

BUILDING INDUSTRY SYNERGY

JULY-AUGUST 2021

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- PROPER SELECTION & INSTALLATION OF EXTERIOR PRODUCTS PROTECTS YOUR INVESTMENT
- OUTDOOR LIVING AREAS - POOLS & SPAS FOR NEW CONSTRUCTION & REMODELING
- 2021 HBA OF SC STATE CONVENTION IN MYRTLE BEACH OCTOBER 14TH - 17TH
- HELP WANTED - CURRENT JOB OPENINGS AVAILABLE
- 2021 - 2022 BIS EDITORIAL CALENDAR



Coastal Builders Fine Custom Homes

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ROLL DOWN & COLONIAL SHUTTERS



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HBA of SC State Convention

October 14th – 17th 2021 @ Marina Inn @ Grande Dunes in Myrtle Beach, SC. After a year of social distancing, it is time to reconnect with friends and colleagues. Early Bird Registration until 09-14-21 & discounted room rates available. Visit www.HBAofSC.com.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

Visit 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.

PAGE 9

2021 HGHBA Recent New Member Inductees

The HGHBA New Members since May 31st, 2021 & the HGHBA New Member Inductees @ the 06-15-21 General Membership Luncheon. The HGHBA Calendar of Events for the remainder of 2021 and the 1st quarter of 2022.

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Outdoor Living Areas Pools & Spas Continue To Be At The Forefront Of New Construction & Remodeling Designs

The general consensus among the following companies interviewed is that the 'Outdoor Living' market has become a primary focus for builders and homeowners alike over the past couple of years. Pools, spas & backyard retreats have always been appealing, however the enhanced use of outdoor living areas @ private residences has taken on an even more prominent role in the daily routines of homeowners currently. *Building Industry Synergy* reached out to four local established companies in the Grand Strand area to get their feedback on what they have to offer and to discuss what has become popular and more in demand when designing backyard retreats and outdoor amenities for both residential and commercial properties.



The 2021 September / October Issue Will Contain Editorials specific to Doors – Windows – Specialty Millwork As Well As Kitchen & Bathroom Products & Design. This Issue Will Be Mailed Out In Early September & Also Distributed Close To The Ticket Booth @ The Front Entrance To The 2021 HGHBA Home Improvement & Outdoor Living Show September 17th – 19th To All Show Attendees. The Material Close Deadline For This Issue Will Be Friday August 20th. The Next 2021 November / December Issue Will Contain Editorial Features On Home Automation & Security As Well As Interior Design Consisting Of Window Coverings & Treatments (Exterior / Interior). This Issue Will Be Mailed Out In Late November. The Material Close Deadline For This Issue Will Be Friday October 29th.

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Coastal Builders Fine Custom Homes

Over the years, Coastal Builders, a family-owned custom builder, has considered clients as part of the family. Coastal Builders treats their clients like an extended family. And, with the custom luxury home builder having been in business since 1989, that's a massive, collective family living in homes across the south Strand, Georgetown County and down into McClellanville, SC. Not only does the team of experts at Coastal Builders pride themselves on their portfolio of high-end custom builds, but they also take on renovation, remodeling and building addition projects – no matter how complex. The only thing common throughout these exceptionally distinct homes: the company is committed to providing the highest quality craftsmanship throughout every step of the construction process, from design to completion.

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The Proper Selection & Professional Installation Of Exterior Products On Your Home Or Business Protects Your Investment For Years To Come

Building Industry Synergy reached out to two of the most respected companies in their field that continue to exhibit excellence in everything they do & have the longevity to back their stellar reputation. Representatives from each company discuss the exterior products they offer & the importance of making the proper decisions & selections for your home or business.

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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 – 2022 Building Industry Synergy Editorial Calendar

The schedule for the remaining 2 issues in 2021 & the first four issues of 2022, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.



2021 JULY / AUGUST ISSUE

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Press Releases: Please send all information to Info@sc-bis.com



HBASC STATE CONVENTION

October 14-17, 2021

Marina Inn at Grande Dunes, Myrtle Beach, South Carolina

GET CONNECTED!

After a year of social distancing, it's time to reconnect with friends and colleagues at the Marina Inn at Grande Dunes.



HBASC State Convention
October 14-17, 2021 for a few days of business and pleasure.

