brad Dean Chairman's Award of Excellence sponsored by Burr & Forman:** Dr. David DeCenzo

**2020 Citizen of the Year Award sponsored by WPDE ABC 15:** Herbert Riley, Jr.

**2020 Citizen of the Year Award sponsored by WPDE ABC 15:** Eddie Dyer

**2021 Citizen of the Year Award sponsored by WPDE ABC 15:** Bennie Swans, Jr.

**2020 Ashby Ward Pioneer of the Year Award sponsored by Carolina Cool:** Myra Starnes, Leisure Time Unlimited

**2021 Ashby Ward Pioneer of the Year Award sponsored by Carolina Cool:** John Rhodes, former Myrtle Beach Mayor

Fourteen local high school seniors were recognized for their leadership and accomplishments. Each will receive a \$1,000 scholarship from the chamber's Educational Scholarship Foundation, which is funded by local business contributions.

### THE STUDENT SCHOLARSHIP RECIPIENTS ARE AS FOLLOWS

**Grant Blevins, Green Sea Floyds High School**

**Uilleam Bell, Socastee High School**

**Anna Bird, Waccamaw High School**

**Isaac Fletcher, Academy for Arts, Science and Technology**

**Caitlyn Flemmer, Carolina Forest High School**

**Cynthia Hardwick, Loris High School**

**Jacie Julian, Myrtle Beach High School**

**Grace Kenly, St. James High School**

**Ruby Moore, Academy for Technology & Academics**

**Haley Schmaltz, North Myrtle Beach High School**

**Kaya Smith, Early College High School**

**Skylar Stewart, Aynor High School**

**Karson Todd, Conway High School**

**Fallon Tomlin, HCS Scholars Academy**

### 3-16-21 New HGHBA Member Inductees



### 2021 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~

#### APRIL

**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 Fall Home Show In MBCC

#### OCTOBER

**14-17** HBA of SC State Convention in MB

#### NOVEMBER

**4** HGHBA Fall Clay Tournament

**16** HGHBA General Membership Luncheon

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by Sara Sobota

## Maximum Energy Efficiency Combined With Superior Service & Maintenance Is The Goal Of Three Respected Grand Strand Companies

Over the past year, the importance of having a comfortable interior living space has become increasingly popular. That all starts with consistent room temperatures in your home or business. Maximum energy efficiency and reduced utility bills are the by-products of having the proper HVAC system installed and maintained on an annual basis. *Building Industry Synergy* reached out to three respected local HVAC companies to learn about the latest products that are the best options in achieving optimum energy efficiency in your home or business.

Want to make sure you're getting the most bang for your buck when it comes to heating and cooling your home? Check in with **Carolina Cool** to learn about the latest equipment and professional services that ensure your home is operating at maximum efficiency.

Verlon Wulf purchased Carolina Cooling and Plumbing in 1999 when it was comprised of just 8 employees. In 2008, after adding an electrical and solar division, he changed the name to Carolina Cool. Now a booming business with 150 employees and more than 100 trucks on



*Variable Refrigerant Flow (VRF) equipment operates to match the needs of the space, rather than pumping at a static preset pace & the units correspond to a higher seasonal energy efficiency ratio (SEER) resulting in lower power bills for the owner.*

the road, Carolina Cool has proven that its particular formula of expertise, products, and service is a winning combination with Horry and Georgetown County residents and businesses.

In today's HVAC market, energy efficiency means variable refrigerant flow (VRF) equipment. This equipment operates to match the needs of the home

or space, rather than pumping at a static, preset pace. With a VRF system, the climate in each room can be controlled individually, which eliminates hot or cold zones and wasted energy throughout the home. VRF units correspond to a higher seasonal energy efficiency ratio (SEER), resulting in lower power bills for homeowners.

"VRF equipment is making the



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SEERs skyrocket," said Wulf. "The higher the SEER, the more efficient a particular piece of equipment is. We used to consider 18 SEER as the maximum, but now we can get up to 22 or 24 SEER. As you go up in energy efficiency, that's when you see a payback in your electric bill."

Wulf said homeowners also notice better comfort and ease of use in VRF systems, and the popularity of the equipment is growing.

"We used to see VRF all the time in mini-split systems, but it's becoming mainstream now in a lot of different manufacturers," said Wulf.

