

BUILDING INDUSTRY SYNERGY

SPRING ISSUE 2024

Local Building Supply
Property Maintenance

Pages 10 - 17
Pages 24 - 36

- FOUR BUILDING SUPPLY COMPANIES THAT CONTINUE TO BRING PROFESSIONALISM & RELIABILITY AS WELL AS THE BEST PRODUCTS TO THIS INDUSTRY
- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- PROPERTY MAINTENANCE ACROSS Horry & GEORGETOWN COUNTIES
- THE HGHBA WOULD LIKE TO RECOGNIZE YOUR COMPANY'S GEN 2 TEAM MEMBERS
- 2024 BIS EDITORIAL CALENDAR



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PAGE 5

HGHBA Rising Stars

The HGHBA would like to give a shout out to our businesses with Gen Z team members. Let others know how proud your business is of the next generation of workers by nominating them as a 'HGHBA Rising Star'.

PAGE 6

Preview Of The Building Industry Synergy Online Resource Directory

Visit 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.

PAGE 9

2024 HGHBA New Member Inductees & Calendar Of Events

The HGHBA new member inductees @ the general membership luncheon meetings since January 2024 & the 2024 HGHBA Calendar of Events.

PAGE 10

Local Building Supply Four Building Supply Companies That Continue To Bring Professionalism & Reliability As Well As The Best Products To This Industry

Most building contractors will tell you that the availability of the products they need at a fair price is important, however having a professional sales representative with the knowledge of the industry & current market, as well as the ability to ensure that the products are delivered to the jobsite on time in order to keep production moving along is paramount to the overall success of their business. *Building Industry Synergy* reached out to four successful building supply companies to learn about what they have to offer the building industry in Horry & Georgetown Counties.

PAGE 18

Carolina Bays Real Estate & Construction The Positive Customer Experience Is Our Top Priority

"We are a company that can help somebody get their dream home all in one company like no company can," says owner Rob Clemons. "We can help people either by virtue of finding their perfect property, which is already on the market through our real estate division, or we can also help people through our construction division if somebody was looking to build a new home. We really

view ourselves as new construction specialists. We also do remodeling, including porch enclosures, sunroom additions, bathroom and kitchen remodels." This versatility is an advantage that allows Carolina Bays, founded in 2015, to steer in a variety of directions for their clients. Clemons says that, although he has been a licensed residential builder for 20 years, it does not mean the company is just conditioned to be a builder.

PAGE 24

Property Maintenance Across Horry & Georgetown Counties

Property Management companies across Horry & Georgetown rely on the local maintenance companies they align themselves with to be available when needed to provide prompt professional service in order to satisfy their renters or homeowners & maintain the integrity of their business. *Building Industry Synergy* reached out to six local companies that in total addressed nearly every aspect of property maintenance that is typically required.

PAGE 39

2024 Building Industry Synergy Editorial Calendar

The schedule for the remaining two issues in 2024 & the first two issues in 2025, as well as the topics that will be discussed & the space reservation & material close deadlines for each issue.

The Upcoming 2024 Summer Issue Will Contain Editorial Features On Outdoor Living Space/Exterior Products/Window Coverings & Treatments - Interior Design. This Issue Will Be Mailed Out In Mid July. The 2024 September 'Special Issue' Will Be Mailed Out And Handed To All Show Attendees That Purchase A Ticket To The HGHBA Home Improvement & Outdoor Living Show In MBCC September 20th - 22nd.

Building Industry Synergy
SC - GRAND STRAND

2024 SPRING ISSUE

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HGHBA Rising Stars

Gen Z we know you are out there,
now is your time to shine!!

HGHBA would like to give a shout out to our businesses with Gen Z team members. Let others know how proud your business is of the next generation of workers by nominating them as a "HGHBA Rising Star"

Scan QR code to nominate your Rising Star



HGHBA Rising Stars will be recognized at a future HGHBA General Membership Meeting and be eligible to become a member of HGHBA Rising Star Council with a complimentary Affiliate Membership for one year.

Each business & their nominee will be recognized in our *Workforce Wednesday* E-blasts.

By entering your Gen Z rising star your business will be entered into a drawing for a Table Top marketing opportunity at the November '24 or December '24 General Membership Meeting.

Names will be drawn at the October General Membership Meeting.



on the cover

Rob Clemons (left) enjoys meeting with Jim & Cheryl Doring (right) in front of their home in Wild Wing Plantation. Over a period of more than a decade from the first meeting to build their original home to multiple other home improvements, Rob and the Doring's have enjoyed a positive relationship. Jim Doring first met Clemons a decade ago, when Clemons was the project manager for their new home, stayed close over the years, and reached back out to him recently to help renovate his bonus room. "When we had the house built, we didn't have the money to finish the bonus room, so he came in and made it into a beautiful room," says Doring. "He's a great person, very personable, and he's just very in tune with things. He tells you like it is, and doesn't mess around." The Carolina Bays team consists of eight Realtors, a few field people, and contractors. As a certified master builder, Clemons is also currently serving as president of the Home Builders Association of South Carolina, which has nearly 3,500 members across the state.



