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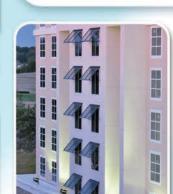






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The Horry Georgetown HBA Presents The Annual 2022 Home Improvement & Outdoor Living Show In The Myrtle Beach Convention Center September 16th - 18th

The overview of the entire show & Workshop / Seminars schedule. Visit FallShow.HGHBA.com for information

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Preview Of The Building Industry Synergy Online Resource Directory

Visit 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 / 2022 - 2023 HGHBA **Calendar Of Events**

The HGHBA New Members since July & the HGHBA New Member Inductees from the 08-16-22 General Membership Luncheon. The 2022 - 2023 HGHBA Calendar of Events.

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Cambridge Elevating

The widespread adoption of home elevators in beach side communities is a testament to their value and practical utility for homeowners. Aging-in-place or multi-generational living (and/or vacationing) is now easier than ever with 'vertical hallways' that move people and their belongings up 3, 4 or sometimes 5 stories!

PAGE 12

Renewal By Andersen Window & Door Replacement

Renewal by Andersen of Florence & Myrtle Beach holds a legacy of quality in everything we do. Renewal by Andersen replacement windows and patio doors last longer than most companies will be in business and reflect the Andersen legacy of quality that spans more than a century

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Lioher Cabinetry

LIOHER Corp, offers high quality furniture components with the vision of becoming the one-stop shop for the professionals in the kitchen & bath industry. Lioher offers two different cabinet programs which covers most of our professional clients needs: Stock and

Hikvision Security - An Industry Leader With Surveillance & Access Control Systems

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Coastal Luxe Interiors Better Living By Design

From conception to completion (and every step in between), Myrtle Beach-based Coastal Luxe Interiors is a master in the design industry. Their full, custom design services, beautifully covering everything from floor to ceiling, are known to be flawless for clients throughout Horry, Georgetown, and Brunswick counties.

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Notes Page For The Show Attendees

Space where the show attendees for the 2022 September Home Improevent & Outdoor Center September 16th – 18th can make notes on the companies, company professionals they spoke with & contact information from the

HGHBA Home Improvement & Outdoor Living Show Exhibitor Map & List Of Exhibitors

This two page spread shows the map of the entire show in the Myrtle Beach Convention Center on September 16th - 18th, as well as a list of all of the exhibitors & where they are

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Glass Shower Enclosures – The Latest Design Trends In Today's Industry

A home's shower area has become much more than a private place to bathe. With unique & the space reservation & material close design and trend-setting details, today's deadlines for each issue. showers make a statement about the owners'

Josh.Ai - Whole House Automation

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The only privacy-focused and purpose-built home assistant, Josh.Ai is a professionally installed control platform that offers limitless customization for the whole household.

Eagle Strategies - Tips For Financial Planning In An Ever Changing Market

For builders, homeowners, and investors alike the current economic market is a challenge. As a professional who spent more than 30 years in the building industry before becoming financial advisor for Eagle Strategies, LLC, a wholly owned subsidiary of New York Life, Cary Rowell has some tips and advice for navigating this unpredictable time.

The Evolution & Current **Design Trends For Countertops**

Countertop selection is an exciting and central part of any home build or remodel. In the everchanging world of countertop style, especially in this busy market, some new trends are Living Show in the Myrtle Beach Convention emerging that homeowners and builders will want to keep on their radar.

PAGE 42

HTC Security - Make Your Home Safer AND Smarter

In addition to being safe, you can also have a more connected, and convenient, home experience, all automatedly powered by HTC Security. HTC Security supplies limitless ways you can connect, control and customize a smarter home for you and your family.

Bertazzoni Appliances To Cook Beautifully

The kitchen has evolved from a purely functional mandate in the home to a space of With Pella, you get so much more than style and self-expression. As Bertazzoni kitchen's transformative role in the home, with

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2023 Building Industry Synergy Editorial Calendar The schedule for the four annual issues in

2023, as well as the topics that will be discussed

BUILDING INDUSTRY

SC - GRAND STRAND

2022 SEPTEMBER SPECIAL ISSUE

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on the cover

Coastal Luxe Interiors General Manager, Sherry Weatherly (left), with Interior Designer / Director Of Marketing, Holly Hollerbach (right) inside the Coastal Luxe Interiors' 10,000 square foot showroom located @ 6613 N. Kings Hwy. in Myrtle Beach, SC. "We are essentially a one-stop-shop in our brick and mortar store, stocked with all of the interior resources to build or remodel your home," says Hollerbach. Clients range from homeowners to builders and architects, with projects of all sizes encompassing full residential interior design for new construction, as well as remodeling work. "We're doing some remodels in some neighborhoods that were built years ago, like Grande Dunes and Pine Lakes, replacing cabinetry, flooring, and lighting to update these homes," says Hollerbach.

VISIT THE PROFESSIONALS @ COASTAL LUXE INTERIORS IN BOOTHS 329 - 330 - 409 - 410 @ THE SHOW IN THE MYRTLE BEACH CONVENTION CENTER SEPTEMBER 16TH - 18TH.

Home Improvement & Outdoor Living Show

September 16-18, 2022

Myrtle Beach Convention Center

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Friday, September 16

11 am - Common Errors in Building a New Kitchen

12 pm - How to Halloween with Halley Murrow from WMBF News

1 pm - Fall Prep For Your Spring Garden

2 pm - Simple Recipes That Taste Spectacular

Saturday, September 17

11 am - Chef Lui Prepares Delicious Asian Dumplings

12 pm - Backyard Gardening Questions & Answers

1 pm - Handmade Pottery Demonstration with Rooted Beauty Pottery

Sunday, September 18

12 pm - Wildlife of Myrtle Beach, "Dos & Don'ts" when you come across an injured animal

1 pm - Essential Skills For Your Future Therapy Dog

2 pm - Front Door Décor

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Bryan Turner • Cornerstone Home Inc.

