

BUILDING INDUSTRY SYNERGY

SPRING ISSUE 2022

- CALL TODAY TO BE INCLUDED IN THE 2022 SEPTEMBER 'SPECIAL ISSUE' DISTRIBUTED AT THE 2022 HGHA HOME IMPROVEMENT & OUTDOOR LIVING SHOW IN MBCC
- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- PROPERTY MAINTENANCE COMPANIES ACROSS THE GRAND STRAND UNDERSTAND 'TIME IS MONEY'
- FIVE LOCAL BUILDING SUPPLY COMPANIES ADDRESS MATERIAL AVAILABILITY & DELIVERY ISSUES
- HGHA - SIC SPONSOR BUILDING CODE WORKSHOP JULY 21ST
- 2022 - 2023 BIS EDITORIAL CALENDAR



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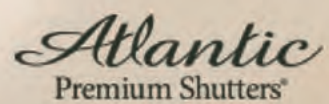


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PAGE 5

Building Code Workshop On July 21st
Get a thorough review and explanation of the significant changes to the 2021 International Building Code and the adopted South Carolina modifications. These changes go into effect January 1, 2023.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory
Visit www.BuildingIndustrySynergy.com to learn more about the companies shown in this directory available to assist you with your new construction, remodeling or property maintenance project.

PAGE 9

2022 HGHBA New Member Inductees
The HGHBA New Members since February 2022 & the HGHBA New Member Inductees from the 04-19-22 General Membership Luncheon. The 2022 HGHBA Calendar of Events.

PAGE 10

Property Maintenance Companies Across The Grand Strand Understand The Concept That 'Time Is Money'
Horry & Georgetown Counties are blessed with a thriving tourism industry & a large component to handling rentals, especially in the spring & summer months, is aligning your company or individual property with a professional reliable property maintenance company that understands that 'Time is Money'. A knowledgeable company that has a quick turnaround around time is always paramount in satisfying a paying rental customer & securing a five star review, as well as securing possible return business in the future. *Building Industry Synergy* reached out to five local companies to learn what they have to offer in terms of addressing most any maintenance need a property management company or individual property owner may encounter.

PAGE 20

Meet & Greet @ The Academy For Technology & Academics On May 24th
The HGHBA is asking members to join them for the evening to setup tables, tents and marketing material. The goal is to get the students and their families talking about a future in the building industry. Get in touch ASAP if you would like to participate by setting up a table for your company, helping with activities or donating a door prize.

PAGE 22

Allstar Construction Services Excellence By Design
To be an all-star in today's construction industry means you need to do it all – and do it extremely well. Aaron Bartlett, owner of Allstar Construction Services, delivers just that to his clients throughout the Carolinas. Bartlett has been in the construction and electrical fields his entire life, so he knows his way around the job site. Allstar Construction Services will do anything – even small jobs, like changing out a door, lighting, fans, or switches, or installing whole-home generators or temporary, portable generator hookups. In addition to the variety of services Allstar Construction Services offer, they still build a couple of new construction custom homes each year and enjoy taking on remodeling or renovation jobs.

PAGE 27

The HGHBA Presents The 2022 Home Improvement & Outdoor Living Show In The Myrtle Beach Convention Center September 16th – 18th
Save the date. For further information visit FallShow.HGHBA.com.

PAGE 28

Five Local Building Supply Companies Learn To Handle The Current Challenges Our Industry Is Facing In Regards To Material Availability & Delivery Issues
Every player in the building industry is currently faced with shortages. Challenges with materials, supply chain, and labor all contribute to the squeeze that affects everyone from company presidents to individual homeowners. However, some companies are able to handle these new realities from a better vantage point than others. *Building Industry Synergy* reached out to five local companies that have a lot to offer the building industry in terms of building supplies & have also done the research to learn about the most effective ways to continue to handle the challenges mentioned above.

PAGE 38

Building Industry Synergy's 2022 September 'Special Issue' Will Be Mailed Out & Also Handed To Each Show Attendee As They Enter The Myrtle Beach Convention Center For The 2022 HGHBA Home Improvement & Outdoor Living Show September 16th – 18th
Call (843) 945-4452 or email Info@sc-bis.com to get the details on how to become a part of this exciting marketing opportunity.

PAGE 39

2022 – 2023 Building Industry Synergy Editorial Calendar
The schedule for the remaining two issues in 2022 & the first two issues in 2023, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

The Upcoming 2022 Summer Issue Will Contain Editorial Features On Outdoor Living Space/Exterior Products/Window Coverings & Treatments - Interior Design. This Issue Will Be Mailed Out In Mid July. The 2022 September 'Special Issue' Will Be Mailed Out And Handed To All Show Attendees As They Enter The MBCC For The HGHBA Home Improvement & Outdoor Living Show September 16th - 18th.

Building Industry Synergy

SC - GRAND STRAND

2022 SPRING ISSUE

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BUILDING CODE WORKSHOP

WHAT'S NEW IN THE 2021 IRC and STATE MODIFICATIONS

- Get a thorough review and explanation of the significant changes to the 2021 International Building Code and the adopted South Carolina modifications.

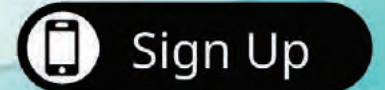
SPEAKER: Robert Cox, Cox Consulting

DATE: July 21, 2022

LOCATION: Palmetto Point Church
2901 Fantasy Way, Myrtle Beach

REGISTRATION: 8:30 am • **WORKSHOP:** 9:00-11:30 am

The workshop is free, however, registration is required!



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on the cover

Allstar Construction Services owner, Aaron Bartlett (left) reviews a set of plans with Prodigy Kitchens & Baths owner, Tom Dedio, inside the Prodigy showroom. Allstar Construction Services was responsible for handling all of the electrical for Prodigy's new showroom. This included hanging all of the beautiful light fixtures throughout.

INSET PHOTO ON THE COVER Aaron Bartlett (left) & Neil Geiler (right), a Realtor with James W. Smith Real Estate Co. in Pawleys Island. Neil says Bartlett is one of his top-two referrals for his clients. "I met Aaron through my father-in-law's shutter business, used Aaron to do some things in my own house, and was so pleased and comfortable that I refer him to any of my clients in need of his services," says Geiler. "Those trade fields are in my blood," Bartlett says, with a laugh. "... I did start out wanting to go into the medical field to become a registered nurse because there was a big demand for them at the time, but I just couldn't do it. The classes were very hard and it wasn't me. Instead, his career path returned to his roots, and his official training started in 1998 at age 21, when he took electrical night classes at Horry Georgetown Technical College. He also worked for an electrical and plumbing contractor during the day. "I already knew some of the trades from my dad, but I really learned the trades in-depth here," says Bartlett. With that training fresh under his tool belt, Bartlett started his own business, Allstar Construction Services, that same year, with a full-force focus solely on electrical services for about two years. Soon after that, he built his own house locally, with the help of his dad, which was the catalyst for his current roster of services.