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2024 Calendar of EVENTS ~ DATES SUBJECT TO CHANGE ~

MAY	20	HGHBA General Membership Meeting	10-13	HBA of SC State Convention in Myrtle Beach	
22	Family Outing at the Peanut Warehouse, Conway	29	Lunch and Learn- TBD	15	HGHBA General Membership Meeting
23	Lunch and Learn 12:00 Noon @ Belfor	SEPTEMBER		23	Pet Project Committee Meeting- TBD
28	Workforce Development Committee Meeting 12:00 Noon @ HGHBA Office	20-22	Home Improvement & Outdoor Living Show In MBCC	NOVEMBER	
JUNE		OCTOBER		6	Ambassadors Committee Meeting- TBD
18	HGHBA General Membership Meeting	2	HGHBA Ambassadors Committee Meeting 10:00 AM- TBD	7	HGHBA Clay Tournament
AUGUST		2	Workforce Development Committee Meeting 12:00 Noon - TBD	19	HGHBA General Membership Meeting
7	HGHBA Ambassadors Committee Meeting - TBD	15	HGHBA Golf Tournament	21	Lunch and Learn- TBD

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Four Building Supply Companies That Continue To Bring Professionalism & Reliability As Well As The Best Products To This Industry

Most building contractors will tell you that the availability of the products they need at a fair price is important, however having a professional sales representative with the knowledge of the industry & current market, as well as the ability to ensure that the products are delivered to the jobsite on time in order to keep production moving along is paramount to the overall success of their business. *Building Industry Synergy* reached out to four successful building supply companies to learn about what they have to offer the building industry in Horry & Georgetown Counties.

Builders FirstSource (BFS) is taking home building to the next level, using cutting-edge technology to bring enhanced efficiency, transparency, and convenience to the home building process.



The myBLDR.com platform allows builders to see their builds, their deliveries, their plans & ask for estimates.

Digital tools that streamline the work of the industry, including the myBLDR.com builder platform, Build Optimize, and a continually expanding home plan library, are available exclusively through BFS.

“We’ve moved into the future in that today’s modern builder is selling to a modern client who is more digitally aware than before,” said Darren Kress, sales representative with BFS. “We’ve got an app that allows builders to see their builds, their deliveries,

their plans, and they can ask for estimates. They’ve got one portal area



BFS sales representative, Darren Kress.

where they can manage their business needs to help improve their business strategy.”

The myBLDR.com platform allows builders to access project document storage, 3D home previews, material estimates and ordering, job scheduling, and delivery tracking.

Joe Pezzullo, BFS purchasing manager, said builders have the option of using as little or as many of the myBLDR.com features as they wish.



BFS purchasing manager, Joe Pezzullo.

“It can be as simple as looking at their account online and seeing invoices, to as extensive as services that help them with design or 3D presentation,” said Pezzullo. “It’s industry-leading interface technology that we are pioneering in the building supply industry marketplace.”

Build Optimize is a tool that allows builders to build a house virtually before they build it physically.

“With Build Optimize, builders can actually see the house being built in a framing stage so they can start to lay out their HVAC, their plumbing system, and so on,” said Kress. “With this tool, builders can prevent mistakes from happening by seeing them digitally in their plans. This allows them to optimize their builds and prevent future on-site mistakes.”



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BFS also offers a home plan library that enhances builders’ resources to attract clients.

“Many homeowner customers are going online and finding home plans, and then finding a builder to build them,” said Kress. “We provide an extensive library of home plans, and

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we’re continuously adding more so all our builders can log in and have access to them to help sell their products to their customers.”

BFS is also leading the industry locally, in their Conway location.

“We’re continuing to develop our manufacturing right here on site,” said Kress. “We’re expanding our door shop, providing new



BFS has a state-of-the-art manufacturing facility onsite @ their Conway, SC location.

styles, and offering new opportunities to help local builders, whether it’s from a timeline perspective or a quality control perspective. We’re still providing a lot of turnkey business, still providing framing installed, providing doors and trim as an installed option, as well as siding, windows, interior doors, and blinds.”

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

Home Design Extras is a family-owned business providing residential and commercial building contractors with everything they need to complete a quality build, whether it's single family, multi-family, modular home, track home, custom home, or commercial. From items as standard as windows, doors, or siding, to intricate specialty items such as custom-made brackets and corbels, Home Design Extras has what builders need.



In this spring season of outdoor living, Home Design Extras offers a wide range of motorized screen systems and awnings. For homes, options range from color to privacy level, with systems providing protection from bugs and sunlight while allowing home owners maximum use of their patio or deck.



Thomas Slack (left) & James Slack (right) with Home Design Extras.

"With our motorized screen systems, we have several different screen colors, and you can select ones that allow a lot of air and light through, but the holes are punched at an angle so they're harder to see through, to give you privacy," said Thomas Slack, owner of Home Design Extras.



These systems also allow commercial businesses to maximize the use of their outdoor areas.

"We have a motorized vinyl system made from cloth and vinyl, which is perfect for restaurants that have patios, as it allows them to use that space when it rains. They can bring down the cloth and vinyl, and they act as big windows that people can see through."