Kathryn Covington • Stricklands Home dba Bettie Jo's Inc.

Olga Kazakova • Design The Sign

SEPTEMBER

16-18 Fall Home Improvement & Outdoor Living Show

Student Chapter Field Trip To Home Improvement & Outdoor Living Show

- ATA Advisory Board Meeting
- HGHBA Board of Directors
- **14-16** HBA of SC State Convention
- **15-18** HBA of SC Southern Builders Network
- General Membership Luncheon - Installation Of Student Chapter Members

24-27 NAHB Fall Leadership Meeting

NOVEMBER

- HGHBA Clay Tournament
- ATA Community Event Annual Meeting / Membership Luncheon
- HBA of SC Board Meeting / Legislative & Strategic Planning Session
- Career Showcase Event @ ATA

DECEMBER

14 HGHBA Board of Directors Meeting

2022-2023 Calendar ~ DATES SUBJECT

HORRY

JANUARY

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

Meeting FEBRUARY

3-5 Spring Home Show 2023

MARCH

- 21 HGHBA Family Outing
- Student Chapter Field Trip To

Housing Development APRIL

- **12** HGHBA Board Of Directors Meeting - ATA Advisory Board Meeting
- HGHBA Clay Tournament
- General Membership Luncheon

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



Look No Further for Top Quality Home Elevators

The widespread adoption of home elevators in beach side communities is a testament to their value and practical utility for homeowners. Aging-in-place or multi-generational living (and/or vacationing) is now easier than ever with 'vertical hallways' that move people and their belongings up 3, 4 or sometimes 5 stories!

Founded in 1988 with a Cambridge Elevating recognized this need for home elevators would expand to convenience. Since then, Cambridge

focus on accessible products for quality elevators for North America's customers in need, it was 2004 when new home construction industry at the expense of the accessible product lines.

Cambridge's elevator models are the general public's want for greater branded by a combination of their drive system and convenience of the elevator's focused on manufacturing the highest door system. Offered are three premium



hydraulic-drive models and one low-cost electric-drive model designed for builders and developers.

Hvdraulic

Elmira: Manual (or automatic) accordion cab gate with swing landing door

Heritage: Automatic sliding cab door panels with swing landing door

Cambrian: Automatic sliding door panels on both cab and landings

All hydraulic models are equipped with the same rail system, car frame, and power unit as our low-rise commercial elevator. Their design is highly versatile and can be configured to fit perfectly into almost any home design. Every feature of the elevator's takeoff and landing is fully adjustable to give one their perfect ride.





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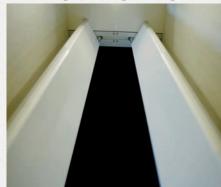
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Electric

E50: Automatic bi-fold cab gate with swing landing door

For homebuilders and developers, the E50's low price, compact footprint and



minimal construction requirements make it the model of choice against other lowcost alternatives. Homeowners will love its automatic cab gate as standard and low energy consumption.

All Cambridge models ride on cushioned roller wheels for a plush, comfortable ride and are equipped with safety light curtains as standard – not every elevator supplier can say that.

What to consider when buying a home elevator?

Buyers should ensure they buy from an elevator contractor that.

Has adequate insurance

Employs licensed mechanics

 Mechanics are factory trained to install/service code compliant devices

• Pull elevator permits

All Cambridge models meet the design requirements of ASME A17.1 Section 5.3, the National codes for elevator safety for Private Residence Elevators.

Why Builders & Architects love Cambridge?

Great Rental Home Features

Auto-homing sends the elevator to a specific floor. Auto-cycle moves the cab every 48 hrs. to keep the system moving &

lubricated. Remote monitoring informs the local service provider if the elevator needs corrective or preventative service. Automatic cab doors prevent nuisance service calls.

Design Tools

Design is the key to your business; Cambridge supplies all the necessary tools to make specifying an elevator extremely easy.

> Match Any Style of Décor Over 9 million design

combinations are available to customize the elevator so it suits the needs of both your client and project.

Made to Order

During construction anything can change. Don't worry, elevator drawings can be updated to the latest as-built size and travel distance before production.

Striving to be the most responsive to our customers' needs, to support their success is the universal theme throughout the offices, hallways, and production departments at Cambridge. No supplier in this industry can match the overall value offered via product quality, pricing & customer experience.



For further information on Cambridge Elevating or the installation of elevators or accessibility equipment, visit the professionals from Elevators Plus in Booth # 525 in the Myrtle Beach Convention Center September 16th - 18th, call (843) 877-4374, email ElevatorsPlus@gmail.com or visit ElevatorsPlus.com.

The Renewal by Andersen Difference Window & Door Replacement



Renewal by Andersen of Florence & Myrtle Beach holds a legacy of quality in everything we do. Renewal by Andersen replacement windows and patio doors last longer than most companies will be in business and reflect the Andersen legacy



Scan Here To Setup A Free In Home Consultation

of quality that spans more than a century. You'll see this in the way we back our replacement windows and patio doors. You'll see it in the wonderful service we provide every step of the way, from our initial consultation to our post-installation service. Let's take a closer look at why our replacement windows and patio doors grace many of the finest homes in Florence, Myrtle Beach, and the surrounding communities!

Our patented Fibrex® material makes Renewal by Andersen replacement



windows better than any vinyl or wood window on the market. Fibrex® won't crack, peel, rot, rust, pit, corrode or warp and you will never have to paint it.

windows block 95% of UV ravs and can reduce your energy bill up to 35%.

Innovation is at work behind the scenes and with window screens! screens for double-hung windows.

