

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 time.

"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 computer-aided 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 full-service 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 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 then transitions to the interior materials, like flooring, lighting, and cabinetry for each client.

"The biggest reward in what I do is seeing the end result and ensuring that the client or the builder is happy with the finished product," says Hollerbach, who has 27 years' experience in the interior design industry and serves on the Board of Directors for the Horry Georgetown Home Builders Association. "The 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 long-distance 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 gated community. The plan is to



Kevin Surdyke (left) with Nations Homes 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."



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

design and build 12 custom homes 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)

just wrapped up in June in the 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.



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

"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

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 & 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.

PHOTO © CHUCK GEE

“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 & THE NATIONS HOMES’ TEAM IN BOOTH 834 SEPTEMBER 17TH – 19TH @ THE HGHA 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.



(843) 449-8900
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“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. They can be sliding, they can be swinging, they can be curved, they can be flat, or they can have multiple colors of hardware to match the plumbing fixtures. That’s probably the most popular bathroom thing going.”



The slider is a good alternative to the swing door for smaller rooms that have a 4’ or 5’ shower opening, because it does not protrude into the bathroom. David added, “This type of slider shower door was created to show off nice tile work.”

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.



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We’re always designing and consulting with customers, trying to meet their needs,” said David. “We want make sure what we’re doing will be engineered safely and installed safely while meeting the design they’re going for and their perfect satisfaction.”



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