

BUILDING INDUSTRY SYNERGY

NOVEMBER-DECEMBER 2021

- CALL TODAY TO BE INCLUDED IN THE 2022 FEBRUARY 'SPECIAL ISSUE' DISTRIBUTED AT THE 2022 HGBA HOME SHOW IN MBCC
- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING PRINT & ONLINE RESOURCE DIRECTORY
- ROSE ANNE O'REILLY RECOGNIZED AS 2021 INDUCTEE TO THE SC HOUSING HALL OF FAME
- THE EVOLUTION OF SECURITY & HOME AUTOMATION ACROSS THE INDUSTRY
- WINDOW TREATMENT / COVERING / LIGHTING - INTERIOR DESIGN
- HELP WANTED - CURRENT JOB OPENINGS AVAILABLE
- 2022 BIS EDITORIAL CALENDAR



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The Horry Georgetown HBA Continues To Give Back To Our Community – Home Builders Care & Pet Project

The Home Builders Care and Pet Project initiatives give back to the community by helping those who cannot help themselves. The Pet Project Silent Auction has been held at the February Spring Home Show every year since 1994. The St. Frances Animal Center will be the featured Pet Project charity at the 2022 HGHBA Spring Home Show February 18th-20th.

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 8

The 2022 February 'Special Issue' Distributed To All Show Attendees @ The 2022 HGHBA February Home Show

The next issue of *Building Industry Synergy* will be the 2022 February 'Special Issue'. This issue will be mailed out & also handed to each show attendee as they enter the Myrtle Beach Convention Center on February 18th-20th. This issue will contain the Show Exhibitor Map, the list of Exhibitors & Booth Numbers, an Exhibitor Notes Page, the Show Workshop & Seminar Schedule & much more! Call (843) 945-4452 or email Info@sc-bis.com to get information on participating in this exciting issue.

PAGE 9

2021 Recent HGHBA New Member Inductees & 2021 – 2022 HGHBA Calendar of Events

HGHBA New Member Inductees since August. The HGHBA Calendar of Events for the remainder of 2021 & the first quarter of 2022.

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The Evolution Of Security Systems & Home Automation Across The Industry

Building Industry Synergy reached out to two highly successful companies locally that have systems in place to offer all of the comforts and security desired by homeowners, property management companies and building contractors here across the Grand Strand.

PAGE 14

Thompson House Real Estate – Development – Construction

This is the house that the Coffeys built. Thompson House, owned by the husband and wife team of Eric and Deanna Coffey, is a custom home building company that has been exceeding clients' expectations since 2017.

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Call or Email Today To Become A Part Of The 2022 February 'Special Issue' Distributed @ The 2022 HGHBA Home Show In The Myrtle Beach Convention Center

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Rose Anne O'Reilly Inducted Into The SC Housing Hall of Fame

On October 14th @ the annual HBA of SC Hall of Fame dinner @ Ruth's Chris Steak House in Myrtle Beach, SC, long time Horry Georgetown HBA Executive VP, Rose Anne O'Reilly, was recognized as a 2021 inductee to the SC Housing Hall of Fame. This recognition was well deserved and a long time coming. Rose Anne's tireless efforts serving as the HBA's Executive VP over the past 43 years have been an inspiration to us all.

PAGE 24

Window Treatments / Coverings & Lighting Work Together To Complete The Overall Interior Design Of Any Home Or Business

Building Industry Synergy reached out to three highly respected established companies to get their feedback on some of the more appealing trends & sought after products in today's industry.

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2022 Building Industry Synergy Editorial Calendar

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



The 2022 February 'Special Issue' Will Contain Editorials specific to Sunrooms – Enclosures – Screen Rooms – Awnings As Well As Floor Coverings. This Issue Will Be Mailed Out In Mid February & Also Distributed Close To The Ticket Booth @ The Front Entrance To The 2022 HGHBA Home Show February 18th – 20th To All Show Attendees That Enter The Myrtle Beach Convention Center. The Material Close Deadline For This Issue Will Be Friday January 21st. The Next 2022 Spring Issue Will Contain Editorial Features On Energy Efficiency - HVAC - Specialty Products As Well As Local Building Supply & Property Maintenance. This Issue Will Be Mailed Out In Early May. The Material Close Deadline For This Issue Will Be Friday April 15th.

Building Industry Synergy

SC - GRAND STRAND

2021 NOV-DEC ISSUE

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HOME BUILDERS CARE & PET PROJECT



The Horry Georgetown HBA Continues To Give Back To Our Community

2022 Spring Home Show's Pet Project Silent Auction Benefiting St. Frances Animal Center February 18th – 20th



The Home Builders Care and Pet Project initiatives give back to the community by helping those who cannot help themselves. Projects have included building a home for a tornado victim, building wheelchair ramps & remodeling a youth home. Twice the committee was awarded the President Reagan's 'C-Flag for Private Sector Initiatives', in addition to being recognized as one of President Bush's 'Points of Light.'