Included with every operable window are Combined with our Low-E4 SmartSunTM glass, Renewal by Andersen our nearly invisible TruScene® insect screens that easily lift out for convenient cleaning. We also provide half insect In every hinged Frenchwood® patio door, yesteryear's craftsmanship meets tomorrow's engineering. You'll find traditional mortise-and-tenon joinery alongside cutting-edge materials such as our exclusive High-PerformanceTM Low-E4® SmartSunTM glass. You'll find a commitment to function in our energy-Zependable Service **HARDWORKING** & HONEST Our name is our promise. PLUMBING & All In Need of Plumbing or HVAC REPAIR, INSTALLATION, or MAINTENANCE? We can help with that! WATER HEATERS · PIPES · DRAINS · LEAKS · GAS · WATER FILTRATION





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like to free some additional

Renewal by Andersen®

Narroline® sliding patio doors

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interior space.

apart from other contemporary designs. Narroline® doors are crafted with the same old-world craftsmanship that's been an Andersen® standard for more than a century.

Renewal by Andersen seamlessly handles every step of the window and door replacement process. We believe in the quality of our replacement windows and doors as well as our service

and installation. So, we're able to back our products with one of the best warranties in the industry on top of "that, the warranty is FULLY TRANSFERABLE, adding to the value of your home should you decide to sell. Our limited warrantee includes 20 years



on glass, two years on installation (so you can live with your windows through all four seasons, twice!) and ten years on components other than glass. We invite you to discover what sets our window and patio door replacements apart from the rest.



Andersen Narroline® black patio door

For further information or to setup a free in home consultation, visit the professionals from Renewal By Andersen in Booths 112 & 113 in the Myrtle Beach Convention Center September 16th - 18th, or call (803) 408-4982. You can also see page 31 of this Special Issue or visit BeautifulWindowsAndDoors.com to learn more.

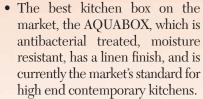
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Lioher Kitchen Cabinetry



LIOHER Corp, offers high quality furniture components with the vision of becoming the one-stop shop for the professionals in the kitchen & bath industry.

Since its founding in 2010, Lioher has geared itself into offering a big range of products and solutions:



• Two different cabinet programs which covers most of our



 Modern and technologically advanced boards in stock: the LUXE, ZÉNIT and SYNCRON.

professional clients needs: Stock and Custom.

• A Network of production and

distribution facilities in USA with stock processing machinery, logistics, and full equipped showrooms for a better service to our professional clients.

Today we are developing new products and service, along with the integration of the newest technologies, both in manufacturing and software.

Lioher offers an integral selection of panels that include High gloss (the LUXE by ALVIC panels), Supermatt (the ZENIT panels) and texture (the Syncron panels). This range of over 150+ options, offers endless applications on cabinetry, vanities as well as other applications.

High Gloss Finish with a Mirror Effect

The LUXE collection is the result of applying the latest generation of materials with the most advanced technology in lacquered surfaces.



The LUXE surface provides a High Gloss finish and the highest scratch resistance in the industry, paired with a clean and spotless mirror effect.

The LUXE collection incorporates an attractive range of solid colors, wood grains, textiles, metallics and special designs. These designs can be applied in the kitchen & bathroom, as well as in interior design and commercial projects, achieving a luxurious modern look.



The ZÉNIT collection is the result of our continuous improvement in lacquering technology and years of R&D+I.

The ZÉNIT surface offers a deep supermatt surface with a silky feel together with an extraordinary resistance to abrasion.

The ZÉNIT collection comes with a complete range of solid colors, with or without metallic particles, and elegant designs such as the marbles. These designs provide a contemporary look



spect in the thermos fused melamine board production.

The SYNCRON surface provides realistic texture designs with several

options for registered finishes, meaning a complete match between texture and design.

The SYNCRON collection offers a deep and complete range of wood grains,

stone, marble, textiles, leather, concrete, and oxide finishes that provide a natural and organic feel to any furniture element or commercial project.

For further information, visit the professionals from Milano Kitchen & Bath Center in Feature 3 in the Myrtle Beach Convention Center September 16th – 18th, or call (843) 808-9419. You can also see the top of page 43 of this Special Issue or visit MilanoKitchenandBath.com to learn more.

The SYNCRON collection is the

Visit Us In Feature 4 Sept. 16th - 18th In MBCC

Specializing In Landscape Design & Installation From Start To Finish



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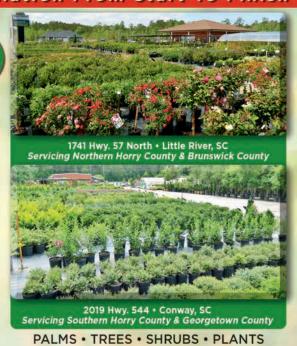
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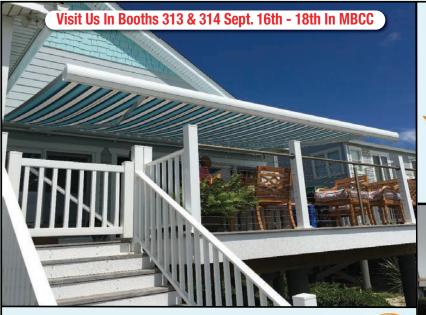
Kit includes a ColorVu (24/7 Color

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As an industry leader, Hikvision is recorded video, eliminating false alarms to constantly innovating and improving avoid "Boy-who-cried-Wolf" scenarios, technology to provide the best possible and in some cases such as our selfexperience to our customers. We have contained Solar Kit camera, is the only teams covering regional territories to product available on the market. The Solar to our "I" series NVRs in order to extend

and is powered by a solar panel that also comes in the kit. The camera is 4G connective and works with the major cellular service providers. They are excellent for changing environments like construction sites, and can eliminate the need for costly and time consuming labor to trench and lay conduit for cabling. These Solar cameras can also record back





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8 MP Camera

length of recorded ColorVu video. technology, which is not limited to the Solar camera, is available in the traditional camera styles and these

cameras also include our AcuSense technology which provides the ability to detect humans and vehicles based on target size to aid in false alarm filtering, providing reliable surveillance information in real-time.

