

# BUILDING INDUSTRY SYNERGY

SUMMER ISSUE 2022

- CALL TODAY TO BE INCLUDED IN THE 2022 SEPTEMBER 'SPECIAL ISSUE' DISTRIBUTED TO EACH SHOW ATTENDEE AT THE 2022 HGHBA HOME IMPROVEMENT & OUTDOOR LIVING SHOW IN MBCC
- NEW CONSTRUCTION / PROPERTY MAINTENANCE / REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- OUTDOOR LIVING SPACE - LANDSCAPING POOLS & SPAS
- EXTERIORS PRODUCTS - ROOFING & GUTTER SYSTEMS
- WINDOW COVERINGS & INTERIOR DESIGN
- 2022 - 2023 BIS EDITORIAL CALENDAR



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## INTERIOR SHUTTERS



## ROLL DOWN & COLONIAL SHUTTERS





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The HGHBA Hosted A ‘Meet & Greet’ For The Students At The Academy For Technology & Academics On May 24

The Horry Georgetown Home Builders Association (HGHBA) held a “Meet & Greet” event, Tuesday, May 24 at the Academy for Technology and Academics in Conway, SC, with the goal of starting a conversation between students and their families about a career in construction.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

Visit [www.BuildingIndustrySynergy.com](http://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.

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2022 HGHBA New Member Inductees

The HGHBA New Members since April & the HGHBA New Member Inductees from the 05-17-22 General Membership Luncheon. The 2022 – 2023 HGHBA Calendar of Events.

PAGE 10

The Design & Installation Of Your Exquisite Outdoor Oasis

*Building Industry Synergy* reached out to four highly successful local companies that with their combined efforts can accommodate the design and installation of most any elaborate or simple outdoor living project.

PAGE 18

Mungo Homes - A Testament of Trust

Mungo Homes is a powerhouse home builder, with communities scattered throughout the Southeast, but that doesn’t mean they’re not grounded in the details of the personal partnerships they have with each of the homeowners they serve – no matter where they live – and the Mungo Homes team members they employ.

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The 2022 September ‘Special Issue’ Will Be Distributed To The 2022 September Home Improvement & Outdoor Living Show Attendees That Purchase A Ticket To The Show In The Myrtle Beach Convention Center September 16th – 18th

Call Or Email Today For Information On Presenting Your Products & Services In This ‘Special Issue’ (843) 945-4452 or [Info@SC-BIS.com](mailto:Info@SC-BIS.com).

PAGE 24

Exterior Products & The Importance Of Proper Installation & Maintenance Of Your Roofing & Gutter Systems

*Building Industry Synergy* reached out to two companies that have been staples in the local Roofing & Gutter industry for decades to get feedback.



PAGE 30

The Variety Of Applications For Window Coverings / Treatments & Security Film In Today’s New Construction / Remodeling & Interior Design Industry

*Building Industry Synergy* reached out to three highly respected local companies to get their feedback on the latest offerings in interior and exterior window coverings, treatments and security film.

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Habitat For Humanity & Academy For Technology & Academics Announce ‘House Project Kick Off’ On September 12th

The HGHBA Is Inviting All Members To Come Out & Support Their Partnership With Habitat for Humanity Of Horry County & The Academy For Technology & Academics At The Upcoming Media Event “House Project Kick Off” On September 12th From 6:00 PM – 8:00 PM @ The Academy for Technology & Academics In Conway.

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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](mailto:Info@sc-bis.com) to get the details on how to become a part of this exciting marketing opportunity.

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2022 – 2023 Building Industry Synergy Editorial Calendar

The schedule for the remaining issue in 2022 & the first three issues in 2023, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

**The Upcoming 2022 September ‘Special Issue’ Will Be Mailed Out & Also Distributed To Each 2022 HGHBA Home Improvement & Outdoor Living Show Attendee That Purchases A Ticket To The Show In The MBBC September 16th – 18th. The 2023 February ‘Special Issue’ Will Be Mailed Out & Also Distributed To Each 2023 HGHBA Home Show Attendee That Purchases A Ticket To The Show In The MBBC February 3rd – 5th.**

Building Industry Synergy  
SC - GRAND STRAND

2022 SUMMER ISSUE

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The HGHBA Hosted A ‘Meet & Greet’ For The Students At The Academy For Technology & Academics On May 24th



Horry Georgetown Home Builders Association (HGHBA) held a “Meet & Greet” event, Tuesday, May 24, 2022, at the Academy for Technology and Academics in Conway, SC, with the goal of starting a conversation between students and their families about a career in construction. The HGHBA workforce development committee is trying to expand doing events like this to narrow the skilled trades gap. Members came out to inspire our NAHB Student Chapter of what their future may hold in a career in construction by setting up business displays, providing games, information, and giving out the popular company swag.

The association assembled a team of members from all types of trades within our industry as well as different types of business structures to give the attendees a glimpse into different avenues the building industry has to offer. Members included large corporate businesses to

small family-owned businesses establish as far back as the 1950s. Members came with their families, husband and wife teams and enthusiastic employees; it was truly our HGHBA “family” sharing with the families of the Academy for Technology and Academics students and families.