Home Builders Care has helped charities throughout Horry and Georgetown Counties for many years. By the end of 2021 Home Builders Care will have helped raise over \$45,000 total for their charities including Fostering Hope which helps children in foster care, Barnabas Horse Foundation (a therapeutic riding program helping people of all ages and needs), the Grand Strand Humane Society and the St. Frances Animal Center. It is the goal of the Horry Georgetown HBA Home Builders Care program to keep our donations and efforts local. We want our communities to benefit from these events.

Through the Pet Project we invite local pet charities to have a booth at both the February Spring and September Fall HGHBA shows in the Myrtle Beach Convention Center. This gives them a platform to create awareness for their rescue and raise

funds for their cause. The Pet Project at the 2021 February & 2021 September shows combined has helped find homes for 51 pets and raise over \$27,000. Home Builders Care's largest fundraising event each year is our Pet Project Silent Auction. The Pet Project Silent Auction has been held at the February Spring Home Show every year since 1994. We have supported non-profit animal organizations like the Grand Strand Humane Society, Coastal Animal Rescue, Kind Keeper Animal Rescue and St. Frances Animal Center over the years.

The St. Frances Animal Center will be our featured Pet Project charity at the 2022 February Spring Home Show. It is their first time at the February Show, and we are excited to help them raise much needed funds for not only everyday operations at the rescue but also for their on-site vet clinic which is in need of expansion & to help them provide the low-cost services to their community as well as many other medical needs of the rescue. This organization does so much for Georgetown County's animals. Our goal is to top last year's silent auction total. We encourage all types of donations; animal related, home goods, gift cards for local restaurants, stores, and services. We have had wonderful

donations throughout the years and the auction total continues to grow each year thanks to the generosity of others. Our auction has become known for its unique items and is a point of interest at the show. From pet lovers to spa goers, we have a little something for everyone. As we ramp up for 2022's Silent Auction we are asking for donations. Your generosity is much appreciated by the Pet Project and the animals it benefits.

Donations can be dropped off @ the HGHBA office or directly to the Saint Frances Animal Center located @ 125 N. Ridge St., Georgetown SC 29440. If you would like a volunteer to pick up your donation, please email Event@HGHBA.com or call (843) 438-4124 Ext. 5003. Monetary donations can be mailed directly to the HGHBA office @ 728 Hwy. 501 East, Conway, SC 29526. To make a credit card donation, please call (843) 438-4124 Ext. 5003. ■



on the cover

Eric Coffey (middle with blue shirt) and Deanna Coffey (far right) enjoy spending time with homeowner's Dennis and Catherine Slattery in front of the Slattery home in DeBordieu. Thompson House built the Slattery's home in 2018. "I really think that the architectural details, the good work done here and the carpenters that Eric used did a beautiful job," says Catherine. "Dennis wanted a real statement kind of staircase, and I think it's really lovely. Then there are the pillars, the recessed ceilings, the feature wall, the cabinetry ... that's what people comment on. And during the process, I was always asked my opinion on things, like windows and trusses and hardware and plumbing." That's what the Coffeys pride themselves on, outside of the quality workmanship, time efficiency, and budget elements of the process – the customer service and relationships they build with their clients. Thompson House is a company built on a commitment to superior design and quality craftsmanship that's reflected in any of their new builds throughout coastal North and South Carolina.



PHOTO © CHUCK GEE

Call today to be included in the 'Special Issue' distributed February 18th-20th in the Myrtle Beach Convention Center.



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- Matthew Yelle • Palmetto Protective Films LLC
- Josh Murchison • AFLAC
- Chastity Lane • Coastal Property Services & Landscaping
- Marcelo DaSilva • Builders Flooring

NOVEMBER

- 13 ATA Showcase Event
- 16 HGHBA General Membership Luncheon / Election of 2022 Officers & Directors
- 19 NAHB Student Chapter Job Shadowing
- 25-26 Thanksgiving Holiday - HGHBA Office Closed

DECEMBER

- 10 Student Chapter Truss Plant Field Trip
- 14 HGHBA Board of Directors Meeting

**2021-2022 Calendar
of EVENTS**

~ DATES SUBJECT
TO CHANGE ~



JANUARY

- TBD Student Chapter Internships begin
- 11 ATA Construction Advisory Board Meeting
- 18 General Membership Luncheon / Installation of 2022 Officers & Directors
- 21 Student Chapter - Housing Development Field Trip
- 25 HGHBA Board of Directors Meeting