ColorVu works without the need of traditional "IR" (Infrared lights) which provide black-and-white images; instead



they use a super large aperture to allow all of the available ambient light to filter throughout the scene. The ColorVu camera line includes a soft white light that can be set to turn on via schedule depending on the ambient lighting present in the scene.

AcuSense technology uses simple configurations to define a minimum and maximum target size for humans and vehicles in order to identify alert-worthy events based on the con-



AcuSense WiFi Dome Camera

figured criteria, thus ensuring notifications only trigger when necessary, not just based on motion which can be driven by lighting changes and wind. Our newest line of Analog DVRs, what we call "Tribrid DVRs" include AcuSense capabilities as well in order to bring this exceptional feature to all customers, whether they are using existing Coax cabling or running new



Cat5/6 cable for a brand new building or installation.

Our Dealer Partners can receive special pricing for equipment used in evaluations, whether in your own offices or for customer field demonstrations, as well as project pricing to enable higher success rates in winning project opportunities and continuing to service those projects during periods of future expansion. HikVision offers personalized support for technical needs, as well as maintaining excellent online resources for product information, product training, customization requests and more.

For further information, visit the professionals from Trusted Home Services in Quad C in the Myrtle Beach Convention Center September 16th – 18th, or call (843) 365-1783. You can also see the bottom of page 28 of this Special Issue or visit TrustedHomeSC.com to learn more.

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Coastal Luxe Interiors Better Living By Design

VISIT THE PROFESSIONALS WITH COASTAL LUXE INTERIORS IN BOOTHS 329 - 330- 409 - 410 SEPTEMBER 16TH - 18TH IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels



The Coastal Luxe team shown inside their showroom located @ 6613 N. Kings Hwy in Myrtle Beach. Their professional team covering everything from floor to ceiling, are known to be flawless for clients throughout Horry, Georgetown, and Brunswick counties.



Senior Interior Designer's, Debbie Pinelli (left) & Kelly Cain (right) discussing some of the lighting fixtures in the show room.

From conception to completion (and every step in between), Myrtle Beach-based Coastal Luxe Interiors is a master in the design industry. Their full, custom design services, beautifully covering everything from floor to ceiling, are known to be flawless for clients throughout Horry, Georgetown, and Brunswick counties.

"We are essentially a one-stop-shop in our brick and mortar store, stocked with all of the interior resources to build or remodel your home," says Holly Hollerbach, marketing director at Coastal Luxe. Clients range from homeowners to builders and architects, with projects of all sizes encompassing full residential interior design for new construction, as well as remodeling work. "We're doing some remodels in some neighborhoods that were built years ago, like Grande Dunes and Pine Lakes, replacing cabinetry, flooring, and lighting to update these homes," says Hollerbach. "And then, while you have your open floor plans currently being laid out by builders, with these older homes, we're helping with design in the essence of concepts to figure out how to modify the floor plans and yet maintain how



Coastal Luxe Interiors' General Manager Sherry Weatherly (left) reviewing an upcoming interior design presentation with Senior Interior Designer, Debbie Pinelli (right).

things can still work and be best for exterior finishes, from paint colors traffic flow." exterior finishes, from paint colors to shingles, and interior elements,

New build neighborhoods showcasing the Coastal Luxe imprint include Waterside Edge, Waterbridge, Waterway Palms, and more. For builders who don't have their own selections coordinator on staff, Coastal Luxe offers the same service by walking clients through exterior finishes, from paint colors to shingles, and interior elements, including flooring, cabinetry, lighting, kitchen backsplash, and more.

"Working with Coastal Luxe Interiors is a pleasure," says Jason Repak, owner of Hudson Builders and president of the Horry Georgetown Home Builders Association. "Their designers are very professional and I trust them to take care of my homeowners. They provide a 'spec sheet,' or some may refer to it as a 'selections sheet,' that covers not only the selections but also a color palette for each of my homeowners. This makes my job as a building contractor much easier. I also like to refer my homeowners to them for several of the individual products that they have to offer."



Coastal Luxe Interiors' Senior Interior Designer, Moira Youmans, puts the finishing touches on a display in the showroom.

This same design service the team offers is available to any of their residential clients. Their designs also extend into transforming the outdoor living spaces of their clients through fabrics, pavers, and the layout of outdoor furniture in the backyard or on the front porch, working with the parameters featured within the property's footprint. "We also have three senior designers who are versed to do space planning and will design and select all of the clients' window treatments, furnishings and

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Coastal Luxe Interiors' cabinet specialist, Scott Hawkes & Senior Interior Designer, Kelly Cain review some cabinet door samples in front of the company's Wellborn Cabinet display.

the house," says Hollerbach. "So when we talk about full design, that's what we mean in addition to architectural elements, from floor to ceiling, like wood applications on the wall, wallpaper, paints, faux finishes ... It's pretty limitless, but we make it cohesive because we have everything in house for the most part. A lot of people who are transitioning from out of town need to spend their time wisely and should not have to travel from store to store. Here, you get a more cohesive design."

Homeowner Leigh Anne Gaskins has entrusted working with Hollerbach and the team at Coastal Luxe from the very beginning stages of her new build home - and continues to work with her today.

"She's been such a pleasure to work with, very professional, and always listened to our needs," says Gaskins. "She decorated our new home, from paint to flooring and everything in between. She even

accessories throughout any room of had her own movers move everything in and now she's putting in the finishing touches, like paintings, curtains, or what she calls the 'finishing bling-bling."