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04-19-22 New HGHBA Member Inductees Above

Brand New HGHBA Company Members Since February

- Clarence Wilkes • Buddy Wilkes Builders LLC
- Edvaldo Mladenov • Ocean Bay Contractor
- Mike Thompson • Outdoor Lighting Perspectives
- Dave Gosnell • Mungo Homes
- Ronald Wartenburg • Myrtle Beach Solar
- Rob Pelkowschi • Sloane Interior Construction

MAY

- 17 General Membership Luncheon
- 24 ATA Meet & Greet - Building Construction Program

JUNE

- 14-18 NAHB Spring Leadership Meeting

JULY

- 20 Board of Directors Meeting
- 21 Building Code Workshop

AUGUST

- 16 General Membership Luncheon
- 18 HGHBA Annual Golf Tournament

SEPTEMBER

- 16-18 Fall Home Improvement & Outdoor Living Show

2022 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~

OCTOBER

- 12 Board of Directors Meeting
- 13-16 HBA of SC State Convention
- 15-18 HBA of SC Southern Builders Network
- 18 General Membership Luncheon
- 24-27 NAHB Fall Leadership Meeting

NOVEMBER

- 3 Clay Tournament
- 15 Annual Meeting / Membership Luncheon
- 17 HBA of SC Legislative & Strategic Planning Session

DECEMBER

- 14 Board of Directors Meeting

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by Sara Sobota

Property Maintenance Companies Across The Grand Strand Understand The Concept That 'Time Is Money'

Horry & Georgetown Counties are blessed with a thriving tourism industry & a large component to handling rentals, especially in the spring & summer months, is aligning your company or individual property with a professional reliable property maintenance company that understands that 'Time is Money'. A knowledgeable company that has a quick turnaround around time is always paramount in satisfying a paying rental customer & securing a five star review, as well as securing possible return business in the future. *Building Industry Synergy* reached out to five local companies to learn what they have to offer in terms of addressing most any maintenance need a property management company or individual property owner may encounter.

With the busy summer season coming up quickly, it's time to make sure your HVAC equipment at home, work, and rental properties

owner Verlon Wulf. "We do so and are good at it for many reasons. First, it's our quick response. They like knowing that when they make a call to us, we will absolutely go and take care of the work, that we'll do it in a timely fashion. So they can rely on us that way."

Another reason property managers turn to Carolina Cool is that their technicians are on hand 24 hours, 7 days a week with dependable service.

"A lot of property management companies here on the beach have big transitions on Saturdays with a lot of people coming and going, and when the new visitors come in, lots of times there



Carolina Cool owner, Verlon Wulf

are issues," said Wulf. "We are of course prepared to respond over the weekend; we have guys ready to go and get the work done. We're responsive 24 hours a day."

Once the technicians analyze the problem and identify the solution, communication becomes key, and Carolina Cool makes sure to keep all parties informed before moving forward.

"We make sure everyone's on the same page before we go ahead and do the work and spend too much of anybody's money," said Wulf. "Let's face it: Property managers



is in good working order. Not only does this kind of property maintenance save time and money, but it also ensures better air quality. With the reliable professionals at **Carolina Cool**, maintaining efficient, quality air systems is simple and convenient.

Property managers know that time is money when it comes to HVAC issues, and they know that Carolina Cool is dependable and thorough when responding to calls.

"We take care of a lot of property management type companies," said Carolina Cool



Carolina Cool's technicians are on hand 24 hours a day, 7 days a week with dependable service.

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are getting pulled from the customer's direction, the owner of the house, and then pulled to not spend too much money. We can help with a lot of that."

Carolina Cool is also a full-service company, handling plumbing and electrical jobs in addition to HVAC, making them a one-stop shop for multiple property maintenance needs.

The Covid era also made many homeowners, business owners, and

property managers more aware of air quality, Wulf said. Carolina Cool has improved air quality in a variety of businesses around the area, including doctor and dentist offices. The air handling issues in one commercial client's building were causing both high energy bills and an uncomfortable

working atmosphere for employees, leading to potential employee turnover. Carolina Cool was able to diagnose problems with condensation, air handling, and electrical problems.

"We were able to come in with a solution to cure all the problems," said Wulf. "It dropped their energy usage

for heating and cooling by about half; we made the place more comfortable, and it's healthy now, too. So where we had a sick building, now we have a healthy building."

For fast, quality, reliable service – as well as a healthier air atmosphere -- contact Carolina Cool for all your HVAC, electrical, and plumbing needs.



Business owners, property managers, and home owners alike want the peace of mind that comes with knowing their property is protected. At the same time, they want the convenience and ease of use available through state-of-the-

Security Vision, both commercial and residential clients can have their unique needs fulfilled.

Security Vision is a locally-owned security and automation company that offers the latest in smart security, access control, and video cameras and surveillance featuring integrated systems controlled with a tap on the phone. President Michele Weissman said automation and technology in the field continues to reach new heights, which means added convenience and expanded information for clients.



It offers simple automation in setting television channels, music levels, and projection screens.

“The app features a one touch button that says, ‘When I come in, I want these TVs to come on these channels, these to come on to this channel, and the music to come on at this volume,’” said Weissman. Security Vision has installed Elan at numerous area restaurants including Clearwater Oyster Bar and the Ole Irish Pub.

At the Ole Irish Pub, “We tied in the jukebox music and the band, so if the band is outside and they want this other music to play



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Security Vision President, Michele Weissman

art home and business automation systems. Finally, they want reliable, knowledgeable service and support, so that security and automation are a seamless part of their daily life. With one call to



The Elan platform allows restaurants and bars to easily and centrally control their entertainment system, which translates to saved time and labor.

inside, it’s just an easy one-touch button,” said Weissman.

Televisions can be specially programmed as well, even as a webcam.

“We do menu boards with them, so if they’ve got specials running, or they want to run series of images, they can specialize up to three different TVs. One TV shows a famous bar in Ireland; you can see people coming in and out, so that adds to the atmosphere of the place.”

Residentially, Weissman said the home security and automation industry is getting continually smarter, and Security Vision helps



Do-it-yourself home security products are always out there, Weissman said, but clients should keep service and consistency in mind.