FEBRUARY

- 18-20 2022 HGHBA Spring Home Show In MBCC

MARCH

- 18-20 2022 HGHBA Spring Home Show In MBCC

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

2021 SEPTEMBER 'SPECIAL ISSUE'

BUILDING INDUSTRY SYNERGY
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Show Exhibitor Map Pages 24 & 25

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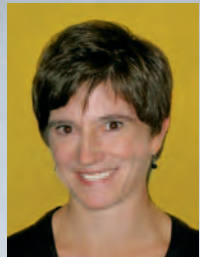
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by Sara Sobota

The Evolution Of Security Systems & Home Automation Across The Industry

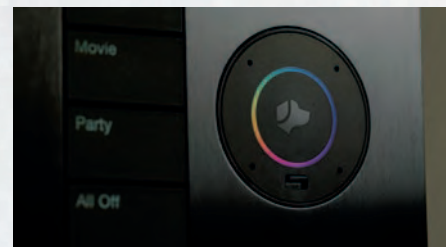
With the evolution of security systems & home automation over the past 3 to 5 years, home & business owners are provided with the peace of mind and comfort knowing that their home or business is safe and is a comfortable place to live or make a living. There are several platforms available in our industry today to accomplish the above. *Building Industry Synergy* reached out to two highly successful companies locally that have systems in place to offer all of the comforts and security desired by homeowners, property management companies and building contractors here across the Grand Strand.

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smart home products. With a spontaneous phrase or the touch of a button, numerous features in your home can work automatically to create your ideal customized environment.



Michele Weissman, owner of Security Vision, said Josh.ai offers a progression from the smart home systems that proliferated in the past 5-10 years.

“What Josh.ai brings to the table is that it’s more intelligent, private, and secure,” said Weissman. “When voice command and voice control in homes



Security Vision owner & operator, Michele Weissman

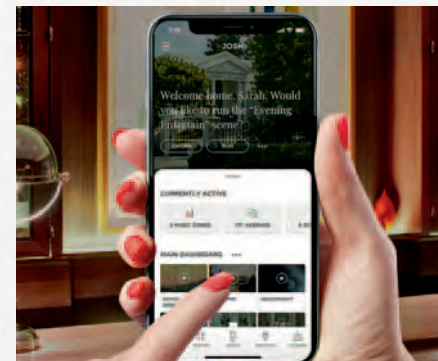
first came out, everyone wanted an Alexa. But then people started learning, ‘I don’t know if I trust this Alexa thing because I’m not sure who’s listening.’ They like the idea of it, but it’s not secure. Josh features complete privacy and data security. It’s designed so that there’s no one out there listening to your conversations and you’re not bombarded with ads based

on what you’ve been browsing or talking about.”

Josh.ai’s range of abilities is dizzying.



“It can control your TV, your sound, your lighting, your thermostat, your fans, shades, your security system, your door locks, your garage



door, your cameras, and your outdoor areas,” said Weissman.

The Josh.ai system can be installed completely from scratch or can be integrated with smart home devices customers already have in their homes. In addition, it learns the homeowner’s patterns, so it can determine, for example, the kind of music to play.

“The system is always learning, and it updates itself automatically, so it continuously operates on the cutting edge of functionality,” said Weissman.



In addition, Weissman noted, Josh.ai features natural language commands, so the speaker isn’t required to use a specific word or

phrase. At the same time, it can be set to implement multiple commands with a predetermined phrase.



“You can simply walk into a room and say, ‘Josh, it’s hot in here. Can you lower the temperature, close the blinds, and play music?’ It will know what kind of music you want based on what you’ve asked for before. Or, you can walk in and say, ‘Josh, I’m having company.’ That could mean it should adjust the lights, play music, put the temperature to a certain setting, raise the blinds halfway, and put specialty lighting on the artwork. So, you can be specific or general when you’re talking to it.”

Josh.ai has been around for a few years, Weissman said, but she waited

(Continued on page 12)

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Trusted Home Services Mission Statement
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Trusted Home Services' Application Engineer, Greg Hicks, oversees the Security & Home Automation division.

"If someone falls, we have a medical alert button they could access anywhere in the house," said House. "Cameras that you can access through



Greg Hicks (right) reviews the latest capabilities in security & home automation that Trusted Home Services has to offer with Dave Edwards (left) in the new showroom.

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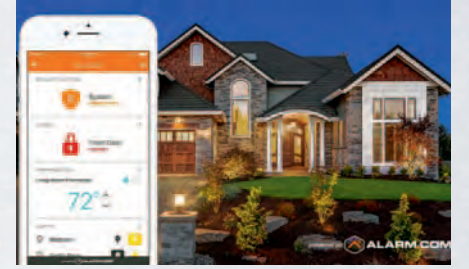
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your phone are big today, as well as self-locking doors that you control by phone. There are just a lot of options. And the whole automation realm – tying everything together. We do a good job of integrating all features so you don't have so many apps on your phone that you have to open."