A guitarist played as the families gathered in the auditorium for a small presentation about where skill trades careers are going based on projections of demands and salary growth. The attendees then made their way around the school with a map, clipboard and “Punch List” of names of the businesses present. As they stopped at a table the member would sign-off on list. Once the “Punch List” was completed the students and families were able to submit their list in a Door Prize drawing. We included games like a chance wheel where all attendees could win prize from Troll Clothing Company T-shirts and hats to 25’ measuring tapes to help keep the evening a fun event. Near the end of the night everyone gathered in the community room area for a family style cookout provided by HGHBA and waited to see who won the prizes donated by our members ranging from \$15 fast food gift cards to a 50-inch TV. As guest were leaving, they were given parting gifts to help keep their career path in their minds; students received a stainless-steel water bottle donated by Coastal Office Solutions, Troll Clothing

Company hard hat stickers and a Generation T sticker and pin. Sherwin William donated quart size cans which we labeled with the tag which had the words “College Fund” crossed out and under it was printed “Fun Money, My Kid Chose A Skill Trade Career” filled with money themed candies.

Members that were represented:

“Punch List” Tables:

- Great Southern Homes
- Palmetto Protection Films
- Conway Builders
- Belfor Property Restoration
- Dew’s Appliances
- Conway Air Conditioning
- UFP Industries
- Sloane Interior Construction
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Helping with Hosting and Operations:

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- Thompson House
- Port City Elevators

Cooks behind the Grill:

- Hyatt Buick GMC
- Addy Harbor Dodge
- South Eastern Insurance Consultants



PHOTO © CREATIVE RESULTS, INC.

on the cover

Mark Kerce (left), Myrtle Beach General Manager for Mungo Homes, Dave Gosnell (middle), Myrtle Beach Production Manager for Mungo Homes & Will Jenkinson (right), Broker-in-Charge for Carolina One New Homes shown in front of the 'Warwick' plan by Mungo Homes. Mungo Homes is a powerhouse home builder, with communities scattered throughout the Southeast, but that doesn’t mean they’re not grounded in the details of the personal partnerships they have with each of the homeowners they serve – no matter where they live – and the Mungo Homes team members they employ. Here in the Myrtle Beach branch of Mungo Homes, for instance, they are currently building in nine communities from Murrells Inlet to Calabash, N.C. However, when first expanding to the Myrtle Beach area in 2008, it was only one development and four employees. Today, they’ve grown to 37 employees, but have always stayed true to their roots. Mungo Homes has always been a family-run company since they were first founded in 1954 and the teams take their commitment to creating trusted relationships seriously, proven in the fourth, sometimes fifth generations of homebuyers returning and staying loyal to the Mungo brand.



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AUGUST

- 16 General Membership Luncheon
- 18 HGHBA Annual Golf Tournament

SEPTEMBER

- 12 Habitat Build Press Conference @ ATA, 6-8 PM
- 16-18 Fall Home Improvement & Outdoor Living Show
- 16 Student Chapter Field Trip To Home Improvement Show

OCTOBER

- 12 HGHBA 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

2022-2023 Calendar  
of EVENTS

~ DATES SUBJECT  
TO CHANGE ~



NOVEMBER

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

DECEMBER

- 14 HGHBA Board of Directors Meeting

JANUARY

- 11 ATA Advisory Board Meeting
- 17 General Membership Luncheon / Installation of 2023 Officers & Directors
- 25 HGHBA Board of Directors Meeting

FEBRUARY

- 3-5 Spring Home Show 2023

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





by Sara Sobota

# The Design & Installation Of Your Exquisite Outdoor Oasis

Home builders, homeowners, property management companies and HOA's are seeing more and more requests for the design and installation of exquisite outdoor living areas all across the Grand Strand. Whether the request is for an entire outdoor oasis that includes a pool, an intricate landscape package complimented by a hot tub, shuffle board table & even a pool table in an enclosed area or just a pool itself, we have you covered. *Building Industry Synergy* reached out to four highly successful local companies that with their combined efforts can accommodate the design and installation of most any elaborate or simple outdoor living project.

Isn't it Time to Relax?! **Elko Spas, Billiards, and Pools** knows how to create the perfect indoor or

outdoor environment. With nearly 20 years of serving the Grand Strand community, owners Kimberly and Michael Elko have built the trust of hundreds of clients and builders. Elko Spas, Billiards, and Pools is at the very top of their game, having been named HotSprings Southeast Dealer of the



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Year in 2019, as well as winning local awards yearly. They live up to their reputation for building customized, creative and quality products for recreation and leisure.



Elko Spas, Billiards, and Pools specializes in a wide array of hot tubs HotSpring Spas, swim spas, Doughboy above-ground, Elko Pools in-ground pools, Olhausen Billiards, game room tables and saunas. The Elko Team can work directly with homeowners or with their builder in design and logistics.

"We have been very Blessed. The Elko Team has a variety of talented people. As we say teamwork makes the dream work! We help customers envision their



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dream backyard and even help design their game rooms."

Having a competent partner for

"For example, if you have a raised beach house, we'll coordinate a crane and help with logistics of the hot tub delivery."

Elko Spas, Billiards & Pools also creates entire game rooms, for residential or commercial uses. We offer Outdoor pool tables and shuffleboards.

