



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



(843) 347-7866

"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.



(843) 877-4374

ElevatorsPlus.com • ElevatorsPlus@gmail.com



All Residential Elevators Are Commercial Grade  
Your Elevator Will Blend Into Your Home Decor With Its Universal Design Capabilities  
3 Year Labor & Parts Warranty Exceeds Industry Standards



**CAMBRIDGE**  
ELEVATING INC.  
Premier Manufacturer of Custom Residential Elevators

RESIDENTIAL ELEVATORS

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.

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**  
FASTENERS & SUPPLY INC.

(843) 626-7292

"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



Featuring Pella HurricaneShield® Windows & Patio Doors

**Our Goal**  
**Exceed**  
**Your**  
**Expectations**



**Cove Construction (843) 360-8163**



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,

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



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. If they place the order before 9 AM, they can have job site delivery the same day," says owner Michelle Kirkley.

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)

**SWIFT**  
APPLIANCE



5190 Hwy 17 Bypass • Suite 200-A  
Murrells Inlet • SC • 29576  
(2½ Miles South Of Tidelands  
Waccamaw Community Hospital)

(843) 299-1988  
SwiftApplianceSC.com

Sales@SwiftApplianceSC.com



- In Home Consultations • Financing Available
- Free Local Delivery • Custom Installation

*Appliances are what we do best because it's all we do!*



**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)



**The CELTIC Way**  
Where the possibilities are endless

# Celtic Granite & Marble



**Dave & Shannon Gormley**

Over 30 Years Experience  
Fabricating Stones

- Granite
- Quartz
- Marble
- Quartzite
- Onyx



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

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

**843.236.3120**

CelticGranite.net | CelticGraniteandMarble1@gmail.com

Consumer Financing Available

**12 Months Same As Cash**



**J & S FLOORING**  
YOUR LOCAL ABBEY CARPET & FLOOR OUTLET

Carpet • Ceramic  
Hardwood • Laminate  
Vinyl • Vinyl Tile  
Water Proof Flooring

*Georgetown's Premier Flooring Company*







**LARGE IN STOCK INVENTORY IN 10,000 SQUARE FOOT SHOWROOM/WAREHOUSE**

**Serving Georgetown & Surrounding Area**  
**Building Contractors & Homeowners Since 1994**

"J & S Flooring is extremely professional & I enjoy sending our customers to them for any of their flooring needs. They understand the importance of my schedule & have always completed quality installations for me & our homeowners. We have been doing business with J & S for nearly two decades now."  
- Robert McCarley, Coastal Builders

**2104 S. Fraser St • Georgetown • SC • 29440 • JSFlooring.com • Gregg@JSFlooring.com • (843) 546-8083**

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.

## RECOGNIZED THROUGHOUT THE INDUSTRY AS THE PREMIER BRICK COMPANY ACROSS THE GRAND STRAND

THE BEST BRICK ON THE BLOCK

**PALMETTO BRICK**

Quality Brick and Exceptional Service Since 1919



A Full Service Masonry Company



www.PalmettoBrick.com

305 Greenleaf Circle • Myrtle Beach, SC (843) 236-2121



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.” ■



Free Estimates on Pool Cleaning Annual or Semi-Annual

SINCE 1987

**The General Pool Company, Inc.**

WINTER COVERS  
RENOVATIONS  
REPAIRS  
CHEMICAL SUPPLIES

Enjoy The Casual Elegance Of Your Backyard Retreat



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

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

Upscale Deck Pavers • Custom Firepits