In addition to maximizing a home's energy efficiency



*The exterior of a high efficiency mini split system*

through its HVAC system, Carolina Cool also offers energy efficiency evaluation and certification for a home's overall operation.

"We can now offer an Energy Star certification for the entire home," said Wulf. "We're the only contractor in the area that does that, and we're the leader in the nation for performing that function."

An overall home Energy Star certification means that a home is functioning at optimal efficiency throughout several dimensions. It's using less energy and thus wasting the least amount of energy possible from every perspective including water, air, insulation, doors, and windows.

"Energy Star looks at the entire home to make sure it's in good shape," said Wulf. "You can go in and put an energy efficient HVAC system in a house, but unless the installation is right, unless we've

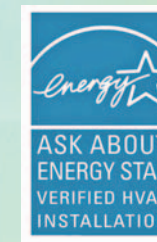


*The installation of the interior high efficiency mini split system equipment*



reduced leakage in the home and considered all the elements that go into total energy efficiency, then it doesn't make much sense. We can do all those pieces. We seal the home up and do what we need to do to make sure it's operating at optimal efficiency."

As the warmer months of the year approach, it's more important than ever that homeowners consider whether their homes are operating efficiently. A call to Carolina Cool can ensure that your equipment works smarter, not harder.



(Continued on page 12)

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When it comes to HVAC experience and expertise, it's hard to beat **Carolina Temperature Control**. After 38 years in the business, this family-owned and operated company is familiar with all things heating and cooling along the Grand Strand.



James 'Jim' Cabanaw (President), Jim's wife Karen Cabanaw (middle) & their daughter Gwendolyn 'Gwen' Campbell (far left) in the Carolina Temperature Control showroom located in Murrells Inlet, SC in the Food Lion shopping complex @ the corner of Hwy. 17 Bypass and Hwy. 707.

Owner Jim Cabanaw established the company in 1983 with this father and mother, and together they built the business to maximize quality control and customer service. Today, performing over 3,000 precision tune ups (PTUs) and with a customer base



just over 5,000, Carolina Temperature Control includes the next generation of the Cabanaw family, as both Jim's son, Thomas, and daughter, Gwen Campbell, have key roles in its operation.



In addition to designing, installing, and servicing conventional HVAC systems in homes and business throughout the Grand Strand, Carolina Temperature Control also offers an alternative heating and cooling system that's been met with virtually 100 percent customer satisfaction for nearly 30 years.

Geothermal heating and cooling systems involve exchanges with the heat of the earth rather than the air above ground. Geothermal pipes are installed underground and work with a heat pump inside the home, rather than the traditional system that relies on a fan and coil both on the outside of the home and the inside.

"Instead of having that coil outside that's subjected to weather conditions,"

Cabanaw said, "we put pipe in the ground. With the geo-pipe in the ground, basically you're just trading energy because in our area, the ground is a consistent 68-72 degrees. So, you're taking energy from the ground and putting it in the home."

Because the earth avoids the extreme fluctuations experienced in air temperature, the pump works much less, resulting in lower electricity bills and more consistent comfort within the home. Geothermal is known for providing better temperature control and moisture removal in the summer and warmer temperatures than a conventional heat pump in the winter.

After Cabanaw first experimented with geothermal heating and cooling in



his own home, he began plans to offer it commercially.

"We went through several brands, and we zeroed in on WaterFurnace because both our service technicians and installers said, 'That's the brand,' and we've been doing WaterFurnace ever since. It's the best of the best," said Cabanaw.



Carolina Temperature Control has completed geothermal projects in homes of all sizes throughout the Grand Strand.

"It can be cost effective; we have installed geothermal systems for homes

The results, Cabanaw said, are consistent.

"It's the most comfortable I've ever been in my home' — you hear that a lot from customers" said Cabanaw. "You don't hear it run, you don't feel it run; it's just running and you're comfortable and you don't even realize it."

While the initial installation of geothermal system is higher than a conventional system, tax credits and immediate savings on utility bills quickly make up the difference.

"It can be twice the cost of a conventional high-end system, but this year there are tax credits that add up to 51 percent of the cost," said Cabanaw. "And the system is easily 40 percent more efficient than a traditional heat pump, so those bills come way down."