SCHEDULE AT-A-GLANCE

- ❖ Family fun events at Broadway Grand Prix (HBA Putt Putt Invitational, Go Cart Track, Kiddie Rides and Arcade)
- ❖ Master Builder Approved Educational Opportunities
- ❖ National Recognized Industry Experts
- ❖ Economic Forecasting and Trend Analysis
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Resort Fee is 15% of nightly room rate which includes:

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- Unlimited local and toll-free telephone calls
- Wireless Internet access throughout the hotel
- Newspaper available Monday-Friday at the front desk
- 24 hour Business Center
- 24 hour Exercise Spa with Sauna

*For group reservations, please contact the hotel directly by email at reservations@marinainngrandedunes.com or call directly at 877-913-1333 and reference the Home Builders Association of SC group block.



on the cover

Coastal Builder's owner, Robert McCarley (right), enjoys talking with homeowners Jim & Peggy Morgan on the back porch of their home in DeBordieu Colony in Georgetown, SC. "I'll be honest with you ... I can't say enough about Robert, his father, Bob, and their subcontractors and crew members," says Jim. "They almost became my family. And we learned very quickly that they stayed with the house," says Jim. "I'm not sure if it's the right phrase, but Robert has become somewhat of a concierge builder, meaning that if he builds your home, if you need him going forward, he doesn't let go of it until you're satisfied with it – more than satisfied. ... And if any question comes up, it doesn't matter whether it's a month later or two years later, he wants to hear about it and will do something about it." The home shown on the cover is the front of Jim & Peggy's home. Coastal Builders' custom homes – and the craftsmanship poured into every square inch – are nothing short of magnificent, inside and out. It's what the company was founded on decades ago: to provide higher quality residential construction services to residents on the South Strand. And, to this day, some of the same team members – architects, framing crew and more – have been with Coastal Builders since the company's first build.

PHOTO © GREG BUTLER

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6-15-21 New HGHBA Member Inductees Below



Brand New 2021 Company Members Since June



- Cameron Wells • Apex Land Group
- John Britton • Arbor One Farm Credit
- Roderick Maloni • Carolina Elevator Corp.
- Pauline Medford • Carolina Foam Pros
- Danny Butler • Global Green Landscaping
- Ethan Epps • Grand Strand Materials
- Jeff Griffin • Richards Building Supply
- Robert Jordan • Hyatt Buick GMC
- Brian Whiffen • Whiffen's Modern Farmhouse
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2021-2022 Calendar of EVENTS



~ DATES SUBJECT TO CHANGE ~

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
- 19 HGHBA General Membership Luncheon
 NAHB Student Chapter Inductions

NOVEMBER

- 4 HGHBA Fall Clay Tournament
- 16 HGHBA General Membership Luncheon

JANUARY

- 18 HGHBA General Membership Luncheon
 Installation Of Officers

FEBRUARY

- 18-20 2022 HGHBA Spring Home Show In MBCC

Call (843) 438-4124 or email RAO@HGHBA.com for further information.



by Sara Sobota

Outdoor Living Areas – Pools & Spas Continue To Be At The Forefront Of New Construction & Remodeling Designs

The general consensus among the following companies interviewed is that the 'Outdoor Living' market has become a primary focus for builders and homeowners alike over the past couple of years. Pools, spas & backyard retreats have always been appealing, however the enhanced use of outdoor living areas @ private residences has taken on an even more prominent role in the daily routines of homeowners currently. *Building Industry Synergy* reached out to four local established companies in the Grand Strand area to get their feedback on what they have to offer and to discuss what has become popular and more in demand when designing backyard retreats and outdoor amenities for both residential and commercial properties.

Isn't It Time to RELAX?!"
Elko Spas, Billiards & Pools is celebrating 17 years in business @ 4718 Hwy. 17 Bypass in Myrtle Beach. First of all Mike & Kimberly Elko would like to thank the community for all of their business & support over the years.



Elko Spas Billiards & Pools owners Mike & Kimberly Elko in their showroom located @ 4718 Hwy. 17 Bypass in Myrtle Beach.

The award-winning dealership is staffed & equipped to serve both commercial and residential customers to help create or enhance any outdoor or indoor living space.

Elko has the following products & is a one stop shop to help builders, property managers, HOA's & homeowners accessorize any outdoor

living area, amenities center or game room.

Game Room Tables & Furniture

- Pool Tables & Outdoor Pool Tables
- Shuffleboard Tables & Outdoor Shuffleboard Tables
- Custom Pool Tables & Shuffleboard Tables
- Foosball & Ping Pong and more
- Pool Table and Game Room Lighting
- Pub Tables & Chairs, Poker Tables and more
- Custom Corn Hole Boards
- Dart Boards and Accessories
- Pool Player and Game Room Accessories
- Collegians Tables and Accessories
- Custom designed Pool Sticks with logo or design

Many of these products are in stock & can be viewed by visiting the showroom in Myrtle Beach. Walls & walls of game room accessories are on display.



Elko Spas Billiards & Pools general manager, JoAnn Luyster.

Branding Your Rental or Resort

- Why not customize your pool table, pool sticks and shuffleboard table with your name, logo and colors of your company or resort?



Outdoor Living

The company offers HotSpring spas, swim spas, in ground pools, outdoor game tables, pool tables & 3D CAD design.

