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Visit The Building Industry Synergy Representatives In The Pre Function Area At The HGHBA Show In MBCC Sept. 17th - 19th

(In Lobby Close To The Front Entrance Of Show)

Show Exhibitor Map Pages 24 & 25

2021 SEPTEMBER 'SPECIAL ISSUE'

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The Horry Georgetown HBA Presents The 2021 Home Improvement & Outdoor Living Show September 17th - 19th

The overview of the entire show & workshop / seminars schedule. Visit FallShow.HGHBA.com for further

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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.

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HBA Of SC State Convention

The 2021 HBA of SC State Convention will be $\label{eq:heldin Myrtle Beach, SC @ the Marina Inn @ {\bf 2021 \ Home \ Improvement \ Show}} {\bf 2021 \ Home \ Improvement \ Show}$ Grande Dunes on October 14th - 17th . Visit www.HBAofSC.com for further information.

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2021 HGHBA

Recent New Member Inductees

The HGHBA New Members since July 31st 2021 & the HGHBA New Member Inductees from the 08-17-21 General Membership Luncheon. The remaining 2021 HGHBA Calendar of Events & the calendar for the 1st

PAGE 10

Pella® Windows & Doors Of South Carolina - Pride And Craftsmanship Reflected In **Every Detail**

Pella windows and doors are assembled right here in America, and their product designs are tested beyond industry requirements for craftsmanship and durability that exceeds your expectations. Visit Booths 303 & 304 @ the show in MBCC September 17th – 19th.

PAGE 12

Bertazzoni Appliances To Cook Beautifully

In the 21st century, the kitchen has evolved from a purely functional mandate in the home to a space of style and self-expression.

Granite & Much More

Dave Gormley handles all the stone, spending his days in the shop @ Celtic Granite & Marble in Myrtle Beach, SC creating countertops in granite, quartz, marble

Nations Homes & Coastal Luxe Interiors - Team Work Makes The Dream Work

Coastal Luxe Interiors and Nations Homes have partnered up to provide homeowners with beautiful home builds, inside and out. Visit Coastal Luxe Interiors in Feature 1 & Nations Homes in Booth 834 @ the show in the MBCC September 17th - 19th.

Shower Enclosures / Professional Design & Installation

"Frameless shower doors are always popular for bathrooms," says Brady Glass Solutions owner, David Brady. "They seem to be what everybody wants. There are multiple different options and multiple configurations – it's kind of limitless as far as what you can do."

Exhibitor Map & List Of Exhibitors

This two page spread shows the map of the entire show in the Myrtle Beach Convention Center on September 17th – 19th & a list of all of the exhibitors & where they are located.

Window And Door Replacement From A Company You Can Trust

Renewal by Andersen, a division of Andersen Windows (a name synonymous with quality), is celebrating 26 years of custom window and door replacement. Visit Feature 6 @ the show in MBCC September

PAGE 28

Financial Planning – For Individuals & Small Business Owners

Cary Rowell of Eagle Strategies LLC, a Registered Investment Adviser, wholly owned by New York Life Insurance Company, specializes in financial planning for small businesses owners in South and North Carolina.

Local Building Supply Company Offers In House Manufacturing Of Interior / Exterior Doors & Turnkey Solutions

"Builders FirstSource (BFS) is the only true all-around building supply company in this market that has their own manufacturing capability to build interior and exterior doors," said Jason Marion (Grand Strand Market Sales Manager).

Kitchen Cabinet Distributors Strives To Be A Leading Manufacturer Of Custom Cabinetry

Cabinetry options providing style, functionality, and quality at a price point that makes it possible to design spaces you love

PUBLIC AWARENESS

PAGE 34

Custom Shed Builders

Custom Shed Builders can provide an unbeatable product, built right in your backyard. They help you translate your dreams of a new outdoor building, garage, barn, chicken coop, playhouse, or dog kennel into a finished product that meets your specifications and needs.

Cooking Up A Designer Kitchen With Wellborn Cabinetry

The Wellborn cabinetry line offers classic yet bold and fun options readily available for your new kitchen. 2021 is seeing a mash up of styles all getting their fair share of love from homeowners. Visit Coastal Luxe Interiors (Local Wellborn Cabinet Dealer) In Feature 1 @ the show in the Myrtle Beach Convention Center September 17th - 19th.

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Let The Conway Chamber Of Commerce Help You Grow Your

At the Conway Chamber of Commerce, we are all about providing our business community with opportunities to network with one another, strengthen brand awareness, promote shopping local and keeping our dollars in Conway.

