

# BUILDING INDUSTRY SYNERGY

Local Building Supply  
Property Maintenance

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## SPRING ISSUE 2023

- CALL TODAY TO BE INCLUDED IN THE 2023 SEPTEMBER 'SPECIAL ISSUE' GIVEN TO EACH SHOW ATTENDEE @ THE 2023 HGHA HOME IMPROVEMENT & OUTDOOR LIVING SHOW IN MBCC SEPTEMBER 15TH -17TH
- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- THE PARTNERSHIPS DEVELOPED BETWEEN BUILDING CONTRACTORS & THEIR BUILDING SUPPLY COMPANIES IS VITAL TO THE SCHEDULE & COMPLETION OF EACH JOB
- THE IMPORTANCE OF PROMPT RELIABLE PROPERTY MAINTENANCE
- HTC - HERE TO CONNECT MEMBERS
- 2023 - 2024 BIS EDITORIAL CALENDAR



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### HGHBA Invites Members To A Lunch & Learn On Tuesday June 6th @ 12:00 Noon At Coastal Luxe Interiors

There will be representatives for various businesses that offer savings to HGHBA members speaking about insurances, auto purchases, as well as Lowes Home Improvement benefits.

## 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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### 2023 HGHBA New Member Inductees & Calendar Of Events

The HGHBA New Members since January 2023 & the HGHBA New Member Inductees from the 03-21-23 & the 04-18-23 General Membership Luncheons. The 2023 HGHBA Calendar of Events.

## PAGE 10

### Local Building Supply The Partnerships Developed Between Building Contractors & Their Building Supply Companies Is Vital To The Schedule & Completion Of Each Job

There are a number of supply companies across Horry & Georgetown Counties that have been in business for many years. *Building Industry Synergy* reached out to five highly respected companies that have been involved in the building / construction industry for decades...

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### Swift Creek Homes Building Down To A Science

Ethan Epps, owner of Swift Creek Homes in Myrtle Beach, has the art of building homes to the highest quality standard down to a science. It's a precise process that results in a home that performs better, adds more value to your investment, and stands the test of time. Epps, 29, was born and raised in Sumter, South Carolina, graduated early from the University of South Carolina in 2015 with a degree in biology and the aspiration to become a general dentist. His path ultimately changed to beginning the home building career he was destined for. Only a couple weeks after he was handed his degree, Epps started remodeling homes with his brother, Josh, in his hometown of Sumter.

PHOTO © CREATIVE RESULTS INC



## on the cover

Swift Creek Homes owner, Ethan Epps (*far left*), Ethan's wife Allison Epps (*2nd from left*), holding their son Ian, with homeowners Steve & Mollie Fera in the Fera home. The Feras, who built their new home in Atlantic Beach while they resided in Pennsylvania, can attest to Epps's hands-on approach. "The communication couldn't have been any better," says Mollie. "With FaceTime and pictures, I was instantly seeing everything, and it was like we were here, which made us feel at ease knowing that he was keeping us up to date on everything that was going on." "In my business, I always treat people the same way I would want to be treated," says Epps, "with honesty and integrity." Honesty and integrity are two values, or pillars, that Swift Creek Homes is proud to be built on, which shows through the high-quality workmanship of their custom home designs.

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# Building Industry Synergy

SC - GRAND STRAND

2023 SPRING ISSUE

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### Learn about your HGHBA SAVINGS:

- We will walk you through the NAHB Savings website
- An insurance representative, auto savings representative and a representative from Lowe's will speaking about your SAVINGS

Horry Georgetown Home Builders Association (HGHBA) would like to invite their members or a member representative to a Lunch & Learn taking place on June 6, 2023 at Coastal Luxe Interiors, 6613 N. Kings Highway, Myrtle Beach.

There will be representatives from various businesses that offer savings to HGHBA Members speaking about insurances, auto purchases and Lowe's Home Improvement will tell you about the extra saving you can get with your HBA Membership.

HGHBA Staff and HGHBA Ambassadors will be available to walk you through the process of accessing your benefits online, so bring your laptop.

The lunch and speakers will begin at noon.

There is no fee to attend or to send an employee, bookkeeper, administrative assistant, etc.

Members must register themselves or employee at

<https://hghba.com/lunch-and-learn/>.

If you have any question, please contact

Petrina Bartel @ 843-438-4124 ext. 5003

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- Jessica White • Get Floored
- Strick Strickland • Generator Supercenter of Myrtle Beach
- Stephen Funderburk • Atlantic Bay Mortgage Group
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- William Herring • Hunter Quinn Homes
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- Fausto Mendes • Fox Homes & Investments Inc.
- Evan Branton • C & R Builders LLC
- Joseph Baldwin • Baldwin Builders
- Willie Taylor • First Choice Plumbing Services LLC

2023 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~



- |   |  |   |
|---|--|---|
| <b>MAY</b>  | <b>JULY</b>  | <b>SEPTEMBER</b>                                  |
| 11-12 Be Pro Be Proud @ ATA for student field trips | 11 Pet Project Committee Meeting                           | 6 Clay Tournament Committee Meeting               |
| 13 Student House Moving Celebration at ATA          | Committee Meeting  | 15-17 Fall Home Improvement & Outdoor Living Show |
| 13 Construction Palooza at ATA                      | 12 Ambassadors Committee Meeting                           | 25 Workforce Development Committee Meeting        |
| 16 General Membership Luncheon                      | 19 Board of Directors Meeting                              | 26 Lunch & Learn                                  |
| 23 Golf Committee Meeting                           | 26 Workforce Development Committee Meeting                 | <b>OCTOBER</b>                                    |
| 31 Ambassadors Committee Meeting                    |  | 17 General Membership Luncheon                    |
| <b>JUNE</b>   | <b>AUGUST</b>  |   |
| 6 Lunch & Learn @ Coastal Luxe Interiors            | 9 Ambassadors Committee Meeting                            |   |
| 14 Golf Tournament Committee Meeting                | 17 Golf Tournament   |   |
|   | 15 General Membership Luncheon                             |   |
|   | 30 Workforce Development - Welcome Students Back to School |   |