Elko Spas Billiards & Pools owner, Mike Elko, can provide customers with a professional 3D CAD design to

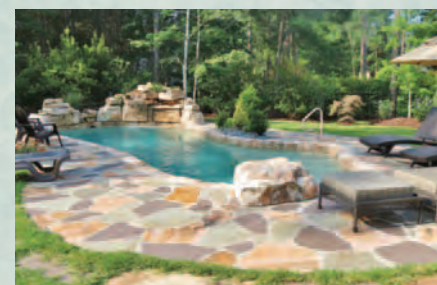


3D CAD designs are available to preview your in-ground pool or outdoor living project.

preview your in-ground pool / outdoor living project complete with every detail of the home down to the plants you desire to help bring your vision to life. Customized plant schedules are also available. For further information or to inquire about 3D CAD design for your upcoming project call (843) 294-3556 Ext. 226.

Account Representatives

You have the opportunity to work with an Elko expert. Your account representative will handle your projects from beginning to end, through the



In-ground pool design & installations are available to Elko customers.

design, planning, installation and maintenance phases.

There is no budget too big or too small. In-ground pools, hot tubs, tables, etc. will be drawn in the previously mentioned 3D CAD program to help each customers envision their project. Call (843) 294-3556 Ext. 3 to reach an account representative ready to walk you through the entire process.



Swim spas are also available to Elko customers.

Indoor Relaxation

Saunas are available in custom cuts or standard designs (inferred or steam). Hot tubs can also be customized to fit into a screen porch or Carolina room.

Service Center

Elko also has a service center setup to provide pool table service, move-relocation service, re-level or recover service & also provide repairs for hot tubs, spas & swimming pools, including parts / equipment. For further information regarding Elko's service center call (843) 294-3556 Ext. 2.

The Elko Spas, Billiards & Pools store and showroom is open SIX



The Elko showroom is packed with examples of gaming and amenity items to select from, in addition to the many hot tubs on display.

days a week, all year long (Saturdays from 9am-5pm). Appointments are available. The showroom is very family friendly & customers can have their pool water tested and analyzed.

Reputation

With an established great reputation and outstanding reviews, in addition to its stellar products, Elko Spas Billiards & Pools was named the HotSpring Spas Southeast Dealer of the year & has been voted the #1 Spas and Pool Dealership year after year. The company does offer discounts for current Horry Georgetown HBA, Myrtle Beach COC, Georgetown COC, Conway COC, Coastal Power Women, Networking in the Forest & BNI members.

Find out why people are saying "LET'S GO TO ELKO!" **PLEASE SEE PAGE 9 OF THIS ISSUE FOR FURTHER INFORMATION REGARDING ELKO SPAS, BILLIARDS & POOLS.**

(Continued on page 12)

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 - Susan Damroth

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If you're considering any kind of outdoor project, your first stop should be **Plants Direct**, serving the entire Grand Strand and southeastern North Carolina with locations in Conway and Little River. With their comprehensive scope, dedication to accountability, and years of experience, Plants Direct will turn your vision for an ideal outdoor environment into reality.



Plants Direct's south location @ 2019 Hwy. 544 in Conway, SC.

variety of elements for their outdoor space, and they appreciate the fact that Plants Direct can handle all steps of a project.

"People like the idea of dealing with one company that can handle everything, and that's something we certainly do," said Gaskins. "We can take it from design, to permitting, all the way through to completion,

and that would include paver patios, fireplaces, fire pits, outdoor kitchens, pizza ovens – anything you can do to increase your outdoor living space."

Plants Direct also takes pride in the reliability of its people and operations.

"Our biggest asset is accountability. If we say we're going to be there on a Monday, we're there on a Monday," said Gaskins. "If we have an emergency, we'll absolutely make a phone call and rearrange it for a time that's mutually suitable for everybody."

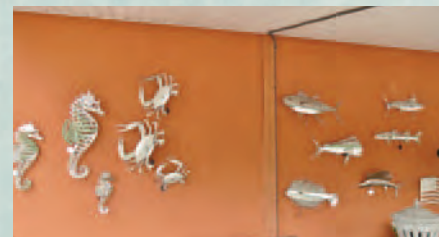
Further, Plants Direct's two locations allow customized service for every client, providing peace of mind in product selection.

"One advantage to having brick-and-mortar is that customers can actually pick out the trees that we'll plant in their yard,



Plants Direct owner's, Randy & Leigh Anne Gaskins.

Randy Gaskins, owner of Plants Direct, said customers are seeking a



Randy and Leigh Anne enjoy searching for unique decorative items that can be used indoor or outdoor to compliment any design.

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or the plant material that will go in their yard," said Gaskins. "When people come to the store, we put together a package, and this helps to give them a very good vision of how the finished project will look."



James Farrenkopf is the operations manager for Plants Direct's north location.

Gaskins said customers also appreciate personal, direct time and attention.

"I enjoy spending time on the job site and will make multiple visits during the process to ensure the customer is getting the most bang for their buck," said Gaskins.

Plants Direct celebrated its 10-year anniversary in 2021, a milestone not easily achieved in today's market.



Plants Direct's north location @ 1741 Hwy. 17 North in Little River, SC.

Gaskins said the company's longevity can be attributed to the quality of its employees, especially Teresa Nunn, manager at the Conway store, and James Farrenkopf, manager at the Little River location.