The Coastal Luxe storefront on Kings Highway in Myrtle Beach is laden with a plethora of interior design selections, from blinds and

bedding to fabrics and furnishings, lighting, and beyond, such as:

- Custom window cornices in a variety of wood and fabric finishes
- Custom bedding and linens, including comforter sets, duvet covers, pillow shams, bed skirts, coverlets, and throw pillows
- Custom-designed and fabricated window treatments in-house, such as drapery and valances in a wide range of styles, plus the hardware to complete the look, from curtain rods and rings to hold-backs and brackets
- Upholstery
- A library of fabric in a variety of colors and textures for any type of project in need of this very important interior element
- Flooring, including hardwood, laminate, or vinyl flooring, ceramic tile, decorative accent/ mosaic tiles, and carpeting
- Furniture built for beauty, quality, and comfort in an array of styles, such as contemporary, transitional, traditional, or coastal



The Coastal Luxe Interiors showroom includes a library of fabric in a variety of colors and textures for any type of project in need of this very important interior element.

- Kitchen and bathroom cabinet design with a client's needs and space in mind, like storage, lifestyle, and budget
- Lamps and lighting, including wall sconces, table lamps, floor lamps, desk lamps, and recessed lighting
- Interior and exterior paint color selections and stain selections, available in endless brands, as well as turnkey painting services
- An extensive library of wallpaper from many national name brands

But the heart of the business is the staff of about 10 total employees, including specialists in flooring and cabinetry, a full-time seamstress, and three senior designers. The talented team is renowned for putting its clients first.

"In our consultations, we have a deeper conversation about how you live and how you are going to use the space. Additionally, we ask what type of textures, and colors and lighting the client wants," says Hollerbach.



Coastal Luxe Interiors' flooring specialist, Stephen Chase & Senior Interior Designer, Moira Youman review some flooring samples in a model @ Waterbridge in Carolina Forest.

She says it's all about communicating with the client and actually listening to their wants and needs, not pushing their own personal likes onto the client.

feedback, listen to what they want and create what they want within their budget," she says. "It's not just centered on the beautiful thing that we can come up with, but what their expectations are and

what their lifestyles warrant."

The entire staff is passionate about exceeding their clients' expectations. Each consultation includes a guided walk through the "We adopt and take in their details of the space and the options available to nail the design, including the durability level wanted in the surroundings, the scale of the furnishings, the height of the room, and the color palette, to name a few.

> "I think it's great that we take the time to go through details that a lot of people don't take the time to go through," says Hollerbach. "It makes a big difference once we procure everything and reach implementation with forethought. I feel all of our designers consider every detail and those of each element. A lot of people don't even know the options that are out there unless someone takes the time to educate them on those options and works within a budget to deliver that end result."

> Kevin Surdyke, manager at Nations Homes, a custom home builder in Myrtle



Coastal Luxe Interiors' cabinet specialist, Scott Hawkes & Senior Interior Designer, Debbie Pinelli discuss the new Wellborn cabinets that were installed in a model @ Waterbridge in Carolina Forest.

COVER STORY

Beach, agrees. "The Coastal Luxe team has some really wonderful and professional people on staff," he says. "The relationship and communication with their group provide a seamless transition, starting with home design and ending with our clients moving into their beautiful custom home ..."

Coastal Luxe also prides itself on its team-oriented culture, breaking the designer stereotype that tends to seep into the industry. "Sometimes in our industry, you have a single designer, and a lot of times, it's about the designer," says Hollerbach. "Here, it's about the client, not the designer. We've transitioned away from that. And that's something that I think we really focus on: it's about the client and what the client wants."



The Coastal Luxe Interiors Showroom is located @ 6613 N. Kings Hwy. in Myrtle Beach.

For more information or to schedule an interior design consultation call (843) 946-6644, email <u>Sales@Coastal-Luxe.com</u> or visit Coastal-Luxe-WindowTreatments.com.

VISIT THE PROFESSIONALS WITH COASTAL LUXE INTERIORS IN BOOTHS 329 – 330 – 409 – 410 SEPTEMBER 16TH – 18TH IN THE MYRTLE BEACH CONVENTION CENTER







Coastal Luxe Interiors

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HOME DESIGN EXTRAS





Exhibitor Map & Company Names Are On The Next Page (Pages 26 & 27)



(843) 945-4452

Contact Information From The Show

COMPANY	PHONE #	SPOKE WITH
COMPANY	PHONE #	SPOKE WITH
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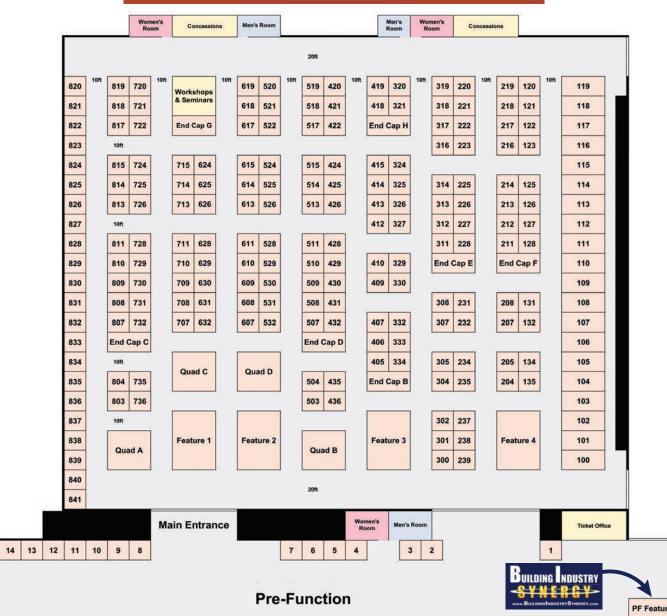