Trusted Home Services also prides itself on its accessibility and customer service.

"You'll always get a friendly person on the phone when you call in," said House, "and you always get a live person, even after hours. When we leave, our managers rotate and the phone number is forwarded to their personal cell phone."

Trusted Home Services features lines including Vista, Lutron, Honeywell, HIK Vision cameras & Alarm.com – all top-quality, reliable brands.



The concept, House said, is conveyed through the company's motto.

"Quality and comfort you can trust." ■

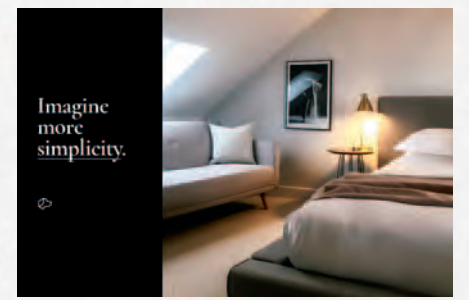
to adopt it until it went through a few refinements and expanded its line of integrated products.



"I waited until they started pairing with Lutron and built a higher-end lighting keypad," said Weissman. "It pairs really well with Lutron shades and lighting. It's just that extra cool feature that some of these smart homes are implementing."

One nice element, Weissman said, is that Josh.ai can be installed in a new home or an existing one, and customers can select the degree of integration they wish, from just tv and music to all elements of home automation.

"It can be on a small platform, or it can be elaborate," said Weissman.



Weissman said that area customers are very enthusiastic about Josh.ai, Weissman emphasized, and the potential it brings for secure, convenient, and intelligent home automation.

The sky is the limit when it comes to **Trusted Home Services'** capabilities in security and home automation.

"We can do pretty much anything you can think of," said owner, Jeff House.



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Trusted Home Services Mission Statement
 The mission of Trusted Home Services is our dedication to our customers, to provide honest, professional, high quality services one job at a time.

Trusted Home Services owner & operator, Jeff House, in the new showroom located @ 1516 Hwy. 501 in Unit #105.

It's all about control, and convenience is one major factor.

"We have capabilities of controlling your security system from your phone. We can set it up so when you pull in the yard, it deactivates, and when you leave, it activates itself," said House.

"We can also install a little key fob so when you get home and get out of your car, you can deactivate your system before you even walk in the door. Then you don't have to worry about punching in codes or worrying if the alarm might go off."

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Eric & Deanna Coffey reviewing the plans of the Sydell home under construction in DeBordieu. While the home was under construction, Ron Sydell had the following comments to say about his experience working with Thompson House. “Everything’s been going really well with great communication, and we’ve never built a house before. They were always on top of things and transparent. We’re extremely happy, considering everything that’s going on in the country, with supply chain issues. And we haven’t had any.”



by Ashley Daniels

This is the house that the Coffeys built. Thompson House, co-owned by the husband-and-wife team of Eric and Deanna Coffey, is a custom home building company that has been exceeding clients’ expectations since 2017.

South Carolina.

It’s a company built on a commitment to superior design and quality craftsmanship that’s reflected in any of their new builds throughout coastal North and

“It’s a collaborative process with our clients,” says Eric. “A truly custom home means that our clients can have exactly what it is that they want. They’re not limited to certain selections or certain floor plans and everything that comes with it. A lot of times, they make changes throughout the process, so we believe our job is to adapt to an ever-changing landscape.”

Eric summarizes what they do as “being in the construction and real estate business,” but it’s so much more than that. He, for example, has been a licensed general contractor and realtor in North and South Carolina since 1985, starting in Greensboro, North Carolina, continuing to Wilmington, North Carolina and now Murrells Inlet, South Carolina with hundreds of homes built

along the way over the years, including two Coastal Living Magazine Idea Homes and being honored with three Best in American Living Awards. He also has a degree in Business Administration.

“I started working at an architectural firm before and through college,” says Eric, “and I eventually realized I identified more with the firm’s clients than I did the folks I worked with. I did not want to sit behind a desk as a draftsman for the rest of my life, so I obtained a degree in business and went to work for a real estate development and construction company in Greensboro.”

Deanna, a native of Gastonia, North Carolina, is also a licensed realtor in North and South Carolina, and recently went back to college to earn her Construction Project Management degree. Deanna is more involved on the real estate side of the business than



PHOTO © CHUCK GEE

The Vadini home in Prince George.

Eric, but both of them being engaged in the real estate side of the business is an advantage, as they work with their clients to secure a suitable lot or offer critical insight into buildability or potential resale issues. Deanna’s passion is helping clients, whether it’s finding a new property or selecting finishes for a home being built. She loves being their advocate.