PAGE 41

Medallion Cabinetry World Class American Made Cabinets

Founded in 1969 and now part of the ACPI Cabinet Works group, Medallion Cabinetry is a leader in the industry and is offered locally through National Kitchen & Bath Design Group in Surfside Beach, SC. Visit National Kitchen & Bath Design Group in Booths 609 & 610 @ the show in the Myrtle Beach Convention Center September

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2021 - 2022 Building Industry Synergy Editorial Calendar

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

BUILDING INDUSTRY

SC - GRAND STRAND

2021 SEPT. SPECIAL ISSUE

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on the cover

Nations Homes General Manager, Kevin Surdyke (sitting to the left), Coastal Luxe Interiors' Principal Designer & Director of Marketing, Holly Hollerbach (back left), Coastal Luxe Interiors General Manager, Sherry Weatherly (back right), one of Nations Homes Selection Coordinators, Denise Oaks (sitting to the right) & 'Lola' (sitting in front of Kevin) inside of the beautiful Camellia model home on the Intracoastal Waterway, built by Nations Homes & decorated by Coastal Luxe Interiors, located in Myrtle Beach off of 71st Ave. North @ 7083 Belancino Blvd. The gorgeous home includes many thoughtful features, such as panoramic views from the first and second floors. The results are stuming. The partnership between Coastal Luxe Interiors and Nations Homes is like a power couple making strides in the building and design industry. They complement each other's strengths, while supporting each other's individuality. For the past few years, these two Myrtle Beach companies have collaborated on several successful home design builds across the Grand Strand. "I think the advantage of partnering with Nations Homes is that we have been able to work as a team. Together, we look at floor plans to address the layout as though we're physically walking through the home and assessing what works or what doesn't before we actually break ground," says Holly Hollerbach. "That way, we can solidify the changes ahead of time." VISIT COASTAL LUXE INTERIORS IN FEATURE 1 & NATIONS HOMES IN BOOTH 834 @ THE SHOW IN THE MYRTLE BEACH CONVENTION CENTER SEPTEMBER 17TH - 19TH.

Home Improvement & Outdoor Living Show

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Myrtle Beach Convention Center

Friday and Saturday 10a.m. to 6p.m. • Sunday 11a.m. to 5p.m.

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Friday, September 17

12 pm - Budgeting & Planning for Home Remodels

1 pm - How to with Halley

2 pm - Kitchens, Floorplans, finishes that make a kitchen pop!

Saturday, September 18

12 pm - Designing Outdoor Living for Staycations, Grilling and Entertaining

1 pm - Hurricanes - Are you Prepared?

2 pm - Lighting for Outdoor Living

Sunday, September 19

1 pm - A Well Dressed Tree

2 pm - Boost Mental & Physical Health Easily with this Superfood?

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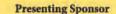


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2021-2022 Calendar of EVENTS

17-19 2021 HGHBA Fall Home Improvement

14-17 HBA Of SC State Convention In MB

Marina Inn @ Grande Dunes

& Outdoor Living Show In MBCC

SEPTEMBER

OCTOBER



4 HGHBA Fall Clay Tournament
 16 HGHBA General Membership Luncheon

JANUARY

18 HGHBA General Membership Luncheon Installation Of Officers

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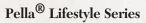
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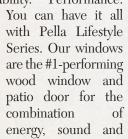
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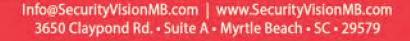
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In the 21st century, the kitchen has evolved from a purely functional mandate in the home to a space of style and self-expression. As Bertazzoni approaches our 140th anniversary, we're proud to share our unique perspective regarding the kitchen's transformative role in the home, with a special focus on today's increasingly experience-driven kitchen environment.

living room as the social hub of the home, welcoming family and friends to gather



The kitchen has now replaced the together for various activities throughout the day. This evolution of the kitchen into the heart of the home has accelerated an emphasis on form and has driven a rise in built-in kitchens with integrated appliances, which place the priority on

beautiful form and seamless

Today's built-in appliances offer remarkable innovation. Some of the standout aspects of Bertazzoni built-in products include:

• Range tops with dual power burners featuring a best-inclass time to boil, at under six minutes and 19,000 BTU capacity.

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free compressors.

With all this new technology, people are now cooking more often at home and there's never been so many homeowners trying their hand at new dishes. The level of selectivity

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cooking at home has taken on a whole new level, both in the sense of the quality of ingredients people are using, but also how that food is prepared. Not all cooking methods yield the same results. In particular, steam and steam assist ovens are gaining traction, praised for retaining food's nutrients in the cooking process, and refrigeration has grown more important amidst the rise of natural and organic ingredients and the need to best preserve fresh food.



And "better for you" cooking isn't just limited to what we're putting into our bodies – a growing number of Americans are seeking technologies with a smaller carbon footprint and better impact on the environment. Induction cooking is increasingly popular as an eco-friendly solution, and Bertazzoni has doubled its induction range sales over the past two

Today's kitchens are also the latest symbols of aspiration and self-expression. Because of this, there's a greater shift away from "cookie cutter" homes and towards experience-driven spaces that reflect personal design tastes and

Stylish kitchens aren't generic; they're

homeowners, brought to life through colors, materials, textures, finishes, and more. Bertazzoni is the market share leader in color appliances within its competitive set and is seeing sustained popularity in its colorful ranges. Within North America, red is the best-selling color within Bertazzoni's warm color palette, with the percentage share of red compared to all colored range sales nearly doubling over the past 24 months. Overall, color range sales continue to grow, with an annual increase of approximately 20% per year.

Whether their focus is on the the imaginations of designers and aesthetic or on functional updates like

wellness or eco-friendly driven design, homeowners are creating spaces that will spark joy in their day to day experiences with Bertazzoni.