Horry Georgetown Home Builders Association

EXHIBITOR MAP





(843) 294-ELKO (3556)



(843) 365-2154



Conway **(843) 347-0157** Little River **(843) 390-4200**

EXHIBITOR BOOTH NUMBERS

EXHIBITOR	B00TH #
AAA Blind & Shutter Factory	611
AB Concrete & Pavers	524
Accent Lighting of the Grand Strand	407
Ace Handyman Services	732
Affordable Awning Systems LLC	735 • 736
Affordable Luxury Awnings	313 • 314
AHG Professional Painting	833
American Residential Services	End Cap H
At Your Service Plumbing & Drain Cleaning LLC	End Cap D
Atlantic Coast Mortgage Group, Inc.	731
AV Performance Innovations	302
Back Porch Design and Repair	PF-004
Barnabas Horse Foundation	PF-011
Bath Fitter (DBA Martin Martin Renovations Inc.)	333 • 334
Beach Landscaping	829 • 830
Bella Vista Essentials	817
Benjamin Franklin Plumbing	513
Best Home & Property Services	528 • 529
Beyond by Aerus	522 • 617
Big Daddy's Yard Supply	424 • 425
Bird Dog Power Washing LLC	526
Bloomin' Blinds	307 • 308
Building Industry Synergy	PF-Feature
C & T Kitchen Remodeling, LLC	614
Cantey Foundation Specialist	126
Carolina Cool, Inc [.]	520 • 521 618 • 619
Carolina Home Exteriors	238 • 239
Carolina Solar 3M Window Tinting	826
Carolina Temperture Control	629 • 630
Carolina Wildlife Rehabilitation Center	5
Chesapeake Homes	509
Clean Curbs LLC	615
Clearwater Rain Gutters, Inc	715
Clemson Extension	518
Coastal Air + Refrigeration	131 • 132
Coastal Curbs LLC	Feature 1
Coastal Luxe	329 • 330 409 • 410
Coastal Surface Solutions	216 • 217
Coastal Transformations	435 • 436
Conserva Irrigation	320 • 321
Contract Exteriors	114 • 115
Conway Air Conditioning	231 • 232
Conway Chyrsler Dodge Jeep Ram	504
CPI Security	128
Creative Flooring Designs	707 • 708
Cumulus Media	825
Curbscapes, INC	End Cap F
Custom Wet Rock Creations	316
Cutco	431 • 432
D & L Sales - That's Amazing	610
DBH Interiors	220 • 221
DCW Hardwood & Slabs	510 • 511
	834 • 835
Delmar Pools and Spas	836 • 837
	838 • 839 840 • 841
	040 9 041

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Dependable Service Plumbing	728 • 729
and Air	810 • 811
Dew Company Inc Easton Industries	803 • 804 713 • 714
	/13 • /14
Easy Radio	PF-002
Elevation Blinds	PF-003
Elevators Plus LLC	525
Elite Exteriors	234 • 235
Elko Spas, Billiards and Pools	116 • 117 118 • 119
Empress Bake Shop	721
First Choice Heating and Air	631
First Choice Home Remodeling	318 • 319
Floor Covering International	807
Floortech Of SC	507 • 508
Forever Floor and Tile	426
Freedom Boat Club	237
FT Kitchens and Baths	814 • 815
G 3 Engineering	822
Garage Kings of Myrtle Beach	300 • 301
Gator-Strong, LLC	332
Gordon's Oriental Rug & Carpet Cleaning, LLC	225
Grand Strand Garage Door, LLC	724 • 725
Grand Strand Humane Society	420 • 421 422
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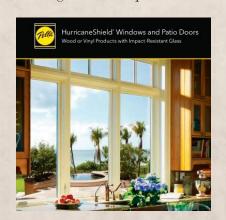
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For further information, visit the professionals from Cove Construction in Booths 304 & 305 in the Myrtle Beach Convention Center September 16th - 18th, or call (843) 360-8163. You can also see the bottom of page 10 of this Special

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GLASS SHOWER ENCLOSURES



Glass Shower Enclosures The Latest Design Trends In Today's Industry

by Sara Sobota

A home's shower area has become much more than a private place to bathe. With unique design and trend-setting details, today's showers make a statement about the owners' taste and style.

David Brady, co-owner of Brady Glass People want the shower to Solutions with his wife Toshia, knows all about glass shower enclosures, because he and his team have been installing them for



David Brady

On any day of the week, Brady has 6-7 fully trained, experienced installers creating the latest looks in bath areas of new or remodeled homes. According to David Brady, homeowners want simplicity in their glass shower enclosures.

"The more frameless they can be, the better," said Brady. "People want minimal hardware. A glass shower enclosure creates an open feel.



It's less claustrophobic it makes vou feel like vou're standing in the middle of a room. It makes the shower as big as the bathroom. be very open, very clear, and also very low maintenance."

The glass shower industry is evolving to keep up with home-owners' trends.

"They're starting to come out with a lot of coatings to put on the glass that will make the glass water spot resistant," said







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Brady. "That's becoming very popular." Brady Glass offers a wide variety of

styles in glass shower door design.

"They can be swinging or sliding," said Brady. "They can have one sliding panel or two sliding panels. They're very customizable, and you can do about anything."

One recent client in the Waterbridge community in Carolina Forest envisioned their shower as an expansive glass barn door enclosure.



A Custom 11 foot long, 9 foot tall shower enclosure with barn doors on opposing sides

"We did a shower door that was 11 feet long, 9 feet tall, and it had barn doors on opposing sides, so on both the right and

the left sides, there were sliding barn doors that were incorporated into the shower door. It was pretty cool," Brady said.

Brady Glass manufactures a wide variety of glass at their showroom in Myrtle Beach, including double-paned



windows and custom glass table tops. In addition, they maintain a wide variety of glass shower door inventory on site in in there." order to provide efficient service.