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





by Sara Sobota

# The Partnerships Developed Between Building Contractors & Their Building Supply Companies Is Vital To The Schedule & Completion Of Each Job

There are a number of supply companies across Horry & Georgetown Counties that have been in business for many years. Their long term success can be directly attributed to their customer service, knowledge of not only their products, but also the industry as a whole & the importance they place on the building contractor's production schedule. *Building Industry Synergy* reached out to five highly respected companies that have been involved in the building / construction industry for decades...

As the largest supplier of building materials to the new construction sector across the nation and a major force in the local Grand Strand market, **Builders FirstSource** is a reliable, comprehensive source for all building needs.



Jay Dalton is the GM for the Conway, SC location of BFS. Jay is very excited about the MyBLDR.com portal & the benefits it brings to the building contractors.

Now, Builders FirstSource offers a digital platform that makes the building process, from start to finish, more efficient, convenient, and safe.

Builders FirstSource acquired Paradigm, a building industry software services provider, in 2021 and retains exclusive use of its products. Through Paradigm, Builders FirstSource (BFS) offers the [MyBLDR.com](https://www.myblldr.com) builder customer portal, through which BFS clients can pay their bills and communicate with home builders and sales representatives. Cameron Yost, Paradigm



senior digital sales specialist, explained that [MyBLDR.com](https://www.myblldr.com) has the potential to change the logistical process of homebuilding altogether.

"Most of our clients use the portal to pay their bills," said Yost. "But now it's evolved so that builders can load their plans and prints into the portal, so it becomes file storage." And storage is just the beginning of



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

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Zeb Hill (left) and Darryl Hill (right)

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Cameron Yost is the senior digital sales specialist with Paradigm.

the portal's use for builders and salespeople. Cameron Yost is the senior digital sales specialist with Paradigm.

"Builders can talk to their trades, they can inter-conference, they can redline their plans, and they can notify their trades when a plan has been updated. This platform eliminates all the emails they send to request quotes; it's kind of a one-track mind between the builder and their salesperson," said Yost.

Even the process of product



delivery can be controlled through [MyBLDR.com](https://www.myblldr.com).

"Home builders can track deliveries," said Yost. "When they place their order – from dirt to keys, really – they can know when their order is being pulled, when it's set for delivery, when it's out for delivery, and when it's delivered. After it's delivered, they have a 15-minute window



where they'll get notified, and it includes pictures." Yost said this feature provides important documentation and security benefits for the home builder.

The capabilities of [MyBLDR.com](https://www.myblldr.com) are continually growing to include more opportunities for home builders and even DIY homeowners, including drafting and online

design services.

"We can basically build their home and show them their home via video walk through," said Yost. "When building a home, a common issue is homeowners saying, 'How can I see it? I just can't see it this way. I need help being able to see it.' Because of Paradigm, we can now do that for them."



(843) 347-7866

[MyBLDR.com](https://www.myblldr.com) is available to all BFS clients.

"No other lumber yard is offering this," said Yost. "This is something exclusive to the industry for which BFS is leading the way."

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

(Continued on page 12)



To find out what's new in the brick industry, look no further than **Palmetto Brick**, the sole brick manufacturer in Horry and Georgetown counties. Manager Chad Redwine keeps his finger on the pulse of the brick building industry, and his company is always available to provide any style, pattern, or color of brick to suit your building needs.

Redwine said a few new industry trends have emerged this year.

"We are seeing a trend in new urban look, which is a box-style home or square-edged home; it's more linear, and we're seeing those come out of Atlanta," said Redwine.

"We're also seeing the country modern, or farmhouse-style, brick. That style uses just a foundation around the bottom with white lap side on top, with black windows, and they're doing brick chimney accents, so the foundation and the brick exterior chimneys match each other."



Palmetto Brick General Manager, Chad Redwine



Example of the flush joint style

Another trend Redwine has noticed is the "old world look."

"A lot of people are looking for older-looking brick, so when they put it in the wall it already looks like it's 40 or 50 years old," said Redwine.

"They're using a flush joint as opposed to a concave joint, to give it more of an old-world finish. It doesn't involve smearing the surface, but just flushing

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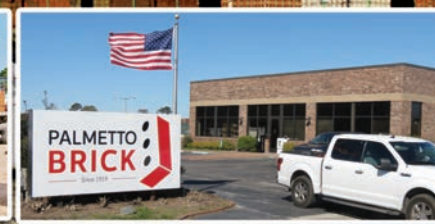
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Example of the Blackstone wire cut (left) & Blackstone smooth (right)

the joint so it looks like an older practice of masonry."

Palmetto Brick unveiled two of its own new products at this year's Brick Institute of America conference, held in Louisville, Ky.

"The two new bricks we've mastered for this year are a Blackstone wire cut and a Blackstone smooth," said Redwine.