“Oftentimes, we meet with a client early on in the construction process, so we can locate a suitable lot for them and initially work as their realtor,” says Eric. “About 80 percent of the time, we actually guide our clients through the entire design process, versus being handed a complete set of plans to build. We might find a plan we can alter or work with an architect to

create a completely unique home plan for our client. Once plans are complete, we take the design through the remaining steps of structural engineering, ARB review and permitting.”

The name Thompson House is taken from Deanna’s maiden name and Eric’s Grandfather Thompson, who spent his career as a carpenter. The firm specializes in building luxury custom homes in some of the most premiere neighborhoods from Brunswick County, North



PHOTO © EXPOSURES INC

The custom kitchen in the Vadini home seen above.

PHOTO © CHUCK GEE



The rear view of the Vadini home in Prince George. This home features a custom screen porch and a pergola over the patio.

Carolina, to Charleston, such as the gated communities of St. James Plantation in Southport to the north and DeBordieu in Georgetown to the south.

The Coffeys say they are “passionate about the design, quality, efficiency, and long-term livability” of every home they build in any neighborhood.

“I think the time we take with our clients really sets us apart in this industry,” says Eric. “We’re hands-on every day, both of us. And during the end of the process, we [specifically Deanna] will be in the house all day, every day with all of our subcontractors as they are finishing up. We’ll take the customers through their selection process, picking out tile and paint colors, ordering the cabinets, ordering their light fixtures or helping them pick out plumbing fixtures.”

The Coffeys are known to guide their clients through the entire process to make it all as stressless and seamless as possible. It begins even before the actual construction, through Deanna’s

knowledge and insight into the local real estate market, including the search for available lots for sale. They manage the design, engineering and all of the necessary submissions to the Architectural Review Board.

And, because of their wealth of experience, they will together guide clients toward their ultimate goal under one roof, whether that’s an aging in place design, eco-friendly home, hurricane fortified or just an overall dream home for retired couples or growing families laden with detailed design elements or high-end amenities. These options could include a wine storage area, gourmet kitchen with an oversized island or wet bar, home

theatre, outdoor kitchen, luxe shower room, a floor-to-ceiling fireplace, custom built-in shelves, first floor primary bedroom, game room and more.

Catherine and Dennis Slattery are more than satisfied with their customized choices for their home. Past clients, they partnered with Thompson House in 2018 to build their first custom new home: one in a cul-de-sac within the exclusive oceanfront neighborhood of

DeBordieu. “I really think that the architectural details, the good work done here and the carpenters that



The custom heart pine staircase in the Vadini home seen above.

PHOTO © EXPOSURES, INC



The kitchen in the Slattery home in DeBordieu featuring custom cabinetry.

PHOTO © CHUCK GEE



The living area in the Slattery home featuring custom stairs completed by Southern Staircase.

PHOTO © CHUCK GEE

Eric used did a beautiful job,” says Catherine. “Dennis wanted a real statement kind of staircase, and I think it’s really lovely. Then there are the pillars, the recessed ceilings, the feature wall, the cabinetry ... that’s what people comment on. And during the process, I was always asked my opinion on things, like windows and trusses and hardware and plumbing.”

That’s what the Coffeys pride themselves on, outside of the quality workmanship, time efficiency, and budget elements of the process – the customer service and clients.



Deanna Coffey (right) enjoys spending time with Catherine Slattery (left) on the rear screen porch of the Slattery residence in DeBordieu. “We just clicked with Eric and Deanna. We liked what he told us about his experience and he was just down to earth ... always extremely helpful and accommodating and wanted us to be happy. We had never done a totally custom house before, so it was a little bit scary, but both he and Deanna were terrific,” says Catherine.

PHOTO © CHUCK GEE



The custom vanity inside the master bathroom in the Slattery home.

PHOTO © EXPOSURES INC

“We just clicked with Eric and Deanna,” continues Catherine. “We liked what he told us about his experience and he was just down to earth ... always extremely helpful and accommodating and wanted us to be happy. We had never done a totally custom house before, so it was a little bit scary, but both he and Deanna were terrific.”

So much so, that the Slatterys actually recommended Thompson House as a builder to friends. Other folks have followed the Slatterys’ lead to use the company for their new custom home in DeBordieu, too.

Ron Sydell is one of those folks. His new home in DeBordieu was under construction and about 70 percent done at press time – and had been working with Thompson House during the process from his home that was more than three hours away.

“Everything’s been going really well with great communication, and we’ve never built a house before,” says Sydell. “They were always on top of things and transparent. We’re extremely happy, considering everything that’s going on in the country, with supply chain issues. And we haven’t had any.”

As members of the Horry Georgetown Home Builders Association, Thompson House also has a membership with the Coastal Carolinas Association of REALTORS® and the Brunswick County Association of REALTORS®, with Deanna participating on a number of committees.



The Hudgins residence in DeBordieu features a customized Mother-In-Law suite above the garage.