"We offer custom designed pool tables, custom designed cloth, custom designed shuffleboards, and playfields; a lot of people want their name, their logo, or some

collaboration can save builders time as well as effort, so they can stay focused on the central elements of the larger project.

"Builders are super busy," said Elko. "We can take away some stress working with their clients."

Even complex projects become easier when Elko Spas, Billiards, and Pools gets involved.



friendly atmosphere. They feature key employees regularly on their social media sites and held a summer kickoff Employee Appreciation Day in May. Annually, they host the Elko Family Picnic at the Myrtle Beach Pelican Stadium and Christmas party for staff and family.

To maximize summer fun and work with a trustworthy team,

reach out to Kimberly and Michael Elko. Because, really, isn't it time to relax?

(Continued on page 12)



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With more than six decades of cumulative experience in the industry and 12 years of consistent success, Randy Gaskins and the team at **Plants Direct** know how to plan a project at any home along the Grand Strand from start to

industry and tight labor market, having one contact person for a multi-faceted outdoor home project is a plus, and Plants Direct offers that convenience. Gaskins knows that clients appreciate that streamlined approach.

"We can take a job from start to finish. That's certainly one of the most important things we do. The customer likes that approach because they only have to deal with one contractor instead of multiple people. It just always seems to muddy the waters, the more people you have to deal with; if you have one contact, it really helps.



The Plants Direct Little River location @ 1741 Hwy. 57 North.

Accessibility, reliability, and accountability are the foundations of Plants Direct, which has two locations conveniently located in Little River and Conway. Gaskins is the first contact on every project and stays involved, from plans to finishing touches.

"I go out to each home and meet with the customers," said Gaskins. "I get ideas of what they want and like, and I give them my ideas. I can give them a sketch, a layout of their property, and tell them exactly what plants and materials we'll be using."

Gaskins is also readily available to



The Plants Direct Conway location @ 2019 Hwy. 544.

finish. Don't let the name mislead you — Plants Direct is a full-service outdoor living and landscaping company with knowledgeable professionals who take the time and care to customize each project and each client encounter.

"We design and create all outdoor living areas, which might include a kitchen, a patio, a fireplace, or a hot tub area," said Gaskins.

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clients so they always feel connected.

"I'm a very hands-on person, and If they reach out to me, I feel the need to respond," said Gaskins.

With a full nursery on site at both properties, Plants Direct also offers clients the opportunity to select the specific materials to be used at their home.

"They can come to my nursery and actually tag all the material that's going in their yard, and they always enjoy that," said Gaskins. "They know the tree they come and put their name on will be planted at their home. That helps everyone have a better visual of how the finished project is going to look."

Homeowners interested in fall projects should get their plans started as soon as possible, said Gaskins, because of the tight building market as well as nursery-specific challenges.

"Due to all the home building that is going on and due to the freeze that was in Texas two years ago, plant material is getting harder and



harder to find," said Gaskins. "When we do find it, the size is not up to specifications. We struggle with finding material every day, so the more lead time someone can give us to find the things that they want, the better we can serve them."

For convenience, selection, efficiency, and quality in outdoor living projects, reach out to Gaskins at Plants Direct.



Plants Direct owner's, Randy & Leigh Anne Gaskins.

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Nothing says summer like a pool in the backyard, refreshing and ready for entertaining. With more than 40 years of experience and a knowledgeable team that walks owners fully through the exciting pool-build process, **Sunco Pools and Spas** is ready to bring summer fun to your home.

Paula Elliott, general manager of Sunco Pools and Spas, said the pool-build process starts with a

one-on-one consultation with the client. Because each custom pool is a reflection of the homeowner, each project has its own unique progression.

“Customers actually play a part in designing their pool,” said Elliott. “They determine the shape and pick out materials like the gunnite, the plaster, and the tile. It’s a series of steps, so they actually get to see their ideas from the beginning to the end. It makes it a little bit more exciting for the client, to know they had a part in their pool build.”

Doug Smith, Sunco Pools and Spas construction manager, and Katie Chavis, sales representative, work together to ensure clients have full knowledge of options and end up with the pool of their

dreams.

“Katie is great; customers love her,” said Elliott. “And Doug’s been building pools for years — he’s very knowledgeable and loves working with high-tech features in automation.”

Pool automation not only offers eye-catching water features and convenience of operation, but it also saves clients money in the



Sunco Pools & Spas' Construction Manager, Doug Smith



Sunco Pools & Spas' General Manager, Paula Elliott.

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long run, with variable speed pumps that operate at different speeds depending on the use of the pool.

“There are different water features, deck jets, and colored lighting,” said Elliott. “The LED

relationship with clients.

“We maintain their pool for a month, and then we give them a hands-on show and tell: how to take care of their equipment, how to operate their salt generator, and so on. It’s a process; usually after they do it a few times, then they’re familiar with it.”

Many pool owners come into the Sunco Pools and Spas showroom to pick up an item for maintenance,

lights are very popular — the color-changing lights that you can control on your phone. Some have different light shows you can put on, whether it’s a theme or customized pattern.”

Once the pool build is complete, Sunco Pools and Spas continues its only to discover the latest equipment that can make their pool more convenient, more economical, or more entertaining.