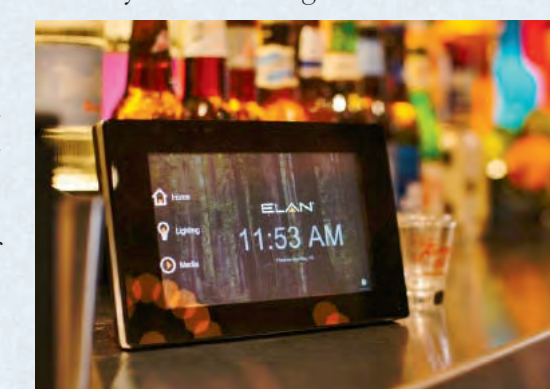
“It’s the support that matters,” said Weissman. “What’s going to happen when it stops running? You

clients select the features that fit their lifestyle and their budget.

“I’d say nine out of ten clients do cameras in their home,” said

Weissman. “They want video notifications when someone is on their driveway or in their backyard. They want better search by facial recognition and color of car or clothes, which makes color at night cameras more popular. You don’t have to do the whole house that way; you can pick and choose which cameras are more important, and we can build it to fit someone’s budget.”

bought a battery-operated system, but what happens when the battery dies or you lose the signal?”



That’s why smart business- and homeowners contact Weissman at Security Vision for their security and automation needs.

(Continued on page 14)

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Springtime means it's time to head outdoors, and for pool owners, heading outdoors means it's time to get the pool ready for a season of entertainment and leisure. **Sunco Pools & Spas**, with 40+ years of experience, is ready and waiting to

checking all the equipment to make sure it's in good working order. From there, Sunco Pools & Spas offers pool cleaning maintenance on a weekly or bi-weekly basis, "whatever the client prefers," Elliott said.

For those who prefer to maintain their own pool, Sunco Pools & Spas offers free water testing in their showroom, complete with guidance from Sunco Pools & Spas professionals.

"We show them step by step how to balance their pool & how much chemical they need to use," said Elliott.

At the same time, pool owners can learn about the latest equipment, including filters and

pumps that can enhance efficiency and convenience in pool operation. Sunco Pools & Spas offers the latest products from top lines such as Pentair, Hayward and Maytronics Dolphin. They are a certified warranty station for Hayward & Maytronics Dolphin & their expert staff stays current on all available new options.

"So many different products are coming out every year," said Elliott, "and we stay on top of all the new products; we'll try them out to see how we like them first before offering them to our customers. We get as knowledgeable as we can about that product."

Lately, pool systems and operation are all



Sunco Pools & Spas General Manager, Paula Elliott (left) and Service Manager, Terry Hafner (right)

share their expertise, services, and products with any pool owner. Whether you're a commercial or residential pool owner, whether you prefer full service or to do it yourself, Sunco Pools & Spas should be at the top of your spring property maintenance to-do list.

Paula Elliott, general manager of Sunco Pools & Spas, said a typical client pool opening service involves removing the cover, cleaning the pool, balancing the water, and

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about automation, which can make life easier, but might take some getting used to.

"Automation is out there, and it gets more advanced every year," said Elliott. "A lot of the automation is Wi-Fi – you work it through your

phone. Sometimes it's hard for the client to grasp how to work those. We do a show and tell, explaining step by step how to access and operate the automated system, and of course, we're here if they ever have a problem or run into a snag."

For commercial clients, Sunco Pools & Spas offers regular chlorine delivery with their bleach delivery truck as well as equipment delivery. If an unexpected problem arises, Sunco Pools provides fast and reliable service.

"Our service technicians go out on commercial properties, and we get to them as fast as we can; the turnaround is pretty quick. We don't want our commercial properties hanging too long with a down pump or anything like that," said Elliott.

Service manager Terry Hafner, who has been with Sunco Pools & Spas for 23 years, oversees all

service operations.

"Terry's very knowledgeable and very personable. He gets the situation solved so everyone is satisfied," said Elliott.



Whether your need is for summer, whether it's full opening service and weekly cleaning or just some advice and guidance, Sunco Pools & Spas is ready to make your pool season fun and convenient.

(Continued on page 16)



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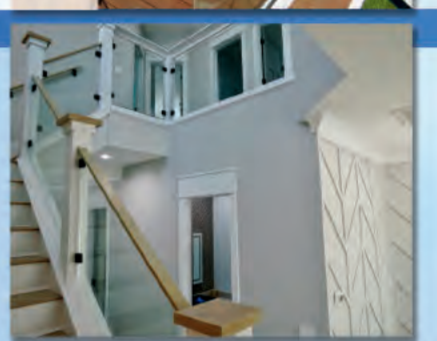
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operator of Trusted Home Services, said the company has been in business since 2017, slowly building its brand, department by department, through an office and a warehouse.

"We started with just an electrical department and introduced HVAC six months later. We concentrated on those two categories for two and a half years," said House. "Then we brought in plumbing, and we established our security branch in 2021."

Developing each division consecutively allowed House to ensure that each had a good, solid

each area.

"This will be it. This is our wheelhouse, so we're going to stay right here," said House. "I have licensed contractors that head each department, so we have professionals in every individual area."

The new showroom that opened in November 2021 allows Trusted Home Services to expand its business with property managers and homeowners even further.

"Our plan is to focus more on the service side of our business and work with property managers and homeowners. The

showroom will make it easier for the consumer to have one place to go," said House.

House noted that many



foundation before moving to the next area of focus. Now, the company has achieved its initial operational vision with skilled managers overseeing



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

Trusted Home Services co-owner and operator, Jeff House

piece. With all branches of the company operational, and a brand new showroom displaying beautiful products and services, **Trusted Home Services** is now serving homeowners, property managers, as well as building contractors. Services provided by the company include HVAC, electrical, plumbing, lighting, security, home automation, motorized window coverings, generators, appliances, and more!

Jeff House, co-owner and

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homeowners and property managers typically have to contact numerous companies to complete a project

generators. You'll find these items showcased in our showroom. It's what I do for a lot of our customers



The new Trusted Home Services showroom is located @ 1516 East Hwy. 501 in suite 105. Services provided by the company include HVAC, electrical, plumbing, lighting, security, home automation, motorized window coverings, generators, appliances, and more...

from start to finish, but Trusted Home Services makes this process more efficient and convenient.

"Many companies are not set up like us, especially on the electrical side of the house," said House. "We not only design and sell the products, but we complete the installation as well. I wanted to bring in lighting fixtures and appliances in addition to home automation and

generators. You'll find these items showcased in our showroom. It's what I do for a lot of our customers anyway, so I thought, why not have a showroom that's open to the public where people can go and pick out light fixtures or appliances?"

In addition, the showroom allows customers to consult with professionals at every step along the way. Depending on preference,

customers can make an appointment or simply walk in.