Home Design Extras is also a distributor of Eze-Breeze patio and porch enclosures as well as a wide range of window manufacturers including PGT, Westlake, Viwinco, and Panda, allowing them to service all levels of construction.

"We cover the whole spectrum," said Slack.

Home Design Extras operates a full metal fabrication shop,

which includes CNC plasma cutting, fiber laser CNC sheet cutting, tube cutting, and part finishing.

"We do everything metal fabrication, including manufacturing support," said Slack. "A lot of times we take and cut and build custom parts for people doing manufacturing and assembling. The support also includes custom cutting, signage, embedments, and hidden brackets."

For Home Design Extras, the three key factors of price, quality, and service are inter-related, and Slack's approach is simple.



Home Design Extras has a large in stock inventory to better serve the local building contractors.

"We've never focused on being the cheapest. We always focus on being honest and giving an honest price. There are enough people racing to the bottom. Instead, we take a step back and focus on the other two aspects people are neglecting: quality and service. I ask customers, 'Do you have an expectation of quality that you hold yourself and your employees to?'"

They usually answer, 'Yes.' Then I say, 'If you put my product into your build, I want to make sure my product meets or exceeds the expectation you have for your entire build. And I'm going to provide service that matches that quality.'"

SEE PAGE TO THE RIGHT FOR FURTHER INFORMATION ON HOME DESIGN EXTRAS



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There's a new player in the area building market.

The Building Center, which has been providing quality building products for 47 years,

importance of building customer relationships.

"Our professional sales people are a key benefit, and our customer service is excellent," said Sexton. "We become consultative partners with our customers."

The Building Center opened with a focus on trusses, from design through

manufacturing and delivery, and will gradually roll out other divisions. The company offers estimates and delivery on all products and services.

"We opened this branch with



Division manager, Tal Sexton.

our truss plant first, so we build roof and floor trusses for any type of home," said Sexton. "Our designers on staff in our Pineville office and working in remote locations design trusses. They send that design to this branch or one of our two other truss facilities, and we build them."



The Building Center is very proud of the professional sales staff they have assembled to handle all of your building supply needs in this market.

The Building Center works with builders of both custom homes and planned communities.

As the company adds manufacturing equipment and staff, it will gradually expand its offerings.

"We're taking it a step at a time," said Sexton. "The truss division is up and running, and we have lumber and building materials on site, so we could start shipping framing packages immediately."



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We have purchased a door machine so we can manufacture



interior and exterior doors – that's about 6 months out, and after that, we'll add a custom millwork shop. Down the road, we'll be stocking and delivering sheet rock. By the end of this year, we will be a full-service lumber and building materials yard."

The Building Center currently employs 22 people and expects to expand that number to 200 by the end of 2026.

Now that they're here in the area, company leaders plan to put down roots and stay.

"Our owners, Ed and Skip Norris, CEO and president, are local," said Sexton. "Skip has a house in Georgetown."

Sexton, who has lived in the area for eight months, looks forward to becoming part of the area's fabric.

We've fallen in love with the people here," said Sexton. "We love the area, and we're looking



forward to growing this business, becoming a partner with builders here, and becoming part of the community."

PLEASE REFER TO THE INSIDE FRONT COVER OF THIS ISSUE FOR FURTHER INFORMATION ON THE BUILDING CENTER



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West Fraser is a diversified wood products company with more than 60 facilities in Canada, the United States, the United Kingdom, and Europe. From responsibly sourced and sustainably managed forest resources, the Company produces lumber, engineered wood (OSB, LVL, MDF, plywood, particleboard), and other products including pulp, newsprint, wood chips, and renewable energy.



(703) 357-6811

West Fraser's products are used in home construction, repair and remodeling, industrial applications, papers, tissue and box materials.

West Fraser brands build value into every project. That's because they ask builders what they need and then work to exceed those expectations. Energy efficiency, reducing waste, material and labor costs for builders is their focus. West Fraser provides products that offer real value,

strength and durability and are available through leading building supply retailers.

SUB-FLOORING

Durastrand pointSIX® is a premium T&G sub-floor that is engineered for strength, durability and overall performance. Proven in the Pacific Northwest, Durastrand pointSIX features a patented taper on the 4-foot and 8-foot edges that is designed to be effective against edge swell. If the floor is exposed to rain and or humidity, the tapered edges can expand to become flush with the surface without ridging. The result – floors go down flat and stay that way. Add in our 1-year no-sand guarantee and 50-year limited warranty and nothing can hold you back.

TruFlor pointSIX® is a commodity T&G sub-floor that offers value, strength and durability on the job site. Manufactured with a 0.6mm taper on the panel edges to offset edge swell, **TruFlor pointSIX** consistently delivers the quality and performance builders need at a price point that represents value.

The decision to choose one

over the other can depend on several things such as how long the floor could potentially be exposed to the elements. If a stiffer floor is wanted, then a thicker sub-floor panel will achieve that or space the joists closer together.

It is essential with structural panels to always leave 1/8" spacing at edges (T&G has that spacing built into the profile) and sheets are "sized for spacing". Always follow the manufacturer's installation instructions, the local building codes and/or the APA E30 installation guide. West Fraser provides sub-flooring that offers real value, strength and durability and is available through leading building supply retailers.