“They’ll come to do a water test and explore different things we have,” said Elliott. “We have different pumps on display, a salt generator, and different filters. By seeing how they work, the pool owner can learn about different options that might fit their needs.”

Terry Hafner, Sunco Pools and Spas service manager, works with



the client to make their interests become reality in their own pool.

From design to maintenance to upgrades, Sunco Pools and Spas is the place to go to create summertime fun right outside your own home.

(Continued on page 16)

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The idea of creating a backyard oasis has taken off during these Covid pandemic years, now that more people are building up their properties as staycation destinations. It is summertime, and everyone wants a pool in the backyard.



The General Pool Company owner, Tommy Ashburn.

Tommy Ashburn and his team at **The General Pool Company** can take a homeowner's daydream and turn it into a real-life paradise right in their own backyard. With

the knowledge, technique, skills, and equipment that he brings to the job, Ashburn is creating scenes beyond many homeowners' imaginations.

For Ashburn, any pool project begins with a consultation to show the homeowner the range of options for their property.

"Most people, when they want to design a pool, and we show them what we can do, they get more excited about designing something more elegant than what they initially had in mind because they just really didn't know. We sit people down in our office and go through a gallery of pools, looks, and shapes, and within 30 minutes they've opened up their minds to possibilities."

Technology helps Ashburn make the project seem even more realistic.

"We make a 3D rendition so they can see it in their backyard," said Ashburn.



Tommy Ashburn (right) with homeowner, Dr. James Hadstate (left) in front of the beautiful vanishing edge pool on the intracoastal waterway in Myrtle Beach.

The General Pool Company offers customized design, materials, and details for a look unique to each client.

"We create handmade, customized copings to add to the richness of the pool," said Ashburn. "We can then build columns for fire bowls with a 'poured in place' matching pedestal for the fire bowl which adds to the overall look. We have had some clients ask us to pour the outside fireplace hearth to

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match the pool area."

Recent projects have included fire features in combination with LED lights, waterfall features, and artificial grass that is more durable and comfortable than grass itself.

Wet decks in combination with ledger loungers are also very popular.

"A lot of people are using ledger loungers — it just makes the scene so inviting," said Ashburn. "People can use their wet decks and sit in the water of about 5-6 inches; we

always put an umbrella anchor in the wet deck, because in July and August, it's nice to have that shade in addition to the water for relaxation and entertaining."

After the completion of a recent project, one client told Ashburn about the reaction of friends when they enter her backyard.

"She told me, 'Every time somebody comes over here, they've got the "wow" factor. They say, "We feel like we're at a resort when they come in your back yard."'



For those with an active lifestyle, The General Pool Company can create a sports pool, with volleyball nets strung across the width and a consistent depth throughout, for an ideal playing environment.

"Customized pools may take a little longer to finish, but it is always worth the wait. Your backyard swimming pool should look like an



invitation. If your only option is a rectangle pool with a small brick coping, then I would recommend shopping around before you make a final decision," says Ashburn.

The General Pool Company's advertising is mainly word of mouth, and after 37 years in the area pool business, it's clear that they use their knowledge and experience to put clients' happiness first. ■



# Mungo Homes

## A Testament of Trust



by Ashley Daniels



PHOTO © CREATIVE RESULTS, INC.

Dave Gosnell (left), Myrtle Beach Production Manager for Mungo Homes & Will Jenkinson (right), Broker-in-Charge for Carolina One New Homes inside the Gwinnett plan by Mungo Homes. “Our builders in the field look at our customers immediately as part of their family and they want to take care of them as they would their own,” says Gosnell. Jenkinson & Carolina One New Homes has worked with Mungo Homes for nearly two decades. “Our joint principles are founded on trust and a solid foundation of value, and we’re bringing that every day from a sales and marketing arm,” says Jenkinson.



The living area in the Gwinnett plan.

Mungo Homes is a powerhouse home builder, with communities scattered throughout the Southeast, but that doesn’t mean they’re not grounded in the details of the personal partnerships they have with each of the homeowners they serve – no matter where they live – and the Mungo Homes team members they employ.

Here in the Myrtle Beach branch of Mungo Homes, for instance, they are currently building in nine communities from Murrells Inlet to Calabash, N.C. However, when first expanding to the Myrtle Beach area in 2008, it was only one development and four employees. Today, they’ve grown to 37 employees, but have always stayed true to their roots.

“I think it’s mainly our people that set us apart from other companies in the industry,” says Mark Kerce, General Manager in Myrtle Beach. “There is a culture of people we hire that value communication and value our relationships with our trade partners.”

“Our builders in the field look at our customers immediately as part of their family and they want to take care of them as they would their own,” adds Dave Gosnell, Production Manager in Myrtle Beach “And I think that shows in what they do every day, how they do it, and the kind of product that they want to turn over to these folks. Because they want to be able to pass them in the grocery aisle and shake their hands instead of trying to avoid them at all costs.”

Mungo Homes has always been a family-run company since they were first founded in 1954 and the teams take their commitment to creating trusted relationships seriously, proven in the fourth, sometimes fifth generations of homebuyers returning and staying loyal to the Mungo brand.