"For example, let's say a property manager or homeowner came in and needed lighting," said House. "I've



got a manager whose specialty is lighting and appliances, so you could talk about lighting design; He will be the one to facilitate it. You can call and set up an appointment with our showroom manager, or just walk right in the door. If you are in the



showroom and realize that you also may want to consider a generator, home automation, or a security system, he will direct you to the manager of the particular department, ensuring that any questions are answered right away."

Trusted Home Services also provides necessary preventative maintenance for homeowners and property managers throughout the year. It is vital to maintain your HVAC, electrical, and plumbing systems. They want to ensure that your equipment (even generators) is performing optimally at all times.

(Continued on page 18)

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Zeb Hill (left) and Darryl Hill (right)

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Spann Roofing Vice President, Jimbo Spann

Jimbo Spann, VP of Spann Roofing, says that annual roof maintenance is essential to any commercial or residential property, and his company offers the assurance that a roof of any age will perform to its intended capacity.

"Roofing systems need proper routine maintenance or else the likelihood of premature failure increases significantly," said Spann. "We have been performing routine preventative maintenance for

several years, and we've found that when owners commit to some type of roof maintenance program, they are able to extend the life of their roof. Without routine proper maintenance inspections being performed, you are going to experience roof issues sooner than later. That's what we are here to help prevent. Maintenance is an upfront investment, and often there may not be a problem, but it's going to cost a lot more to fix the unforeseen problem if you don't implement a routine roof maintenance plan."

Roof maintenance is particularly important for low-slope, or flat, roof systems; however, roof maintenance applies to all roof types.

"It's important to keep your roof



"Roofing systems need proper routine maintenance or else the likelihood of premature failure increases significantly," said Spann Roofing VP, Jimbo Spann.

maintained: keep your gutters cleaned out, roof valleys clear of debris, and other minor repairs that could result in larger issues if not



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completion.

Spann Roofing, established in 1957 as a heating and cooling company, was for decades located in the heart of Myrtle Beach before moving to its current location, across from Coastal Carolina University in Conway, in the early 2000's "to better serve the growing needs of its customers," said Spann.

Spann said the company continues to take the highest pride in its work to ensure customer satisfaction.

"Customer service and the customer's experience is our top priority,"



and quality workmanship – therefore, we are the best."

For commercial and/or residential property owners who want to extend the life of their roof and want to rest assured the job will be done correctly, Spann Roofing is the optimal choice whether they are looking for a full roof replacement, free roof surveys, roof leak repairs or routine roof maintenance. ■

properly addressed," said Spann.

Spann Roofing offers various maintenance options for commercial buildings or residential homeowners. "Our roof maintenance plans are customizable depending on what your roofing needs are. We develop a plan that fits your budget," said Spann.

Spann Roofing also offers free roof surveys in which a Project Manager will inspect the roof, note deficiencies, and provide the property owner/manager with a detailed written report upon

said Spann. "Our customers have made us who we are. It's why we have been in business for as long as we have. The number of repeat customers that we work with is amazing, but not surprising. We provide good customer service, an experienced and knowledgeable staff, as well as professional



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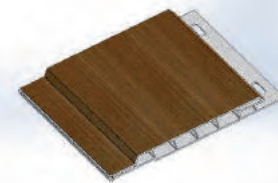
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HOME DESIGN EXTRAS

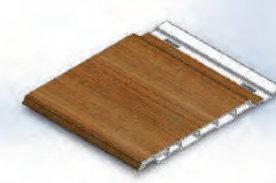


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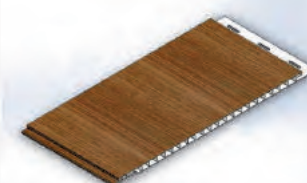
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Allstar Construction Services

Excellence By Design



by Ashley Daniels



PHOTO © TREY TREMBLEY

Allstar Construction Services owner, Aaron Bartlett (middle) with his team members, Ron Griffith (left) & Pedro Aquino Velez (right). Bartlett also has a loyal team of subcontractors that have been working with him for nearly 20 years. “I cherish my employees,” he says. “They work long hours and they are the team with an engine that’s running all the time. They’re good people and I try to take care of them and listen to them, too.”



PHOTO © TREY TREMBLEY

Allstar Construction Services team member, Pedro Aquino Velez. Electrical work still remains one of the pillars of Bartlett’s business. He currently wires new construction homes for four area contractors and has an ongoing schedule of punch-out electrical work for Realtors and property managers, from lighting to hot tubs and everything in between.

If you build it, they will come. The workmanship and word-of-mouth reputation of Allstar Construction Services has made it a leader in the industry for more than 20 years

To be an all-star in today’s construction industry means you need to do it all – and do it extremely well. Aaron Bartlett, owner of Allstar Construction Services, delivers just that to his clients throughout the Carolinas.

“We’ll build an addition or remodel homes, bathrooms, kitchens,” says Bartlett, “It doesn’t matter where it is in the home. I grew up remodeling and building additions with my dad, so I’m very familiar with everything. And we

will do anything – even small jobs, like changing out a door, lighting, fans, or switches, or installing whole-home generators or temporary, portable generator hookups.”

Bartlett has been in the construction and electrical fields his entire life, so he knows his way around the job site. His parents ran their own contracting business in New Hampshire, followed by a move to South Carolina.

“Those trade fields are in my blood,” he says, with a laugh. “...I did start out wanting to go into the medical field to become a registered nurse because there was a big demand for them at the time, but I just couldn’t do it. The classes were very hard and it wasn’t me.

Instead, his career path returned to his roots, and his official training started in 1998 at age 21, when he took electrical night classes at Horry Georgetown Technical College. He also worked for an electrical and plumbing contractor during the day.

“I already knew some of the trades from my dad, but I really learned the trades in-depth here,” says Bartlett.

With that training fresh under his tool belt, Bartlett started his own business, Allstar Construction Services, that same year, with a full-



PHOTO © CREATIVE RESULTS, INC.

Allstar Construction Services typically builds a couple new construction custom homes annually. This custom home is in Bellwood Landing @ Prince Creek.