Plants Direct General Manager, Teresa Nunn, inside the Hwy. 544 showroom.

"We have over 60 years of experience between myself and some of my lead people," said Gaskins. "Our ten years of success shows we are accountable for the work that we do,



James Farrenkopf (left) talks with long time Plants Direct employee, Teresa Nunn (right), at the Little River location.

and that we do have competitive rates. The local industry has gotten extremely competitive, and the fact that our business has increased every year since we opened speaks volumes for our work. The absolute best advertising we could do is word of mouth, and it's been working, which is nice. People know we're here to stay."

(Continued on page 14)

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All along the Grand Strand, more and more homeowners are acting on their wishes to make their homes a luxurious, great escape. Creating a haven perfect for a “staycation” may involve many elements, but a central focus is a customized backyard pool.



perfect company to transform your backyard into a personalized oasis.

Sherri Gray, vice president of Sunco Pools and Spas, said the company has built a reputation for bringing imagination and uniqueness into the pool build process.

“We like to come up with creative ideas for a pool build so people can

it come to life with the latest materials and looks.” Maximizing the potential of outdoor living might involve numerous components, such as an outdoor kitchen, fire pit, or specialized landscaping. Sunco Pools and Spas works with home owners and builders to incorporate a pool that serves as a brilliant centerpiece to the outdoor design.

“We take the homeowner’s vision create a pool that’s cohesive and allows the homeowner to express who they are,” said Gray.

Physical fitness is another benefit of a customized residential pool build. Swim spas offer homeowners the convenience of a solid workout



without ever leaving their home.

“Swim jet systems have become popular in pools,” said Gray. “You turn the system on for aquatic exercise and therapy.”

The custom spa market itself has become a multifaceted branch of the

business. Spas can be customized for relaxation, therapy, exercise, and/or luxe entertaining.

“It’s just amazing the things people are doing with their pool/spa areas to enhance their lives, enjoy their family, and spend time with friends, creating lifelong memories,” said Gray.

With Sunco Pools and Spas, the pool build process involves guidance and creativity every step of the way. Designers start with basic questions about shape, size, purpose of the pool, and features, moving on to specific elements of the customer’s vision. Homeowners benefit not only from 30 years’ worth of knowledge and



Over the past few years, Sunco Pools & Spas has installed a large number of custom pools across the Grand Strand area.

experience, but also from designers’ ongoing training about state-of-the-art options and details.

In the last few years, the pool building industry in the Grand Strand area has experienced a significant surge, which has established a trend within the home market.

“Myrtle Beach was behind in the pool build curve for decades, in comparison to areas like Florida,” said

Gray. “A pool in this area was almost a liability in the housing market – it could even devalue your house,” said Gray. “But that’s not the case anymore; so many people are building pools that it’s turned into a value-added investment.”

To get started on creating an endless vacation in your own backyard, contact Sunco Pools.

(Continued on page 16)



Sunco Pools & Spas is located @ 116 April Gray Ln. in Myrtle Beach, SC.

With more than 30 years’ experience in building residential and commercial pools that add fun and leisure to home life, **Sunco Pools and Spas** is the



Sunco Pools & Spas’ general manager, Paula Elliott, outside of the showroom.

have a great escape when it’s finished,” said Gray. “We blend visual beauty with style and comfort features, such as spillover spas, sheer descent water features, coordinated lighting, sunshelves, and exercise spas. We can take your vision, enhance it, and make



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Jaime Pando

Tommy and Troy Ashburn, owners of **General Pool Company**, have noticed homeowners' interest in privacy, convenience, and leisure.



The General Pool Company owners, Tommy Ashburn (right) & Troy Ashburn (left) are both highly respected custom pool installers across the Grand Strand area.

The recent surge in the Grand Strand pool building industry reflects area homeowners' desire to retreat and relax in their own personalized oasis. It's fortunate for them that the General Pool Company, with its more



than 34 years of experience, offers endless options for customizing a pool to fit the needs and lifestyle of any homeowner.

"Most people are working harder now than they ever have, and so they're putting more time and thought into their back yards," said Ashburn.

"They're making an investment in their home to create an environment customized for them."

The General Pool Company works individually with every homeowner to plan, design, and build the pool of a homeowner's dreams.

"Pools are being designed now to fit the home style and the customer style," said Ashburn. "It's very important."

One trend is the fun, catchy look of LED bubblers.

"The bubblers present a beautiful flume of water as high as three feet, although you can turn them down to 6" in height, and the LED lights in the flumes synchronize with all the other lights in the pool and spa, making for your own backyard entertainment:



The General Pool Company has been responsible for some of the more elegant outdoor living areas across the Grand Strand over the past few decades.

colors of pink, purple, blue, green and many others, even a color theme for the 4th of July," said Ashburn. "You can set light-themed shows from the app on your phone. Customers like having the ability to operate the entire pool system in the palm of their hand."

Other homeowners prefer a more contemporary look.

"A contemporary-looking pool is straight lines, simplistic, with a paver style that complements that look. Many people are gravitating toward that style," said Ashburn.

