

# BUILDING INDUSTRY SYNERGY

MAY-JUNE 2021

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- PROMPT PROFESSIONAL PROPERTY MAINTENANCE ACROSS THE GRAND STRAND
- WHAT HOME BUILDERS NEED TO KNOW ABOUT VACCINATIONS & RETURNING TO WORK
- 2021 HGHA CALENDAR OF EVENTS & NEW MEMBER INDUCTEES
- HELP WANTED PAGE - CURRENT JOB OPENINGS AVAILABLE
- 2021 - 2022 BIS EDITORIAL CALENDAR



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**What Home Builders Need to Know About Vaccinations and Returning to Work**

The entire world is in the middle of one of the largest public health initiatives in the history of humanity: The roll out of COVID-19 vaccinations to nearly 8 billion people. With such a momentous undertaking, there is a lot of uncertainty as new data and guidance becomes available. It is very important to the NAHB that members stay informed about the availability of vaccines to workers and what happens once people are vaccinated. Please remember that the situation is changing rapidly and flexibility will be required by all for the foreseeable future.

**PAGE 6**

**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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**Jobs Available With Local Companies**

A large majority of companies across the Grand Strand are caught up in the current labor shortage issues. Moving forward *Building Industry Synergy* will be reaching out to our partners to learn about the types of positions that they have available & these positions will be posted on our new **Help Wanted** page.

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**2021 HGHB Recent New Member Inductees**

The HGHB New Members since April 2021 & the HGHB New Member Inductees @ the 04-20-21 & 05-18-21 General Membership Luncheons. The 2021 HGHB Calendar of Events.

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**The Importance Of Prompt Professional Property Maintenance For Property Owners Across The Grand Strand**

Here on the Grand Strand the importance of prompt professional property maintenance cannot be stressed enough. With the amount of vacation & short term rentals, property owners need to be assured that they are able to successfully handle any issues that come up for their tenants in a timely fashion. *Building Industry Synergy* reached out to 5 local companies to get feedback on what they have to offer this area in terms of property maintenance & the latest trends they have noticed. All 5 companies combined are able to address most any issues that property owners could encounter on an annual basis.

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**Beverly Homes Putting Heart Into The Home**

To the Beverly family, namesake of Beverly Homes, building homes for the last 40 years has always been more than the construction process. It's been about creating a true home sweet home for each and every client they sit down with, a tradition that began with founding patriarch Randy Beverly in the early 1980s and today continues with son, Forrest Beverly, current owner. "The torch has been passed over the last 15 years, but we still work hand in hand," says Forrest. "Dad is still very involved with the company. We're all here to make sure that we can give the best experience possible to our customers."

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**Riverfest 2021**

For 40 years, the Conway Chamber of Commerce has celebrated Independence Day by hosting the annual Conway Riverfest. Attracting thousands of people to downtown Conway in just one day, Riverfest has something for everyone to enjoy. Riverfest 2021, presented by Beverly Homes, is scheduled for June 26th along the Waccamaw Riverfront. Starting at 11:00 AM, the opening ceremonies will kick off the annual Independence Day festival.

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**Emergency Preparedness: Are You Ready?**

[MyrtleBeachBusinessInterruptionPlanning.com](http://MyrtleBeachBusinessInterruptionPlanning.com) is the *Myrtle Beach Area Chamber of Commerce's* Business Interruption Planning site and offers the tools a business needs to prepare its own disaster recovery plan. The site includes the basic elements of planning for a business interruption, recovering from a business interruption and creating a crisis communications plan for your business. The chamber's Business Interruption Planning webpage also includes a Hurricane Information Center packed full of tips on preparing for a hurricane, a shelter checklist and emergency telephone numbers.

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

The schedule for the remaining 3 issues in 2021 & the first three issues of 2022, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.



**Building Industry Synergy**

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PUBLISHER  
Trey Trembley  
[Trey@sc-bis.com](mailto:Trey@sc-bis.com)

SENIOR WRITERS  
Sara Sobota  
[SSobota@sc.rr.com](mailto:SSobota@sc.rr.com)

Ashley Daniels  
[Ashphila@gmail.com](mailto:Ashphila@gmail.com)

CONTRIBUTING WRITERS  
Harley Shelley, Kori Hippe

CONTRIBUTING DESIGNERS  
Cindy Ziegler - Sheriar Press

(843) 945-4452

[BuildingIndustrySynergy.com](http://BuildingIndustrySynergy.com)

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**What Home Builders Need to Know About Vaccinations and Returning to Work**

**COVID-19 Vaccine Awareness Week in Construction**



The entire world is in the middle of one of the largest public health initiatives in the history of humanity: The roll out of COVID-19 vaccinations to nearly 8 billion people. With such a momentous undertaking, there is a lot of uncertainty as new data and guidance becomes available.

It is very important to NAHB that members stay informed about the availability of vaccines to workers and what happens once people are vaccinated. Please remember that the situation is changing rapidly and flexibility will be required by all for the foreseeable future.