For further information call (843) 299-1988, visit SwiftApplianceSC.com or visit the Swift Appliance showroom @ 5190 Hwy. 17 Bypass in Murrells Inlet, SC.



Granite & Much More

Shannon Gormley with Celtic Granite & Marble noted a few popular trends in the stone industry, including a specific type of stone and a bathroom feature.

"Fantasy Brown marble is definitely the number one seller over the past two years," Gormley said. "It comes in an array of colors: gray and white, brown and white, some slabs have a coral color, some slabs have a teal color, so it's very

beachy and has a lot of movement. People just love

Another hot item is a twist on bathroom

"Everybody likes rectangular bowls in their bathrooms," said Gormley.

spending his days in the shop @ Celtic



Granite & Marble creating countertops in granite, quartz, marble, quartzite and

Shannon said about half her clients

come in with a clear idea of their needs, while others like more guidance and



"Some people who come in here know exactly what they want, whether I have to order it or whether they've already picked out their slabs. But there Dave Gormley handles all the stone, are also people who know they want new countertops but have no idea what they want. I guide them through the process, their home."

Since transitioning into new





management in 2017, Celtic Granite & Marble has become a successful and reliable family business for Shannon and Dave Gormley. With more than 30 years of experience in hand-cutting and fabricating stone, the Gormleys and Celtic Granite are the go-to source for both builders and homeowners.

For further information call (843) asking questions about their tastes and 236-3120 or visit the Celtic Granite & Marble showroom located @ 414 Bradley Circle in Myrtle Beach, SC.

> **66** My husband & I were extremely happy with the professional installation we received. Shannon was very helpful with the selection & overall design process."

~SUSAN DAMROTH





FEATURE 6 — SEPTEMBER 17 — SEPTEMBER 19 AT MYRTLE BEACH CONVENTION CENTER

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Nations Homes & Coastal Luxe Interiors Teamwork makes the dream work

VISIT THE NATIONS HOMES / COASTAL LUXE INTERIORS MODEL HOME IN THE WATERSIDE EDGE COMMUNITY OF GRANDE DUNES LOCATED OFF OF 71ST AVE N @ 7083 BELANCINO BLVD



by Ashley Daniels



Nations Homes founder & President, Jeff Skelley (left) with Coastal Luxe Interiors Principal Interior Designer and Director of Marketing, Holly Hollerbach (middle) & Nations Homes General Manager, Kevin Surdyke (right) @ the ribbon cutting ceremony for their Camellia Model home in June 2021.

Coastal Luxe Interiors and Nations Homes have partnered up to provide homeowners with beautiful home builds, inside and out.



Coastal Luxe Interiors was responsible for making all of the interior design selections for the Camellia Model home that was built by Nations Homes. This beautiful home is located in Myrtle Beach off of 71st Ave. North @ 7083 Belancino Blvd. on the Intracoastal Waterway in the Waterside Edge community of Grande Dunes

The partnership between Coastal Luxe Interiors and Nations Homes is like a power couple making strides in the building and design industry. They complement each other's strengths, while supporting each other's individuality. For the past few years, these two Myrtle Beach companies have collaborated on several successful home design builds across the Grand Strand.

"I think the advantage of partnering with Nations Homes is that we have been able to work as a team. Together, we look at floor plans to address the layout as though we're physically walking through the home and assessing what works or what doesn't before we actually break ground," says Holly Hollerbach, principal interior designer and director of marketing at Coastal Luxe Interiors. "That way, we can solidify the changes ahead of

"We're technically trained interior designers; we speak the builder language," she continues, "Being educated in the aspects of reading and working with blueprints to scale, while utilizing computeraided design programs to render furniture layouts, electrical plans and elevations, makes for a great collaboration. We're able to finalize the details throughout the process of solidifying, not only the exterior, but the interior as well, and making sure it's all carried out from concept to completion."

Coastal Luxe Interiors, a fullservice interior design firm in Myrtle Beach, has been in business for seven years, offering selection consultation services to builders,



Coastal Luxe Interiors Senior Designers, Kelley Cain (left) & Moira Youmans (right), seen in the showroom's resource area preparing for a design presentation.

homeowners and architects for new construction and remodels, while is seeing the end result and ensuring also offering interior products. The process begins with one of their interior designers, who works together with a client to select the finishes for the build products and industry and serves on the Board of then transitions to the interior materials, like flooring, lighting, and Home Builders Association. "The cabinetry for each client.

"The biggest reward in what I do that the client or the builder is happy with the finished product," says Hollerbach, who has 27 years' experience in the interior design Directors for the Horry Georgetown process of getting to the final design

is always seamless if there's a lot of communication. This includes discussing the expectations and addressing the budget for the project."