Ashburn offers two pieces of advice for homeowners considering taking the plunge into a residential pool project: first, do some research, and second, make a plan.

"I always suggest to customers who are putting an investment this large into their yard to speak to the owner

of the company. Make an appointment, sit down with him or her, and see some of their work. Prospective customers need to have a place they can go to talk to the owner and discuss what their dreams are," said Ashburn.

Ashburn's other advice to customers is to make decisions earlier rather than later if they want a pool completed at a certain time.

"The industry is so busy right now that most reputable companies are 6-8 months out on builds," said Ashburn. "Good planning is important nowadays because of product shortages in the market. There's a new norm even since last year. It's about making good decisions about products that you want and



The General Pool Company completed this gorgeous custom pool & outdoor living area for a homeowner in Myrtle Beach.

giving yourself plenty of time to get them in."

General Pool Company's longtime legacy means they can handle such fluctuations.

"We've been in the market since 1987, so we've seen a lot of changes," said Ashburn. "One thing we are very proud of is that we can adapt to

changes in the market when it does take place."

At General Pool Company, the owner is most certainly available for consultation, and the company makes its own investment in every individual project.

"Every pool we build, we build like we're building for ourselves." ■

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Fine Custom Homes

Family First

Over the years, Coastal Builders, a family-owned custom builder, has considered clients as part of the family.



by Ashley Daniels

Family-owned Coastal Builders treats their clients like an extended family. And, with the custom luxury home builder having been in business since 1989, that's a massive, collective family living in homes across the south Strand, Georgetown County and down into McClellanville.



The rear of the residence of Jim & Peggy Morgan in DeBordieu Colony. This home was designed by Catalyst Architects. "I'll be honest with you...I can't say enough about Robert, his father, Bob, and their subcontractors and crew members. They almost became my family. And we learned very quickly that they stayed with the house. If a question comes up, it doesn't matter whether it's a month later or two years later, they want to hear about it and will do something about it," says Jim.



The living area transitions into the dining area in the Morgan home.

A few years ago, Robert McCarley stepped into the shoes (and began wearing the many hats) of his father, Bob McCarley, who was the founding father of Coastal Builders more than 30 years ago. Nowadays, Bob's taken on more of a role as a consultant for the company.

"Customer service has always been big, and Dad kind of planted the seed that we and our team members are always available," says Robert. "We're always here. Even when the house is complete, the house is not 'done' and, with us as the builder, you've got us for the



The kitchen in the Morgan home.

entire life of the home."

Jim Morgan, a recent client of Coastal Builders, would wholeheartedly agree to that testament, having worked with Bob, Robert and the long-time Coastal Builders crew for many years. Before Jim and wife Peggy's most recent build in DeBordieu Colony, Coastal Builders built the couple's first house and its two additions.

"I'll be honest with you ... I can't say enough about Robert, his father, Bob, and their subcontractors and crew members," says Jim. "They almost became my family. And we learned very quickly that they stayed with the house," says Jim. "I'm not sure if it's the right phrase, but Robert has become somewhat of a concierge builder, meaning that if he builds your home, if you need him going forward, he doesn't let go of it until you're satisfied with it – more than satisfied. ... And if any question comes up, it doesn't matter whether it's a month later or two years later, he wants to hear about it and will do something about it."

Coastal Builders' custom homes – and the craftsmanship poured into every square inch – are nothing short of magnificent, inside and out. It's what the company was founded on decades ago: to provide higher quality residential construction services to residents on the South Strand. And, to this day, some of the same team members – architects, framing crew and more – have been with Coastal Builders since the company's first build.



The master bathroom in the Morgan home.

"We've had friends who are building in other cities who would come and visit us and one of the first things they want to know is who built the house," says Jim. "The way, Jim, he has really pushed the details in here. That's structurally, aesthetically and on several levels."

Elaine Flagg, another Coastal Builders' client, is still in the process of moving into her dream home in Georgetown from Atlanta and also has rave reviews for the team.

"Robert's subcontractors are all local and do extremely good work," she says. "We'd talk with the painter and would talk with the person that installed our stair balusters, cabinet maker, tile installers, et cetera – just absolutely wonderful."

Elaine says Robert stepped in when she needed help finding and installing a unique Japanese soaking tub that was completely circular and 42 inches in diameter.

"Nobody had ever seen one of those before," says Elaine. "It's a small bathroom and it's got an unusual tub and it all looks fabulous."

Not only does the team of



PHOTO © GREG BUTLER

The home office in the Morgan home.

experts at Coastal Builders pride themselves on their portfolio of high-end custom builds, but they also take on renovation,

remodeling and building addition projects – no matter how complex. The only thing common throughout these exceptionally

distinct homes: the company is committed to providing the highest quality craftsmanship throughout every step of the construction process, from design to completion.

“Besides the integrity and the relationship built between the homeowners and me, my standards of quality are known by everybody involved with the project,” says Robert. “They know that my levels of expectation are to be met or surpassed. And I don’t feel like I’ve got to go behind folks and correct things ... They know what my expectations are and they meet them the first time, which then helps with efficiency and completely satisfying the customer and building that relationship with the client.”