**New Guidance and Rules for Vaccinated Americans**

The CDC recently issued surprise guidance stating that fully-vaccinated people no longer need to wear a mask or physically distance in any setting, except where required by federal, state, or local regulations, including local business and workplace guidance. While the guidance was

welcomed by many, the abrupt nature of the release created a lot of questions.

How can you tell who is fully vaccinated? The federal government and all states are not requiring proof of vaccination for most activities, so an honor system is in place in public spaces. Most stores, businesses and restaurants still require masks for everyone indoors. And many colleges are requiring vaccination proof for school in the fall. So, while proof is not required by any governments, it is advisable to save your vaccination card and carry it with you.

The Equal Employment Opportunity Commission (EEOC) issued guidance late last year for employers on the question of mandating vaccinations. In short, employers can mandate vaccines, but should allow exceptions for accommodations covered by the Americans with Disabilities Act or religious objections. In addition, the EEOC is clear that employers can ask if an employee has been vaccinated. However, if the

employee says they have not received a vaccine, the employer cannot ask why not. Employers also cannot ask employees medical questions about family members. Further, employers must keep employee vaccine information confidential.

**Important Recent Developments for Home Building Businesses**

The sudden CDC announcement also caught other government agencies off guard. OSHA is currently deferring to the new CDC guidance for jobsite rules, noting that it is "reviewing the recent CDC guidance and will update materials on [its] website accordingly." But there has been a recent positive development from OSHA in this area.

OSHA had initially signaled that it would require the construction industry to record adverse reactions to COVID-19 vaccines under its 29 CFR 1904 Occupational Injuries and Illnesses recordkeeping requirements. After NAHB and Construction Industry Safety Coalition partners sent a letter and held discussions with key OSHA staff, noting that this requirement might deter vaccinations in the industry, OSHA backed off the requirement and noted that it will not enforce it until May 2022.

NAHB is still strongly urging home builders to encourage their workers and subcontractors to get vaccinated. [Resources are available on \[nahb.org\]\(http://nahb.org\)](http://Resources). But it should be noted that there is some complexity around businesses urging vaccination.

If an employer incentivizes its employees to get vaccinated (with time off, money or other reward), employees who are not able to receive the vaccine should still be eligible to get the incentive, otherwise it could be seen as unequal treatment and give rise to discrimination claims.

It is clear from the data that the vaccines provide the best path to a return to normal. Everyone is eager to ditch masks, go out on the town, travel and see loved ones. But please remember we are only at the halfway mark, with just under 50% of Americans fully vaccinated. Remain flexible and stay positive, and we'll see you at IBS 2022 in Orlando.

For questions about NAHB's vaccination efforts, please contact Rob Matuga at [RMatuga@NAHB.org](mailto:RMatuga@NAHB.org).

The 2021 July / August Issue Will Contain An Editorial Feature On Outdoor Living Space – Landscaping / Pools & Spas & Will Be Mailed Out In Early August. The Material Close Deadline For This Issue Will Be Friday July 16th. The 2021 September / October Issue Will Contain Editorial Features On Bathroom & Kitchen Design As Well As Millwork - Doors / Windows / Specialty Products . This Issue Will Be Mailed Out In Early September & Also Distributed Close To The Ticket Booth @ The Front Entrance To The 2021 HGHB Home Improvement & Outdoor Living Show September 17th – 19th To All Show Attendees. The Material Close Deadline For This Issue Will Be Friday August 20th.



**on the cover**

Beverly Home's Owner / President, Forrest Beverly (left) with job superintendent, Jonathan Martin (middle) & sales & marketing manager, Charles Byrd (right) in front of a custom home completed by Beverly Homes in Garden City, SC on the inlet. With Beverly Homes appearing in approximately 15 to 20 developments throughout Horry and Georgetown counties, plus a plethora of custom homes dotting the area, it's safe to say they give the best experience possible to their customers. "I think that we've got the best reputation out there," says Forrest. "We've been doing this a long time. People know our family and know we stand behind what we do, making sure we have happy homeowners and continue to do that, time after time." The ultimate compliment, he says, for example, is when families return to Beverly Homes for their next home – three or four times. Another huge compliment would be a former homebuilder choosing you to build his home, like Sammy Collins and his wife, Jill. "We bought our home in 2017," says Sammy. "Beverly Homes bent over backwards to take one plan and make changes and tweaks for us. And, when we were picking out a lot for our home, they helped us secure the lot that I really, really wanted when it became available. Everything that we asked for in the house was done ... and done on time. In fact, every single day we look at each other and say, 'God, I love my home.'" Forrest and his team of professionals at Beverly Homes pride themselves on providing that type of customer service, with versatility and flexibility aimed at making their homebuyers happy. He reports that about 60 percent of their homes reside in neighborhoods, where folks can visit model homes and choose floor plans and finishes, and 40 percent are custom homes, thoughtfully designed from raised beach style to Southern charm ranchers to grand manors and beyond in all sizes of floor plans.