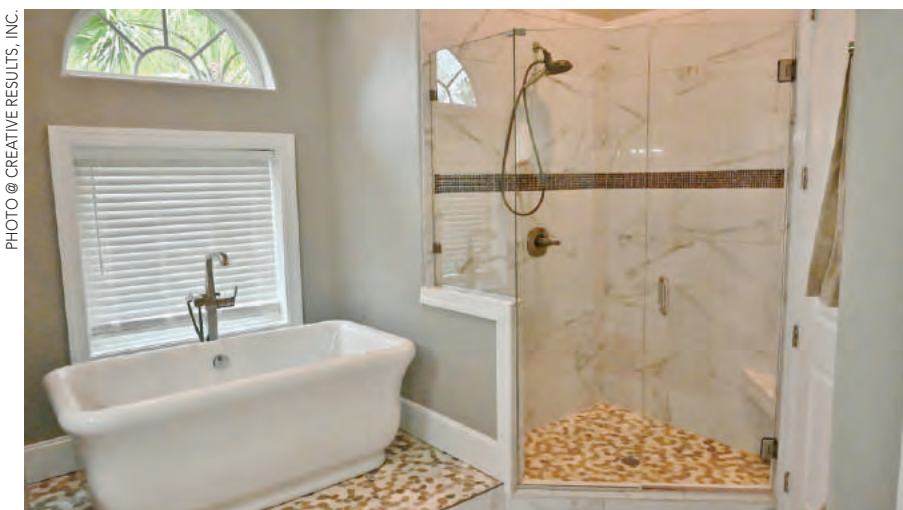


PHOTO © CREATIVE RESULTS, INC.

The master bathroom in the Bellwood Landing custom home mentioned above.

force focus solely on electrical services for about two years. Soon after that, he built his own house locally, with the help of his dad, which was the catalyst for his current roster of services.

“When I started building that house, I had people coming along and saying, ‘Hey, you build a nice house. Could you build my house?’ And that’s how I started building houses,” says Bartlett. “They just saw my product and they asked me if I could give them a price and so

AFTER



BEFORE



Allstar Construction Services completed Sara Hunt's remodel project for her home in the Mt. Gilead community in Murrells Inlet, SC. "It needed more dimension because I didn't like all the brick, so they replaced it with an accent Hardiplank," says Hunt. "The addition on the side of the house was done to move my mother into a bedroom with a handicap-accessible bathroom. ... Aaron was wonderful to work with! I never worked with a builder more trustworthy. I felt so comfortable with him and all of his subcontractors. He was just so honest. I would recommend him to anybody," said Sara.

forth, so I started custom-building houses."

Bartlett returned to the technical college to get his general contractor's license in South Carolina (and, more recently, North Carolina), and significant opportunities soon followed. Allstar became the selected builder in the Creek Harbour at Prince Creek development, featuring quite a few high-end homes, as well as the prestigious Blackmoor Golf Club, both in Murrells Inlet.

Both of these South Strand communities have a reputation for showcasing beautiful homes complete with custom features throughout the up to 6,000-square-foot and five-bedroom floor plans, plus lovely layouts with outdoor living spaces. And Allstar's reputation for high-quality construction aligned perfectly with this.

"I love starting something new from the ground up to a final product and making the homeowner

happy in anything that we do," says Bartlett. "For example, we put three pendant lights up for a lady the other day and she was just beside herself ... Things like that make their day for sure. Plus, we like it and get to make a living doing it."

Bartlett backs his claim that Allstar will do any job of any scale – from full custom home builds to residential remodels and renovations to home additions to electrical wiring to just tasks around the house that his clients don't want



Jeannemarie Brady (right), a former client, appreciates the all-star team surrounding Bartlett. She hired Allstar Construction to build her new home in Surfside Beach that's about a block from the ocean. "We've known Aaron for like a zillion years, back when he was primarily an electrician – he was always our electrician," she says. "And when we were getting ready to build our new home, he was our first to call. Because he's been doing this for so many years, he easily referred us to a draftsman to get started. Aaron's very good at what he does and very patient and accommodating. He also gives good suggestions when it's needed."

to tackle themselves as a DIY.

"I have clients that call me that have been with me for about 20 years and say, 'Hey, can you hang some pictures for me? Can you hang some mirrors?' says Bartlett. "These are older people that can't do it themselves anymore, so I help. Sometimes they'll call me for advice on who to call to do it, and I just tell them I'll come over and do it. It gives them that peace of mind because they trust me and I trust them. ... I always try to take care of my clients that have been with me and have been loyal to me throughout the years. Of course, we're always looking for new work, but we're very blessed by that loyalty. We don't advertise very much; it's all word of mouth."

A prime example of word-of-mouth marketing was a recent remodel and addition project Allstar completed in the Mt. Gilead community in Murrells Inlet for Sara Hunt. She says all of her neighbors would stop by to ask her how the experience of working with Bartlett and the team has been, as Allstar crew transformed the front façade of her 1973 brick ranch into a more updated craftsman-style home.

"It needed more dimension because I didn't like all the brick, so



The front exterior of the Brady home in Surfside Beach mentioned on the previous page.

they replaced it with an accent Hardiplank," says Hunt. "The addition on the side of the house was done to move my mother into a bedroom with a handicap-accessible bathroom. ... Aaron was wonderful to work with! I never worked with a builder more trustworthy. I felt so

comfortable with him and all of his subcontractors. He was just so honest. I would recommend him to anybody."

Bartlett currently has two full-time employees and a loyal team of subcontractors that have been working with him for nearly 20 years.

"I cherish my employees," he says. "They work long hours and they are the team with an engine that's running all the time. They're good people and I try to take care of them and listen to them, too."

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"We've known Aaron for like a zillion years, back when he was



The living area in the the Brady home.

primarily an electrician – he was always our electrician,” she says. “And when we were getting ready to build our new home, he was our first to call. Because he’s been doing this for so many years, he easily referred us to a draftsman to get started. Aaron’s very good at what he does and very patient and accommodating. He also gives good suggestions when it’s needed.”

Allstar’s residential services are provided mostly up and down the Grand Strand, with a few new home building projects in Columbus County, North Carolina, as well as a possible townhome community slated to be built in Shallotte in the near future.

Electrical work still remains one of the pillars of Bartlett’s business. He currently wires new construction homes for four area contractors and has an ongoing schedule of punch-out electrical work for Realtors and property managers, from lighting to hot tubs and everything in between.

Neil Geiler, a Realtor with James



PHOTO © TREN TREMBLEY

Allstar Construction Services completed the renovation for this walkway in North Myrtle Beach for the management company that handles this high rise vacation rental complex. They replaced the old treated wood with composite Trex decking, PVC posts & pickets.



OLD DOORS

NEW REPLACEMENT DOORS

Allstar Construction Services was responsible for replacing the older fire stairway exit doors with the new doors @ this oceanfront highrise in North Myrtle Beach.

W. Smith Real Estate Co. in Pawleys Islands, says Bartlett is one of his top-two referrals for his clients.

“I met Aaron through my father-in-law’s shutter business, used Aaron to do some things in my own house, and was so pleased and comfortable that I refer him to any

of my clients in need of his services,” says Geiler.