"They give you a deep, hearty, monochromatic, black look. We call it black, but it's not as harsh or stark as black paint. It's new to us and also new to the market."

In addition to brick homes, Redwine said many area residents are building brick outdoor areas for entertaining.

"We're doing a lot of woodburning outdoor fireplaces," said Redwine. "People are sprucing up their landscaping with gazebos, cabanas, and brick outdoor kitchens."

The legacy of the brick building industry is still going strong, said Redwine, whose business is evenly split between



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

new construction and existing home remodels.

"Building as a whole with brick is still popular," said Redwine. "All the track builders are still building with it: Horton, Ryan, Lennar, Beverly -- they're all putting brick on their homes. So, brick is still as popular an exterior as ever."



Palmetto Brick furnished the brick for this outdoor living area & Artwork Masonry & Construction was responsible for the installation.

(Continued on page 14)

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Perhaps the most exciting company in the Grand Strand, the one that offers the most exclusive products and services for any kind of construction, is **Home Design Extras**.

Thomas Slack, owner of Home Design Extras, listed three lines of products that continue the company's tradition of providing innovative, unique products to builders and homeowners.



Home Design Extras owner, Thomas Slack

Chamclad exterior siding has taken the market by storm. Home Design Extras is the sole distributor of Chamclad in the area, and in the past year, Slack has become AIA certified in Chamclad continuing education.

“ChamClad® has the appearance of wood without the maintenance or the upkeep required; it is a PVC cladding much like vinyl. There's no need to power wash, seal and finish, or repaint it. Once it's up, there's



Chamclad Chai Cedar Siding & Soffit Charred Black Siding

no maintenance, and it does not weaken over time like vinyl or fade like wood, it's scratch resistant, acid spray resistant, salt spray resistant, and meets fire safety ratings. Chamclad comes standard with a 50-year warranty, Miami Dade code certification, and LEED certification, meaning it is made from recycled material,” said Slack.



HOME DESIGN EXTRAS  
(843) 399-2568

Another exciting product line offered by Home Design Extras is Panda windows and doors, ideal for custom home builders.

“Panda sliding doors have a seamless transition threshold,” said Slack. “The floor and the threshold are leveled together, so the door is a lift and slide. You turn the door handle, and the door actually lifts itself and slides. The ceiling mechanism is actually on the bottom of the door, and when the door touches



Panda lift & slide doors are Miami Dade code certified

the ground, it seals.” Panda lift & slide doors are Miami Dade code certified Panda windows

and doors are also Miami Dade code certified, and Home Design Extras is the sole distributor of the products in the Grand Strand area who can deliver the products. “If you want big, beautiful panes of glass that meet impact ratings, Panda is the only company in the country to do it,” said Slack. “They built a door 16 feet by 24 feet tall, and you can move it with the touch of your finger; it glides so beautifully. It's heavy as sin, but it moves like it's weightless.”



James Slack in front of a Heritage Building Products display.

Home Design Extras also offers exclusive, nationally competitive pricing and convenient distribution of Heritage building products, including double paned windows.

“We can do any sized custom window in one of three colors: white, clay, or black,” said Slack. “I can produce it in my facility within three weeks of ordering.”

**PLEASE REFER TO THE NEXT PAGE FOR FURTHER INFORMATION**

(Continued on page 16)



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Whether its contractors, property managers, or homeowners, every trade in the building industry knows the importance of details. It seems there's always some item, whether it's a bolt, a strap, an anchor, or a specialty screw,

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



General Manager, Johnny Altman

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

"There are things that are hard to get," said Altman. "Some things you have to put a little more effort into finding because

you may have to search several vendors, but we put in the time."

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



Assistant Manager, James Kirkley

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

Time is also a factor when building plans change unexpectedly, said Altman.

"There's always a homeowner coming in saying, 'This has been changed on our drawing. We need it pretty quick. How fast can you get it for us?'" said Altman. "We start working on it at that very moment, trying to get it in house, to satisfy that need. It could be anything from a special bolt,



Outside Sales Representative, Ray Causey

to a hurricane strap, even to a foundation anchor for an addition. We work on it until we have it."

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

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

Sometimes if a need is urgent and an item is unavailable, Coastal Fasteners & Supply works with the client to find a solution.

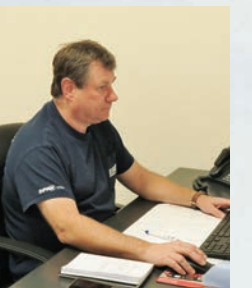
"If we don't have what they're looking for, we look at the item they're looking for and see if there's an alternative bracket or something else we have in stock to get them back on the job and get them going again," said Altman.

Coastal Fasteners & Supply offers qualified, efficient service and products because the staff

members operate as a team, from Altman to counter specialists to delivery drivers to warehouse receivers.

"The thing about us is, we're a family," said Kirkley, as she ran down the list of employees, including details about their position and importance to the company. "Everyone's a key member. I can't say it depends upon just one person; here we work together as a family and a group unit."

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



Purchasing Manager, Brian Dirmyer

(Continued on page 18)

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- Robert McCauley, Coastal Builders

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The tagline of **Art Work Masonry Construction and Outdoor Design** is *“Let’s Build You a Sunset”*. This conveys the identity of the company: with supreme craftsmanship and excellent customer service, Artwork Masonry creates outdoor living spaces that can be enjoyed for a lifetime.



Owner Jason Alston, a native of Murrells Inlet, has been working in the industry since he was a teenager, when he learned the trade and began working with his brother. He opened Art Work Masonry in 1990, and the company has been going strong for 33 years.