WALL SHEATHING

Trubord® 4x8 square-edge roof and wall sheathing are ideal for the construction of residential

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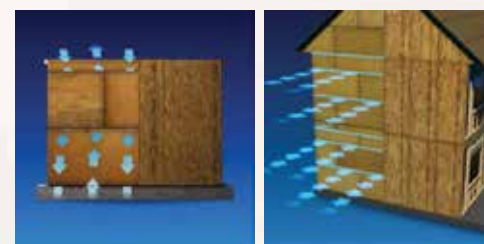


Servicing Horry Georgetown Counties & Surrounding Areas



single and multi-family houses as well as light commercial construction and modular mobile homes.

TallWall® OSB wall sheathing has been used by the nation's home-building industry for over 25 years and was the first longer-length wall sheathing in the market. Available in 9' and 10' lengths, **TallWall** provides builders and framers with additional advantages when compared to traditional 4x8 wall sheathing installed horizontally. The Home Innovation Research Center conducted air leakage tests that compared vertically installed **TallWall** sheathing to standard 4x8 panels. The tests revealed a sharp reduction in air leakage – up to 60% compared to 4x8 panels installed horizontally under the same conditions.



Windstorm® OSB wall sheathing meet hurricane wind codes, eliminate blocking at

horizontal joints and reduce or eliminate metal hardware. That easily translates into savings of up to \$1,000 or more per home in construction material, labor and waste. There are a lot of high wind events across the country, and **Windstorm®** offers significant advantages in all areas.

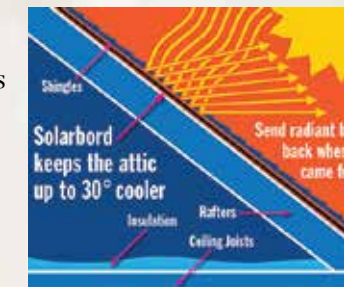
Both **TallWall** and **Windstorm** are perfect partners of Raised heel (Energy) trusses. Raised heel trusses are a great way to take advantage of the energy codes that allow lower attic insulation R-values when full-depth insulation extends to the outside edge of the top plate without compression. Insulation is far more effective when it is full depth at the outside edge of the wall. The perfect partnership combines **TallWall** or **Windstorm** sheathing with raised heel trusses.

ROOF SHEATHING

Trubord® 4x8 square-edge roof and wall sheathing are ideal for the construction of residential single and multi-family houses as well as light commercial

construction and modular mobile homes.

Stepping up to radiant barrier sheathing can be a huge advantage, not only to the builder but the home owner. A house protected by **Solarbord®** Radiant Barrier Sheathing has a head start on comfort. Up to 97% of radiant heat from the sun is reflected by **Solarbord**, so the attic can be up to 30° cooler. This means the rest of the house will be cooler too. Cooler attic = cooler house.



For further information regarding any of the above mentioned **West Fraser** products contact **Ryan Waterhouse** at **703-357-6811** or via email at, **Ryan.Waterhouse@WestFraser.com** or visit **www.WestFraser.com/osb**



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Carolina Bays Real Estate & Construction

The Positive Customer Experience Is Our Top Priority



by Ashley Daniels

If Carolina Bays Real Estate and Construction were an Olympic sport, this mega business that combines real estate, homebuilding, and remodeling/addition services, would be a triathlon. And owner Rob Clemons is running it with gold medal-winning success ahead of the competition.

“We are a company that can help somebody get their dream home all in one company like no company can,” says Clemons. “We can help people either by virtue



Clemons (right) helped Kelly Pruim and her husband, Tom, add a 20-by-15-foot addition to the back of their home to serve as a game room. “From start to finish, he helped us with design and other architectural elements,” says Pruim. “His bid was the most thorough, and he took our vision and made it into our reality without looking like an appendage on the back of the home. I love the vaulted ceilings with shiplap.”

which is already on the market through our real estate division, or we can also help people



BEFORE

if somebody was looking to build a new home. We really view ourselves as new construction specialists. We also do remodeling, including porch enclosures, sunroom additions, bathroom and kitchen remodels.”

This versatility is an advantage that allows Carolina Bays, founded in 2015, to steer in a variety of directions for their clients. Clemons says that, although he has been a licensed residential builder for 20 years, it does not mean the company is just conditioned to be a builder.

The one element, however, that is common for each project is a seamless initial consultation to find out exactly what the client wants and needs. Next phases could include finding the right builder, lot, and floor plans for a new build, showing you listings



An addition can be more than just an added room. It can be a part of your vision for your dream home. In this case, the Pruim’s use their new addition as part of their backyard oasis.

PHOTO © CREATIVE RESULTS INC

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AFTER

After not being used for over 35 years, this attic space was turned into a full living area with a bedroom, closet and bathroom, creating added value and livability to the home for Michael and Debbie Walsh.

available in the market, or heading up a remodel or addition to a home. So many options – all available at one agency.

In the real estate division, if you are selling your property, the Carolina Bays team can help you:

- Maximize your potential home value through years of professional experience in this market.
- Schedule and market open houses with their online and social media platforms.
- Advise you on any remodeling if your home needs updates before listing.