“It’s a real testament to the company that great-grandparents, grandparents, children, and more continue to buy our homes,” says Kim O’Quinn, Corporate VP of Marketing. “Mungo management has always prided themselves on being very accessible, unlike large national builders. Recently in Charleston, for example, homebuyers came for their final walkthrough and CEO Steven Mungo just stopped by to say hello and congratulate them on their new home. So it’s just still very much a family company. That’s who we are, that’s who our team members are, and that’s how we try to treat our buyers.”

It’s that Mungo Homes building and buying process, from start to finish, that sets them apart in this competitive market.



The interior of the Warwick plan.



“Hands down, it’s what sets us apart,” says Gosnell. “We just set expectations from start to finish when communicating with the customer. Our process has proven success.”

That builder-customer process starts with weekly communication, he explains, and when that home goes under contract, the builder and the sales agent are immediately in-step with one another. They meet every single week, discuss every single home that’s under contract

in their neighborhood, and communicate progress to the buyer.

“They’ll discuss where they are in that process, such as are there any hiccups or what to expect next,” continues Gosnell. “We reach out to the consumer every week and update them on what’s happened on their home that week and what they can expect next week. We also get ahead of problems in this supply chain-riddled industry right now to let them know their tile selection or flooring selection won’t be available



The exterior of the Warwick plan.

until four months after they’re scheduled to close. We’ll say, ‘Let’s get you in here and reselect so we can stay on track.’ It’s that kind of communication that brings our customers closer to our process and makes them feel more than just a price tag.”

Will Jenkinson, Broker-in-

Charge at Carolina One Real Estate can attest to the Mungo Homes working relationship and process, having worked with them for more than 18 years in the Charleston market and for three years in the Myrtle Beach area.

“Our joint principles are founded on trust and a solid foundation of value, and we’re bringing that every day from a sales and marketing arm,” he says. “We’ve grown, they’ve grown; we’ve had our good years and bad years, but it’s a partnership. Three years ago, when they reached out to us about Myrtle Beach to help them grow, we brought in a performance coach to work with the Mungo team to onboard their training platform and it’s been phenomenal. We’re always focused on our people. The culture of our companies is so important to us.”

Here’s a closer look at the current roster of active Mungo Homes communities on the Grand Strand:



The exterior of the Chadwick plan with a side load garage.

- **Coastal Point West** in Conway, featuring 148 homes that vary in size from 1,200 to 2,800 square feet.

- **Sugarloaf** in Conway, featuring 102 homes with floor plan layouts from 1,600 to 2,800 square feet.

- **Cypress Village** in Little River, featuring 411 properties and three different product lines: townhomes, premier homes, and garden homes. These products offer a smaller footprint and one level – some with a dual primary – to cater to an active retiree clientele looking for low-maintenance living in an upscale home.

“We’ve marketed Cypress Village, because it’s an incredibly active retired homeowner group, by saying ‘only fun people live here,’” laughs O’Quinn. “They’re all very involved in the neighborhood, they



The amenities center in Cypress Village.

do a lot of activities and it’s a great neighborhood for people who like to be with their neighbors.

- **Evans Park** in Murrells Inlet (and only 10 minutes from the MarshWalk), featuring a more intimate 65 properties that mimic the same product line as Cypress Village.

- **Lakes at Brunswick Plantation** in Calabash, N.C., a golf community 20 minutes from the beach featuring 18 twin units, 36 single-family attached homes, with first floor primaries and garages.

- **Smithfield** at Brunswick Plantation in Calabash, N.C., another collection within the Plantation that features 31 luxury townhomes.

- **Merrill Villas**, located in a convenient, high-profile spot off Forestbrook Road and Highway 501, is a community of 150 homes in a booming area close to championship golf courses.

And Mungo Homes has not stopped growing its communities from Conway to the coast, feeding the growing need for quality ways to live, work, and play in this hot market. For more information and updates, visit **Mungo.com**. ■



The exterior of the Chadwick plan with a front load garage.



# From Murrells Inlet to Calabash, Mungo has your place in the sun!



Map locations shown: CONWAY, CAROLINA FOREST, SOCASSEE, MYRTLE BEACH, SURFSIDE BEACH, MURRELLS INLET, CALABASH, LITTLE RIVER, NORTH MYRTLE BEACH.

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by Sara Sobota

# The Importance Of Proper Installation & Maintenance Of Your Roofing & Gutter Systems

With hurricane season right around the corner, it's important for homeowners to be aware of issues related to roof damage. Hail and wind can make a roof vulnerable to leaking, and any homeowner wants to ensure that their roof is solid and secure. *Building Industry Synergy* reached out to two companies that have been staples in the local Roofing & Gutter industry for decades to get feedback.

However, the current boom in the building market, combined with the upcoming hurricane season, makes the Grand Strand area a magnet for roofing companies that may not have the client's best interest in mind. The professional team at **Spann Roofing** recommends that homeowners take common sense measures to ensure that any work done



Spann Roofing's Residential Sales Manager / Estimator, Dave Wahrendorff.

on their home is warranted and completed in a quality manner.

Spann Roofing is a family-owned business that has been building, replacing, and repairing residential and commercial roofs for 65 years. Since 1957, when Bob Spann established the company with three partners and seven employees, Spann Roofing has roofed more than 15,000 residential and

commercial buildings in the Grand Strand area.