"Geothermal has been fantastic," said Cabanaw. "We've done close to 2,000 installations, and people love it."



in the Historic District in Charleston, to 18,000 sq. ft. oceanfront homes in Georgetown, to modular homes in Conway," said Cabanaw. "We've installed floor warming, pool heating, cooling, dehumidification, and air conditioning in a garage floor so the owner can park his cars in the garage, as it keeps humidity under control."



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(Continued on page 14)

We all look forward to spring weather, with warmer temperatures and more outdoor activities. However, that seasonal weather can bring some challenges if we don't keep an eye on HVAC systems in our homes. Spring means allergens in the air, and warmer temperatures mean that air conditioning systems will start getting a workout. It's a good thing **Dependable Service Plumbing & Air** is available to help keep spring pleasant and healthy for homeowners throughout the Grand Strand.



HVAC Service Manager, Mike Harbula

Mike Harbula, HVAC Service Manager who has been with Dependable Service Plumbing and Air for a decade, said air quality is a number one concern among homeowners.

"Lately we've had a lot of customers asking for services such as duct cleaning, air purification devices, UV lights, and dehumidification," said



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Harbula.

Harbula said one reason for this trend is the high volume of residents who have moved to the area from northern regions.

"So many people move to a more humid climate with a lot of pollen, and most people from other areas aren't used to the pollen we see in the spring time and in the fall," said Harbula. "The air purification devices that we offer actually treat a wide array of things that can be experienced in the home that can cause health issues and breathing issues."

Harbula said his clients notice a difference in home air quality almost

immediately after a purification device has been installed.

"Most people want an air purification device because they've had allergies or asthma, or have noticed odors in the home," said Harbula. "We have customers who are raving about it just weeks after it's been installed that they truly do notice a difference."



Another trend that Harbula has noticed in the HVAC market is increased interest in energy efficiency and ductless mini-split systems, particularly for additions to existing homes.

"People want mini-split systems for Carolina rooms, she-sheds or man caves, and garages if they want them air conditioned," said Harbula. "Most people want those because they know if they tack the new area on to their existing HVAC system, you can actually take away efficiency from the rest of the house if it wasn't something



configured in with the comfort of the original design."

Harbula identifies spring as the optimal time for homeowners to have their HVAC systems serviced.

"Having a regularly scheduled maintenance service for your HVAC system is definitely important to prolong the life of it, just like in a vehicle you change the oil and rotate tires -- you're going to get a lot more mileage and longevity out of it," said Harbula. "So, in March or April, if you don't have a service plan, it's time to get one. I always recommend people do it before May or June hits, because that's when the systems are going to work a lot harder. We see so many clients who neglect service and then it's July and they're without air conditioning."



To Harbula and his team at Dependable Service Plumbing and Air, who have serviced customers on the Grand Strand for 17 years, the term "dependable" is much more than a word in the company's name.

"Our service is definitely where we shine," said Harbula. "We do what we say we're going to do. We're available 24/7, and somebody always answers the phone; we don't send calls to voice mail. That's how we separate ourselves from our competitors." ■

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# Leadership Grand Strand Accepting Applications for Class 42

Leadership Grand Strand, a program of the Myrtle Beach Area Chamber of Commerce, is now accepting applications for Class 42. The 10-month program begins August 2021 and seeks to develop a corps of informed, committed and qualified individuals capable of providing dynamic leadership for the Grand Strand.

The leadership program explores government and politics, education, topics such as Grand Strand history, law enforcement, human services, tourism and economic development, and the arts. Alumni serve on

community boards and commissions and in key decision-making positions throughout the Grand Strand.

“For more than four decades, LGS has developed future community leaders by providing a comprehensive overview of the area,” said Diana Greene, LGS executive director. “The program includes dedicated leadership training activities and gives participants a true behind-the-scenes look at the inner workings of the Grand Strand.”



Leadership Grand Strand is open to citizens who have resided in Horry or Georgetown counties continuously for at least one year prior to the application date. Candidates may be nominated by an organization or may nominate themselves. Program participation is limited, with selection reflecting the demographic, geographic and professional diversity of the Myrtle Beach area.

Criteria for selection include evidence of leadership abilities, potential to provide leadership to the Grand Strand, interest in community affair, desire

to volunteer and commitment to become more involved in the local community. Participants and their sponsoring organizations must be willing to invest the time required for members to fully participate in the program, which includes a two-day retreat in September, a full day of classes the first Thursday of each month and 75 hours of community service. Regular attendance is imperative and mandatory.