If you are hunting for a dream home in the Myrtle Beach area, the real estate team can:

- Provide their extensive knowledge of the communities in the area, the construction industry, and lots and land.
- Have access to the MLS for the most up-to-date listings in the area.



BEFORE



AFTER

20 years of experience in the construction division can help you:

- Find your building lot if you don’t already own one.
- Find a contractor and vendors.
- Select a house plan through a stock site or a plan designer.

If you want to do a remodel or addition to your home, our

construction division can:

- Meet with you and build an enclosed porch, room addition, bathroom remodeling, sunrooms, pergolas, and more.

Jim Doring first met Clemons a decade ago, when Clemons was the project manager for their new home, stayed close over the years, and reached back out to him recently to help

If you are thinking of building a home, the team with more than



Michael & Debbie Walsh (left) hired Carolina Bays to remodel the upstairs walk-in attic (shown above). “When Rob came to give us an estimate, he spent a lot of time with us. It wasn’t like he just came in, took a list, and left,” says Walsh. “He talked with us, got our vision and determined what we wanted done, how we wanted the space to look, and he had a lot of good ideas. The job was done a hundred percent to our liking.” The customer relationship is the key to Carolina Bay’s business model. “We want mutual trust and respect from beginning to end”, says Rob (right).

PHOTO © CREATIVE RESULTS INC

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Clemons and Carolina Bays was highly recommended to past client Suzie Slater, who wanted a pergola built in her backyard. "He came to the house and was so nice and so personable – just like you've always known him, like he was the boy next door. And the thing I like the most about him is he doesn't send someone else to do his job," says Slater. "He's the one who texts you, who emails you, who comes to your house. Now we have a beautiful pergola, and I like how he tied it into our brick home with columns overlooking the pond." Rob Clemons (right) enjoys meeting with Mike & Suzie Slater (left) under their new pergola.

renovate his bonus room.

"When we had the house built, we didn't have the money to finish the bonus room, so he came in and made it into a beautiful room," says Doring. "He's a great person, very personable, and he's just very in tune with things. He tells you like it is, and doesn't mess around."

Clemons and Carolina Bays was highly recommended to past client Suzie Slater, who wanted a pergola built in her backyard.

"He came to the house and was so nice and so personable – just like you've always known him like he was the boy next door. And the thing I like the most about him is he doesn't send someone else to do his job," says Slater. "He's the one who texts you, who emails you, who comes to your house. Now we have a beautiful pergola, and I like how he tied it into our brick home with columns overlooking the pond."



Jim Doring first met Clemons a decade ago, when Clemons was the project manager for their new home, stayed close over the years, and reached back out to him recently to help renovate his bonus room. "When we had the house built, we didn't have the money to finish the bonus room, so he came in and made it into a beautiful room," says Doring. "He's a great person, very personable, and he's just very in tune with things."

BEFORE

cabinetry, replacing a window, and expanding the shower.

"They did a great job with coordinating all of the subcontractors and everything," says Moran. "It just made it really easy for me. And I definitely would hire him again because there were no problems at all,

and with any questions I had, he was always available to help."

Kelly Pruiim agrees. Clemons helped her and her husband, Tom, add a 20-by-15-foot addition to the back of their home to serve as a game room.

"From start to finish, he helped us with design and other architectural elements," says

PHOTO © CREATIVE RESULTS INC

PHOTO © CREATIVE RESULTS INC



Screen porches are nice, but not usable for large parts of the year due to pollen, rain and cold air. This enclosure, completed by Carolina Bays in Paveleys Island, allowed the customer to have the screen porch, but with all the benefits of an enclosed room.

Pruim. "His bid was the most thorough, and he took our vision and made it into our reality without looking like an appendage on the back of the home. I love the vaulted ceilings with shiplap."

And Michael Walsh hired Carolina Bays to remodel his walk-in upstairs attic that is over 35 years old. It had electric and plumbing available, but it was just never finished. The attic is now a new living space, featuring a large bedroom, bath, and hallway, where the Walshes' son lives.

"When Rob came to give us an estimate, he spent a lot of time with us. It wasn't like he just came in, took a list, and left," says Walsh. "He talked with us, got our vision and determined what we wanted done, how we wanted the space to look, and he had a lot of good ideas. The job was done a hundred percent to our liking."

Myrtle Beach-based Carolina Bays serves countless clients

for a wide range of projects like these throughout Horry and Georgetown counties. The team consists of eight Realtors, a few field people,



Carolina Bays designs their porch enclosures to allow as much visibility and air flow to the outside as possible. This is the exterior photo of the enclosure shown above.

BEFORE

and contractors. As a certified master builder, Clemons is also currently serving as president of the Home Builders Association of South Carolina, which has nearly 3,500 members across the state.

"As far as being nominated to the presidency, I'd say it was because of the consistency in my efforts

to see the entire Home Builders Association do better, and to really help this whole industry," says Clemons. "I've

worked on charity events and put in a lot of that kind of time. I'm big on outreach and big on the

PHOTO © CREATIVE RESULTS INC

education of other people, so that was how I got to the point of the presidency and being a certified master builder, which is a process that you earn by taking additional continuing education above and beyond what most home builders do.”