When Bartlett isn’t hard at work, helping others, or solving problems, he enjoys hunting, fishing, & being outdoors with his wife Gina and children, Noelle (7 years old), Grace (5 years old) & Elijah (18 months old). ■



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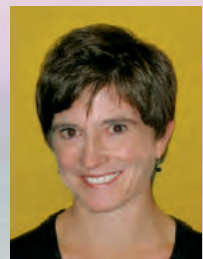
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by Sara Sobota

Five Local Building Supply Companies Learn To Handle The Current Challenges Our Industry Is Facing In Regards To Material Availability & Delivery Issues

Let's face it: every player in the building industry is currently faced with shortages. Challenges with materials, supply chain, and labor all contribute to the squeeze that affects everyone from company presidents to individual homeowners. However, some companies are able to handle these new realities from a better vantage point than others. *Building Industry Synergy* reached out to five local companies that have a lot to offer the building industry in terms of building supplies & have also done the research to learn about the most effective ways to continue to handle the challenges mentioned above.



Builders FirstSource Sales Manager, Jason Marion

As a comprehensive building company with broad production and manufacturing capabilities, **Builders FirstSource** is in a strong position to withstand current market challenges, providing an optimal experience for builders and homeowners.

"There's a lot we bring to the table that other companies are not able to provide," said Jason Marion, sales manager of the Grand Strand market with Builders FirstSource. "Supplies are tight, but as one of the biggest players in the building materials game across the country, we are as well or better positioned than anyone else in sourcing

material, keeping inventories on par, and providing what our customers need to keep their jobs moving forward."

To facilitate the efficiency of the overall building process, Builders FirstSource offers installed services that consolidate numerous steps.



house as one deal. We can take your concrete slab and give you back a 'dried-in' home, ready for your mechanicals."

The value of installed services is particularly high considering the current labor shortage.

"We are basically eliminating



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"We are one of the premier leaders in installed services," said Marion. "We offer services for interior doors and trim, exterior doors and windows, and framing services. That means we can offer you a package to deliver you lumber and also frame your



"Supplies are tight, but as one of the biggest players in the building materials game across the country, we are as well or better positioned than anyone else in sourcing material, keeping inventories on par, and providing what our customers need to keep their jobs moving forward," says Marion.



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2-3 trades with this service, which is 2-3 responsibilities off the builder's plate," said Marion. "With this, we can help alleviate some of the headaches associated with labor and supply chain."



"We are one of the premier leaders in installed services. We offer services for interior doors and trim, exterior doors and windows, and framing services. That means we can offer you a package to deliver you lumber and also frame your house as one deal," says Marion.

Builders First Source has taken nationwide measures to reinforce its labor supply.

"We've hired additional subcontractors exclusive to Builders FirstSource, put people on payroll to meet that demand, and we have a great base of labor and resources that we rely on for framing and install of doors and windows to help scare us through that additional demand and keep us successful in that offering."

Builders FirstSource also has more direct access to products and manufacturing than the typical building supplier. Through its custom millwork division in Maryland, Builders FirstSource can respond to customer demand by either finding or creating any item imaginable, whether it's shutters, doors, windows, or moulding.

"We have an open playbook when it comes to ordering whatever [the customer] can find, but we also have the ability to produce whatever they

can envision. Having that resource at our disposal and keeping it in the family is a benefit for us," said Marion.

can envision. Having that resource at our disposal and keeping it in the family is a benefit for us," said Marion.



Reliability and resourcefulness are an essential part of the building industry, and Builders FirstSource delivers.



"I can't state enough how important it is as an industry to have a supplier partner that can bring all the value to the table as possible," said Marion. "We're well positioned, and we have the resources to be able to make that happen."

PLEASE REFER TO THE BACK COVER OF THIS ISSUE FOR FURTHER INFORMATION ON BUILDERS FIRSTSOURCE.

(Continued on page 30)

Everyone in the building industry, whether it's contractors, property managers, or homeowners, know that the devil's in the details. It seems there's always some item, whether it's a bolt, a strap, an anchor, or a specialty screw, that's difficult to

Johnny Altman, general manager of Coastal Fasteners & Supply, said they're willing to do the extra research to fulfill clients' needs.

"There are things that are hard to get," said Altman. "Some things you have to put a little more effort into finding because you may have to search several vendors, but we put in the time."

Owner Michelle Kirkley said effective communication is especially important in these times.



Coastal Fasteners & Supply General Manager, Johnny Altman



find and even harder to actually get your hands on. The recent supply chain shortage has made this issue even more challenging, and that's why so many professionals and homeowners turn to Coastal Fasteners & Supply.

Coastal Fasteners & Supply is a full-service construction hardware and supply company serving the area residential building industry, complete with site delivery service, extensive industry knowledge, and a staff dedicated to finding materials and solutions for all kinds of construction needs.

COASTAL
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"We pride ourselves in our commitment to finding the right product, even if it takes a minute or two to get here," said Kirkley. "Once we're sure whether or not we can get the materials, we pass that information along to the customer as quickly as possible."

Time is also a factor when building plans change

unexpectedly, said Altman.

"There's always a contractor coming in saying, 'This has been changed on our drawing. We need it pretty quick. How fast can you



get it for us?" said Altman. "We start working on it at that very



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moment, trying to get it in house, to satisfy that need. It could be anything from a special bolt, to a hurricane strap, even to a



foundation anchor for an addition. We work on it until we have it."

Coastal Fasteners & Supply offers same-day, on-site material delivery for all in-stock items, a service that saves time and trouble for building crews.

"Our job site delivery is pretty prompt," said Kirkley. "If they place the order before 9 a.m., they can have job site delivery the same day."

Sometimes if a need is urgent and an item unavailable, Coastal

Fasteners & Supply works with the client to find a solution.

"If we don't have what they're looking for, we look at the item they're looking for and see if there's an alternative bracket or something else we have in stock to get them back on the job and get them going again," said Altman.

Coastal Fasteners & Supply offers qualified, efficient service and products because the staff members operate as a team, from Altman to counter specialists to delivery drivers to warehouse



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receivers.

"The thing about us is, we're a family," said Kirkley, as she ran down the list of employees, including details about their position and importance to the company. "Everyone's a key



Coastal Fasteners & Supply sales representatives Ray Causey (right) & his son, Jay Causey (left).

member. I can't say it depends upon just one person; here we work together as a family and a group unit."

PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE FOR FURTHER INFORMATION ON COASTAL FASTENERS & SUPPLY.