The cost of the program is \$999 per person. **Applications, along**



**with three letters of reference, are due by June 30, 2021.**

Scholarship opportunities are available through the William F. Pritchard Scholarship Fund and Bennie J. Swans Jr. Scholarship Fund. The William F. Pritchard

provide full tuition to one person from an underrepresented or marginalized group who is accepted to the program. The chamber's Diversity, Equity & Inclusion Council will select the recipient of the Bennie J. Swans Jr. scholarship.

*For more information, or to apply for the program and/or a scholarship, visit [LeadershipGrandStrand.com](http://LeadershipGrandStrand.com) or call 843-916-7222.*

**Webinar: Learn About Leadership Grand Strand** - Join Diana Greene, LGS executive director, as she takes you through all the details of the program from class sessions to leadership training to community service projects. Greene is going to bring along a few guests to give you their firsthand experience with LGS. Best of all, she will give you hints and information about how to fill out your application to make it stand out to the selection committee. Webinars are being offered May 4 at 9 a.m. and June 3 at 3 p.m. Choose a date and register at [MyrtleBeachareaChamber.com/LeadershipGrandStrand](http://MyrtleBeachareaChamber.com/LeadershipGrandStrand). ■

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# Carolina Spray Foam



by Sara Sobota



PHOTO © CHUCK GEE

Ari Relford (right) reviews the operation of the equipment in the Carolina Spray Foam company vehicle before the start of a project in DeBordieu in Georgetown, SC. Relford thoroughly researched the best available technology in the industry before investing in Carolina Spray Foam's state-of-the-art equipment.

Think you know insulation? If you're picturing the traditional fiberglass padding that's tucked into the walls of an attic, it's time to think again. Spray foam insulation is a stronger, more effective product with a simpler application — and it's available for a significantly lower price than many contractors realize.



PHOTO © CHUCK GEE

As a result of the surrounding spray foam insulation, the HVAC components in this attic are now in a conditioned space.

Ari Relford, owner of Carolina Spray Foam as well as contracting company A.R.I. Construction, uses spray foam insulation on all of his own construction projects and has more than two decades' experience with the product. He established Carolina Spray Foam in 2019 to sell the energy-efficient insulator to contractors around the area.

Spray foam is applied everywhere traditional insulation would be installed, but it's sprayed on, dries in 3.5 seconds, and hardens, producing a moisture and vapor barrier using closed cell.

When it comes to the difference in insulation effectiveness, traditional

fiberglass doesn't even compare to spray foam.

"I've got a customer with a 2,800-square-foot house in Pawleys Island," said Relford. "The ceilings are 10 feet on the first floor, 9 feet on the second floor, and when you walk in the front door, it is 8 feet to the top. They've never had a power bill over \$120. It's crazy."

Relford said for new construction, the use of spray foam allows builders to use a smaller tonnage HVAC unit because of the level of energy efficiency. Between the reduced tonnage and the reduced electricity bills, spray foam pays for itself very quickly.

The product used to be prohibitively expensive, Relford noted, but the price of the chemical has come down, making spray foam

much more affordable.

"Back 2007 or 2008, if it would cost \$4,000 to do traditional batt insulation, the cost for spray foam would have been \$19,000. But now, if it costs \$4,000 to use traditional installation, I can do it for probably about \$7,000 — it's just under double. With the efficiency of the house comes the effect that now you've saved on the air conditioner tonnage in the house, and it helps in that way."

Satisfied homeowners all along the Grand Strand can attest to the superior effectiveness of Carolina Spray Foam over traditional insulation, for reasons ranging from lower electricity bills to better sound proofing and stronger structural capacity.

Eric Wells, who lives full time in Charlotte, N.C., owns a 2-year-old

vacation home in North Myrtle Beach that was built by A.R.I. Construction and insulated with Carolina Spray Foam. Wells said he sees a significant difference in power bills between the two homes, all attributed to the spray insulation.

"Compared to my house in North Carolina, the energy bill at the North Myrtle Beach house is about half the cost, and the house is exposed to more elements," said Wells. "It gets full sun, it's a block off the beach, and it's the same square footage as my full-time home."