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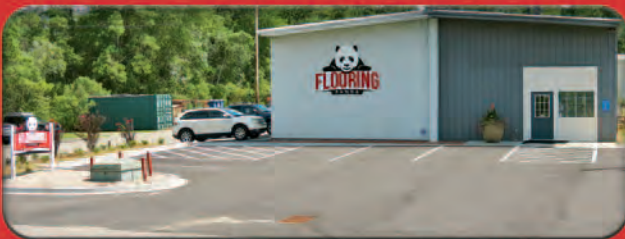
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- JUNE**
- 15 HGHBA General Membership Luncheon
- AUGUST**
- 12 HGHBA Annual Golf Tournament
- 17 HGHBA General Membership Luncheon
- SEPTEMBER**
- 17-19 2021 HGHBA Fall Home Improvement & Outdoor Living Show In MBCC
- OCTOBER**
- 14-17 HBA of SC State Convention in MB
- NOVEMBER**
- 4 HGHBA Fall Clay Tournament
- 16 HGHBA General Membership Luncheon

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by Sara Sobota

# The Importance Of Prompt Professional Property Maintenance For Property Owners Across The Grand Strand

Here on the Grand Strand the importance of prompt professional property maintenance cannot be stressed enough. With the amount of vacation & short term rentals, property owners need to be assured that they are able to successfully handle any issues that come up for their tenants in a timely fashion. *Building Industry Synergy* reached out to 5 local companies to get feedback on what they have to offer this area in terms of property maintenance & the latest trends they have noticed. All 5 companies combined are able to address most any issues that property owners could encounter on an annual basis.

The heat is on, literally and figuratively, in this area. When the summer heat starts and tourist activity picks up, the season becomes a weekly cycle of rotating guests in vacation homes and condominiums. That's when HVAC equipment operates on overdrive, and the role



season.

"We work with a lot of property management companies," said Wulf. "The reason they like us is that they're completely comfortable in knowing that when they call us, we respond."

Wulf is familiar with the rental dynamic and empathizes with those tasked with making sure

accommodations are in perfect condition week after week.

"A property manager has a hard job," said Wulf. "They're stuck in between the homeowner or the rental company and the vendors. So, we try to make their job as easy as possible on our side. We get there and get the job done. We'll report in with them, and we'll even maintain



keys in our office for some companies. We try to be very flexible with what they need."

Knowing that customer service never shuts down for the night, Carolina Cool is available 24 hours, seven days a week.

"Here in our tourist town, a big day is Saturday – that's when people are in and out," said Wulf. "That's when new people come in, and they



Carolina Cool owner, Verlon Wulf

of a property manager becomes ever more crucial.

The high stakes of summer are the reason **Carolina Cool**, with its award-winning service and experienced technicians, is a property manager's best friend. Owner Verlon Wulf has been in the local industry for more than two decades, and he understands why customer service and reliability are so important, especially in this



A Carolina Cool service technician performs maintenance on a residential standby generator.

realize that something's not running right. Maybe it's the air conditioner, or a pipe is leaking, or the toilet's not flushing right – could be any of a number of things. We take the call and we respond; that's how we take care of property management companies."

Since purchasing the business in 1999, Wulf has expanded Carolina Cool from 8 employees to 150, and the company has more than 100 trucks on the road, constantly

responding and servicing customers. With the expansion in size has also come expansion in scope: Carolina Cool is one of the only full-service mechanical contractors in the area, offering expertise in heating, air conditioning, refrigeration, plumbing, electrical, and air quality service.

The key to longevity and growth in this competitive market, Wulf said, is building a reputation for dependability.

"It all comes down to customer service," said Wulf. "People call, and they want to feel confident that

we're going to respond, that we will fix the problem, and that we'll be fair. Our policy is 100 percent customer satisfaction. Our industry is the same as others: you give good customer service, and you will grow in this area."

So when the temperature rises, both



A Carolina Cool service technician performs maintenance on a rooftop unit @ a Myrtle Beach restaurant.

outside and in rental property situations, call Carolina Cool, and let cooler heads prevail.



"We work with a lot of property management companies," said Carolina Cool owner, Verlon Wulf. "The reason they like us is that they're completely comfortable in knowing that when they call us, we respond."

(Continued on page 12)



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These days, property security means a whole lot more than having a working alarm system. Property managers and HOA's in particular are responsible for numerous public areas through which residents, visitors, and guests move in and out at all hours. While **Security Vision** can ensure that a property is safe and secure, it can also deliver organization, convenience, and upscale entertainment to any building or property.

Michele Weissman, owner of Security Vision, said property management companies are interested in making sure they provide residents ease of access as well as security in their homes and common property areas, and throughout the neighborhood.



Security Vision owner, Michele Weissman

"They need cameras on the gates; they need access control to allow residents and guests to get into the community. They need access control around the pool and amenity center or clubhouse, in addition to cameras to watch their individual areas," said Weissman.