PHOTO © CHUCK GEE



The kitchen inside the Moran residence in DeBordieu features custom cabinets completed by Holt Custom Cabinetry.

PHOTO © EXPOSURES INC



PHOTO © CHUCK GEE

The front exterior of the Moran residence in DeBordieu.

The Coffeys have also worked in the tiny house industry, which is a unique and expanding segment of the vacation home market.

“We’re always trying to look for new and exciting opportunities,” says Eric. “This is a segment of the vacation home market that we can do in tandem with our custom home business because the homes come to us virtually complete. These tiny houses are around 400

square feet but seem to ‘live’ much larger. We get phone calls about it all the time, but it’s been a bit difficult to locate property zoned for a product like that.”

Also a possibility for the future is keeping Thompson House in the family. Their son, Alexander, recently began working in the business with them and Kent, currently a student at the University of South Carolina, has

shown interest in the development side of the real estate and construction industry.

“We’re all about getting the family involved,” says Deanna. “When Kent comes home from school, he works with us. He’s very interested in the industry, but we’ll see how it works out! You never know!” ■



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Show Exhibitor Map Pages 24 & 25

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C O N G R A T U L A T I O N S



Rose Anne O'Reilly Inducted Into The SC Housing Hall of Fame

Congratulations - Well Deserved!

by Trey Trembley



2021 SC Housing Hall of Fame inductees, Rose Anne O'Reilly, Andy Barber and Stan Beckley

On October 14th @ the annual HBA of SC Hall of Fame dinner @ Ruth's Chris Steak House in Myrtle Beach, SC, long time Horry Georgetown HBA Executive VP, Rose Anne O'Reilly, was recognized as a 2021 inductee to the SC Housing Hall of Fame.

Rose Anne has been like a 2nd mother to him over the years.

For me, Rose Anne has impacted my life in a very positive way over the past 23½ years. I first met Rose Anne in February 1998, when I had just made one of the most important decisions in my

professional life to date. I decided to sign on to be the publisher for *Builder/Architect Magazine* & really did not have a clue what to expect or the best way to proceed with this publication. My district manager @ the time & myself met with Rose Anne & she fully endorsed our concept. From that day in early 1998 until now, Rose Anne has always been there to support, encourage and advise me on everything & everything that I have reached out to her for. Her wisdom and ongoing loyalty to our cause is cherished & will never be forgotten.



Rose Anne O'Reilly & Building Industry Synergy publisher, Trey Trembley



Rose Anne O'Reilly with 2009 SC Housing Hall of Fame inductee, Harry Dill

This recognition was well deserved and a long time coming. Rose Anne's tireless efforts serving as the HBA's Executive VP over the past 43 years have been an inspiration to us all. Harry Dill (2009 SC Housing Hall of Fame inductee) introduced Rose Anne @ the dinner & summed it up for me perfectly. He said that

fully embraced & Thank you Rose Anne for the person you are & all that you have done & continue to do for our industry. Congratulations on your 2021 induction. An honor well deserved!

The SC Housing Hall of Fame was established in 1995 by the Charitable Foundation of the HBA of Greater Columbia and transferred to the HBA of SC in 2001. To nominate a worthy candidate, contact the Horry Georgetown HBA @ (843) 438-4124 or Mark Nix with the HBA of SC @ (803) 771-7408. You can also email MNix@HBAofSC.com.

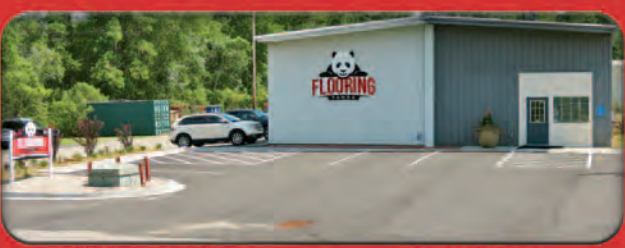
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Zeb Hill (left) and Darryl Hill (right)

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by Sara Sobota

Window Treatments / Coverings & Lighting Work Together To Complete The Overall Interior Design Of Any Home Or Business

When new homeowners are creating the theme or design for their interior and exterior space or existing homeowners have a desire to create a fresh new look for their interior or exterior space, selecting the proper window treatments, window coverings & lighting are typically the first place they start. *Building Industry Synergy* reached out to three highly respected established companies to get their feedback on some of the more appealing trends & sought after products in today's industry.

Coastal Luxe Interiors has long been the go-to for full interior design products and services. With their onsite workroom and seamstress services, Coastal Luxe takes on projects that may include wall coverings, furniture, accessories, and even cabinetry, flooring, and lighting. Now, with their new addition of a professional window treatment



specialist, combined with expanded offerings of Hunter Douglas products, it's never been easier to build your customized interior look.

