



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)

Celtic Granite & Marble

Dave & Shannon Gormley

"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."
- Susan Damroth

"I have been doing business with Celtic Granite & Marble for close to 7 years now. They always deliver on their promises to me. Our schedule is extremely important to them & they are very kind to our homeowners which is a direct reflection on our company."
- Jerrett Vereen, American Dream Homes & Remodeling

Over 30 Years Experience Fabricating Stones

- Granite
- Quartz
- Marble
- Quartzite
- Onyx

414 Bradley Circle - Myrtle Beach - SC - 29579
(Just Off Of Clay Pond Rd Directly Across From The Site Of The Old Freestyle Music Park On George Bishop Pkwy.)

843.236.3120

CelticGranite.net
CelticGraniteandMarble1@gmail.com

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."

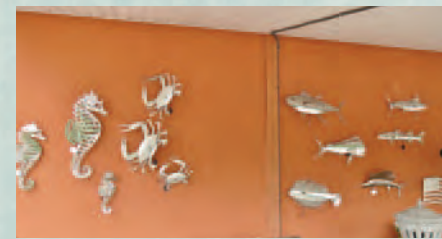
Further, Plants Direct's two locations allow customized service for every client, providing peace of mind in product selection.

"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.

Specializing In Landscape Design & Installation From Start To Finish

60
YEARS COMBINED
EXPERIENCE

PLANTS DIRECT
NURSERY AND GARDEN CENTER

WHOLESALE
& RETAIL

Little River
(843) 390-4200

Conway
(843) 347-0157

We Work With
Building Contractors • Property Management Companies • Land Developers • Landscape Contractors • Homeowners

DIRECT
(843) 241-0157

www.PlantsDirectMB.com



1741 Hwy. 57 North • Little River, SC
Servicing Northern Horry County & Brunswick County



2019 Hwy. 544 • Conway, SC
Servicing Southern Horry County & Georgetown County

**PALMS • TREES • SHRUBS • PLANTS
FLOWERS • HARDSCAPES • MULCH
HOME AND GARDEN DÉCOR • FENCING
OUTDOOR KITCHENS AND FIREPLACES**

COMPETITIVE WHOLESALE PRICING

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)

REVIVE AIR
REPAIR : REPLACE : REVIVE

• SERVING HORRY AND GEORGETOWN COUNTIES •

843.213.3138 • REVIVEAIRSC.COM

LICENSED & INSURED • 2 YEAR LABOR WARRANTY

- GAS FURNACES • HEAT PUMPS • STRAIGHT A/C
- MINI-SPLITS • VRF'S • DUCT SYSTEMS
- SPLIT SYSTEMS • PACKAGED UNITS • P-TEC
- WATER HEATERS • SCHEDULED MAINTENANCE VISITS

6 to 18 MONTHS
ZERO DOWN INTEREST PAYMENT
FINANCING AVAILABLE*
*with approved credit

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



Visit Our New
2,400 Sq-Ft Showroom



1510 Hwy. 17 North
Surfside Beach SC
(843) 299-1274



Outdoor Kitchens

Vanities

Kitchens

Carpet • Laminate • Luxury Tile
Hardwood • Tile • Stone



36 Months
Promotional
Financing
Available

Simple • Elegant • Yours

We Welcome
Homeowner & Builder
Business



PROFESSIONAL SALES TEAM



3,000 SQUARE FOOT SHOWROOM



MYRTLE BEACH
864 Kingswood Dr.
(Behind Suds Car Wash on Hwy. 544)

(843) 234-2877



Contractor
Pricing
Available

SHALLOTTE
5298 Main St.
(Next to North Carolina DMV)

(910) 754-2874

FlooringPanda.com



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." ■

Free Estimates on
Pool Cleaning
Annual or
Semi-Annual

SINCE 1987
The General Pool Company, Inc.

WINTER COVERS
RENOVATIONS
REPAIRS
CHEMICAL SUPPLIES

Enjoy The Casual Elegance
Of Your Backyard Retreat



In Ground Custom Residential and Commercial Pools • Pool Remodeling
Licensed Builders SC & NC • Certified Pool Operator • Pool Tile - Large Selection • Deck Coatings & Copings
Aluminum Screened Enclosures
Salt Generators • Quartz Plaster

809 Seaboard St.
Myrtle Beach, SC
(843) 626-7283
pjsunim@sc.rr.com

Upscale Deck Pavers • Custom Firepits



6613 N. Kings Hwy
Myrtle Beach - SC

Coastal Luxe Interiors
BETTER LIVING BY DESIGN

INTERIOR & EXTERIOR BUILD SELECTIONS • WE ARE HERE TO HELP

IN HOUSE DESIGN CENTER.

CONSULTATION SERVICES FOR BUILDER CLIENTS

WELLBORN CABINETS DEALER

Focusing on American Made

YOUR ONE-STOP SHOP




• Cabinets
• Flooring
• Lighting
• Window Treatments
• Full Interior Design Services & Products

SELECTIONS FOR YOUR SPEC HOMES & YOUR CUSTOM BUILD HOMEOWNERS