"We keep a lot of hardware parts and pieces in stock, and we keep a lot of stocksize swinging doors in stock," said Brady. "We try to have all these items to stay



ahead of the curve so we can keep our lead times down."

For property managers, glass shower door enclosures may need consistent maintenance to remain beautiful and functional for visitors.

"Mostly with property management companies, we make repairs more than upgrades," said Brady. "A door may fall off track or out of adjustment. They just want to keep it working for the guests that are

For further information or to discuss your upcoming Glass Shower Enclosure project or any of your glass needs, call Brady Glass Solutions @ (843) 957-2546, email BradyGlass@sc.rr.com or visit GlassMyrtleBeach.com.

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Josh Ai "Ok Josh, Welcome Home"



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> Each Josh microphone knows the floor plan of its home. A simple command like, "Ok Josh, lights on" will illuminate the lights in that room. Clients can easily control all of their rooms, areas, and floors thanks to Josh's knowledge of their surroundings.



Josh also understands aliases or variations that have been programmed for rooms, devices, and scenes - enabling personalized and inclusive interactions for users of all ages. Once Josh is prompted with its wake word, any member of the

THE BEST BRICK ON THE BLOCK

family can freely speak as if an assistant is standing by.

"Hey Josh, dim the lights 40%, lower the shades halfway, and announce upstairs that dinner is ready"

Privacy

A critical requirement of being a premium home assistant is respecting and protecting user privacy. Josh not only ensures that clients and their families' commands remain private, it also optimizes how it secures any data collected. While Josh is continuously learning, every user can control how much information their home shares.

Josh will never use client information for marketing purposes or sell user data to third parties. Unlike the mass-market voice assistants, Josh's sole focus is on providing the most exciting, effortless, and elegant user experience possible.

Imagine a home that is intelligent enough to turn off the lights automatically when you go to bed, or pause the music when you leave for work. Josh homes are turning these futuristic concepts into reality. Through the use of artificial

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intelligence, contextual understanding, location awareness, over-the-air updates, and more, Josh is making the smart home truly intelligent.

In addition to fully integrated voice control, every system includes Josh's iOS and Android apps offering unparalleled access to connected living spaces. With the

app, users receive smart recommendations based on resource consumption, can check surveillance cameras, monitor the state of devices, easily customize scenes, and control everything with voice or a beautiful GUI, from anywhere in the world.

physically becoming larger and positioning their speakers as focal points in a room, Josh Micro and Josh Nano have been designed to blend into a client's surroundings. The Josh team has worked closely with the architecture, design, and professional installation communities to rethink how voice control should perform in the world's most luxurious residences.

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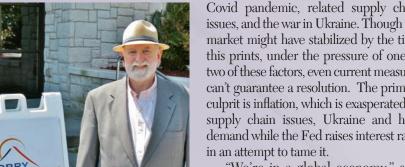


by Sara Sobota

Tips For Financial Planning In **An Ever Changing Market**

For builders, homeowners, and investors alike, the current economic market is a challenge. As a professional who spent more than 30 years in the building industry before becoming financial advisor for Eagle Strategies, LLC, a wholly owned subsidiary of New York Life, Cary Rowell has some tips and advice for navigating this unpredictable time.





Cary Rowell

Rowell named global variables that have blended to cause the current market of high inflation and high interest rates: the

Covid pandemic, related supply chain issues, and the war in Ukraine. Though the market might have stabilized by the time this prints, under the pressure of one or two of these factors, even current measures can't guarantee a resolution. The primary culprit is inflation, which is exasperated by supply chain issues, Ukraine and high demand while the Fed raises interest rates

"We're in a global economy," said Rowell. "You can't just isolate and say 'That doesn't affect me.' Ukraine does affect us in terms of food supply." Rowell noted that "supply chain issues will eventually solve themselves," yet other influences may hinder overall righting of the market.



Investors uneasy with the current market conditions should consider maintaining their current course, Rowell "Make sure you're properly diversified in markets. After considering your risk tolerance and other factors,

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consider staying invested, and ride out the current situation," said Rowell. "Everything is temporary.' That's the advice we give clients. If you're young and investing and your horizon is relatively long, then downturns can actually be good for you because your reinvested dividends are buying more shares at lower prices or if you take advantage of dollar cost averaging* by investing with each paycheck into a retirement plan. I have very few clients who bail out of the market when these things happen. Those who do are making emotional decisions, which is



never a good idea when it comes to investing." Bond related mutual funds that invest in TIPS, Floating Rate Bonds or Short Duration Bonds might be worth considering in the current high inflation, rising interest rates environment.

In regard to the local housing market, Rowell noted that prices are starting to drop just a bit from record-highs.

"Now that we're getting higher interest rates and people priced out of homes, we're already starting to see some existing housing pricing soften,' said Rowell. "It may not come down to pre-boom pricing, but it's coming down a little bit, and we're seeing inventory grow." That will probably continue to happen as rates increase." Those who planned properly should be fine through the housing downturn. "You should always plan for the next business

"Our strategies and solutions are customized for each client based on their current circumstances, goals and objectives and risk tolerance." Knowledge



is power, and having Rowell's insight may help many individuals weather this economic storm.

*Dollar-cost averaging does not assure a profit nor does it protect against loss in declining markets. To be effective, there must be a continuous investment regardless of price fluctuations. Investors should consider their financial ability to continue to make purchases through periods of high & low price levels.

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COUNTERTOPS



The Evolution & Current Design **Trends For Countertops**

by Sara Sobota

Countertop selection is an exciting and central part of any home build or remodel. In the ever-changing world of countertop style, especially in this busy market, some new trends are emerging that homeowners and builders will want to keep on their radar.