*Owner, Jason Alston in the outdoor showroom located @ 4520 Wesley Rd. in Murrells Inlet, SC.*

Art Work Masonry specializes in custom fireplaces, outdoor kitchens, patios, walkways, walls, and pillars that can transform an outdoor space into an extension of the owner’s identity.

“Outdoor living is a booming segment of the industry,” said Alston. “People want to enjoy their outside spaces in style and comfort.”

Art Work Masonry features an outdoor showroom at their headquarters in Murrells Inlet complete with a patio, fire place, pizza oven, and outdoor kitchen

with grill and pergola, so clients can visit and gain a sense of possibility.



“More people are interested in pergolas to go with their outdoor living, so we’ve been doing a lot of building and installation of those,” said Alston.

At Art Work Masonry, customer service means efficiency and availability, as well a work crew that respects the site.

“When I started my business, I tried to make my staff more distinguished,” said Alston. “There’s no music on the job and no smoking on the job. They watch their language. We get

# Grande Dunes



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*Outdoor kitchens have become more & more popular.*

customers complimenting those things -- they notice it.”

Art Work Masonry also works with homeowners,

realty companies, and property management companies on repairs to existing structures.

“A Realtor might be trying to sell a home, and there’s issues: cracks, rusted lintels, problems with a driveway. They call me to get that stuff straight. In property management, sometimes an entrance feature has a problem – sometimes it’s gotten old and they need to replace column caps, or if a car hits the entrance, they need to repair it. We can get those repairs done quickly.”



*Jason Alston enjoys the compliments his company receives from the customers after each job is complete.*

When homeowners first view their new custom outdoor area, their reactions give Alston great reward.

“They say things like, ‘It’s the best I’ve seen,’ ‘Beautiful work,’ or ‘It’s amazing.’ One client recently said, ‘Jason, it’s touching. It’s what I wanted.’ For me, that’s a tip. That’s when they give me a tip.”



*Artwork Masonry & Construction will complete a full brick home exterior for a builder or homeowner if requested.*



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# Swift Creek Homes

## Building Down to a Science



Owner, Ethan Epps, and junior owner, Ian Epps, working hand-in-hand with expert framers to install beams at the Britt residence in Waterway Palms Plantation.



by Ashley Daniels

Ethan Epps, owner of Swift Creek Homes in Myrtle Beach, has the art of building homes to the highest quality standard down to a science. It's a precise process that results in a home that performs better, adds more value to your investment, and stands the test of time.

"I enjoy putting all of the pieces of the puzzle together," says Epps. "Home building is truly a massive puzzle. It's a profession that requires critical thinking skills for planning, scheduling, and mitigating issues

on the job site. And, on top of all that, we have homeowners who desire timely updates and human interaction with their builder."

This sort of critical thinking is innate for the residential custom home builder, who originally comes from a science-oriented background in chemistry, biology, and physics.

Epps, 29, was born and raised in Sumter, South Carolina, graduated early from the University of South Carolina in 2015 with a degree in biology and the aspiration to become

a general dentist. His path ultimately changed to beginning the home building career he was destined for. Only a couple weeks after he was handed his degree, Epps started remodeling homes with his brother, Josh, in his hometown of Sumter.

Epps had an affinity for working with his hands and learned about remodeling from his father and uncle at an early age. He expanded his remodeling territory throughout the midlands and realized the benefits of owning his own construction company far outweighed the challenges he would face as a practicing dentist.

After about two and a half years of renovating homes throughout Sumter and Florence, Epps went to work as a construction intern in 2017 with Beazer Homes in Myrtle Beach. He worked under one of their senior builders, David Remensnyder, who had more than 25 years of experience in the industry.

"During my short internship with Beazer Homes, I placed an emphasis on absorbing as much info as I could about new construction," says Epps. "I was there to learn, and I had to learn quickly. I had access to building science resources specific for our climate and area. I implement these 'Best Practices' in my business today



Welcome to Southern Living at its finest! This captivating Charleston-style home boasts a long front porch perfect for relaxing and enjoying the neighborhood. The fiber cement siding and shingle roof create a classic look. With a sturdy brick foundation and custom aluminum railings, this home is both stylish and durable, making it the ideal dream home.



The sleek marble tiles in this Owner's Suite shower provide the perfect contrast to the dual hand-held wands and rainfall shower head. With natural light from the window, this shower is the best spot to unwind and relax.

with Swift Creek Homes as a starting point."

Another mentor for Epps was his uncle, Thomas Hayes, a home builder for 42-plus years.

"I learned techniques from

Beazer that my uncle didn't have experience with because he never worked for a high-volume corporate builder," says Epps. "Our family is comprised of multiple generations of carpenters and my Uncle Tommy





*The architecture of the Lordi residence is inspired by the charming style of Charleston, featuring double front porches, a sleek metal roof, and a coastal exterior. A vibrant and eye-catching addition to the Waterway Palms Plantation.*



*The charming farmhouse sink and smooth black shiplap combine to create a rustic, yet modern feel. Whip up your favorite meals in style in this gorgeous kitchen that's sure to inspire your inner chef.*

is a very successful builder. His experience and mentorship is invaluable, just like my time at Beazer. I'm thankful to have a quality group of builders who I can call and trust."

It all culminated into Epps gathering those puzzle pieces to build his own company, Swift

Creek Homes, with brother Josh as a partner and wife Allison as design consultant and real estate agent, in 2018, when the couple moved to Myrtle Beach.