PHOTO © GREG BUTLER

The Carolina (sitting) room with a see through fireplace in the Morgan home.



PHOTO © GREG BUTLER

The beautiful staircase in the Morgan home.



PHOTO © GREG BUTLER

One of several covered porches at the Morgan home, providing outdoor living areas with spectacular views of the ocean.



PHOTO @ CHUCK GEE

The kitchen area in the home of Elaine Flagg in DeBordieu Colony. This home was designed by Catalyst Architects. “Robert’s subcontractors are all local and do extremely good work. We’d talk with the painter and with the person that installed our stair balusters, cabinet maker, tile installers, etc. – just absolutely wonderful,” says Elaine.

“Some of the subs tell me that when they worked for other people, they’d tell us that we have to keep our head down and just say

hello to a client or a homeowner when they come in the room,” he continues. “They say, ‘But we don’t feel that way with you, Robert. You

don’t mind us talking to them and they don’t mind talking to us.’ And I think that’s just more of that relationship building.”

Robert McCarley earned a marketing degree from Coastal Carolina University in 2005, spent summers doing odds and ends for his dad on different job sites and, after graduation, began working full time with the Coastal Builders team.

“I spent a lot of time with on-the-job training,” he says. “Dad would say, ‘Hey, go meet the surveyor over there or the pile driver and then be onsite to watch it all. You don’t have to touch anything. Don’t get hurt. Just learn from step one all the way through.’”

Several years ago, Robert officially took the reins as president of the thriving company



The living area in the residence of Andrew Dupre in McClellanville, SC. “We dealt with each other for nearly a year, planning and then building. We built a very good relationship. Robert is a good communicator, very organized, very professional, knowledgeable and just top-notch,” says Andrew.

PHOTO @ CHUCK GEE

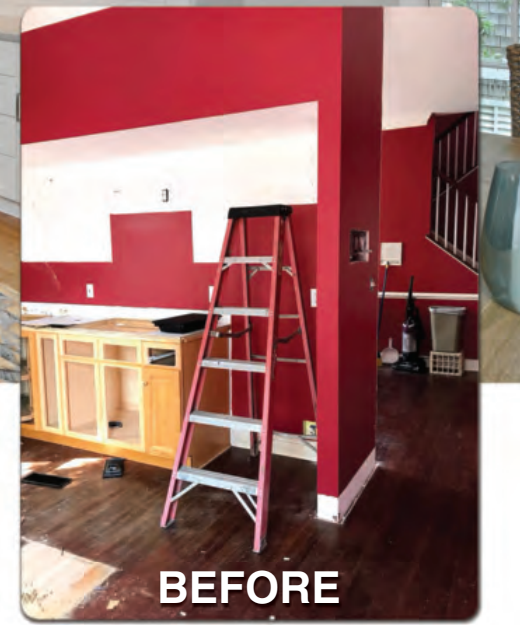


PHOTO @ CHUCK GEE

The residence of Don Mabe in DeBordieu Colony. Coastal Builders was responsible for the total remodel (makeover) of the Mabe home. The kitchen was entirely remodeled, in addition to applying flooring and painting throughout the home. A new butler pantry was installed and there were many more upgrades made to the home.

and continues to maintain his father’s impeccable reputation for quality workmanship, complete transparency and a work ethic and

organizational skillset that aims to deliver projects on time and on budget year after year.



BEFORE



The residence of Heinrich and Christine Rauper in McClellanville, SC. They worked with Coastal Builders to bring a ‘back home’ German feel to the overall design.

PHOTO @ CHUCK GEE

Andrew DuPre, president of Cape Romain Contractors Inc., hired the crew at Coastal Builders to build his family’s current home.

“We dealt with each other for nearly a year, planning and then building,” he says. “We built a very good relationship. Robert’s a good communicator, very organized, very professional, knowledgeable and just top-notch.”

“I’d never built a house before, so Robert was very responsive and answered all of our questions,” agrees Elaine. “He walked me through the process, and always responded positively ... I just can’t



PHOTO @ CHUCK GEE

The residence of Dr. & Mrs. Brian Keith Blair in DeBordieu Colony.

say enough good things about how professional he was. And I got to meet a lot of his subcontractors because, even though I didn't live in that area at the time, I'd make a number of trips [from Atlanta to Georgetown] at certain points."

As the initial point of contact, Robert also serves as the project estimator and project manager, and, of course, the go-to for all of the subcontractors on the Coastal Builders team.

"I wear a lot of hats," he laughs.

"Thankfully, I have a part-time bookkeeper who can handle the contracts, paychecks and paperwork ... I learned a ton over the last 15 years in the industry, too."

When Robert isn't wearing his multiple hats on the job, he and his family of five like to spend time on the water and play outside as much as possible. He's also involved in the Georgetown Rotary Club and the city of Georgetown's Community Appearance Board. And Robert

doesn't mind continuing his father's legacy with the family-owned Coastal Builders.