Hollerbach says that, lately, up to 90 percent of the clients the design team at Coastal Luxe Interiors works with are moving here from the Northeast or Midwest, so oftentimes communication is longdistance and the clients never step foot inside the office. They have engaged a new project in their business partnership with Nations Homes and have broken ground on a new custom home in the Waterbridge community. The plan is to



Kevin Surdyke (left) with Nations Homes enjoys a conversation with Nations Homes homeowner & Coastal Luxe Interiors customer, John Boreni (right) inside the Camellia Model seen on previous page. John said, "The team was just very helpful and very professional, from start to move-in, and I made some building modifications. I gave them my theme of 'flowing' and they ran with it. I felt like they were working in my best interest, giving me options on nice fabrics, colors, rugs and lighting. ... And they actually moved everything in three days before I moved down here - all the furniture and got it all set up - so when I walked in, all I had to do is put my silverware in the drawers and stuff on the shelf. I was very pleased."

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'Lola' seen in the master suite of the Camellia Model.

design and build 12 custom homes just wrapped up in June in the in the community by the end of 2023, which has the team busy designing and collaborating on this extensive joint project..

"By working together with Coastal Luxe, we provide a turnkey service," says Kevin Surdyke, general manager with Nations Homes. "I believe Nations Homes is the only custom home builder in the area that has a registered architect on staff. We also have a construction manager, development manager, four selection coordinators and seven superintendents. Combine that with Coastal Luxe, and every facet of our clients' dream home can be addressed.

"Additionally, the Coastal Luxe team has some really wonderful and professional people on staff, " he continues. "The relationship and communication with their group provides a seamless transition, starting with home design and ending with our clients moving into their beautiful custom home. Our talents together make us the right choice for families moving to the beach and wanting to build."

Their latest co-project (shown on the cover & throughout this article)

Grande Dunes community, which involved a unique, yet successful, collaboration during COVID, with many Zoom calls and color boards shared from the spring of 2020 to the fall of 2020, which enabled Nations Homes to deliver the Camellia Model in the spring of 2021. The gorgeous home, located on the Intracoastal Waterway, includes many thoughtful features, including panoramic views from the first and second floor. The results are stunning.

"Nations Homes shared their inspiration of how they wanted the interior of their model to look, and their architect created a beautiful design," says Hollerbach. "We collaborated on the house plan for months and worked closely with one of their selection coordinators, Denise Oaks. It's not something that we just do instantly; there's a lot of work that goes into it. It takes at least nine months – it's like preparing for and having a baby."

Hollerbach also says Coastal Luxe partners with Nations Homes to offer their selection services on a fee-based structure. They work together on custom designing their model homes to create really cutting-edge, unique products that people don't normally expect. They've also worked together on homes in Waterside Pointe, Waterside Edge and 82 Dunes for clients with a more discerning taste on any budget.

"We like mixing textures, making selections with a variety of color, while also focusing on the scale of a home to make sure everything fits into the space," she says. "We like to play with pops of color, but we also listen to our clients and/or our



The 2nd floor bonus room in the Camellia Model features a wet bar & outdoor balcony overlooking the Intracoastal Waterway.

builders to communicate their desires and make it what they love."

John Boreni, a recent client, couldn't say enough of the duo's work, all while he was communicating with them from Memphis, Tennessee, and making visits to Myrtle Beach about once a month.

"The team was just very helpful and very professional, from start to move-in, and I made some building modifications and, in most cases, I pick the more expensive stuff," he says. "I gave them my theme of 'flowing' and they ran with it. I felt like they were working in my best interest, giving me options on nice fabrics, colors, rugs and lighting. ... And they actually moved everything in three days before I moved down here - all the furniture and got it all, set up - so when I walked



The 2nd floor outdoor living area off of the guest bedroom suite in the Camellia Model, overlooking the Intracoastal Waterway & the Grande Dunes development.



'Lola' inside the custom farmhouse designed doggie shower $\ensuremath{\mathcal{C}}$ laundry room in the Camellia Model.

in, all I had to do is put my silverware in the drawers and stuff on the shelf. I was very pleased."

Keli Curley is also a satisfied client, with a custom home built and designed by the two firms in Waterford Pointe for her and her husband, Guy.

"We actually bought the house before it was even built and the house turned out beautifully," she says. "Coastal Luxe did a fantastic job with the colors and the furnishings, and Nations Homes is great to work with. We're home builders from Maryland, so this is the first time we didn't build ourselves. All in all, it was a really good experience."

Surdyke says that customer service is something Nations Homes pride themselves on.

"Other companies can say they're customer service-oriented, but the proof's in the pudding for us," he says. "If you research Nations Homes, we're the best reviewed custom home builder in the area. We survey our clients three times during the custom home building process, and Nations Homes has a 94 percent approval rating - far surpassing the national average."

Moving forward, both Hollerbach and Surdyke foresee keeping their strong working business relationship alive and partnering up on future projects that are popping up in the new construction hotbed of Myrtle Beach.

"Our goal is to maintain a healthy relationship with Coastal Luxe," says Surdyke. "We're very lucky how talented Holly is and that they have a spectacular showroom on Business 17. And, as we all grow, we want to solidify the value of working with them and maintaining that business working relationship with open communication.



The upstairs guest bedroom in the Camellia Model with a special feature on the ceiling.

"During these busy times, it's important to communicate faster

and have quicker turnarounds," he continues. "This ensures that our clientele, who are successful in their own businesses ... that get what they want and know what their expectations are, always get the end result of a beautiful build by us working together as a team."