"We got married the week before we moved here, and then started building new homes," says Epps. "So Allison and I

have been building and renovating homes since the very beginning. She helps a lot with meeting new clients, shopping for selections, and working with people on design questions about cabinets, sinks, flooring, countertops, and more."

Interestingly enough, in 2018, Epps was building a home in the Waterway Palms Plantation community originally intended for the newlyweds at age 25 and in the honeymoon phase of his building career. But he wound up selling it to clients Tim and Christine Lordi instead.

"Ethan was so easy to work with," shares Christine. "He listened to what I wanted in the home. We made a few changes while the house was being built and had to discuss those things, but ultimately he was able to do what I wanted him to do, so it was great!"

Epps likes to be involved with clients early in the process. "I work with people looking to buy land but they don't know where to start," he says. "They don't know the right questions to ask or who to

ask. I enjoy being a resource for my clients who are going through the land acquisition process. Sometimes I have to deliver bad news to clients about aspects of their project they don't want to hear. It's important to get it right in the beginning. I have found having those hard initial



*The Quirk residence features Riviera brick exterior and sleek standing seam metal roof accents. The striking combination of textures and colors creates a unique and sophisticated look that is both timeless and contemporary.*

conversations can be tough, but ultimately it builds trust and strengthens our relationship."

The Swift Creek Homes portfolio of custom-built homes extends from Georgetown to the North Carolina border, with a concentration of homes built in Carolina Forest. Epps lives and builds in the Waterway Palms Plantation neighborhood and enjoys being involved in the community's social events and board meetings. He gives his perspective to the board as both a builder and as a resident of the rapidly growing community.

"I've always been an advocate for the neighborhood. I think this is one of the best neighborhoods in Carolina Forest to move to, with a high level of consistent architectural standards," he says. "I'm thankful to live here and

work here. It's where I started my company and where I started putting my roots down."

Once Swift Creek finalizes the land purchase and location with clients, the team moves on to work with the client, along with local designers, architects, and subcontractors, to custom build their dream home. Most projects range in size from 2,000 to 10,000 square feet. However, Epps has an interest in tiny homes or projects with unique complexities and features.

By focusing on just a handful of homes per year, Epps can work very closely with his clients to ensure the best experience and develop close relationships that turn clients into friends. Swift Creek has worked with many different client types. He has built homes for

individuals, families, retirees and multigenerational households.

"There's no project too small or too large," says Epps, "but essentially, it should be what you truly want. You should be designing a home that fits your budget and your needs. We do find that most people moving to our area are either established families with two or three kids or they're grandparents and retirees, which means the average home is typically four to five bedrooms and four to five baths."

Greg and Marlene Quirk moved here from Texas to be closer to their daughter and three grandchildren, and worked with Epps to build their house in the Plantation Lakes community in 2018.

"At that time, Ethan was just starting out, but he



performed well above our expectations,” says Greg. “His follow-up was very good, and the quality of subs that he contracted were well above what we expected them to be. And the finished product turned out so well that we plan on building another house with him.”

On top of the construction side of home-building, Epps handles the day-to-day duties that could range from inputting change orders in QuickBooks to invoicing clients or vendors to cleaning the street or sweeping out the house during construction.

“We are as hands-on as we need to be when the time comes,” he says. “I’m not afraid to pick up a broom and clean a jobsite when I see the task needs to be done. I may not be a professional carpenter or



*The Feras sleep in style and comfort in their Owner’s Suite bedroom, featuring elegant wainscoting detail and a rustic wood barn sliding door. The perfect blend of traditional and modern design.*

PHOTOS © CREATIVE RESULTS, INC.

painter, but I can do it if I need to. I realize my strengths and weaknesses, and my strengths are managing projects. Together, we take you from the very start to the very end. And we don’t disappear at the end either. We make lasting, meaningful relationships with our clients.”

Epps focuses on maintaining clear and consistent communication with his clients. Steve and Mollie Fera, who built their new home in Atlantic Beach while they resided in Pennsylvania, can attest to Epps’s hands-on approach.

“The communication couldn’t have been any better,” says Mollie. “With FaceTime and pictures, I was instantly seeing everything, and it was like we were here, which made us feel at ease knowing that he was keeping us up to date on everything that was going on.”

“In my business, I always treat people the same way I would want to be treated,” says Epps, “with honesty and integrity.”

PHOTO © SOUTHERN BELLE REAL ESTATE PHOTOGRAPHY, LLC.



*What better way to feel luxurious than a custom tile shower, complete with porcelain subway tile, charcoal grout, and a beautiful pebble floor. The rainfall shower head adds an indulgent touch, while the standalone tub invites a true escape into the ultimate spa-like experience.*



*Nothing better than a bright and airy kitchen, where modern elegance meets timeless charm. This stunning herringbone backsplash tile adds a touch of sophistication to this sleek, all-white space.*

PHOTO © CREATIVE RESULTS, INC.



*Bringing the outdoors in! This living room is a breath of fresh air with bare wood shiplap detail and natural light pouring in from the adjacent porch.*

PHOTO © CREATIVE RESULTS, INC.





PHOTO © CREATIVE RESULTS, INC.

Owner, Ethan Epps, chats with Robin and Les on their pond-view enclosed porch. The welcoming and cozy ambiance creates a warm and inviting setting to spend time with friends and family.

Robin Chater, a former Swift Creek client, can agree with that.