(Continued on page 32)

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Home Designs Extras was founded to help homeowners and contractors access finishing touches for homes that would add value and curb appeal at a reasonable cost. Sometimes, it's the exterior details of a home that transform a nice house



into a gorgeous home. Accents like gable vents and pediments, columns and column wraps, window shutters, decorative exterior doors, and flower boxes can convey warmth, elegance, and the owner's distinct design. To make a unique statement with the visual impact of their home, homeowners and builders turn to products from Home Design Extras

for beautiful exterior facades and finishing touches. Even better, Home Design Extras is the exclusive carrier of a product that offers an entirely new dimension in exterior facades.

The team at Home Design Extras brings more than 30 years' experience in the manufacturing industry to their work, and they take on projects with a variety of clients ranging from one-time do-it-yourselfers to contract builders.



HOME DESIGN EXTRAS
(843) 399-2568

"Our main demographic literally ranges from the weekend warrior trying to do a project or repair to their home, all the way to track home



Home Design Extras owner, Thomas Slack

builders and custom home builders," said Home Design Extras owner Thomas Slack. "We have full pricing programs for both and full custom shops for all kinds of custom finishing product choices."

Slack said business has been booming with a variety of items, but one new product called ChamClad® is particularly notable because of its outstanding characteristics.



"Everything is flying off the shelf from doors to shutters," said Slack. "Our newest product is exciting as there is nothing like it in the market. ChamClad® is a PVC cladding much like vinyl but has the appearance or wood. In a single board you have the capability to install it vertically or horizontally with a U-groove or V-groove. This product comes standard with a 50-year warranty, and LEED certification, meaning it is made from recycled material."

Slack explained the process that allows for these characteristics in

Chamclad®.

"When you grind up and re-pultrude PVC, it reinforces the structure, to make a stronger product. The finished, textured wood grains and metallic films that are used give it such a unique finish that you can't ask for better material. It's low maintenance, waterproof, mold resistant, easy to clean, and great for high-impact areas that are prone to



addition to its durability and sustainability. Typical residential uses include interior and exterior accent walls, patio ceilings, soffits, and decorative siding. Commercially, used as siding, it's scratch resistant and graffiti-resistant. It's offered in an array of colors, and – particularly significant for this demand-heavy market – the typical lead time is 1-2 weeks on any of the 30 stock colors.

"It's really kind of an amazing product," said Slack.

Chamclad® is more expensive

hail or wind damage."

Chamclad® is used for commercial, architectural, multi-family, and single-family building projects, and it brings beauty and distinctive design to projects in



than wood, yet Slack notes that builders and homeowners alike will find long-term savings.

"On a two-story project, it's going to be about 17% higher in cost than finished hardy. But now your walls are flat instead of angled, so now you have less labor cost when you do fixtures and lighting. I could ask any contractor: How many times do you have to come back and replace light fixtures because your blocking is not in line?"

With all of its benefits and beauty, Chamclad will be a game-changer for the building industry in Horry and Georgetown counties.

"It's groundbreaking for this market." **PLEASE REFER TO PAGE 21 OF THIS ISSUE FOR FURTHER INFORMATION ON HOME DESIGN EXTRAS.**

(Continued on page 34)



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Palmetto Brick, the largest family-owned brick maker in South Carolina, offers homeowners, builders, and commercial contractors the strongest and most elegant bricks available in wide variety of colors, styles, and finishes. Established in 1919, Palmetto Brick has weathered plenty of industry challenges, and while the current building market is seeing unprecedented demand, Chad Redwine and his team are helping



Palmetto Brick District Sales Manager, Chad Redwine

Redwine, district sales manager at Palmetto Brick, said numerous factors in the building industry have caused both costs and wait times to increase over the past several months.

“The brick market is rather full and somewhat sold out,” said Redwine. “Lead times have moved from 4-6 weeks up to 18-24 weeks, depending on the manufacturer, the state, and the color. Most manufacturers are running 2-3 shifts per day at their plants. We just can’t

make it fast enough to meet demand.”

At Palmetto Brick, Redwine uses his broad industry knowledge to keep his clients up to date on the latest news and offer advice for securing products.

“Within our company, we reach out to our customers, many who have been building with us for years,” said Redwine. “They know the lead time, and so they’re trying



to at least get us brick selection and colors months in advance even if we don’t have the quantity for the house yet. And they’re trying to send in



clients find the materials they want while serving up stellar customer service.

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customers while they’re still in the negotiation process.”



According to Redwine, the flushed old world brushed mortar joints have become popular as of late.

Of the more than 50 colors that Palmetto Brick offers, Redwine said lighter colors are still preferred in Horry and Georgetown Counties.

“If you’re in red brick, we have a little bit more inventory in your reds and browns,” said Redwine. “For creams, buffs, and whites, which are still very popular in the coastal area, those are harder to get – they have longer lead times.”

Style trends include an old-world look and a farmhouse look.

“What’s come around again is the joints,” said Redwine. “People are taking the mortar joint and using more of a flushed, old world brushed joint, which will kind of smear the

mortar on the brick a little bit more. That gives it an old-world type look that’s become popular as of late.”

Traditional farmhouse style homes are also currently popular.

“We’re still doing a lot of farmhouse style, with just a brick foundation, for which we’ve had to come up with reclaimed brick and old world-looking brick to make the farmhouse look aged,” said Redwine. “These are mostly white with black windows and dark brick on the bottom.”

Current homeowners are opting for additional space to enhance the value of their home.

“With mortgage and refinancing rates so low, people are adding on to their homes,” said Redwine. “They’re adding rooms, they’re adding pools, they’re adding



garages.”

Outdoor living also continues to be all the rage in the Grand Strand area.



The Palmetto Brick office & showroom is located @ 305 Greenleaf Circle in Myrtle Beach (Turn towards Krispy Kreme @ traffic light on Hwy. 501).

“Firepits are really popular right now. Everybody wants a patio area with a fire pit. We carry four different manufacturers’ firepits, and all the homeowners, all the installers, want firepits.”

With a market that’s long on supply shortages, a company’s most important strategy is open and clear communication with clients, and in that area, Palmetto Brick delivers.

“We communicate with our customers and make sure we’re all on the same page,” Redwine said. “Giving people good information is the only way to survive right now.” ■

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by Sara Sobota

Professional Concrete, Inc. Invests In New State-Of-The-Art Curb Machine

For 22 years, Professional Concrete has been the Grand Strand's leading full-service concrete contractor. From concrete footings to foundations, slabs, driveways, sidewalks, and pool decks, Professional Concrete takes great pride in the quality of their work and relationships with their customers. Recently, Professional Concrete established a new dimension of their business with the purchase of a state-of-the-art curb machine. It's just one more way Professional Concrete adapts to, and sometimes takes the lead on, modern ways of doing business.