Security Vision offers the latest technology in each of these areas, and then some. For example, security packages can include an automated message or a live operator to announce when an individual enters the pool after hours.

"If someone comes into the area after a certain time,



Security Vision offers the latest technology with camera & access control systems to monitor residents & their guests in communities throughout the Grand Strand.

an automated message may come up saying the pool is closed, you're on camera, please exit the property or police will be dispatched," said Weissman. "These kinds of features can be automated now."

Properties that desire extra appeal and an enhanced outdoor experience for their residents can select from a wide variety of features.

"We're starting to do more outdoor entertainment, meaning landscape speakers for music around the pool," said Weissman. "Property management companies are

beefing up that environment for their community. They're wanting to make it more enticing for people to move into their communities, so they're trying to make it nicer. Within the



Michele Weissman talks with her staff outside of a commercial job in Myrtle Beach.



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Security Vision uses the Brivo platform, which adds a significant layer of convenience to the property management role. "With a Brivo management system, property managers can add cards, delete cards, make changes, and manage their system remotely instead of needing to be on site," said Security Vision owner, Michele Weissman. "It's a great cloud-based system for property management companies."

clubhouses or amenity centers, we do everything from the cameras, to security and fire alarm systems, to sound throughout the place, to the theater room, to landscape speakers for music around the pool or entertaining areas."

Security Vision uses the Brivo platform, which adds a significant layer of convenience to the property management role.

"With a Brivo management system, property managers can add cards, delete cards, make changes, and manage their system remotely instead of needing to be on site," said Weissman. "It's a great cloud-based system for property management companies."

Security Vision also offers both preventive maintenance and warranty service on their equipment, which ensure there's no lapse in security coverage or logistical ease.

"With the preventive maintenance package, we come out quarterly and do a test, inspection, and cleaning of camera equipment," said Weissman. "It makes for smaller, more cost-affordable repairs and ensures that problems are identified earlier to make sure everything is working when it is needed."

A warranty package from Security Vision ensures that when an item



Security Vision installers / programmers, Adam Hardee (left) & Billy Rose (right).



needs to be replaced, it will happen immediately, with an advance replacement with the newest technology available, instead of shipping the product off for repair from the manufacturer.

"As technology changes with cameras, we're going to do an advance replacement with the newest camera," said Weissman. "With cameras, every year the resolution gets better, the quality gets better, night vision gets better, and there's extra features. So, there's a lot that goes into that maintaining and always keeping the best system possible."

For peace of mind and ease of access, choose Security Vision.

(Continued on page 14)

Many property owners don't think much about the roof over their head. And they don't need to, because **Spann Roofing**, with its 64 years of local, family-owned experience, is available to take care of those needs for them.



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its intended capacity.

"Every roof needs proper routine maintenance or else the likelihood of premature failure increases significantly," said Spann. "We have been performing routine preventative maintenance for many years, and we've found that when owners commit to some type of roof maintenance program, they are able to extend the life of their roof. Without routine, proper maintenance inspections being performed, you are going to experience roof issues sooner than later. That's what we are here to help prevent. Maintenance is an upfront investment, maybe when you may not be having a problem, but it's going to cost a lot more to fix the problem if you don't implement a routine roof maintenance plan."

Roof maintenance is particularly important for low-slope, or flat, roof systems; however, roof maintenance applies to all roof types.

"It's important to keep your roof maintained: keep your gutters cleaned out, roof valleys clear of debris, and other minor repairs that



*"Every roof needs proper routine maintenance or else the likelihood of premature failure increases significantly. We have been performing routine preventative maintenance for many years, and we've found that when owners commit to some type of roof maintenance program, they are able to extend the life of their roof," said Spann.*

could result in larger issues if not properly addressed," said Spann.

Spann Roofing offers a various maintenance options for commercial buildings or residential homeowners. "We can customize your roof maintenance plan depending on what your needs are and develop a plan that fits your budget," said Spann.

Spann Roofing also offers free roof surveys in which a Project Manager will inspect the roof, note deficiencies, and provide the property owner/manager with a detailed written report upon completion.

Spann Roofing, established in 1957 as a heating and cooling company, was for decades located in the heart of Myrtle Beach before moving to its current location, across from Coastal Carolina University in Conway, in the early 2000's "to better serve the growing needs of its customers," said Spann.

Spann said the company continues to take the highest pride in its work to ensure customer satisfaction.

"Customer service and the customer's experience is our top priority," said Spann. "Our customers have made us who we are and are the reason we have been in business as long as we have. The number of repeat customers that we work with is amazing but not surprising. Good customer



service, the experience and knowledge of our staff, professional and quality workmanship – this is why we are the best."

For commercial and/or residential property owners who want to extend the life of their roof and want to rest assured the job will be done correctly, Spann Roofing is the optimal choice whether they are looking for a full roof replacement, free roof surveys, roof leak repairs or routine roof maintenance.