“He was very easy to work with, and I’ve worked in real estate for a long time, so I’ve seen some of the best and some of the worst. He’s definitely one

of the best,” she laughs.

Honesty and integrity are two values, or pillars, that Swift Creek Homes is proud to be built on, which shows through the high-quality workmanship of their custom home designs.

Swift Creek Homes is a member of the Horry-Georgetown Home Builders Association, with Epps serving on the board of directors.



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by Sara Sobota

# The Importance Of Prompt Reliable Property Maintenance

Property Managers across the Grand Strand count on the companies they align themselves with to provide prompt reliable maintenance to assure that their customers are completely satisfied with their stay at any given property.

If you're in the market for an experienced, reliable team of professionals for your HVAC, plumbing, electrical, or indoor air quality needs, look no further than **Carolina Cool**.



Verlon Wulf

Verlon Wulf and his team at Carolina Cool have been keeping the Grand Strand comfortable and secure for 28 years. Word spreads when a company provides timely, efficient service, and as a result, Carolina Cool is bigger and busier than ever.

"We're about 165 employees and 110 trucks strong," said Wulf. "We continue to grow. We had a banner year last year – we



grew over 30 percent -- and the momentum we feel has a lot to do with satisfied clients. People acknowledge that we get the job done right with great service."

Wulf said now is the time for homeowners and property managers to be preparing their

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residences for the grueling heat of the summer.

"It's just like driving a car across the country; you get a tune-up to make sure everything is working properly," said Wulf. "Heat pumps are getting ready to go into a long, stressful season, so it's important to have them checked ahead of time."

Carolina Cool's maintenance agreements offer property managers and homeowners assurance that their equipment remains in good working order,

and if there's a problem, their call becomes a priority.

"We come out twice a year to check and update the equipment," said Wulf. "We offer priority service and a 15 percent discount to maintenance customers."

Wulf emphasized that Carolina Cool technicians are experienced professionals.



Wulf encouraged homeowners and property managers not to wait until the heat of summer – or when a problem comes along – to address their HVAC, electrical, plumbing, or indoor air quality systems.

"It's a little tough getting equipment and parts and pieces right now," said Wulf. If people are thinking about it, it's a good idea to get it started. There's a leap time to get equipment in here."

However, he noted, Carolina Cool's size and volume means his company can access equipment when others can't.

"We're sourcing far and wide in order to get it in here," said Wulf. "We're the largest Carrier dealer in South Carolina, and that gives us a little pull."



"Our team offers a wide range of technical expertise," said Wulf. "With one call, they can take care of any mechanical problem. They're trained, they've been around the block, and they know what it takes to resolve issues effectively."

(Continued on page 30)



Everyone – whether it’s homeowners, property managers, realtors, or builders – needs a handyman around. ACE Handyman Services recently found that more people have switched modes from DIY to desiring a reliable company that can complete minor home repairs. So, they created **ACE Handyman Services**. Carie and Todd Manzer have brought this concept to the Grand Strand area. Their offices cover



Todd & Carie Manzer have an office in Murrells Inlet, North Myrtle Beach and Shallotte, NC to better serve the upper Coastal SC & lower Coastal NC markets.

areas north to the North Carolina border and south to include all of Georgetown County. Ace Handyman Services Grand Strand has 2 offices, one in North Myrtle Beach and one in Murrells Inlet. Ace Handyman Services Coastal NC has an office in Shallotte, serving Wilmington and south to

the NC/SC State Line.

“We are a professional, white-glove handyman service,” said Carie.

That translates to quality, convenience, and reliability.



“We show up, we provide firm appointment times, and we promise night-before calls from craftsmen,” said Carie. “We send text notifications when our craftsman is on the way, and we also offer a one-year warranty. These things all set us apart from ‘chuck in a truck,’ she said.

The business works on a time-and-materials basis; potential customers provide a description of their job needs over the phone, and ACE Handyman Services offers an estimate based on that information, rather than requiring a consult visit.

“We want our guys to go out to the job ready to work,” said Carie, and the estimate can be adjusted if necessary when the craftsman arrives.

Popular repairs include drywall repair/painting, door repair, storage solutions, and screen repair. Common outdoor maintenance and repair jobs include siding replacement, mailboxes, basketball hoops, and flag pole installation.

An added benefit of their service, Todd said, is the ability to complete multiple jobs at one time.



“Our craftsmen are multi-skilled, so they’re very good at painting, carpentry, minor plumbing, and dry wall, so they do a lot of punch lists. We provide



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said Todd. After people use our services, we get a lot of call backs. They’ll wait, make their list, and when they have another four hours’ of craftsmen time accumulated, they’ll call us and get back on the schedule.”

Quality and trust are two essential qualities of ACE Handyman Services, said Carie.

“When considering a potential employee, I ask myself,

a one-stop shop instead of the homeowner needing to call three or four people.”

In addition, ACE Handyman Service, which is fully licensed, bonded, and covered by worker’s compensation and state insurance, offers a half-day package that allows homeowners to purchase four hours of time, with the craftsman completing numerous jobs.

“That’s a very popular feature,”

“Would I send them into my mom’s home?” If so, they are good people. We understand our clients; we know that home is their most important investment, and we value that. We treat their home like we treat ours.”

ACE Handyman also prides itself on being honest and building relationships with realtors and building contractors as well as other service companies.

“With builders, we can take care of their one-year warranties and their final punch list jobs,” said Carie. “With realtors, when they get an inspection report, they send it over to us, and we say, ‘Yes, we can knock out xyz.’ Even if we can’t do it, we know and have built a relationship with a company that can. We want to be your home ally.”



