



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



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.



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

(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



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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 bands 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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"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.

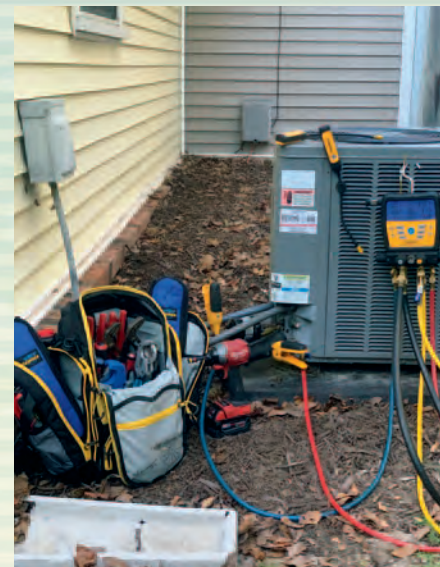
It took just a few years in the Grand Strand area for DeLuca to learn that the HVAC world gets a bit

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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