Outside of the realms of real estate and construction, Clemons is also committed to community outreach and the culture of his business. As an alumnus of Coastal Carolina University, Clemons says Carolina Bays is a sponsor of the school’s athletics – particularly the football, baseball, and basketball programs.

“That’s very important to me, as is being the company that will go to the beach sweeps and help clean our beaches and be involved with organizations, like Kind Keeper Animal Rescue, a no-kill animal facility,” says Clemons. “That was a big fundraiser we’ve been working on this year.



The master bathroom in the residence of Cyndi Moran is yet another example of Clemons and his team’s many talents. Carolina Bays replaced her roof and renovated her primary bathroom, installing new flooring, light fixtures, new cabinetry, replacing a window, and expanding the shower. “They did a great job with coordinating all of the subcontractors and everything,” says Moran. “It just made it really easy for me. I definitely would hire him again because there were no problems at all, and with any questions I had, he was always available to help.”



“On the company culture side, I believe that every employee or anybody working with us should have a certain level of professionalism,” he continues. “I want them to be enthusiastic, and I want them to be positive in their day-to-day dealings. I believe that

that translates to a better product for our customers. And that is one of my underscores that I say when I’m talking about this because it’s just so important ... I do whatever I have to do to make sure I’m putting a good quality product out there.”

PHOTO © CREATIVE RESULTS INC



The goal of many customers is not just to make an improvement, but to make sure it looks like it was part of the original construction. Carolina Bays designed this roof line to mirror the original build and found the exterior materials to match the original look.

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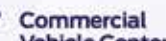


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by Sara Sobota

Property Maintenance Across Horry & Georgetown Counties

Property Management Companies across Horry & Georgetown rely on the local maintenance companies they align themselves with to be available when needed to provide prompt professional service in order to satisfy their renters or homeowners & maintain the integrity of their business. *Building Industry Synergy* reached out to six local companies that in total addressed nearly every aspect of property maintenance that is typically required.

With the hot summer season just around the corner, it's time to get those HVAC units prepped and ready for the hard work they'll



Sales Manager, Mike Chapman

be doing in coming months. With nearly three decades of experience and more than 40 technicians available

24/7, **Carolina Cool** is ready to assist in the process.

Mike Chapman, Carolina Cool sales manager, said many homeowners don't consider HVAC as part of property maintenance, but overlooking that key factor costs them.

"Maintenance becomes really important for a couple different reasons," said Chapman. "Of course, there are repair costs that result from not maintaining your system. But most people don't realize that if you don't keep your

system maintained, you can lose up to 5 percent of its BTU output per year. As that system gets older, it's working harder and harder as it loses that capacity to maintain temperature.



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That might lead to repairs, but it's definitely costing more money to run. It happens gradually, in higher electric bills, and some homeowners don't even notice it. They notice that big repair bill, but they miss that gradual electric bill creeping up year after year after year."

Maintenance packages include twice-yearly visits to change filters, clean and inspect coils, check temperature splits, and checking the amp rating to ensure the system is working efficiently.

Property managers and homeowners alike will want to take advantage of Carolina Cool's new Worry-Free program. When Carolina Cool installs a new system, the Worry-Free program is one price that covers parts, labor, and maintenance for 10 years.

"If anything happens in that 10-year period, it's covered, all for one price at time of install," said Chapman. The policy can also be transferred if the home changes owners in that period. Even the annual maintenance will be transferred to the new homeowner at no additional charge.

For property managers,

Chapman said, the Worry-Free program will translate to a great deal of savings in time and, well, worry.

"When they have renters and a repair is needed, sometimes the part is under

warranty, but there's still usually labor associated with that repair," said Chapman. "Now they have to track down the homeowner, tell them it's going to be a certain amount for the repair, then get ahold of us again and report that the homeowner approves the repair. With this

system, we don't need that approval from the homeowner. It's going to be covered. It will save us a great deal of time in getting that renter back up and running."

Chapman has high praise for Carolina Cool's service team.

"Just under 1/2 of our employees have been here 10+ years, and that says a lot about who Carolina Cool is. That shows you that it's a great place to work, and when you have a great team like that, it makes for a better customer experience."



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For **All American Management Group**, no job is too big, and no job is too small. Owner Patrick Reynolds, who relocated to the Grand Strand from Long Island, N.Y., after operating a successful business for 35 years, expanded this full-service residential contracting company in 2022 and business is booming.



Operations Director, Michael Altamuro

Operations director Michael Altamuro, who has worked in contracting since his high school days in the 1990s, said All American Management Group completes every home job from “hanging a picture to adding a room.”

“Everything your home needs, we do,” said Altamuro.

“We’re here for every client’s needs from curtain installation or picture hanging up to toilet or faucet replacement. We love the creative design behind kitchens and bathrooms, and we take the job from design and layout to completion of the project.

We also do interior painting, custom tile work, backsplashes, flooring, trim work -- you name



BEFORE

the project’s for & listen to the needs of everybody involved. You may want one thing and someone else might want something else, whether it’s the kitchen, bathroom, or the living room. I take those ideas and find a way to bridge the gap between them to make sure everybody has their needs met. I also help with final selections, whether that’s

tile choices, lighting and faucets or even cabinet pulls. A lot of times with contractors, they give the client the design and say, ‘Go find the fixtures you want, and we’ll install them.’ A lot of clients have that vision. But others do not, and they need the extra help. That’s what

it, we do it.”