(Continued on page 32)

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Trusted Home Services was established in 2017 as an electrical company, and each year for four years, Jeff House and his team rolled out a new service. "We wanted to make sure we were set up for success," said House.



Trusted Home Services co-owner & operator, Jeff House

Trusted Home Services co-owner & operator, Jeff House The team that started with House and two partners has now grown to a small business of 35 employees, all dedicated to offering the finest

service and quality in all four areas.

"We have four trades under our belt with multiple licensed professionals in each trade: heating/air, electrical, plumbing,



Trusted Home Services office manager, Shannon Thornton

and security," said House. "We can handle all levels of all four of those trades."

The time and care House took in building the company is also reflected in their ongoing training program. Trusted Home Services professionals become educated about new products and services before rolling them out.

"We do a lot of educational training in order to stay up to date on what's most current, what's out there now," said House. "When something new comes out, we get our training in and know everything we need to know about

it before we present it out to the public that we can do it."

At the Trusted Home Service showroom and design center in Conway, clients can browse through options in light fixtures, appliances, home security systems, surround sound systems, home automation, landscape lighting, generators and more. Trusted Home Services professionals are also available to walk the client through the options and facilitate the decision-making process.



Trusted Home Services lighting manager, Kellie Jackson, with Jeff House in the showroom

When springtime rolls around, Trusted Home Services professionals are busy ensuring that homes and businesses are ready for summer heat.

"We have a lot of maintenance



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customers we take care of, and we'll go into those properties and make sure the system is ready for summer," said House.

With a service and maintenance plan, customers never have to worry about unexpected problems.

"If you're one of our trusted maintenance customers, you're automatically top priority. Nine times out of ten we can get you same day service. After hours fees are waived, and you get a 15 percent discount on any repairs that are needed," said

House. Trusted maintenance plans are available in any of the four trades, or any combination of multiple trades.

The Trusted Home Services motto, "One customer at a time," means each and every customer is treated to the same high-quality work from educated, reliable professionals. Each



customer truly receives 'Quality & Comfort You Can Trust'.

(Continued on page 34)



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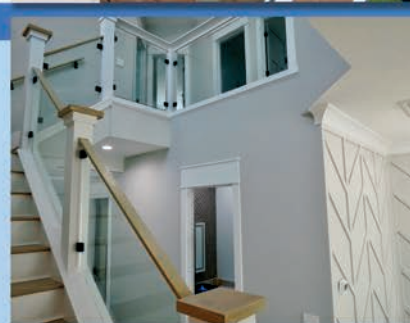
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**Security Vision** is already a widely recognized company along the Grand Strand, known for its quality service and products as well as reliability; that's why it won first place in the Myrtle Beach Herald's 2023 Reader's Choice Awards. The company has a wide range of opportunities for property management companies in particular.



Security Vision owner, Michele Weissman

Michele Wiessman, owner of Security Vision, said property management companies are interested in making sure they provide residents ease of access as well as security in their homes and common property areas, and throughout the neighborhood.

"They need cameras on the gates; they need access control to allow residents and guests to get

into the community. They need access control around the pool and amenity center or clubhouse, in addition to cameras to watch their individual areas," said Weissman.



Security Vision offers the latest technology in each of these areas, and then some. For example, security packages can include an automated message or a live operator to announce when an individual enters the pool after hours.

"If someone comes into the area after a certain time, an automated message may come up saying the pool is closed, you're on camera, please exit the property

or police will be dispatched," said Weissman. "These kinds of features can be automated now."

Properties that desire extra appeal and an enhanced outdoor experience for their residents can select from a wide variety of features.

"We're starting to do more outdoor entertainment, meaning landscape speakers for music around the pool," said Weissman. "Property companies are beefing up that environment for their community. They're wanting to make it more enticing for people to move into their communities, so they're

trying to make it nicer. Within the clubhouses or amenity centers, we do everything from the cameras, to security and fire alarm systems, to sound throughout the place, to the theater room, to landscape speakers for music around the pool or entertaining areas."

Lighting is another area in which Security Vision offers state-of-the-art systems including

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Colorbeam & Lutron. "There's a lot more to light now that it's used for entertainment and mood and settings using color & it can all be controlled through an app," said Weissman.



"Colorbeam sells a really cool skylight feature," said Weissman. "It looks like a skylight, so if you have a dark area of a room with no windows, you could put this in and it looks like a skylight, but it's created through light."

Security Vision uses the Brivo platform, which adds a significant layer of convenience to the property management role.

"With a Brivo management system, property managers can add cards, delete cards, make changes, and manage their system remotely instead of needing to be on site," said Weissman.

"It's a great cloud-based system for property management companies."



Security Vision also offers both preventive maintenance and warranty service on their equipment, which ensure there's no lapse in security coverage or logistical ease.



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## TELECOMMUNICATIONS



## Here To Connect Members

As the largest telecommunications cooperative in the United States, **HTC** has been the local leader in communication services for more than 70 years. Providing services in Horry, Georgetown and Marion counties, HTC utilizes the area's most extensive fiber optic network to keep members connected through a variety of ways. These include: internet; video; security; mobile; and voice options.