The boom in the area building industry prompted Professional Concrete, Inc. in making the decision to invest in a curb machine.

"We're trying to expand our offerings to keep pace with the volume of people moving here," said Kyle Russ, operations/sales manager with Professional Concrete. "With new residential and commercial areas being established and, on the rise, curbing and the gutters will need to be done

for the developments, the neighborhoods, and the shopping centers."

Professional Concrete, Inc. said the new machine makes the curbing process more efficient. Traditionally, a job site crew first creates a pathway for the machine by placing stakes and a string line, which is time consuming and can only be completed one portion at a time.

"Our machine uses a GPS system, so it eliminates the need to send out a crew ahead of time," said Professional Concrete, Inc. "We can set up the job within an hour or two and go right to work, instead of having to wait for a crew, and then do the job in



and it's more effective. So it was an investment, but we feel this machine will pay off not only for us but for the builders as well, because it's going to save everybody a lot of time."

The Professional Concrete team spent months learning about the machine's capabilities, and now they're ready to put it to work.

"We're prepared and ready to go," says Professional Concrete, Inc. "It's a new phase of our company. To offer this service in this capacity is a big deal for us."

Professional Concrete also noted the growth and adaptability is essential in the building industry, and with 22 years of experience, Professional Concrete has proven its excellence.

"This is definitely an industry where technology changes everything, over and over, and if you don't change with it, it's going to pass you by. We stay educated on what's out there, and we're continuously learning and staying up with what's on the market."

Another trait that sets Professional Concrete apart from its competitors is their employees.

stages. This saves time and money."

"It takes away the primitive way of forming a curb. This is the most advanced curb machine on the market. With the machine using GPS, it frees up time, it's less hours,

"The people here are invested in what they're doing," said Staton McIntyre, "They're educated on the product, they know what they're doing, and they know how to take a project from A to Z."

"We've tried to put a white-collar spin on a very blue-collar business.

The flow of our communication and the level of professionalism are exceptional. We take the time to build relationships and a trust factor with the customers, and we hold our standards as high as possible. When they see that repetitive attention to detail, it creates trust."



Professional Concrete is located @ 1070 Redi Mix Rd. In Little River, SC.

For your curbing, foundation, slab, or any concrete needs, contact Professional Concrete at (843) 399-1900 or online at www.ProfessionalConcreteInc.com. ■

advertisers' index

Brady Glass Solutions14	Elevators Plus Residential Elevators.....29	Security Vision Superior Security & Home Automation Services.....13
Builders First Source Local Building SupplyBack Cover	Elko Spas Billiards & Pools Residential & Commercial For Property Managers / Building Contractors / Homeowners9	Spann Roofing & Sheet Metal Trusted & Respected Since 1957 By Building Contractors / Property Managers / Homeowners18
Burroughs Shutter Company Exterior & Interior Shutters / Interior Shades / Hurricane Protection & More.....3	Flooring Panda Catering to Local Building Contractors and Homeowners20	Sunco Pools & Spas Commercial & Residential Pool Renovations / Custom Pool Builds / Residential Pool Cleaning / Service / Water Testing & Delivery15
Carolina Cool HVAC / Plumbing / Electrical / Solar.....11	Home Design Extras Local Specialty Build Products Manufacturer.....21	Suncoast Building Products & Services, Inc. – Specializing In Custom Seamless Gutters16
Carolina Home Exteriors Custom Sunrooms / Enclosures & Much More19	J & S Flooring Georgetown's Premier Residential & Commercial Flooring Specialists33	Swift Appliance Custom Appliance Selections & Installations / In Home Consultations / Visit the Murrells Inlet Showroom.....30
Celtic Granite & Marble New Construction & Remodeling.....32	National Kitchen & Bath Design Group Your One Stop Shop For Design – Selections – Installations / Cabinets – Hardware – Countertops – Flooring, etc.18	The General Pool Company Residential & Commercial Pools & Backyard Retreats34
Coastal Fasteners & Supply Residential / Commercial Construction Fasteners & MoreInside Front Cover	Palmetto Brick Recognized Throughout The Industry As Horry & Georgetown Counties Premier Brick Company Celebrating 100 Years in 201935	Trusted Home Services One Stop Shop For Electrical/HVAC/ Plumbing/Lighting/Security/ Home Automation/Appliances/Generators & Motorized Window Coverings.....17
Coastal Luxe Interiors Interior Design Specialists - Assisting With Builder & Homeowner Interior Design & Selections8	Pella Windows & Doors31	West Fraser (formerly Norbord) Energy Efficient Framing Materials.....Back Cover
Cove Construction Pella Windows & Doors - Window & Door Replacement / Remodeling.....31	Plants Direct Nursery & Garden Center / Landscape Design & Installation / Outdoor Kitchens & Fireplaces / Pools.....12	
Creative Flooring Designs Residential & Commercial Flooring Specialist 27	Professional Concrete, Inc. Locally Owned & Operated – Commercial & Residential Concrete36	
Eagle Strategies Cary Rowell / Financial Planning New York Life Insurance5		

EDITORIAL CALENDAR 2022-2023

SUMMER 2022

- **OUTDOOR LIVING SPACE** ~
Landscaping / Pools & Spas / Hardscapes
Outdoor Kitchens / Lighting
- **EXTERIOR PRODUCTS** ~
Roofing / Gutters / Siding /
Specialty Products
- **WINDOW COVERINGS & TREATMENT** ~
Exterior & Interior / INTERIOR DESIGN

Space Reservation: June 10 Material Close: June 17

SEPTEMBER 'SPECIAL ISSUE' 2022

Distributed to show attendees @ the 2022 HGHBA Home Improvement & Outdoor Living Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center September 16th – 18th.

- **BATHROOM & KITCHEN DESIGN**
- **DOORS / WINDOWS**
- **MILLWORK SPECIALTY PRODUCTS**
- **HOME AUTOMATION / SECURITY
ELEVATORS / ACCESSIBILITY
EQUIPMENT**

Space Reservation: August 12 Material Close: August 19

FEBRUARY 'SPECIAL ISSUE' 2023

Distributed to show attendees @ the 2023 February 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.

- **ENCLOSURES / SUNROOMS
SCREEN ROOMS / AWNINGS**
- **FLOOR COVERINGS**

Space Reservation: January 13 Material Close: January 20

SPRING 2023

- **LOCAL BUILDING SUPPLY** ~
Site Work / Brick / Concrete / Paving
- **PROPERTY MAINTENANCE**
HVAC / Plumbing / Surveillance /
Misc Maintenance

Space Reservation: April 7 Material Close: April 14

Each issue is directly mailed to the target audience and posted online no later than 28 days from material close date



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