Relford built and insulated Floyd Keels' 12,000 square foot beach front home in DeBordieu, which boasts 6 bathrooms, 7 bedrooms, and an elevator.

"Ari took care of everything," said Keels. "Our house was a very



PHOTOS © CHUCK GEE

This ocean front home in DeBordieu in Georgetown SC, had 'Closed Cell' spray foam insulation applied during the remodeling process. 'Closed Cell' spray foam insulation is a vapor barrier, not allowing any moisture or air to come through it. It's also going to add 50 to 70 percent structural strength to the house.

PHOTO © CHUCK GEE



*The application of 'Closed Cell' spray foam insulation before the completion of the interior walls in the construction process.*

complicated project, building from the ground up, and he did a phenomenal job from start to finish.”

Keels' primary residence in Atlanta has traditional insulation, and Keels most definitely notices the difference in power bills.

“My Georgia light bill, especially during the summer, can get up to \$1,200 a month. The house is very comparable in size to the beach house, where the light bill is \$300-\$400,” said Keels.

For Scott Wagner, coming across Carolina Spray Foam was coincidental, as he was simply looking for an efficient insulation job. Wagner was completing a progressive renovation of his existing home, and Relford used Carolina Spray Foam between walls and under the floors.

It was the product combined with Relford's customer service and

availability that attracted Wagner to the company.

“It was great. He was Johnny-on-the-spot,” said Wagner. “I was going to do rolled insulation, and I called several companies and they were booked up for months. When I called him, and he said ‘I can be there tomorrow.’ So he came, and we did our home in phases: he did our two bedrooms, and then a month later he sprayed my other living spaces because they were ready. It was easy to do it in phases. He only needed a week's notice to come do each area, so it really worked out in our remodel process.”

In addition to the difference in the power bill, Wagner notices the difference in sound protection between his pre-renovation home and

home renovated with Carolina Spray Foam.

“It's a completely different feeling walking in,” said Wagner. “The noise level feels less intrusive. We have golf carts driving around, so I can kind of judge from past experience — the noise level of the golf carts and even cars going by is so much lower. There's also increased solidness when you walk on the floors; there's no sound reverberation from your feet. It's completely different from the old rolled insulation that was in there.”

Two different types of spray foam are open cell and closed cell, with the latter providing the strongest protection.

PHOTO © CHUCK GEE



*The Carolina Spray Foam representative adjusts the temperature for the spray foam insulation before starting the project.*



*The application of 'Open Cell' spray foam insulation at a custom home in Cypress River Plantation. “'Open Cell' spray foam insulation is the most economical and has a lesser R-value per inch,” says Relford.*

“Open cell is the most economical, and if they use it, it foams up more,” said Relford. “It's got a lesser R-value per inch. Closed cell is going to be a vapor barrier, not allowing any moisture or air to come through it. And it's also going to add 50-70 percent in structural strength to the house.”

Wagner said he opted for open cell spray foam in his home, but the company used closed cell in the area around his entryway because it happened to be in the hose lines when they arrived. The remainder of the house is open cell, and while Wagner is thrilled with the entire project, he admits that there's a notable difference: closed cell spray foam is even stronger than open.



*The clean up process after the spray foam insulation is applied.*

“That entry door now is rock solid,” said Wagner. “If you shut the door hard, you don’t feel any vibration in the walls. It feels like it just shuts. If I had it to do over again, I might do closed cell in the entire house. As far as insulation, it would be even tighter if I’d done closed cell everywhere. But, the open cell for my exterior walls and my interior walls, for sound and insulation purposes, is spectacular.”

Of all the homes that Relford has built using spray foam insulation, the homeowner satisfaction rate is 100%

“I’ve never heard a negative comment about it, ever. Everyone who does it wishes they’d done it ten years ago. Everybody loves it.”

Another Carolina Spray Foam product is designed for the roof of commercial metal buildings, making them waterproof and more energy efficient.