Individualized client attention and interaction is also a hallmark of the company’s service.

“We focus on customer satisfaction,” said Altamuro.

“I spend a lot of time with our clients, walking them through the process. I sit down with whomever



AFTER

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first thing in the morning until close of business each day. We try to make it a very easy experience. Disrupting your home is never fun. We prepare the home for the work, we cover every surface with plastic, and



sets All American apart from the majority of the competition.”

All American Management Group also focuses on thoroughness and efficiency.

“Patrick has a New York state of mind, and he implements that into the company,” said Altamuro. “Monday at 8 means Monday at 8. Our teams stay on the job from start to finish,



we try to make the process as simple and painless as possible.”

All American Management Group offers free estimates and is licensed and insured. They are members of the Horry Georgetown, SC and National Home Builders Associations, as well as the Coastal Carolinas Association of Realtors.

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HAYWARD

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Jeff House and his team at **Trusted Home Services** bring more than 25 years of industry experience. Offering full service in four trades: electrical, HVAC, plumbing, and security, Trusted Home Services has become the Grand Strand's go-to partner for services, installations, and overall property maintenance.



Jeff House inside the Trusted Home Services showroom located @ 2130 Hwy. 905 in Conway.

There is no doubt that South Carolina summers are tough on homes. Thankfully, Trusted Home Services has a broad array of maintenance packages to make sure your home is

prepared.

“You definitely want to make sure your home is ready for the summertime,” said House. “With the extreme temperatures we experience during summer, it is vital to ensure that your heating and air conditioning system is completely cleaned, thoroughly checked, and operating properly. Optimal system performance saves you money on overall energy costs, ultimately reducing your utility bill. The same goes for your electrical

system: we make sure everything is good and tight. Something as simple as a loose connection could

cause your power bill to be more expensive. We offer multiple maintenance plans



allowing you to mix and match trades or include all trades with our total home plan. Once you're a member, you get a discount on all repairs, priority services calls, and more incentives. Whatever your needs are, we can provide what's most important to you.”

Trusted Home



- Frameless Shower Enclosures
- Insulated Glass Production & Replacement Doors & Windows
- Commercial Storefront Installation
- Hurricane Resistant Glass & Glazing

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Services also installs water filtration systems, and House said they've quickly become a popular item.

“Water filtration is highly recommended on the plumbing side,” said House. “They have to put so many chemicals at high concentrations in our water to free it from any bacteria, viruses, etc. But these chemicals have harsh effects on our body, inside and out. Everybody that we have installed one for, really likes the outcome. It makes their skin and hair feel better – it's truly amazing what a

water filtration system can do.”

Trusted Home Services recently began offering wi-fi operated recirculating pumps, which have also become popular.

“For people who have outside gas water heaters, it can take a while for the hot water to reach areas around the home,” said House. “In the past, you would buy a recirculating pump, but recently, a wifi recirculating pump has become available. You can easily pull it up on your phone and turn that pump on and off depending on when



you want to use it.” Trusted Home Services is currently offering a special on wifi recirculating pumps: \$200 off through May 31.



House said Trusted Home Service's family-style approach distinguishes it from competitors.

“Our work environment is like a family environment,” said House, “and I think that filters down to how we treat our customers. The customer service we have is stellar; we do a great job of explaining things and making sure customers understand. We treat each other like we're family, and we treat our customers like family too.”

With 30 years of industry experience, **Security Vision** offers a full range of products for total home security and automation, ranging from smart home security, to video cameras and surveillance, to lighting control, to home theatre and systems. For single-family homes, neighborhoods, or any kind of property, Security Vision delivers peace of mind to residents, owners, and property managers.

Security Vision has upped its game recently by expanding its offerings in outdoor living. In



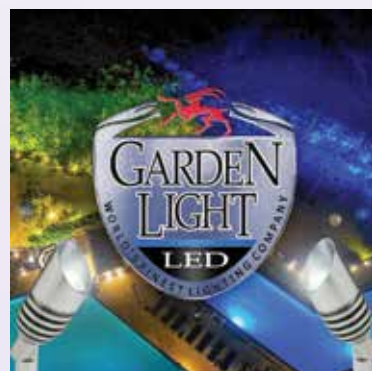
addition to landscape speakers, Security Vision also installs and services landscape lighting.

“Landscape lighting brings a form of safety, because you’re lighting up an area,” said Michele Weissman, owner of Security Vision. “But more than

just typical landscape lighting, we take it to the next level: we’re doing architectural lighting. That means putting lights in place to accent architecture of certain buildings: you want to accent the roof pitches, or you might

showcase your palm trees. You can direct the light so it gives interesting shadows. It gives an architectural look as well as light to buildings or surroundings.”

Security Vision carries and installs Garden Light LED lighting products. Garden



Michele Weissman in front of her office located @ 3650 Claypond Rd in Myrtle Beach

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property managers know who’s coming or going. We can assist with adding, deleting, or pausing cards. We help, teach, and manage the software for all these systems.”