VISIT THE COASTAL **LUXE INTERIORS' TEAM** IN FEATURE 1 ひ THE NATIONS HOMES' **TEAM IN BOOTH 834** SEPTEMBER 17TH – 19TH **@ THE HGHBA HOME IMPROVEMENT** & OUTDOOR LIVING SHOW IN THE MYRTLE BEACH **CONVENTION CENTER.**



The Nations Homes & Coastal Luxe Interiors teams shown @ the ribbon cutting ceremony for the Camellia Model in June 2021. This event was also promoted & attended by members of the MB Area Chamber of Commerce. The Camellia Model is located in Myrtle Beach off of 71st Ave. North @ 7083 Belancino Blvd. on the Intracoastal Waterway in the Waterside Edge community of Grande Dunes.





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Brady also mentioned that stand alone panels without doors for walk in showers have become increasingly popular as well. Many times the design of the shower includes Matte black hardware on the shower applications. Barn door style

shower doors are also appealing in today's market according to Brady. David explained that this type of door gives the appearance of a frameless sliding door - it is a sharp looking door with a trim header set down from the top edge of the glass.

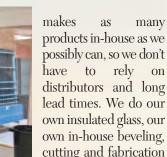


show off nice tile work."

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Exhibitor Map & Company Names Are On The Next Page (Pages 24 & 25)



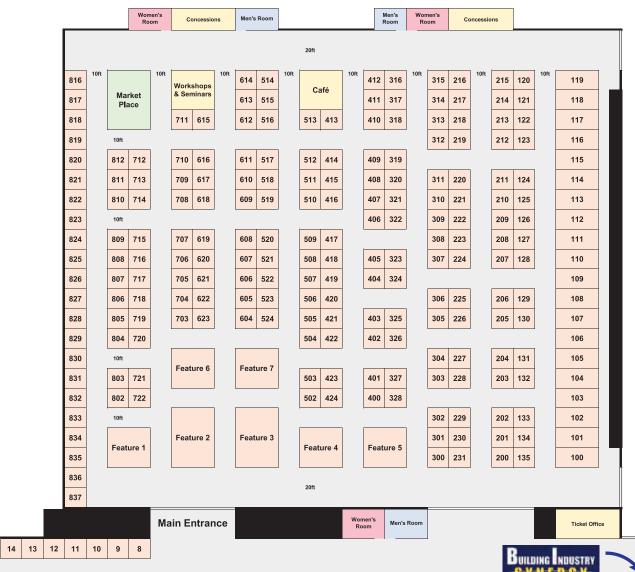
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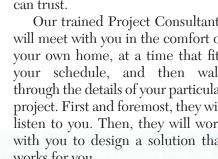
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by Sara Sobota

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Financial Planning For Individuals & Small Business Owners Eagle Strategies

The building industry is going gangbusters, with small business owners simply trying to hang on to their hats. However, this boom won't last forever, and there's an expert out there who can help owners focus on the future by planning for the long-term today.

Cary Rowell of **Eagle Strategies** LLC, a Registered Investment Adviser, wholly owned by New York Life Insurance Company, specializes in financial planning for small businesses owners in South and North Carolina. Rowell spent thirty years in the building industry, and he applies that knowledge every day in his work with company owners. Rowell has developed a formula to

explain the three major ways Eagle

Strategies helps home builders. It's all

about the three R's: reward, retain,

Cary Rowell is a Registered Investment Advisor with Eagle Strategies, LLC (owned by New York Life Insurance Company).

rewarding themselves, said Rowell. themselves for the risks they take and the success they've achieved," said

> Rowell. "A business owner takes a tremendous amount of risk. Banks generally require small business owners to sign personal guarantees for any money they borrow. So they've taken that risk, overcome the challenges, and had a degree of success. But a lot of them haven't thought, 'I should reward myself for what I've done.' We encourage them to take some excess profit out of the

companies don't think enough about

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Business owners need to reward themselves for the risks they take and the success they've achieved. A business owner takes a tremendous amount of risk. ~CARY ROWELL

business and put it in plans that will especially with things as hectic as they secure their financial future and protect them from future business risk."

In terms of retaining, Rowell offers strategies that increase a small business owner's ability to retain key employees.

"Most businesses have one or two people who are critical to the success of the business," said Rowell. "How do to keep those people with you, keep them engaged, or prevent your competition from luring them away or them from starting their own shop? We put together packages that financially reward employees for staying with you for a longer time period. This busy season is a prime time for employee poaching, and with the plans we create, the employee thinks twice because they have a bonus built in for their loyalty."

Rowell's services also factor in the third R, retirement, so that owners can do it on their own terms.

"We talk to the owner about their exit plan," said Rowell. "When and how do you want to exit? You going to sell the business or pass it on? You need 5-10 years to properly plan your exit. If you're going to pass the business through a succession plan, it takes almost 10 years to implement and properly fund a successful plan. There's a certain expertise that's needed to do that properly."

Right now, during a boom season, is the time to line up long-term plans, said Rowell.