“We spray 3 inches on the roof. The foam dries a little differently; it takes about six seconds to dry, so it molts down and looks a little better on the roof,” said Relford. “After it’s sprayed, we go back and spray silicone on top of it as a barrier against sunlight. Every ten years we just spray it on top, and now you’ve got a metal building that will never leak. Now you have a metal building that is insulated, which is unheard of.” ■



*Spray foam insulation can be applied to metal buildings as well as traditional stick built buildings and is equally effective for both types of construction.*

## Commonly Asked Questions About Spray Foam Insulation

**Can interior walls and floors be spray foamed to reduce sound?**

*Yes, the air seal helps with sound protection both between walls and below floors.*

**Can spray foam raise the resale value of the home?**

*Yes, it's a strong selling point.*

**There's no comparison between spray foam and traditional insulation; spray foam is stronger, more durable, and more effective.**

**Can spray foam damage pipes and wires in walls?**

*Spray foam, whether it's open cell or closed cell, does not damage*

*pipes or wires.*

**How do I choose the right spray foam contractor?**

*Choosing the right spray foam contractor is essential, and knowledge is key. Go with a contractor with memberships in professional organization such as*

*NAHB, SPFA, or HGBA.*

**Is there anything I can do to offset the cost of spray foam?**

*Yes. With the improved efficiency, you will need less tonnage in your HVAC, and you will see lower electricity bills.*



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by Sara Sobota

## The Importance & Increased Appeal Of Floor Covering For Both New Construction & Remodeling Across The Grand Strand

Installing new flooring is not only for new construction. Over the past few years, remodeling existing homes has become more and more popular throughout our area. One of the largest ticket items used in remodeling is flooring. This includes tile for the conversion of basic tub / shower combinations to beautiful larger tiled showers. **Building Industry Synergy** reached out to three professional floor covering companies, that have made a positive impact throughout our community, to learn about the most popular trends in the industry today.

Simple. Yours. Elegant.

This straightforward motto reflects not only **Flooring Panda's** approach to its work in floor coverings, but also its high regard for its customers. For 17 years, Flooring Panda has offered

beautiful flooring designed and installed by expert employees, ensuring that every project is completed efficiently and to the client's highest satisfaction.

“About 40 percent of the work we do is for repeat customers,” said Jaime Pando, owner of Flooring Panda. “They come back because we’re reputable, responsible, and responsive. They like the work we do for them and know they can depend on us.”

Pando also emphasized that regardless of the size of a job, every customer of Flooring Panda's is treated



*Flooring Panda is located @ 864 Kingswood Dr. in Myrtle Beach, SC (Behind Suds Car Wash on Hwy. 544). They also have a 2nd location @ 5298 Main St. in Shallotte, NC (Next to the NC DMV).*

with equal respect and care.

“When they call us, we call them back,” said Pando. “Whenever they

(Continued on page 24)



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resistant and waterproof,” said Pando.

Business at Flooring Panda has been strong lately, with their work divided 50/50 between new construction and remodels.

“The economy has something to do with it,” said Pando. “People are frustrated with not being able to get around and have a normal life, so they have more income free to do more of the things they want to do to improve their homes.”

In the nearly two decades Flooring Panda has been in business, Pando said he’s seen



Flooring Panda general manager, Tracy Hancock

request an estimate, we don’t sit on it for weeks; we get back to them as soon as possible. I don’t care who they are, and I don’t care if they spend one dollar or a million — they have the same value to us.”

Pando said luxury vinyl plank and luxury vinyl tile continue to be popular choices with homeowners.

“They are a lower cost than other materials and very easy to maintain and pretty much scratch-



Flooring Panda office manager, Suzie Hancock

consistent and solid growth in the market.

“It has exploded,” said Pando. “In the time I’ve been living here, for 20 years, the amount of growth I’ve seen is explosive. And it will continue. This place has so many things that makes it so appealing: the weather and the beach — life is good in the Grand Strand.”

The client’s happiness is the goal in every job Flooring Panda completes.

“We care about our work,” said



Flooring Panda warehouse leader, Thomas Jackson (left), territory manager, Jake Rider (middle) & inside sales representative, Mindy Berry (right) inside the Myrtle Beach showroom.

Pando. “Nothing makes me happier than to deliver a job and the customer looks at me and tells me, ‘We are pleased. We are happy. We really like it.’ That gives me



pleasure more than anything. It’s an important factor, in us trying to do the best we can for our clients.”

From the top down, Flooring Panda is a company that appreciates its clients’ patronage.

“We’re in a small business; obviously our service is the only



thing we have for sale,” said Pando.