"I want to continue Dad's mission of building that relationship with the client or homeowner," says Robert. "It's more than them getting a house out of it. It's more about building a bond and a trust and a friendship. He always had fun with the business. And I prefer to be out in the field, without much time in the office. My truck is more of my office than anything!" ■



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by Sara Sobota

The Proper Selection & Professional Installation Of Exterior Products On Your Home Or Business Protects Your Investment For Years To Come

Building Industry Synergy reached out to two of the most respected companies in their field that continue to exhibit excellence in everything they do & have the longevity to back their stellar reputation. Representatives from each company discuss the exterior products they offer & the importance of making the proper decisions & selections for your home or business.

At **Spann Roofing**, experience is vast and quality runs deep. Since its establishment in 1957, Spann Roofing has taken pride in its honest approach and high standards, ensuring that every customer is informed, educated, and pleased

with their roofing project.

Kimberly Stoffel, Spann Roofing residential division manager, said the company's longevity results from an ability to maintain reliable operations, regardless of the season or environment. In the recent Covid employment crunch, Spann Roofing continued its business without a hitch.

"We're moving forward as usual," said Stoffel. "The fact that we've been doing this since 1957 means we've been through it all. It's no different than when you have a surge in business after a hurricane comes through. We're always in that prepared mode, and we know how to handle those situations. It's nothing



Spann Roofing's residential division manager, Kimberly Stoffel.

new to us."

Spann Roofing is not only a Certified GAF Master Elite Contractor – one of only two in the Grand Strand area – but also a member of the association's President's Club.

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(Continued on page 26)

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contractors in North America have GAF master elite certification,” said Stoffel, “and qualification for the President’s Club involves very detailed trainings, a certain volume of work, and the longevity of your certification.”

Dave Wahrendorff, Spann Roofing residential sales manager/estimator, said the company maintains its high standards by keeping its size manageable.

“We’ve got top-notch project



Spann Roofing's residential sales manager / estimator, Dave Wahrendorff.

managers, who maintain Spann's quality of workmanship throughout each roofing project,” said Wahrendorff. “We run fewer crews, so we can keep an eye on every step of the process.”



Stoffel agreed, highlighting the attention to detail in every project.

“We like to be hands-on at all times,” Stoffel said. “We make sure we have project managers who are available to be in and out. We have a massive checklist of inspection, from pre inspection to final inspection, and our project managers go over these roofs with a fine-toothed comb. If one nail is out of place, we'll find it and correct it.”



Both Stoffel and Wahrendorff said honesty and straightforwardness is essential in the Grand Strand roofing business.

“We've inspected a bunch of roofs,” said Wahrendorff. “People don't know, but if a roof is seven years old or newer, you'd need golfball-size or softball-size hail to really damage



that roof. We do free inspections, so if people even question if their roof has been compromised, we'll come look at it. We'll just be honest with them if their roof is fine: we'll say, 'You weren't affected by this; there's



no reason to reach out to your insurance company.”

Stoffel said this distinguished Spann Roofing from some other companies.

“We will always do things honestly and by the book, even if that potentially hurts us or we lose a sale because of it. We're not going to promise we can work things out with your insurance company. We don't play those games.”

Stoffel also noted the best advertisement is pleased customers.



Spann Roofing is GAF master elite certified and a member of the association's Presidents Club.

“We don't do excessive marketing. We just work hard. Our work comes mainly through word of mouth, and that in itself says a lot.”

SunCoast Building Products & Services, Inc. a family owned and operated small business located in the heart of Downtown Historic Conway SC continues to follow the forever evolving guttering industry through the uncertainty and blessings of the past couple of years. These Gutter Experts



Suncoast Building Products & Services owner, Darryl Hill (left), with son Zeb Hill (middle) and installer, Mike Norton (right).

enjoying success for more than 20+ years have been featured in major publications including “Southern Living Magazine” and “Gutter Enterprise Magazine” and continues to be awarded yearly for excellence in their field. Owner and Master Installer Darryl Hill said, “I'm thankful to see the market continue to boom even through the pandemic, election and civil unrest this year and honored to continue to be of service to all of our valued clients and their referrals.”

Horry and Georgetown Counties have experienced heavy rainwater and flooding over the past several years and a correctly installed guttering system is essential in helping to control the flow of heavy rainwater from these storms which flood, erode and destroy foundations and expensive landscapes.



Darryl Hill (left) & Zeb Hill (right) measure and cut the custom gutters for a project in Ocean Isle Beach, NC.

A good Gutter system will aid in the control of drainage and foundation erosion. As master installers they understand the different types of foundations builders use which aids in making good gutter/gutter cover decisions for their clients. The use of

(Continued on page 28)

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Zeb Hill (left) and Darryl Hill (right)

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pop ups, diverting drains and downspouts can be key to moving water away from your property. Roof pitch is another factor of whether you will need a standard or commercial size



Suncoast Building Products & Services has been installing custom seamless gutters for building contractors and homeowners for over 20 years & is widely considered one of the premier installation companies in this area.

system in order to catch the water as it runs down from the roof.