**PLEASE REFER TO PAGE 9 OF THIS ISSUE FOR FURTHER INFORMATION ON SPANN ROOFING.**

(Continued on page 16)



Spann Roofing VP, Jimbo Spann

Jimbo Spann, VP of Spann Roofing, says that annual roof maintenance is essential to any commercial or residential property, and his company offers the assurance that a roof of any age will perform to



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The recent pandemic and period of isolation led many homeowners to take the leap and build a private pool at their property for safe, protected family fun. Now, those same homeowners, as well as property

industry and offering the latest in services, products, and knowledge. Sherri Gray, vice president of Sunco Pools and Spas, said she's noticed a few trends during the recent boom in pool builds. For

they play, trying to get it chemically balanced."

These pool owners head to Sunco's retail store for free water tests, guidance on balancing their pools, and chemicals they need to achieve perfect pool water. In addition, Sunco offers delivery of chemicals and supplies to offer convenience even for do-it-yourself pool owners.

"We love to help these customers," Gray said. "We can walk them through every step, which puts them in control of their pools. They really enjoy that." Gray said Sunco's retail business has doubled in the last year or two, as new clients and longtime customers build pools and turn to Sunco for expertise, advice, and quality materials.

"Some people like the convenience of someone coming out weekly or biweekly to clean their



Sunco Pools & Spas is located @ 116 April Gray Lane in Myrtle Beach.

managers and vacation home owners, are learning that Sunco Pools and Spas offers the support, products, and services they need to ensure their pools stay clean and comfortable all year round.

For more than 40 years, Sunco Pools and Spas has been serving residential and commercial customers throughout Horry and Georgetown counties, building the

example, some owners seek the challenge and reward of taking responsibility for the upkeep of their own pools.

"A lot of people find enjoyment in doing their own maintenance," said Gray. "More people are working from home and have a bit more time to devote to their property and their pool. They take it as a challenge and find it therapeutic, almost like a game



Sunco Pools & Spas general manager, Paula Elliott in the Myrtle Beach showroom.



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Sunco Pools & Spas perform many 'Spin Disk' water testings for customers throughout the Grand Strand. These tests measure the level of PH, chlorine, salt, copper, iron, calcium & phosphate in the pool's water.

pool," said Gray. "It's just personal preference. Some people have no desire to wrap their head around balancing a pool, and others find it to be a challenge worth taking."

Gray also noted a surge of pool owners purchasing electric,



After the 'Spin Disk' water testing is completed, a comprehensive report is provided for each customer.

automated vacuums to clean their own pools. Gray said Dolphin and Hayward have been top-selling brands at Sunco Pools and Spas.

In addition to regular pool maintenance and cleaning, Sunco Pools also services pools, including repair work and installation of new equipment. Other new trends related to the recent surge in new pool builds include heating and cooling systems and swim jet systems.

"Of course, everyone likes the heater to extend the life of the pool in the winter," said Gray, "but with summers that can become so hot, pools can become too hot as well. People are purchasing coolers to make sure their pool stays refreshing all summer. These have been a huge seller."

For assistance and service on any aspect of pool



maintenance, and to maximize your friends' and family's enjoyment of your pool, head straight to Sunco Pools and Spas.



(Continued on page 18)

## Celtic Granite & Marble

"Dave & Shannon Gormley are very reliable. They show up when they say they will & stand behind their work 100%. My schedule has always been a priority with them. I highly recommend Celtic Granite & Marble to any builder looking for these qualities in a granite company."  
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Dave & Shannon Gormley



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- Onyx

"My husband Keith & I were extremely happy with the professional installation we received. The installers always kept everything clean on the jobsite. Shannon was very helpful with the selection & overall design process. They made sure we knew how to take care of the granite in the future & even called back after the job was completed to confirm that we were completely satisfied."  
- Susan Damroth



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Honesty. Transparency. Quality. Those were Nicholas DeLuca's goals when he established **Revive Air** in 2019. With 16 years in the HVAC industry under his belt, DeLuca knew the best way to find a company that fit

crazy in the summer especially when you add tourism to the mix, but, he reasoned, that is no reason for a company to relax its standards.

"Sometimes in what I call our Super Bowl season – the heat of the summer – money's just thrown around and nobody stops to think about what stuff costs, or why they're being charged things; they just want to be comfortable. They might be paying \$2,000-\$3,000 to stay at a rental vacation house for a week, and they want it fixed immediately no matter what it costs."

DeLuca imagined a different way for a company



Revive Air owner, Nicholas DeLuca

his ideal was to create it himself. Revive Air is a technician-owned mechanical contractor company offering the highest quality work backed up by a two-year labor warranty and guided by the 3 R's: Repair, Replace, Revive; it's in that order for a reason. At Revive Air, which services residential homes, vacation homes, property rentals, and new construction, customers get what they need, and only what they need, in an efficient and professional manner.