One major evolution is the popularity of leathered granite for use in kitchens and bathrooms rather than traditional polished granite. Leathered granite, usually offered in dark colors such as absolute black, fantasy brown, or steel gray, has a matte, textured finish.



"People don't necessarily want the polished look any more," said Shannon Gormley, owner of Celtic Granite & Marble. "They want a duller top but with

Gormley added that availability of textured granite varies according to color.

"Many places seem to have steel gray and absolute black. For fantasy brown, vou'll have to look around," said Gormlev.

When it comes to outdoor kitchens, homeowners are sticking with the lighter



"Lighter colors for outdoors just seems to go along with the outdoor lifestyle," said Gormley.

Quartz, also, is undergoing a trend



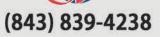
"For a long time, quartz was all about calacatta, which is white with grev veining through it. Now, the trend seems to be leaning more toward white quartz with brown or gold going through it," said Gormley. "And it's not necessarily white white, but off white. People are starting to go more for the creamier quartzes, for a warmer look.'

Another stone, called quartzite, is very popular. It's on the high end of stones, and while its beauty and elegance are unquestionable, the stone also has some drawbacks.











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"Quartzite is a natural stone from the ground, not manmade," said Gormley. "Quartzite stones are absolutely gorgeous. They are very hard. They are the most expensive stone to buy right now, and they take twice as long to fabricate and cut than quartz or granite." Also, Gormley noted, quartzite with veins in it can be very fragile, so homeowners should be selective if they choose this stone. In addition, quartzite requires more frequent sealing.

Homeowners may choose from a variety of edges for their countertops, including rounded, bullnose, or half bullnose, but



many choose a simple standard edge. When people choose certain types of edges, they should keep color in mind, or the effect may be lessened.

"If you were to choose something really rounded or a half bull nose or bull nose edge, you have to choose the right color for that, because you might not be able to see it. With lighter colors, the edge is less noticeable," said Gormley.

Turnaround times for countertops vary with the size and complexity of the kitchen, but homeowners should plan for at least a month. Prices vary widely as well. Gormley encourages all clients to visit area warehouses to select a stone, and then call retailers for the price. This process will result in a quicker turnaround time than ordering a stone from an online retailer.



For further information or to discuss your upcoming Countertop project, call Celtic Granite & Marble @ (843) 236-3120, email CelticGraniteandMarble1@gmail.com or visit CelticGranite.net.











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Bertazzoni Appliances To Cook Beautifully

The kitchen has evolved from a purely functional mandate in the home to a space of style and self-expression. As Bertazzoni celebrates our 140th anniversary, we're proud to share our unique perspective regarding the kitchen's transformative role in the home, with a special focus on today's increasingly experience-driven kitchen environment.

THE

30 YEARS

The kitchen has now replaced the living room as the social hub of the home, welcoming family and friends to gather together for various activities throughout the day. This evolution of the kitchen into the heart of the home has accelerated an emphasis on form and has driven a rise in built-in kitchens with integrated appliances, which place



the priority on beautiful form and seamless design.



Today's built-in appliances offer remarkable innovation. Some of the standout aspects of Bertazzoni built-in products include:

- Range tops with dual power burners featuring a best-in-class time to boil, at under six minutes and 19,000 BTU capacity.
- · Refrigerator columns with the largest interior depth in the category, while featuring attractive LED lighting.
- Wine Columns featuring the utmost in temperature zone accuracy, UV light shielding glass windows, and vibration free compressors.

With all this new technology, people are now cooking more often at home and there's never been so many homeowners trying their hand at new dishes. The level of selectivity in cooking at home has taken on a whole new level, both in the sense of the quality of ingredients people are using, but also how that food is prepared. Not all cooking methods yield the same results. In particular, steam and steam assist ovens are gaining traction, praised for retaining food's nutrients in the cooking process, and refrigeration has grown more important amidst the rise of natural and organic ingredients and the need to best preserve fresh food.

And "better for you" cooking isn't just limited to what we're putting into our bodies — a growing number of Americans are seeking technologies



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with a smaller carbon footprint and better impact on the environment. Induction cooking is increasingly popular as an eco-friendly solution, and Bertazzoni has doubled its induction range sales over the past two years.

Today's kitchens are also the latest



symbols of aspiration and self-expression. Because of this, there's a greater shift away from "cookie cutter" homes and towards experience-driven spaces that reflect personal design tastes and lifestyle.

generic; they're the imaginations of designers and homeowners, brought to

life through colors, materials, textures, finishes, and more. Bertazzoni is the market share leader in color appliances within its competitive set and is seeing sustained popularity in its colorful ranges. Within North America, red is the best-selling color within Bertazzoni's warm color palette, with the percentage share of red compared to all colored range sales nearly

doubling over the past 24 months. Overall, color range sales continue to grow, with an annual increase of approximately 20% per year.

Whether their focus is on the aesthetic or on functional updates like wellness or eco-friendly driven design, homeowners are creating spaces that Stylish kitchens aren't will spark joy in their day to day experiences with Bertazzoni.



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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 February 3rd - 5th.

- ENCLOSURES / SUNROOMS SCREEN ROOMS / AWNINGS
- FLOOR COVERINGS

Space Reservation: December 30 Material Close: January 6

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

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

SEPTEMBER 'SPECIAL ISSUE' 2023

Distributed to show attendees @ the 2023 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

- BATHROOM & KITCHEN DESIGN
- DOORS / WINDOWS

MILLWORK SPECIALTY PRODUCTS

■ HOME AUTOMATION / SECURITY **ELEVATORS / ACCESSIBILITY EQUIPMENT**

Space Reservation: August 11 Material Close: August 18

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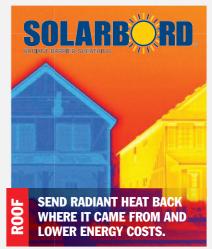
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