“Everything else they can get somewhere else, even on the internet. They have someone who understands their wants, likes, and

needs, and when we do their utmost best to meet those needs, then people respond positively to us.”

At Flooring Panda, the company’s goal, like the motto itself, is simple.

“We want to deliver something that really goes beyond the expectations of our clients and friends.”

In case you haven’t heard the news, now is the time to remodel. Whether a homeowner’s inspiration comes from Pinterest, Home & Garden Television (HGTV), or a neighbor’s house, creative ideas are blooming along the Grand Strand, and homeowners are ready to act on their instincts to make their homes more beautiful.

(Continued on page 26)

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“Waccamaw Floor Covering has been handling the whole house flooring installations in my homes for nearly 15 years. This includes the tile backsplash and the tile in the showers. They have high quality installers who do a great job. I feel extremely comfortable sending my homeowners to Bryan and Charles Squires and I would highly recommend Waccamaw Floor Covering to any residential or commercial building contractor, as well as homeowners looking for quality and professionalism.”

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J & S Flooring owner, Gregg Pierce

**J & S Flooring** is right in the middle of the action. Over the past year, the company, which has been serving the Grand Strand for two decades, has seen a marked increase in residential demand for new flooring and tile. Owner Gregg Pierce, who has been with the company since 1994 and sole proprietor since 2006, said tile showers are all the rage.



J & S Flooring office manager, Tiffani Tisdale

“A lot of people are tearing out tubs and building custom showers,” said Pierce. “They’re wanting them bigger, fancier, and more expensive. They’re building curb less showers with linear drains, creative tile design, all kinds of things. I guess we have the internet to thank for that. Everyone sees a picture on Pinterest and says, ‘I want that.’”



J & S Flooring purchasing manager, Mechelle Doer

It’s a good thing J & S Flooring has more than a dozen experienced installers who have all been with the company for at least seven years and understand how to work with homeowners and materials until the look is exactly right.

Pierce said the Covid pandemic has prevented people from traveling, so they’re using that money instead on residential improvements.

“People say, ‘We spend a portion



J & S Flooring design - sales representative, Andie Stanford

of our budget each year traveling, and we’re not doing any of that, so we want to put something into our home.’ People used to spend \$6,000, \$8,000, or \$10,000 remodeling, and now they’re spending \$20,000 or \$30,000, just on floors and tile.”

When it comes to resale value, the investment is a good one.

“In speaking to appraisers, these upgrades seem to be money well



J & S Flooring sales & field measures representative, Martin Gilliard

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“J & S Flooring has been installing floor covering for my company for over 15 years now. They are a superior value vendor that offers great selections and top-notch workmanship. They are just excellent. They show up when they say they will be there.”

—Bob McCarley  
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J & S Flooring sales representative, Robert Johnson

spent,” said Pierce. “Homeowners get their dollars back on appraisals if they spend it on kitchens and baths.”

Contractors also seek out the services of J & S Flooring because



J & S Flooring warehouse manager, James Cobb

they know they’ll get quality work and efficient service regardless of the size or complexity of the job.

“We worked with a local contractor in Pawleys Island on a job with 7 custom showers plus all the floors,” said Pierce. “They chose us for this intricate of a job, because they thought we could handle it financially and physically without any trouble. We’ve got a handful of builders that like us to do all their work because we can handle any changes they throw at us midstream. We can get paid on their pay schedules, and we’ve been blessed with really good installers.”

Pierce also noted that for Pinterest followers who also like to tackle projects themselves, all materials at J & S Flooring are available for purchase and DIY installation.

“We have a good DIY market,” said Pierce. “People come in and buy



J & S Flooring is located @ 2104 S. Fraser St. in Georgetown, SC.

and do it themselves. A lot of today’s products lend themselves to that. The factories are trying to make things easier to install. You can’t probably install a tile shower, but laminate flooring and waterproof flooring are good projects, and we’ll help you figure out the process.”

The service and materials for your next beautiful home upgrade are waiting: time to head to J & S Flooring.

(Continued on page 28)



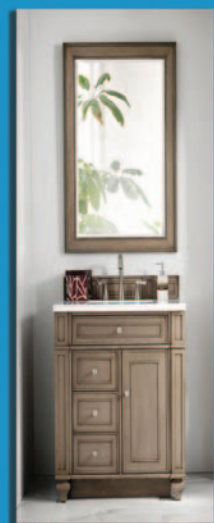
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It may be spring outside, but for many Grand Strand residents, it's remodeling/new construction season. Whether you're seeking an updated look or building from the ground up, Bob Terrell with **Creative Flooring Designs** offers a beautiful showroom, two decades' worth of experience, and personalized service to make your home project perfect.