Dave Wahrendorff, Spann Roofing residential sales manager/estimator, said the area has seen a proliferation of roofing companies that travel through neighborhoods knocking on doors and offering to replace homeowners' roofs for the cost of a



Spann Roofing's Residential Division Manager, Kimberly Stoffel.



by Lesley Hill

deductible. The problem is that often, those roofs don't need replacing.

"The legal way to do it is to have the roof properly inspected, which we do," said Wahrendorff. "It doesn't cost anything. We look at it and will be honest about what we see."

Kimberly Stoffel, Spann Roofing residential division manager, agrees.



"Call a couple of roofers, so you can compare their estimates. We can meet the adjuster out there as well, to show them what we see. If we think there's damage, we can show them what we're looking at. But," she added, "if you don't need a new roof, we'll tell you that, too."

The problem with replacing a roof when it's unnecessary is that when homeowners do have a legitimate claim, several months down the road — perhaps during hurricane season — the homeowner's insurance rate will go up, and they may even be dropped from the policy.

In addition, some roofing companies prioritize the number of jobs over the quality of the jobs.

"You might work with a company that tries to do 15-20 roofs at a time," said Wahrendorff. "They're short on



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crews, and they've got guys putting them up who aren't well trained and unsupervised. Down the road you have leaks. You call the company, and they say, "That crew's no longer with us."

Spann Roofing works in an opposite manner.

"I run two crews," said Wahrendorff. "Always two, only two. When the storms come, I still have my two crews. We keep the same ones we've had for years. I'm not going to

put guys I don't know on your house to do your roof and trust that they're going to do a good job."

And callbacks?

"I haven't had a callback about a roof in 18 months," said Wahrendorff. "Now that's saying something."

Stoffel said Spann Roofing gets the job done correctly, the first time.

"We still always look at quality over quantity."

(Continued on page 28)

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24th year as a small business they have been featured in publications such as “Southern Living Magazine”, “Gutter Enterprise” and Grand Strand Magazine and have been awarded for excellence in their field. Master Installer Darryl Hill said, “We have been blessed and have worked incredibly hard over the years.” I remember starting our business in 1998 where homes and buildings were built on the Grand Strand standard without gutters and downspouts. Today we are installing gutters on all construction, new and existing.” He added Horry and Georgetown Counties have experienced heavy rainwater from hurricane storms over the years. Explaining most new construction and developments are being built for retirees who are aging a see the need for a warranted and reliable guttering system which is essential in controlling the flow of heavy



Suncoast Building Products & Services installed the gutters on this home built by Classic Homes.

rainwater being produced by these storms. These systems also aid in the control of drainage and foundation erosion which will destroy expensive landscapes. One more thing... gutters and downspouts are now not only functional but decorative in use for “Curb Appeal” and now are considered to be a beautiful added design feature to your home’s exterior.”

Darryl also added through the Autumn months and Hurricane season keeping gutters free of debris in areas with pine trees and heavy

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Zeb Hill (left) and Darryl Hill (right)

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foliage is easier with a reliable “Pine/Leaf Gutter Guard Protection System”. He recommends cleaning several times a year or adding one of



Suncoast Building Products & Services installed the gutters on this home built by Heritage Building & Design.

our guards to capture falling pine needles and foliage allowing water to flow properly through the gutter. He states, “We have the BEST Protection systems!” “As I have tried just about every single one out there over the last 35 years, so I know which one’s work and which ones don’t.”

“Family Owned and Operated”, Lesley Hill, Darryl’s better half of 35 years and CEO is very active in the community. She believes Builders and Contractors should use local Small Businesses and Subcontractors who live and raise their families right here in Horry & Georgetown

County. As a Horry Georgetown Home Builders Association Member and former Board Member she explained she is totally committed to the service of promoting “Good will” between all Contractors, Subcontractors, Businesses large and small along with supporting our local and state legislative branches and elected officials.”

Finally, Suncoast’s continued success is attributed to skilled Experienced workmanship, Excellent craftsmanship, and offering Superior Products at the Best Price. Our understanding of the business principle of “Customer Service & Good Communication” keeps our contractors, homeowners, business owners, and their referrals coming back year after year.

Darryl and Lesley Hill along with their son and Chief Operating Officer, Zeb Hill lead SunCoast Building Products & Services, Inc. Megan Hill, Zeb’s wife is the



Suncoast Building Products & Services installed the gutters on this home built by MJM Custom Homes & Remodeling.

company’s General Manager. We are thankful for our small but mighty team of office staff and skilled technicians. You can visit their showroom at 1703 Park View Road, Conway, SC 29526. ■



Suncoast Building Products & Services installed the gutters on this home built by K & B Custom Homes.

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by Sara Sobota

# The Variety Of Applications For Window Coverings / Treatments & Security Film In Today's New Construction / Remodeling & Interior Design Industry

Window Coverings can accomplish a variety of things for home owners or businesses such as enhancing the décor, protection or security. *Building Industry Synergy* reached out to three highly respected local companies to get their feedback on the latest offerings in interior and exterior window coverings, treatments and security film.

For years, the experts at **Burroughs Shutter Company** have been appealing to the public to think ahead when planning an exterior or interior window treatment project. Traditionally, that advice was made with hurricane season in mind: don't put off projects to protect your home. However, this



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projects months ahead of time for numerous practical reasons.

