

“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 HGHBA.

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)



Flooring Panda owner, Jaime Pando



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FlooringPanda.com



Flooring Panda general manager, Tracy Hancock

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



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)

1ST PLACE

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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.”

– MICKEY HOWELL - HOWELL HOMES, INC.

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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.”

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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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Kitchens



Vanities



Kitchens

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

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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

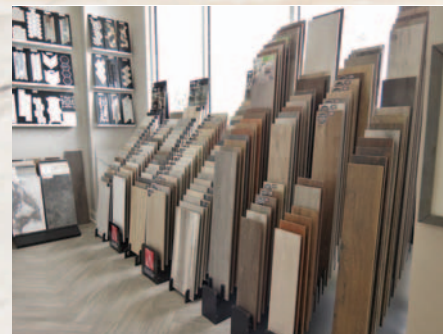


coordinate with the shower itself within the bathroom."

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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