*Creative Flooring Designs owner, Bob Terrell*

With the showroom in Murrells Inlet, Creative Flooring Designs goal is to allow the customers an opportunity to see & touch more product yet not overwhelm them.



**(843) 299-0301**

They offer a full gamut of flooring materials, from carpet and hardwood to ceramic and luxury vinyl plank/tile. Terrell works with homeowners on both existing homes and new construction as well as builders and businesses all along the Grand Strand on floors, bathroom renovations, custom patios, porches and kitchen backsplashes.



*Creative Flooring Designs is located @ 12082 Hwy. 17 Bypass in Murrells Inlet, SC (Across the Bypass From Inlet Square Mall).*

Terrell has recognized a few trends over the past year or two, and one of them centers on bath remodeling.

"We saw an influx of shower renovations over the course of the last year," said Terrell. "People are



taking out the solid surface or single-panel fiberglass units and replacing it with a custom tile shower. Often, they have options to make the shower bigger, and we typically will do the floor to



coordinate with the shower itself within the bathroom."

Of all areas of the house, why would a homeowner select the master bath for a face lift?

"The master bath is like the owner's suite," said Terrell. "There's a couple of focal points in the home that people focus on with remodels, which are typically your fireplace, kitchen backsplash, and the master bath. The master

bath is an upgrade for the owner's personal satisfaction. Your guests within your home come in and see



something that stands out like a kitchen backsplash or a fireplace wall, but the master bath is typically an upgrade personally for the couple that own the home."

As for color, Terrell sees a continuation of preferences from



the last few years.

"I'm seeing a wide variety of colors, anywhere from the earth

tones through the greiges [a hybrid color between beige and grey] and still into the grey. I'm not seeing much of the grey business fading at the beach; people are still flocking to it."



What's on deck for spring?

Typically, we will see a lot of tile patio installations — people doing their patios with tile," said Terrell. "Most folks are going with larger format tile."



Terrell noted that the most valuable aspect of Creative Flooring



*Creative Flooring Designs owner, Bob Terrell (middle), sales & installation coordinator, Rick Rodrigue (right) & sales associate, Carl Schneider (left) in the showroom*

Designs is direct contact with the owner, which provides an unparalleled level of customer service.

"I personally am hands-on with almost every homeowner who comes through our doors," said Terrell. "I hit every job site as it's going, so if I haven't met a homeowner in the store, I'll



grow, I do not ever see that changing. I never want to be so bug that I do not know my customer.



When makeover fever hits this spring, head to Creative Flooring Designs for inspiration and satisfaction. ■

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## MAY / JUNE ISSUE 2021

■ PROPERTY MAINTENANCE

Space Reservation: May 14 Material Close: May 21

## JULY / AUGUST ISSUE 2021

■ OUTDOOR LIVING SPACE ~

Landscaping / Irrigation / Pools & Spas /  
Hardscapes / Outdoor Kitchens / Lighting

■ EXTERIOR PRODUCTS ~

Roofing / Siding / Gutters / Specialty Products

Space Reservation: July 9 Material Close: July 16

## 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

## MARCH / APRIL ISSUE 2022

■ FLOOR COVERING

■ ENERGY EFFICIENCY ~

HVAC / Propane / Solar / Geothermal

Space Reservation: March 18 Material Close: March 25

*Each issue is directly mailed to the target audience and posted online no later than 21 days from material close date*

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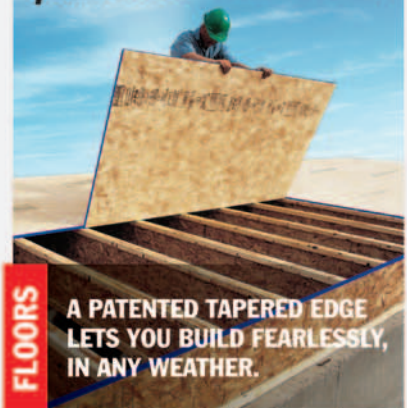


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