"Small business owners don't have time to think about the long term, something now to enhance your business long term, because this environment's not going to last forever. If we do some planning now, maybe you won't feel the next downturn as dramatically as you would otherwise. We create structure and stability in the business to help them with the ups and downs of the cycles."

For further information call **449-7805** or email (843)WCRowell@EagleStrategies.com.



Building Industry Synergy 2021 SEPTEMBER 'SPECIAL ISSUE'

Local In House Manufacturing Of Interior / **Exterior Doors & Turnkey Solutions**

"Builders FirstSource (BFS) is the only true all-around building supply company in this market that has their own manufacturing capability to build interior and exterior doors," said Jason Marion (Grand Strand Market Sales



Iason Marion with Builders First Source

"So, yes, we stock components to build these doors and condense normally problematic lead times. At BFS, we are able to control the manufacturing process, conflict resolution and product defect on a more intimate level than having to rely on a third party to do that.

It's an advantage for sure. We still run into challenges, but for the most part, we're able to take care of everybody's needs in a reasonable time frame by controlling that manufacturing process."

PALMETTO .

They provide installed interior doors and trim, windows and exterior doors, and turnkey framing for many of their customers.

In new home construction, which is about 98 percent of BFS's business, doors are getting bigger and offering a larger



window to the world. There has been a tendency toward larger doors – 8-foot-tall interior and exterior doors have become

> common place. Large, sliding patio doors on the exterior have become increasingly popular. More builders and homeowners requesting big, stacking units like you might see in south Florida or the West

doors can be 3 and 4 and 5 panels or more wide, and all open up and stack on top of each other to give you a vast opening to the outside.



"It's our ability to offer value-add-type services and products that makes a difference," said Marion. "We're able to bundle up turnkey solutions for builders and other customers by offering many packages that we can install. We offer those services for lumber framing, windows, and the doors we build. There are a lot of things we can do from a turnkey perspective that make us a onestop shop. SEE THE BACK COVER OF THIS ISSUE FOR MORE INFORMATION ON BUILDERS FIRSTSOURCE.

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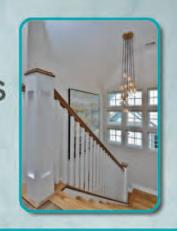
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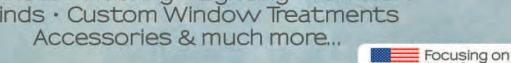
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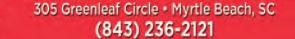
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Kitchen Cabinet Distributors (KCD) strives to be the leading provider of cabinetry solutions to our partners throughout the United States, providing thoughtful products and exceptional service to inspire spaces where people love to live. Our cabinetry options provide style, functionality, and quality at a price point that makes it possible to design spaces you love on any budget.



Everyone should have the kitchen or bathroom of their dreams. With thousands of different styles, sizes, colors, and accessory combinations, we invite homeowners to dream BIG! We don't believe that working on a budget should limit anyone from having a space that reflects their unique style.

KCD recently expanded product offerings to include Perfect Pairings, a new decorative hardware collection. With hundreds of hardware options included, each is hand selected to complement the color and texture detail of our Brooklyn, Shaker, Napa, Lenox, and Taylor cabinet lines.





Brooklyn reigns as a customer favorite, with chic, transitional craftsmanship that is perfect for any

KCD recently expanded the Shaker line options, adding Shaker Sand to the lineup of Shaker White and Shaker Espresso. Our customers love combining Shaker color options to create a bold, but complementary design contrast.

Our Napa White line creates a charming air of sophistication with a bright white finish and raised center panel provide a charming and traditional feel that is perfect for any

Lenox's elegant painted door style is constructed with applied molding. The hand-brushed glaze lines on Country Linen add an element of detail that conveys warmth and charm with neutral tones.



It is not enough to just provide great products, we also offer top-notch service that makes it easy focus on creating a beautiful living space. KCD



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products are carefully secured with industry-standard stretch-wrap film to minimize movement during transport. We are so confident in our products that we offer a warranty to deliver you peace of mind – so you have time to focus on more important things in life, like enjoying your home.

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peace of mind. We are here to support our customers and we are committed to quickly addressing issues if they arise.

• In-house designed KCD Dealer Portal

With the KCD dealer experience in mind, we designed a 24/7/365 quoting and ordering platform via our Dealer Portal. You'll have access to available inventory, current pricing, shipping rates, and account information with just a few clicks of a mouse!

Kitchen Cabinet Distributors' cabinet and decorative hardware lines have been featured on HGTV, Food

11 These are the nicest cabinets I've ever had."

~CHEF AARTI SEQUEIRA

66KCD provided me with the ultimate, custom cabinet system. There's only one place to go for cabinets, Kitchen Cabinet Distributors!"66

~CRISS ANGEL



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The beauty of what we provide at Custom Shed Builders is an unbeatable product, built right in your backyard. We help you translate your dreams of a new garage, garden shed, chicken coop, outdoor building, garage, barn, a dog kennel, barn, horse barn, chicken coop, playhouse, or dog playhouse, office shed, guest shed, kennel into a finished product that or other outdoor structure we are meets your specifications and needs.