It took just a few years in the Grand Strand area for DeLuca to learn that the HVAC world gets a bit

to operate.

"I started Revive Air to run an open, honest, transparent company



DeLuca emphasizes the highest quality company standards with his installers / service technicians. "I want them to look at every job as if it's going to be on display for everyone to see, which it is," says DeLuca.



Revive Air is a Rheem Pro Partner, meaning the company is a factory authorized Rheem dealer and each technician is Rheem certified.

that looks out more for their customer than their bottom line," said DeLuca. "Revive Air was formed with the purpose to offer superior customer service, revive customer service, and give someone a service that you'd be proud to share."

DeLuca is selective in his hiring and continually reminds his technicians of the company's standards.

"I want them to look at every job as if it's going to be on display for everyone to see, which it is," said DeLuca. "Your fingerprint's on it, and if you ever leave a job and say, 'I



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could have done that better,' turn around and go do it better."

Customers can obtain any HVAC equipment from any company, DeLuca said. The most essential factor in the process is the installation and service.

"I always tell people, 'We're not selling a product, we are a service.'

factory authorized Rheem dealer and each technician is Rheem certified.

"That means, we know our way around a Rheem product," which includes a vast line of products including pool heaters, water heaters, air conditioners, heat pumps and furnaces, "and we have their support behind everything we install,"

then go the next week and fix a toilet, and then go back and change out a water heater."

At Revive Air, a customer will never have to leave a phone message.

"We have 24/7 emergency service. We don't care if it's 2 in the morning; you're going to speak to a real live human being, and we typically



Revive Air was hired to remove all of the existing insulation & seal the crawl space under this residential home in Myrtle Beach.

First and foremost, we're a service company," said DeLuca. "Ninety-five percent of the issues in our industry are not with the air conditioner or the equipment; it's the way the equipment was installed."

Revive Air is a Rheem Pro Partner, meaning the company is a

DeLuca said.

With breath of knowledge and stellar level of service, Revive Air technicians often develop repeat customers.

"We can wrap our hands around that house," said DeLuca. "We might come out to do an a/c service call,

respond within an hour," said DeLuca.

So when your HVAC system, or your patience, starts losing steam, reach out to Revive Air for a feeling of revival. ■



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# Beverly Homes

## Putting Heart Into The Home



by Ashley Daniels



PHOTO © CHUCK GEE

*“We’re all here to make sure that we can give the best experience possible to our customers,” says Forrest Beverly. With Beverly Homes appearing in approximately 15 to 20 developments throughout Horry and Georgetown counties, plus a plethora of custom homes dotting the area, it’s safe to say they have accomplished just that.*

To the Beverly family, namesake of Beverly Homes, building homes for the last 40 years has always been more than the construction process.



PHOTO © CHUCK GEE

*A custom home in Garden City, built by Beverly Homes.*

It’s been about creating a true home sweet home for each and every client they sit down with, a tradition that began with founding patriarch Randy Beverly in the early 1980s and today continues with son, Forrest Beverly, current owner.

“The torch has been passed over the last 15 years, but we still work hand in hand,” says Forrest. “Dad is still very involved with the company. We’re all here to make sure that we can give the best experience possible to our customers.”

With Beverly Homes appearing in approximately 15 to 20 developments throughout Horry and Georgetown counties, plus a plethora of custom homes dotting the area, it’s safe to say they’ve accomplished just that.

“I think that we’ve got the best reputation out there,” says Forrest. “We’ve been doing this a long time. People know our family and know we stand behind what we do, making sure we have happy homeowners and continue to do that, time after time.”

The ultimate compliment, he says, for example, is when families return to Beverly Homes for their next home – three or four times. Another huge compliment would be a former homebuilder choosing you to build his home, like Sammy Collins and his wife, Jill.



PHOTO © CHUCK GEE

*The upstairs living area in the Garden City custom home shown on the previous page.*

“We bought our home in 2017,” says Sammy. “Beverly Homes bent over backwards to take one plan and make changes and tweaks for us. And, when we were picking out a lot for our

home, they helped us secure the lot that I really, really wanted when it became available. Everything that we asked for in the house was done ... and done on time. In fact, every single day

we look at each other and say, ‘God, I love my home.’”

Forrest and his team of professionals at Beverly Homes pride themselves on providing that type of customer service, with versatility and flexibility aimed at making their homebuyers happy. He reports that about 60 percent of their homes reside in neighborhoods, where folks can visit model homes and choose floor plans and finishes, and 40 percent are custom homes, thoughtfully designed from raised beach style to Southern charm ranchers to grand manors and beyond in all sizes of floor plans.

“We’re very unique because we’re dabbling in both sides and we’re able to use that power to offer good value for what we build,” says Forrest. “If you walked into one of our neighborhoods and compare it to any of the other builders that have a



PHOTO © CHUCK GEE

*The downstairs living area in the Garden City custom home shown on the previous page.*



PHOTO © CHUCK GEE

The kitchen in the Garden City custom home shown on the previous page.

similar product, you're going to see the differences, the special touches, that eye for detail that we get from our custom houses. I think both of them

complement each other very well."

