



by Sara Sobota

Swift Appliance Appliances Are What We Do Best Because It's All We Do!

As a locally owned and operated small business, Swift Appliance is always looking out for the consumer, and that includes before, during, and after a purchase. Swift Appliance is in the



Nancy Swift (2nd from right), Kevin Swift (2nd from left), Operations Manager, Amber Self (far right) & Assistant Manager, Richard Bresciani (far left).

midst of a product and vendor refresh, which will take place gradually over the next several months. In this way, Swift Appliance will continue to guarantee the highest quality products along with reliable service and dependable warranties.

Swift Appliance owner Nancy Swift wants consumers to be aware of how much time, research, and effort she and her team put into

determining which brands will provide the best overall quality and value.

“When we’re considering bringing in a new brand, we ask ourselves, ‘Will this brand fit the needs of our customers? Looking at the budget line, is this brand going to give an added benefit for price points for our customers? Is this a

tried-and-true product?’” said Swift. Amber Self, Swift Appliance



Swift Appliance is located @ 5190 Hwy. 17 Bypass in Murrells Inlet, SC (2 1/2 Miles South Of Tideland Waccamaw Community Hospital)

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operations manager, also noted that even a quality product doesn't make its way to Swift Appliance shelves unless consumers have access to reliable service and brand dependability.

“Before we carry a brand, we find out the quality of the product; the price point versus the features that you're receiving; whether or not that product has readily available service in our area – not in the state, but along the Grand Strand; and whether the brand itself is standing behind the product during and after the warranty period,” said Self. Swift agreed.

“If I can't get anybody who services it in this area, then it isn't worth

carrying it, because I need to know that if I sell this to a customer, they'll be able



Nancy Swift takes tremendous pride in her team & their ability to expedite deliveries to all of their customers.

to get service quickly and easily. You don't want to wait two weeks to get your refrigerator serviced because it isn't cooling your food.”

Swift and her team also consider a variety of price points when determining their inventory.

“We make sure we have enough products that will meet the need of the lower end all the way up to high end,” said Swift. “Also, if you're spending high-end money, it needs to be for a reason. You need to be getting features that you deserve for the amount of money you're spending.”

In all of these ways, Swift Appliances does the homework for the consumer, asking questions and checking off lists to ensure that all customers get quality products and reliable service for fair prices.

For further information or to discuss your upcoming Kitchen or Appliance needs, call the professionals @ Swift Appliance in Booth #715 in the Myrtle Beach Convention Center September 15th – 17th call (843) 299-1988, email Info@SwiftApplianceSC.com or visit SwiftApplianceSC.com. You can also see the top of page 41 of this Special Issue to learn more.