We have a simple quote, design, and build process. We have a conversation about what your needs are, the goals for your new outdoor building, and then we create a building plan and quote to make that dream into a reality. Our custom-built sheds are not packaged sheds. The custom shed we will build on your property is a custom structure built to your specifications to match the look and feel of your home so it adds to the curb appeal



of your property and your new outdoor building can raise your property value. We combine workmanship with the highest quality construction materials to deliver a building with style and durability.

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email Info@CustomShedBuilders.com or visit www.CustomShedBuilders.com. VISIT THE PROFESSIONALS @ CUSTOM SHED BUILDERS IN BOOTHS 100 - 101 - 102 IN THE MYRTLE BEACH CONVENTION **CENTER SEPTEMBER 17TH – 19TH.** ■

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Cooking Up A Designer Kitchen With Wellborn Cabinetry

by Holly Hollerbach, Coastal Luxe Interiors' Principal Designer & Director of Marketing



Cabinetry located in the kitchen, the heart of the home; is the new focal point now bringing everything together in the open floorplan concept. Cabinet design has changed a lot in the last few years, and it is testing the limits of materials, colors and open shelving concepts.

In today's world of designing a some homeowners will kitchen there is a desire to streamline prefer a look that focuses on simplicity and customized styles that minimalism while adding unique will make a clear elements. The Wellborn cabinetry line statement. To design



offers classic, vet bold and fun options readily available for your new kitchen. closed door wall cabinetry, open 2021 is seeing a mash up of styles all getting their fair share of love from introduces a light and airy feel offering homeowners. While simple clean the illusion of more space which is cabinetry will keep getting popular, especially great in smaller kitchens.

unique the perfect kitchen, it important to understand what is imperative to you and then incorporate the latest trends around

Good organization and the right kind of shelves, you can create a unique cutting-edge style for your kitchen. Open kitchen shelves instead of wall cabinetry is becoming an even hotter trend. While you may find it hard to go without your beloved shelving has plenty of benefits. It

All white cabinetry is no longer a request from homeowners. They want something unique that builds character and personality or provides a bold statement. Color is one of the most effective ways to take notice. A different color of paint on your cabinets can make all the difference and separate you from the

pack. Wellborn Cabinetry is taking







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notice as they have a ColorInspire program that is available on Maple and MDF cabinet door styles in Estate, Premier and Elegant Bath. It is a program that will allows the customers the ability to choose from thousands of colors in any of the Benjamin Moore, Sherwin Williams or Valspar color decks for that just right color. ColorInspire utilizes a catalyzed conversion finish that is oven-cured, creating a baked-on long lasting finish. The sheen level will be the standard low sheen level used on the current paint program.

Mixing different finish colors for a completely unique look with bring your cabinetry into the current trends of 2021. You might have the upper cabinets finished in a painted white finish while the base cabinetry is a natural wood look. It is all about creating an interesting design by combining different bits and pieces.

Homeowners are taking advantage of unique choices and with the help of a cabinet designer and are creating the are always welcome to visit their

custom kitchen, bathroom, office, or entertainment cabinetry. For further information contact Coastal Luxe Interiors at (843) 946-6644 or visit Coastal-Luxe.com. You

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YOU CAN ALSO VISIT THE PROFESSIONALS FROM COASTAL LUXE INTERIORS IN FEATURE IN THE MYRTLE BEACH **CONVENTION CENTER** SEPTEMBER 17TH – 19TH @ THE HOME IMPROVEMENT SHOW. SEE THE COVER STORY IN THIS ISSUE!



Coastal Luxe Interiors General Manager, Sherry Weatherly (left), & Principal Interior Designer Director of Marketing, Holly Hollerbach (right) @ the Wellborn Cabinetry display in their showroom.

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CONWAY CHAMBER OF COMMERCE



Let Us Help You Grow Your Business

by Devin Parks, Director of Economic Development for the Conway Chamber of Commerce

At the Conway Chamber of Commerce, we are all about providing our business community with opportunities to network with one another, strengthen brand awareness, promote shopping local and keeping our dollars in Conway. With that in mind, let's review those opportunities and show you how you can get involved!

First, as a Chamber member I strongly urge you to join our email blast mailing list if you have not done so already. Each week we send emails updating you on promotions from our business community as well as upcoming Chamber events and opportunities. To sign up, simply visit www.ConwavSCChamber.com and join our mailing list on the bottom left of our homepage.

Annual Meeting - The Conway Creel Lifetime Achievement Chamber of Commerce's Annual Meeting & Awards Celebration is an event in which we celebrate the progress of our Chamber's members and businesses over the past year. Guests will enjoy a networking reception, dinner and awards

presentation to individuals that make our community thrive. The Annual Meeting is held in October and features an open bar and silent auction. The awards presented include The Sun News Rod & Harold Community Service Awards (woman and man of the year), LaVerne H.

Award, Small Businessperson of the Year, Youth Leader of the Year, and the Chamber will award its Community Service Award and Public Awareness Award. Tickets are \$40 per person and sponsorship opportunities are available, ranging from \$250-\$3000.