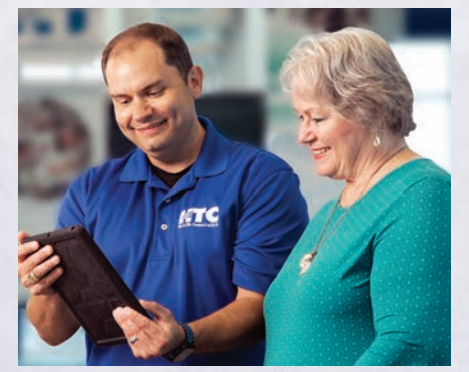
HTC is always available, 24/7/365 with quality, LOCAL support.

### INTERNET

HTC internet speeds start at 300 Mbps and go up to 1 Gig and come with Smart Wi-Fi capabilities to ensure whole-house coverage to power all your devices. The fiber-optic internet offered by HTC supports multiple devices in the home and is built to do whatever you need. This includes working from home, virtual school needs, telehealth, powering multi-player gaming and HD streaming.

### VIDEO

HTC allows you to take your viewing experience to a whole new level with HTC TV MAX. This means anywhere there's an internet connection in your home, you can watch whatever you want, whenever you want. With HTC TV MAX, you can stream live and local channels, including sports, plus you can utilize Replay and Restart features, record up to 300



hours with cloud DVR and have access to an expansive Video on Demand library.

### SECURITY

Staying safe is important and HTC can help you protect what matters most. We can help you protect your home and loved ones, plus to enjoy a more convenient and connected home experience. You can easily check security cameras, control your thermostat and lights, lock the doors and close the garage all from the comfort of your couch. Whether you're staying in or



on-the-go, home is in your hands with one tap on your smartphone.

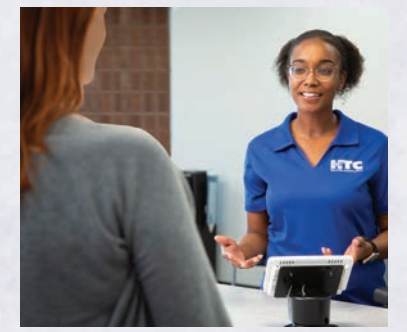
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# EDITORIAL CALENDAR 2023-2024

**SUMMER 2023**

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

Space Reservation: June 2 Material Close: June 9

**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 Center September 15th-17th.

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

Space Reservation: August 11 Material Close: August 18

**FEBRUARY 'SPECIAL ISSUE' 2024**

Distributed to show attendees @ the 2024 February HGHBA Home Show from BIS booth across from the show ticket booth close to the front entrance of the show in the Myrtle Beach Convention Center.

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

Space Reservation: December 29 Material Close: January 5

**SPRING 2024**

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

Space Reservation: April 5 Material Close: April 12

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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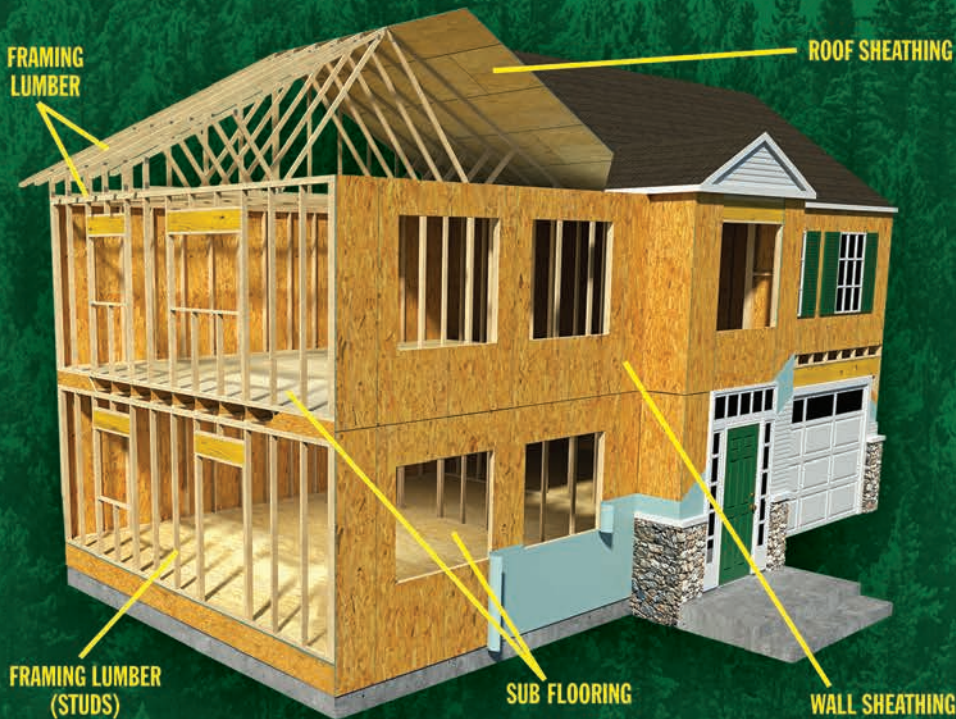
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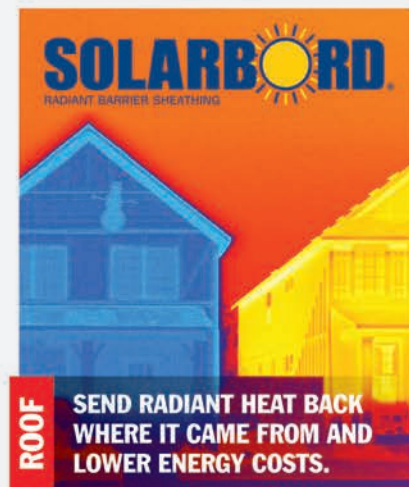
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