With more than 20 years of experience in the window treatment business, Stan Burroughs has seen his share of trends, and the pace of his business just keeps expanding.

"We keep about 50 jobs in front of us at a time," said Burroughs.

Popular items in the hurricane



*Burroughs Shutter Company owner, Stan Burroughs, demonstrates the ease of operation of the roll down shutters installed on this custom home in Myrtle Beach. This home also features colonial shutters installed by Burroughs Shutter Company.*

season, that bit of encouragement becomes even more important with the current state of the local and global economy, including the area building boom, the impacts of inflation, and supply chain challenges. Stan Burroughs, owner of Burroughs Shutter Company, along with his nephew and business partner, Matt Burroughs, recommend that all homeowners and business owners schedule their



*Burroughs Shutter Company owner, Stan Burroughs*

protection market, which also add beauty and comfort to a home, are storm tex retractable hurricane screens, which come in a variety of colors. These rolling screens not only offer storm protection, but also factor in solar, wind, privacy, and comfort control. They're often installed in screened-in porches or partially enclosed outside living

areas, and they also extend the use of the area throughout the year.

Bahama, colonial, and roll-down shutters are other high-demand



*Matt Burroughs with Burroughs Shutter Company*

items that offer security, weather protection, energy conservation, and noise control in one product.



*Stan Burroughs demonstrates the ease of operation of the Zip Tex Rolling Fabric Screens.*

Burroughs Shutter Company also provides IBC code-rated or decorative colonial and Bahama shutters that are historically correct, right down to the hardware. All these shutters come custom colored and built.



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Regardless of the new products on the market, Burroughs ensures that each item is of top quality so that each project will reflect and reinforce the company's longstanding reputation.

"I'm constantly out there looking for manufacturers that have a good product. And we only buy products from superior companies. If it's not excellent, we don't even carry it," said Burroughs.

Stan and Matt Burroughs themselves are the other element that makes Burroughs Shutter Company highly regarded. They are involved with

ensuring the quality of the project and the satisfaction of the homeowner.

With almost no outside advertising, Burroughs Shutter Company continues to maintain and build its reputation in Horry and Georgetown counties on the



each project from beginning to end, whether that means reviewing blueprints and designing a whole-house plan with a homeowner, or replacing a few window treatments. They visit each home or business before, during, and after each project,



basis of its work and service. Clients talk, and they say good things about Burroughs Shutter Company

"People use us because we've been here," said Stan Burroughs. "We've been here 22 years, and every referral has been excellent. We do whatever it takes to make the person happy that's buying from us. Word of mouth is the best way of advertising."



So don't wait. Contact Burroughs Shutter Company to get your project started today.

(Continued on page 32)



Feeling the summer heat in your home or office? Palmetto Protection Films offers an effective, comprehensive, efficient solution. Window films from **Palmetto Protection Films** offer a wide array of benefits, from UV protection to heat reduction, privacy, safety, and security.



Palmetto Protection Films owner's, Matt & Kristy Yelle.

Matt and Kristy Yelle, owners of Palmetto Protection Films, who have more than 20 years' experience in the window film industry, launched their family-centered company in 2020. When he works with customers, Matt brings his full knowledge of the product to the conversation.

"When I go do my estimates, I don't do sales. I just do education," said Matt.

Often, the first topic is health, and the second is comfort.



A great example of a window with film (right) vs. a window without film (left).

"UV protection is a huge factor, and our films are actually recognized by the Skin Cancer Foundation as a deterrent to skin cancer. They block 99%+ of UV rays coming in to the house," said Kristy. "They also reduce the amount of heat coming in to the home. Our films can block 87-89% of solar heat coming through the windows, so that is a significant factor because it helps with cooling costs."

Fading of flooring, furniture, and window treatments is another common

issue with intense heat coming from windows.

"Sometimes, people don't want to put up blinds or big draperies," said Kristy. "And even if you do, the UV damage can still be done to those as well. So applying a film can help to protect all your expensive

possessions."

Another major benefit of window films is security, whether it's from potential intruders or from weather events.

"Our safety and security films deter burglaries and break-ins, but they're also good for hurricane





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season," said Matt. "Once that film's put on the glass, it makes it shatter-resistant, so if the window is

**MADICO Window Films**

broken, it helps hold all those shattered pieces together."

Some customers are concerned with the look of tinted windows in their home, but Palmetto Protection Films come in an array of shades, many of which are undetectable.

"It's a very classy looking film," said Matt. "And with the glare reduction, many times, customers can actually see better out of the windows with film installed. It sounds funny to say the grass is always greener," he joked, "but often, it really looks that way."

Palmetto Protection Films also services commercial clients, including restaurants, office buildings, and furniture stores, allowing business owners to utilize more of their space to more of the public all the time, rather than fielding

complaints about areas being too hot.

Palmetto Protection Films is at the top of their game, having been awarded Dealer of the Year for 2021 from its film manufacturer, out of thousands of dealers throughout the country.

One reason for Palmetto Protection Films' success is their family-



centered attitude and approach to business. The Yelle's teenage son designed the company logo, and their other son attends home shows and introduces clients to the product.

"From the ground up, we're a family business," said Kristy. "We tell our employees, 'We want you to feel like you're a part of our family.' It's important to us that we have that kind of relationship with them, and their families too."

