

Carolina Home Exterior's Outdoor Living — Indoor Lifestyle

VISIT THE PROFESSIONALS WITH CAROLINA HOME EXTERIORS IN BOOTHS 200 & 201
FEBRUARY 3RD - 5TH IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels



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Perfect for outdoor entertainment, a custom-built pergola makes an impressive architectural statement, creating an inviting, attractive outdoor living space.



The Pabons relax in their beautifully designed Sunroom that showcases quality craftsmanship and customized design elements. Here they can experience the freedom of being outdoors with indoor amenities. Sunrooms are inviting, cheerful spaces that can be converted to living rooms, playrooms, offices, art studios- the options are infinite.

A mainstay in the Carolinas since 1980, Carolina Home Exterior's (CHE) is the master of creating award-winning outdoor living spaces, from sunrooms, screen rooms, pergolas, pool enclosures and patio lanais, for more than 12,000 satisfied clients.

That's more than 40 years of success in this industry, which certainly doesn't happen by accident.

"I think it all boils down to the people and leadership", says CHE owner and president Ted Cligrow, who took over the business in 2011. "We put a tremendous amount of effort into the ongoing personal and professional development of our employees. We put emphasis on having contractor training opportunities, incentive programs and onsite demos to enhance their skills."

Upholding a business model built on superior service, refined craftsmanship and customer education, Cligrow and his team of more than 30 employees strive to overcome the challenges of the construction/remodeling industries by becoming a true Consumer Advocate.

There are two branches that are the foundation of CHE's Consumer Advocacy discipline: their Contractor Checklist and their tried-and-true 10-step remodeling process. Because of this two-pronged approach, CHE raises the bar on performance standards in the home improvement industry by averaging a 30 percent growth in annual revenue, sustaining a 99.25 percent customer service rating, and completing more than 400 projects a year.

"I'm a proponent of a disciplined process. Both the quality and communication will be improved if the customer knows the steps, and we consistently communicate that throughout the production process," says Cligrow.

Frankie Cimino, a past client, is helping to grow their business – and appreciated the team's stellar communication. CHE installed a porch enclosure in the back of his home and he says he's landed them four more jobs, including one for his son, in the past year.

"It's all about doing the right thing by people and it pays off," he says. "I'm in the construction business, and they're a very good business. The people that worked here were excellent. If you had a question, they would explain everything. ... And if you needed to reach them, they'd call you back. They do what they say they are going to do."



Frankie Cimino spends time in his Four Track Vinyl Room which offers spectacular views of his pool and neighborhood lake. The material used for these rooms is highly durable- made with marine grade vinyl- easy to care for and maintain, and the windows are adjustable to be completely enclosed, partially open, or completely open to an afternoon breeze or the sun.



CHE's Contractor Checklist

CHE designed a Contractor Checklist of things that homeowners should look for before choosing a contractor and why each of these credentials are important. CHE contractors, of course, check off each one, which includes:

- **Contractor and business licenses**, which proves they are qualified and certified.
- **Credit check and lien**

history, which shows their business integrity and financial stability.

- **Certificate and proof of insurance**, showing their safety and liability.
- **Adheres to local, county, and state code and building regulations**, showing they are ethical and legal.
- **Material and labor warranties**, proving their quality workmanship and



Constructed with a Gable-style roof and glass trapezoid windows, the geometrical grace of this Sunroom can be appreciated inside and out.



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- company guarantee.
- **Formal written contract,** proof of their legal and company accountability.
- **Customer testimonials and project portfolio,** which proves their reputation and reliability.
- **Company's investment in a showroom, warehouse, and truck fleet,** showing their commitment and resources.
- **Bank supplier and reference letters,** which shows their financial stability and authorized dealership.
- **Professional affiliations and BBB accreditation,** proving their industry knowledge and dependability.
- **Chamber of Commerce membership,** a proof of their reputation and community involvement.

The checklist all culminates with the company's mission: to deliver quality products on time with excellent service before, during, and after the sale, respecting their customer's time, property, and their need to be in the communication process.

"With our Google, Facebook and

BBB reviews," says Cligrow, "we receive an overwhelming majority of positive feedback, so that is proof and evidence that we are fulfilling our mission as a successful business, especially in a world that is very critical of the construction industry. This is the result of what our effective business process is, rooted in employee education and customer communication."