Holly Hollerbach, Coastal Luxe Director of Marketing/Interior Designer, brought on Linda Bramble to sharpen a unique focus on Hunter Douglas

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products. Bramble, who has two decades of experience selling customized window treatments and one decade with Hunter Douglas, brings knowledge and insight to the interior design table.

Bramble noted the exclusive products and designs available from Hunter Douglas that she can share with clients.

"They have specific things that were licensed just for them that you can't get from other companies," said Bramble.

One of the products is Sonnette Cellular Roller Shades.



Holly Hollerbach (right), Interior Designer & Director of Marketing, and Linda Bramble (left) with Coastal Luxe Interiors



Coastal Luxe Interiors' Window Treatment Specialist, Linda Bramble in front of the Hunter Douglas Display in the showroom

"Most people are familiar with a honeycomb," said Bramble. "It is well known for its cellular pocket, which is an insulating factor. The Sonnette is a form of the honeycomb; the honeycomb is an accordion pleat, but the Sonnette looks like Roman shade. The pleats are 2-3 inches wide, so it has that Roman shade look, but it has a cellular pocket like honeycomb. It offers a more elegant look that has the function of the insulated quality."

Bramble is loyal to the Hunter-Douglas brand because of the quality of its products as well as the breadth of its warranty and customer service.

"Hunter Douglas offers a limited lifetime warranty as long as the purchaser is owner of the home, and their products can be repaired locally," said Bramble. "It's wonderful

warranty. Hunter Douglas is number one in the industry; they have been for years, so they do a lot of research on a product before they put it out there. If it can't be fixed, they'll replace it."

Already, word is getting out that Bramble and Coastal Luxe are go-tos for Hunter Douglas and interior design.

"People are saying I'm down to earth compared to other sales representatives they're meeting with," said Bramble. "They notice that I'm very informed on the



product. They say that I'm approachable, and they like that I don't push the product. I listen to

(Continued on page 26)

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what she does,” said Hollerbach. “She’s very passionate about customer service. And if you love what you do, you do it well. She really just picks up where she’s needed. She’s great at follow up, great at reminding, and great at scheduling. She follows up with orders, schedules



what their needs are, and I try to show them what will fulfill that need rather than selling, selling, selling. A lot of it is listening -- communication and listening,” said Bramble.

Hollerbach notes that Bramble brings a bright perspective to her work.

“Linda is very passionate about

installations, and always goes out on install to make sure the customer is happy. She’s a joy to work with; we’re happy to have her on board.”

In addition to the Hunter Douglas line and full array of products and services, Hollerbach emphasized the broad range of fabric selection at Coastal Luxe and how



that facilitates various elements of interior design.

“We are one of the largest stocking dealers of fabrics at least within the Carolinas and maybe Georgia,” said



Hollerbach. “We have the advantage of working with a seamstress on site to add those custom window treatment layers to the privacy layer, so it really goes hand in hand.”

When it comes to exterior and interior window treatments, time spent talking to a professional is time well invested, especially when you work with **Burroughs Shutters Company**. With more than two

decades’ experience in serving the Grand Strand community, the professionals at Burroughs Shutter Company provide both builders and homeowners with quality advice, products, and services that result in

beautiful, functional exteriors and interiors.

Matt Burroughs, sales manager and nephew of owner/founder Stan Burroughs, said in the exterior realm, his work includes showing the

client the full range of possibilities and walking them through the selection process.



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“A lot of people in some newer houses are wanting to have the look



Burroughs Shutter Company’s Sales Manager, Matt Burroughs

of functional colonial shutters,” said Burroughs. “We’re doing a good bit



Burroughs Shutter Company’s Owner & Founder, Stan Burroughs

of those, whether it’s the raised panel shutter, louver shutter, or board-and-batten-style shutter.



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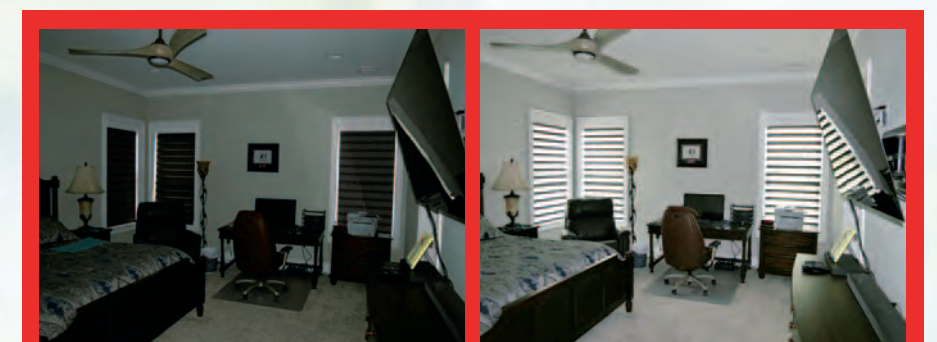
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One new popular product offered by Burroughs Shutter Company is Perfect Sheer by Norman Window Fashions. Perfect Sheer acts like a roller shade. It can be rolled down for complete privacy, either light filtering or room darkening.

work with clients on exterior shutters leads to consideration of interior options.