A few home construction trends Beverly Homes is incorporating into their builds are more energy-efficient,



PHOTO © CHUCK GEE

The children's bedroom in the Garden City custom home shown on the previous page, showcasing custom built in bunk beds, exemplifies Beverly Homes' ability to provide superior craftsmanship for their homeowners.

smart home elements and larger floor plans.

"We are seeing the sizes of houses expanding, with people spending more time at home working, instead of going to a job for 40 hours a week," says Forrest. "Buyers need that extra space, so we're really putting a lot of home offices in."

And, because of our coastal location with mild, year-round climate, many home buyers that move from winter weather locations are also looking for more outdoor living spaces, which means Beverly Homes offers screened-in porches, decks or patios with outdoor kitchens and a TV to watch the game. They even have a wide range of lot sizes – from 1/10 of an acre to 4 acres, which is the perfect space for an outdoor pool.

"There's no other builder that offers the product line that we do, and I think that's why the Realtor

PHOTO © CHUCK GEE



A custom home in Vereens Landing in Murrells Inlet, built by Beverly Homes.

community trust us," says Forrest. "They know that they can get their buyers to us, that we're going to find something that makes them happy and fits their family's needs."

Janice Ash Sialiano, a Realtor with Coldwell Banker Sea Coast Advantage for the past 32 years, will second that. She's worked with Beverly Homes on countless transactions.

"They truly, hands down, deliver on integrity and quality. And that's important to me," says Sialiano. "When I'm selling clients a new built home, I have confidence that when I'm recommending Beverly Homes that my clients will be happy. It just makes everything so much easier when I'm working with them and when I have that confidence in a builder that stands behind what they do and the quality of what they build."

Today's trademark Beverly Homes quality craftsmanship was a regular practice that Forrest witnessed while growing up as a kid on construction sites alongside his dad.

"I got to see, hands on, how we actually buy land, develop land, build the houses, and do the vertical

construction, along with sales and marketing – truly a turnkey, one-stop shop," he says. "That's what I grew up around: seeing how things were supposed to be done and how things have evolved over time. We found out some ways not to do things, but, more importantly, we found out the right way to do things. And I think that shows in our quality construction."

The home buying process with Beverly Homes is face-to-face personalized and tailored to each



PHOTO © CHUCK GEE

The bathroom in the master suite of a custom home built by Beverly Homes in Garden City.



A custom home in Conway, built by Beverly Homes.

client's needs. From financing, to finding the right lot, to in-house drafting, to customized design.

"We'll walk them through the whole process of construction," says

Forrest. "It's really a hands-on deal."

Denise Cunningham, a recent Beverly home buyer in the Woodland Lakes neighborhood, would agree. The former customer service

representative takes that facet of homebuying seriously.

"From my initial contact with the sales rep all the way through to the closing, everything was done on time," says Cunningham. "The little things that matter the most are really the ones that stuck out in my mind, like all of the people that bent over backwards to make sure that every single step along the way was to my satisfaction – even the construction supervisor went over and above. My kids were up in Connecticut and I had nobody here to help me out, so they would even help put containers up in the attic or put my lamps on the plant shelf, taking time out of their own time. They're just super wonderful people and I love my home."

According to Forrest, that has always been the mission of the Beverly Homes team.



The floor plans offered by Beverly Homes can be customized to each customer's specifications. This home can be found in the Litchfield area.

"We have a lot of good, young professionals that are out there every day trying to make that experience better," he says. "We're trying to make it better for the realtors, for the homeowners, for the lenders, and for the attorneys. Everybody works together and we've gained a really good team over the years. I would put them up against anybody. And that's what really makes it fun for me to get up and go to work every day."

Forrest Beverly was born and raised here in Horry County, graduating from Conway High School and going on to play baseball for his alma mater of University of South Carolina.

"I take pride in my hometown area and want to see it grow and continue to be a great place for people to call home," says Forrest. "We run into our homeowners at the grocery store, at the gas station, or dinner at a local restaurant. So we want to make sure



The kitchen in the Litchfield home shown on the previous page.

that they're happy and, when you're actually seeing them, knowing we need to keep them happy. I mean, we're right here in the community. We go to church with these folks. We're

not sitting in Charlotte or Atlanta just pushing buttons."

When Forrest is off the job site, he loves to enjoy the coastal area where he lives and works outdoors and on the



This home featuring a popular floor plan offered by Beverly Homes can be found in the Georgetown area.



The Beverly Homes office complex is located @ 1516 East Hwy. 501 in Conway.



Approximately sixty percent of Beverly Homes' homeowners reside in neighborhoods, where individuals can visit model homes and choose floor plans and finishes, and forty percent are custom homes, thoughtfully designed from raised beach style to Southern charm ranchers to grand manors and beyond in all sizes of floor plans.

water or at the ballfield with his two children, who may just be the future third generation owners of Beverly Homes.