Darryl also added through the Autumn months and Hurricane season

keeping gutters free of debris in areas with pine trees and heavy foliage is easier with a Top of the line "Pine/Leaf Gutter Guard Protection System". These guards capture falling pine needles and foliage and allow water to flow properly



through the gutter. He states, "We carry a number of Great Protection systems!" Last but not least gutters and downspouts are now being installed not only for function but also for "Curb Appeal!" They come in all sizes, shapes, colors and materials these days and can be a quite lovely exterior addition to the decoration of your home."

Both Darryl and Lesley Hill (Darryl's wife & co-owner) spoke about the issue of trying to balance this incredible housing boom with the arduous task of finding qualified and professional gutter installation technicians for hire in our area. Lesley said, "The skilled labor market in Horry County is lacking for the demand and is a complication for all construction and skilled trades."

She further explained "Baby boomers are retiring, and millennials are disinterested in outdoor skilled labor as a profession." "This leaves us with the



Suncoast Building Products & Services owner, Lesley Hill (right) with daughter-in-law and office manager Megan Hill (left).

dilemma of head hunting to find qualified workers to meet the rising demand." To help we are volunteering and supporting the educating of our youth about careers in construction through the HGHB, staying in contact with the Academy for Technology and Academics and SCWORKS and HGTC. We have also instituted a "Train & Earn"

program where we hire serious applicants and provide them with tools, boots, and uniform shirts to learn the Gutter Trade on the job.



Finally, Suncoast's continued success is attributed to skilled Experienced workmanship, Excellent craftsmanship, and offering Superior Products at the Best Price. Our understanding of the essential business principle of "Customer Service & Good Communication" keeps our

contractors, home- owners, business owners, and their referrals coming back year after year.

Darryl and Lesley Hill along with son and Crew Leader Zeb Hill lead SunCoast Building Products & Services, Inc. Megan Hill, Zeb's



wife is the company's Office Administrator. This small but mighty team has been in business since 1998. You can visit their showroom located @ 1703 Park View Rd in Conway, SC. ■

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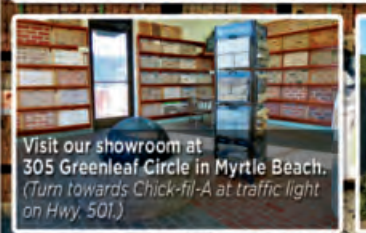
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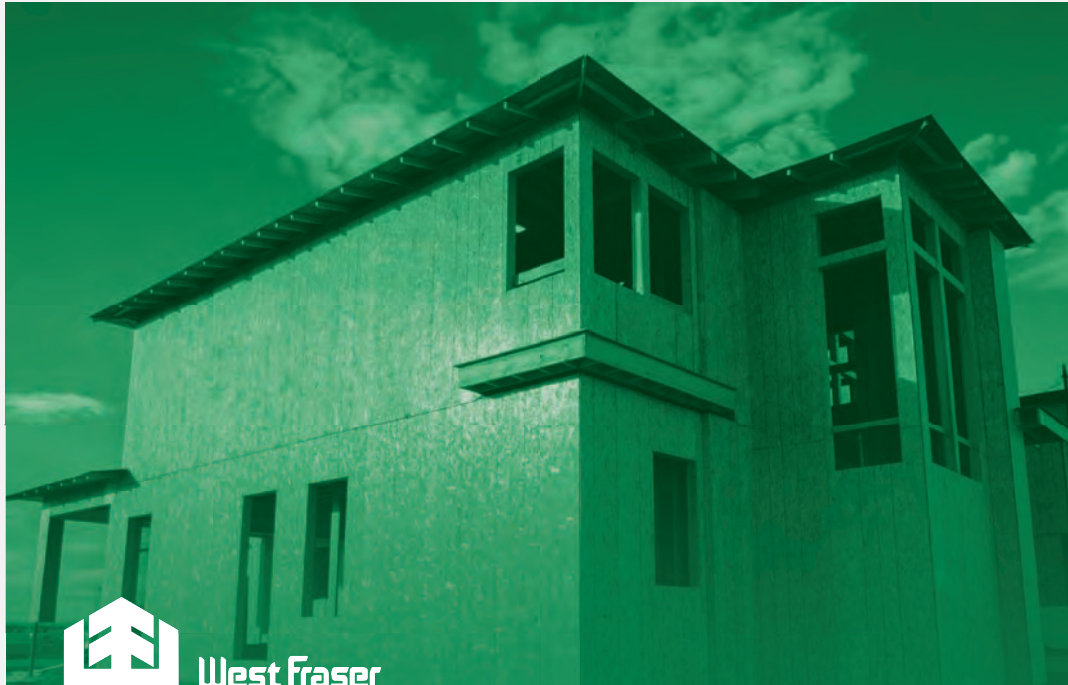
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