Conway Christmas Parade -Held on the second Saturday in December, the Conway Christmas Parade has been an annual tradition since 1958. The Conway Christmas Parade consists of approximately 100

(Continued on page 40)

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parade participants, bringing in an estimated 10,000 locals and visitors to enjoy Horry County's largest Christmas parade. Decorate your company vehicle in Christmas attire or rent a commercial float to showcase your business during this fun, family-oriented event!

Reverse Raffle - The Conway Chamber of Commerce Reverse Raffle is an opportunity to bring the community together for a casual fun night out. This event takes place every April at the Waccamaw Shrine Club in downtown Conway. Tickets are sold at \$100. One ticket includes two steak

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dinners, open bar, and a chance to win \$5,000! There are also raffle prizes and more. If you are looking for a night to unwind, drink, eat, socialize and potentially win some money then this is the event for you!

Conway

Riverfest – Join us for Riverfest, held on the Saturday before the Fourth of July for Conway's annual Independence

> Day celebration! The Conway Riverfest features an Artisan Market and Business Expo, golf car parade, family stage with local entertainment, kid's zone featuring camel rides, inflatables and jello jump, food vendors, music on

entertainment, and a fireworks extravaganza to wrap up the day! Sponsorship opportunities are available, ranging from \$250 to \$10,000. For information, www.ConwayRiverfest.com.

Some of the other programs include our Welcome Neighbor Campaign, Business After Hours, Conway Coffee Connections, Leadership Conway, Salute to Education, Business Brunch Series, Business Power Breakfasts and much more.

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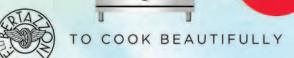
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Medallion is at the center of what it means to be a world class American made cabinet. Founded in 1969 and now part of the ACPI Cabinet Works group, Medallion Cabinetry is a leader in the industry and is offered locally through National Kitchen & Bath Design Group in Surfside Beach, SC. With over 7,200 combinations of colors, door styles, and finishes, the possibilities are endless and the discerning consumer can create a distinctive kitchen, bathroom, or other living space that will make your property a work of art.

market,

Located in Waconia, Minnesota, Medallion Cabinetry has a state of the art facility and is focused on environmental stewardship to ensure that our industry is responsible and innovative to bring customers the best products available. Proud to be American made, Medallion provides employment stability and contributes to the health of the American Workplace.

Medallion offers several product

Silverline: Catering to the entry



Silverline provides

return on investment. Medallion monitors the most popular styles and finishes and is always at the top

of their game when it comes to this part of the industry. If you need the basics, you cannot go wrong with Silverline.

Gold: Featuring full overlay doors and a broad selection of distinctive door styles and color combinations, the Gold product is at the heart of the Medallion's production. With a robust catalog, the design possibilities



Medallion is the studio you want to be

As with all Platinum: manufacturers, taking things to the most refined level is where awards are won. Medallion's Platinum line is all Inset cabinetry and will work with custom homes or the White House. Distinctive is the beginning of the vocabulary when you move to Platinum. Sometimes, only the best will do.

Bath Silhouettes: In today's world, comfort and functionality are in high demand. Medallion recently released a line of products focused only on

(Continued on page 42)





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bathrooms. Thoughtful in design and focused on function, the Bath Silhouettes line is all you need to create a stunning bathroom!

Medallion Cabinetry is all you need when considering cabinetry for a home.





The brand name has been around since 1969, the quality is superior, and the creative possibilities are numerous. Locally, National Kitchen and Bath Design Group, a Medallion Dealer, is equipped with the latest design software, numerous samples, etc. and can get you started with your Medallion Design.

For further information call National Kitchen & Bath Design Group @ (843) 299-1274 or visit their new showroom located @ 1510 Hwy. 17 Business N. in Surfside Beach, SC in the South Point Plaza. **VISIT THE PROFESSIONALS @** NATIONAL KITCHEN & BATH **DESIGN GROUP IN BOOTHS 609** & 610 IN THE MYRTLE BEACH **CONVENTION CENTER** SEPTEMBER 17TH – 19TH.



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Visit Online Building Resource Directory WWW. BUILDING NOUSTRY SYNERGY.com

Submit all materials to: info@sc-bis.com

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2021-2022

- HOME AUTOMATION / SECURITY / **ELEVATORS / ACCESSIBILITY EQUIPMENT**
- WINDOW COVERINGS & TREATMENT ~ Exterior & Interior / INTERIOR DESIGN

Space Reservation: October 15 Material Close: October 22

FEBRUARY 'SPECIAL ISSUE' 2022

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- FLOOR COVERINGS

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SPRING 2022

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- LOCAL BUILDING SUPPLY ~ Site Work / Brick / Concrete / Paving
- PROPERTY MAINTENANCE

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SUMMER 2022

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- Roofing / Gutters / Siding / Specialty Products ■ WINDOW COVERINGS & TREATMENT ~ Exterior & Interior / INTERIOR DESIGN

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- DOORS / WINDOWS
- MILLWORK SPECIALTY PRODUCTS

■ HOME AUTOMATION / SECURITY **ELEVATORS / ACCESSIBILITY EQUIPMENT**

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