One such rave review, a personal testimonial from past CHE customer Yvonne Talaska, echoes that sentiment. The CHE team built a back sunroom and a pergola in her backyard, and installed hurricane shutters on the home's windows for Yvonne and her husband.

"They were very professional, pleasant, and honest about everything," she says. "Sometimes, you have something done and you have a certain

idea of how it should turn out or what the process is going to be, and then it doesn't quite turn out that way, but, with them, everything was honest and timely. Once they started, they completed everything. There were no disappointments."

"We had discussed for quite some time doing our porch, and then my husband became ill, so we were just in a sad place in our lives and our house is kind of dark inside," she continues. "... They say light perks you up and makes you feel better and this has become our favorite room now. ... We needed a



PHOTO © CREATIVE RESULTS, INC.

This outdoor patio was converted into a Three-Season Vinyl Room, outfitted with picture perfect windows that display style, sophistication, and durability. Meant to be lived in throughout the seasons, vinyl sunrooms are a perfect fit for the coastal living climate and lifestyle.

change of pace and something to look forward to, and that gave us a reason to keep going."

CHE's 10-Step Process

The 10-step process that CHE uses, which is, again, based on transparent communication with the customer for a remodel, design or installation, has also been a critical key to their success. It all starts with an initial complimentary consultation, continues with measuring, engineering, and permitting, and finishes with a final walkthrough.

Homeowners can also get an estimate online by using CHE's innovative "Instant Pricer," a custom-designed, user-friendly tool that allows the customer to build their own room online and receive an estimate instantly via email.

"Probably the number one question always asked is, 'How much does it cost?' And, with everything so customized, it's very hard to estimate because we don't have a standard square foot cost," says Cligrow. "But, with this tool, you can go online, pick out from the ground up your floor plan, type of wall system, roof system,

window system, and that will give you a good ballpark of what price range you would be in. That starts the general information of giving estimates based on size, style, and roof design."

"We were very impressed with the way that you can customize your own design," says Kathy Durante, who worked with CHE to custom-design a pool enclosure. "With the color, a lot of the lanais are white, and being in the South with the pollen and everything, I didn't want a white one, so they offered a bronze color. ... They took all of our ideas in and we're very happy with the results. My husband used to be a machinist, so he really has



PHOTOS © CREATIVE RESULTS, INC.

Kathy Durante and her family spend a sunny morning under their tailor-made Pool Enclosure, which maintains reliable protection against elements, such as wind, dirt, insects, debris and pollen. Enhancing their outdoor living with this impressive structure, they can spend less time cleaning their pool and more quality time together.



an attention to detail and we can't speak more highly of the installers they hire. The quality of their workmanship was outstanding."

The Delaney's were also



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The Delaneys added a Four Season glass sunroom to their home and are able to enjoy a cozy, cheerful indoor living space with an outdoor feel, with noise reduction, climate control & sun protection. Considered a heated and cooled environment, the Four Season sunroom is constructed with an insulated window system to regulate interior temperature. The Delaneys can step out from their sunroom to the inviting outdoor patio—the best of both worlds.



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The Carolina Home Exteriors Showroom is located @ 11730 Frontage Road, Murrells Inlet, SC 29576.

pleased with their experience working with the CHE process, and the finished results of their sunroom.

“They even had people who came and washed all the windows for us after installing it,” she says. “It was really just a two-day install, and the guys were really wonderful to deal with. We are very happy with it.”

CHE’s Community Service

“Another commitment I have is involvement in the community,” says Cligrow. “And that’s a twofold benefit: it’s giving back

to the community and being a recognized small business in the area.”

Service to the community is a core value at Carolina Home Exteriors. In collaboration with local organizations, such as the South Strand Chamber of Commerce, the City of Myrtle Beach, The Myrtle Beach Hospitality Association, and Coastal Carolina Area Realtors, the company participates in many local events and sponsorships representing a range of causes. CHE is a regular supporter of local nonprofit organizations, such

as Champion Autism Network (CAN), Habitat for Humanity of Horry County, and The Humane Society of North Myrtle Beach. CHE also consistently participates in local food drives, Toys for Tots, and local events to recognize local law enforcement and fire department leaders.

Carolina Home Exteriors stands by its superior workmanship, workforce, integrity, and commitment to the Grand Strand community.

For more information or to schedule a free consultation, visit CarolinaHomeExteriors.com.

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