“Once we handle the outside shutters, a lot of homeowners are wanting something inside their windows, and a lot of them aren’t aware of what all is available. So I do a lot of consulting with homeowners on their interior solutions.”

Burroughs said he prefers to

Often, Burroughs’

(Continued on page 28)

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“If you roll a blackout shade down, you can’t see out, whereas the Perfect Sheer shades have fabric veins in between two pieces of fabric, so when the reel rolls down and rolls up again, the fabric will actually open up. It lets you see through two layers of sheer in the fabric, and it also gives it a kind of plantation shutter or louvered look”, says Matt Burroughs.

meet with the homeowner at their home, in person, so he can learn about their tastes and their goals.

“Some say, ‘We want this this and this.’ After listening to what they want and hearing what their goals are, then we talk about a product that can do what they want it to do.

Fashions.

“Perfect Sheer acts like a roller shade. It can be rolled down for complete privacy, either light filtering or room darkening. But then, if you roll a blackout shade down, you can’t see out, whereas the perfect sheer has fabric veins in between two pieces of fabric, so when reel rolls down and rolls up again, the fabric will actually open up. It lets you see through two layers of sheer in the fabric, and it also gives it a kind of plantation shutter or louvered look.”

In other cases, clients’ questions about a product may prompt Burroughs to do research and start carrying a new line. One such product is bamboo roman shades.



Matt Burroughs (right) with homeowner, Don Weaver (left) inside the Weaver home in Garden City.

“People would ask, ‘Do you have those?’ said Burroughs. “For a while we didn’t, but we did some research and found a vendor that manufacturers them, so now we offer a full line of woven wood natural selection-type roman shades.”

The Burroughs family is native to Conway, and being local makes a difference.

“We take pride in taking care of our local people, to get what our customers are looking for,” said Burroughs. “The best compliment I can get is when a customer says, ‘Everything looks wonderful. You and your guys are so great! Y’all did a wonderful job and were so polite while here.’ We get that response often. At the end of the day, it’s all about the customer.”

PLEASE SEE PAGE 3 OF THIS ISSUE FOR FURTHER INFORMATION REGARDING BURROUGHS SHUTTER COMPANY.



They may completely change from what they thought they wanted to a product they weren’t aware of.”

One new popular product is Perfect Sheer by Norman Window





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types of lighting in the showroom itself, but we’re not limited to that brand. Most lighting showrooms that you would go into aren’t licensed to actually install them, but we are. Once you go to the showroom and see something you like or pick from a catalog, we get it for you and our licensed professionals will install it. That’s definitely a bonus.”



Dave Edwards (left) discusses the different types of lighting available inside the new Trusted Home Services showroom located @ 1516 Hwy. 501 Unit # 105.



Trusted Home Services Home Advisor & Showroom Manager, Dave Edwards

Motorized window coverings is another area of expertise for Trusted Home Services.

“We offer motorized shades by Lutron, an industry leader in lighting control switches,” said House. “They just brought this shade line into their wheelhouse. We can set these up using the Lutron app to work independently by themselves. We can set schedules to have them open up and close at certain times. We can set up a geofence so when you pull into your home, they can open, and when you leave, they can close. We can set them from dusk till dawn, so at nighttime they’ll close automatically. There are also different levels of blinds offered: some totally block out sun, and some let a little sunlight in, so we can help the

(Continued on page 30)

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customer select based on their needs.”

Training is a continuing activity for Trusted Home Services



Dave Edwards (left), inside the showroom, explains the benefits of motorized shades. “We offer motorized shades by Lutron, an industry leader in lighting control switches. We can set schedules to have them open up and close at certain times. We can set up a geofence so when you pull into your home, they can open, and when you leave, they can close,” said Trusted Home Services owner, Jeff House.

professionals.

“We do in house training as well



as outside resource training,” said House. “Any time something new comes out, their reps come in and train us on their product. We train once a week. We keep our guys up to date with everything that’s happening new, and that’s on every level.” ■

EDITORIAL CALENDAR 2022

FEBRUARY 'SPECIAL ISSUE' 2022

Distributed to show attendees @ the 2022 HGHBA Home Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center February 18th - 20th.

- ENCLOSURES / SUNROOMS
- SCREEN ROOMS / AWNINGS
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Space Reservation: January 14 Material Close: January 21

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- PROPERTY MAINTENANCE

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SUMMER 2022

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

Space Reservation: June 10 Material Close: June 17

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