“My kids actually have their own office at our headquarters and we love when all the kids are around, to get involved and learn,” he says. “That’s probably one of the most rewarding things for me: seeing where some of

our staff are from, where they were five, ten years ago. Everybody’s grown as a company, me included.

“This is home for us,” continues

Forrest “We love the weather. We love the people. And we’re so glad that we get to share that with other people buying homes here.” ■



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Zeb Hill (left) and Darryl Hill (right)

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CONWAY CHAMBER OF COMMERCE



## Riverfest 2021

by Harley Shelley, Director of Marketing, Conway Chamber of Commerce

For 40 years, the Conway Chamber of Commerce has celebrated Independence Day by hosting the annual Conway Riverfest. Attracting thousands of people to downtown Conway in just one day, Riverfest has something for everyone to enjoy.



Riverfest 2021, presented by Beverly Homes, is scheduled for June 26th along the Waccamaw Riverfront. Starting at 11:00 AM, our opening ceremonies will kick off the annual Independence Day festival. A golf car parade will make its way through the festival to show off our American pride. Averaging around 15 golf cars, locals love to participate in this parade. We encourage our entries to decorate their golf cars as they will be judged on most spirited, most patriotic, most original, and overall. The winners of each category will be awarded a trophy and

a year of bragging rights.

Riverfest features over 100 vendors of all types; from food vendors, arts and crafts, business expo, non-profit organizations and many more. With so many places to shop, you will find some of the most unique handmade items as well as demonstrations, products and services from some of your favorite local businesses. The kids' zone can entertain your little ones with bounce houses, slides, a petting zoo, and games. And our famous Jello Jump will be back! The Jello Jump has been a tradition of the Conway Riverfest since the beginning. Kids of all ages line up to jump into the big box of blue gelatin. The Jello Jump will open at 12:00 PM by the kids' zone. Make sure to stop by and check it out. The Palmetto Chevrolet family stage located on Elm Street starts at 11:00 AM featuring live entertainment from some of our

outstanding local talent until 3:00 PM.

Starting at 4:00 PM, the South State Main Stage on Riverfront Park will host a variety of bands. From local entertainment to bigger names that we all enjoy listening to. Be sure to bring a chair or towel to sit on and relax down by the stage. Down in Riverfront Park you can also find our food vendors where you can grab a bite to eat while you sit in the park and enjoy the evening and the music. After a fun-filled day, we end our night by watching The Conway National Bank Fireworks Extravaganza. The biggest fireworks show in Conway, South Carolina starts



at 9:30 PM. Locals and visitors alike come out to watch the show.

The Conway Riverfest has been a tradition for many since it started in 1980. Patrons from all over South Carolina plan their summer trips around this event each year. After a tough year of not having events, we are excited to get back out into the community. We work hard year-round to put the Conway Riverfest on and look forward to all the smiling faces on the day of the event. We encourage you to come out and bring your families, there is something for everyone to enjoy at the Conway Riverfest. Every



year we strive to make our festival a day full of fun and excitement and give residents and visitors a way to celebrate our Independence. The Conway Chamber of Commerce invites you to come to downtown Conway on June 26, 2021 from 11:00 AM to 10:00 PM for the 41st annual Conway Riverfest.

For further information call (843) 248-2273 or visit [www.ConwaySCChamber.com](http://www.ConwaySCChamber.com).

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## MYRTLE BEACH AREA CHAMBER OF COMMERCE



# Emergency Preparedness: Are You Ready?

by Kori Hippe, Business Development Marketing Manager, Myrtle Beach Area Chamber of Commerce

Disasters can strike anywhere at just about any time reminding us of the power of Mother Nature. The question is: Are you ready?

Myrtle Beach Area Chamber of Commerce's Business Interruption Planning site, MyrtleBeachBusinessInterruptionPlanning.com, offers the tools a business needs to prepare its own disaster recovery plan. The site includes the basic elements of planning for a business interruption, recovering from a business interruption and creating a crisis communications plan for your business.

The chamber's Business Interruption Planning webpage also includes a Hurricane Information Center packed full of tips on preparing for a hurricane, a shelter checklist and emergency telephone numbers. During a storm, we'll post the latest news, business openings and closures, and weather and traffic reports.

Let's face it, at some point your business will be at risk. It could be a broken water pipe, an office fire, or a hurricane that can cripple or even shut down a business. Not having the proper precautions in place could mean losing it all. Businesses must be prepared to recover quickly and provide for their employees. Are you ready?



Myrtle Beach Area Chamber of Commerce's mission is to promote, protect and improve business in the Grand Strand. For more information on how you can put the power of MBACC membership to work for you, call 843-626-7444, visit us online at MyrtleBeachAreaChamber.com, or stop by our office at 1200 N. Oak St., Myrtle Beach, South Carolina 29577.

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