(Continued on page 34)



The current housing boom in the Grand Strand area means clients are finding new ways to create their dream home, and **Coastal Luxe**, the Grand Strand's premier full-service design center, is facilitating their dreams every step of the way. In both new construction and remodel projects, Coastal Luxe delivers better living by design.



Coastal Luxe Interiors interior designer & marketing director, Holly Hollerbach.

Holly Hollerbach, marketing director and interior designer at Coastal Luxe, said that while the new home market continues to progress at full speed, some home owners are opting to stay put and remodel rather than move



residences, while others purchase older homes and complete a major renovation.

"Because it's a seller's market, homes are selling quickly and there's not enough inventory," said Hollerbach. "Some are building



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new, and some are choosing to buy, refurbish, and remodel. So, while new construction's hot, the remodel branch is growing."

Coastal Luxe is ready to

undertake a full design project from start to finish.

"We recently completed a 13-year-old house; we completely redid the kitchen, lighting, painting, wallpaper, and all interior furnishings," said Hollerbach.

Coastal Luxe has recently added two new specialists to meet the demands of the market, especially during this period when products can be in short supply and have



long lead times. In addition to their window treatment specialist, the company has added a flooring specialist and a cabinet specialist to their team.

"A homeowner will work with a designer to pick out the look, but



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that specialist is going to work on one avenue to complete the figuring, the pricing, the ordering, and the installation. A specialist, with their product knowledge and focused research, can turn the project around quicker within the requested time line and budget," said Hollerbach. "With the research required to know what's available and what the lead times are, we've learned that having a specialist in each category allows us to meet and exceed the client's or the builder's expectations."

As for new trends, Hollerbach said there are multiple ways clients are adding interest and fun to their

home design.

"We've been using a lot of different color on cabinetry," said Hollerbach. "Instead of all the cabinets being the same, we'll do the upper cabinets in one color, the lower another color, and the island a third color. That seems to be a trend that's really fun."

Architectural and industrial touches are also trending.

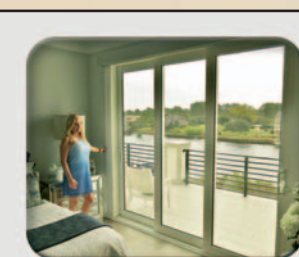
"We use a lot of architectural materials on the walls, beams up in the ceiling, wood trim going at abstract angles — it adds a lot of interest," said Hollerbach. "We're using live edge for barn doors and



bar countertops, and we put wallpaper on a ceiling with sheets of metal that looks like rivets. It catches the eye and the attention."

Regardless of the trends and the touches, Hollerbach said her company's main goal is to convey the homeowner's taste throughout the home.

"We have open communication with our client; we want to know what they want. We don't impress upon them our personal taste, because it's not about the designer. It's about the client, making what they love the most cohesive and beautiful element it can be." ■



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## HGHBA/Habitat For Humanity & Academy For Technology & Academics Announce 'House Project Kick Off'

The HGHBA Is Inviting All Members To Come Out & Support Their Partnership With Habitat for Humanity Of Horry County & The Academy For Technology & Academics At The Upcoming Media Event

### "House Project Kick Off"

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SEPTEMBER DATE TO BE DETERMINED

April, a native of Green Sea, is the proud mother of five children – Dayshawn, Ashauna, Dashaun, Gicen and Jiyana. She joined the Habitat homebuyer program in the Fall of 2021. She is employed by McLeod Loris Seacoast Hospital.

She applied to the program because she wanted to provide a better home for her kids and herself. April would like to provide her family with a comfortable home they can call their own.

Owning a home will "bring much joy to my babies," states April. "We will be able to be at peace. We won't have to

worry about having to move." Her children love to play basketball and watch movies, both of which will be so much more enjoyable in a home of their very own.

April has experienced the highs and lows of life, like many families. While she's dealt with financial burdens, her time in the Habitat Homebuyer Program is teaching her more and more about becoming financially stable and independent. "So far, I have learned that it is a process and you've got to have patience," explains April.

Her patience and perseverance have paid off. She's successfully working through the program while also working at a job she loves where she feels like she is helping others. Completely sweat equity hours has also taught her new skills, allowing for even more independence.

"I've enjoyed learning how to put vinyl siding on a house," says April. "At first, I was nervous....but the guys there



[site leaders] are very helpful and will teach you every step of the way."

The first thing April plans to do in her new home is to have her home prayed over and anointed. Her favorite Bible verse exemplifies her reliance on the Word. "I can do all this through Him who gives me strength." – Philippians 4:13 (NIV) As is stated at each home dedication, a home built on a foundation of God is guaranteed to be a stable, secure, and happy one. So, for April, her home will truly be her "happy place". And a well-deserved happy place it certainly will be for her entire family. For further information contact Chad Charles @ (843) 650-8815 or email CCharles@HabitatMB.org.



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Show Exhibitor Map Pages 24 & 25

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## SPRING 2023

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- PROPERTY MAINTENANCE HVAC / Plumbing / Surveillance / Misc Maintenance

Space Reservation: April 7 Material Close: April 14

## SUMMER 2023

- 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 9 Material Close: June 16

*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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