Weissman noted that Security Vision has never attempted to offer the lowest prices, but the highest quality, most durable products at a fair price.

“I’m out there to put in products that are going to last, and to build that relationship with the customer for the term of their lights and time at their house, clubhouse, or

community,” said Weissman. “Maintenance should mean coming out to adjust for landscape growth rather than changing out lights.”

Light LED is an American manufacturer with products that offer a 20-year guarantee all the way up to a lifetime guarantee. Its products offer quality and cost savings as well as artistic flair.

“Using LED lights optimizes the low voltage, which means much lower operational costs to the end user,” said Weissman. “LED also has the capability of doing colored lights as well as a full spectrum on white lights.”

Security Vision has also rolled out new products and services in other areas of outdoor living, whether it’s for a home, a

clubhouse, or a pool area.

“We’re doing outdoor kitchens, grills, fire pits and heaters, and misters,” said Weissman.

Security Vision continues to provide property management products and services such as access control, cameras, and gates.

“In gated communities, we protect the area and also help



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At the heart of **Grand Strand Garage Door's** success lies its dual focus on both residential and commercial garage door services. Whether it's installing a state-of-the-art garage door for a suburban home or conducting intricate repairs for a high-traffic commercial property, Grand Strand Garage Door brings a wealth of experience to every project.



Moreover, their commitment to using high-quality materials ensures long-lasting durability, providing

homeowners with peace of mind for years to come.

In the realm of commercial services, Grand Strand Garage Door shines as a trusted partner for businesses across various sectors. Whether it's a retail outlet requiring swift repairs to minimize downtime or a warehouse seeking to upgrade to more energy-

efficient doors, Grand Strand Garage Door's commercial solutions are tailored to meet specific client needs. Their ability to work within tight deadlines and adhere to stringent quality standards has earned them accolades from a diverse clientele.



What truly sets Grand Strand Garage Door apart, however, is its unwavering dedication to customer service. Beyond technical expertise, the company places immense value on building lasting relationships with clients. From the moment a customer reaches out for a consultation to the completion of a project and beyond, Grand

Their team of skilled technicians undergoes rigorous training to stay abreast of the latest industry trends and technological advancements, ensuring that clients receive nothing short of the best.

For residential clients, Grand Strand Garage Door offers a range of services designed to enhance both functionality and aesthetic appeal. From garage door installations that seamlessly blend with the architecture of the home to routine maintenance checks that keep systems running smoothly, homeowners trust Grand Strand Garage Door for reliability and expertise.



Owner's Budd & Celeste Trammell

Strand Garage Door prioritizes open communication, transparency, and responsiveness. Their team goes above and beyond to address client concerns, educate them about maintenance best practices, and ensure that every interaction is a positive experience.



Grand Strand Garage Doors is also a leader in the garage screen market throughout Horry & Georgetown Counties.

This commitment to exceptional customer service has not gone unnoticed, earning Grand Strand Garage Door a stellar reputation within the community.

Positive word-of-mouth endorsements and repeat business are a testament to the company's ethos of prioritizing customer satisfaction above all else.

Grand Strand Garage Door's blend of technical expertise, diverse service offerings, and unwavering commitment to customer service make it a standout player in the competitive landscape of garage door services and property maintenance. Whether you're a homeowner looking to upgrade your garage door or a business owner seeking reliable commercial solutions, Grand Strand Garage Door is poised to exceed your expectations and elevate your experience.



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For more than 40 years, **Carolina Temperature Control (CTC)** has been a family-owned business serving Horry and Georgetown counties with HVAC design, installation, and service.



From installing HVAC systems for custom new construction or light commercial buildings to improving indoor air quality and regular preventative maintenance, CTC works with contractors, property managers and homebuilders to maximize comfort and energy efficiency.

In the new construction market, CTC focuses on custom

homes.

“Our specialty is designing HVAC systems that maximize home comfort, temperature/humidity control, and energy savings, said owner Christian Adams. “We overemphasize the planning and design phase, and only use high quality materials that hold up for the long-term and do not put pollutants or contaminants into the air that the homeowners breathe.”

Indoor air quality has become an increasingly important factor as today’s “tighter” homes provide improved comfort and energy efficiency, but trap contaminated air inside.

“As homes get tighter, if you bring a contaminant into your home, there’s not as much fresh air coming in from natural

ventilation. The air change rate is a lot lower than it was 20-40 years ago,” said Adams. “A study done by the Department of Energy found that the average American spends approximately 90 percent of their time inside, and indoor air quality is 2-5+ times more polluted than outdoor air. It’s important to understand that research



CTC owner, Christian Adams has long linked asthma and other respiratory diseases with exposure to air pollution, so this is something that we all need to consider when trying to improve

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our health and quality of life.”

Christian Adams took the reins of Carolina Temperature Control last year in a seamless, mutually beneficial partnership



with longtime owner Jim Cabanaw, who remains involved in the business. Adams is a third-generation contractor and former CCU basketball

player who brings the team mentality to his work.

“The most exciting part for me since joining CTC has been the culture and quality of the team. We’ve got a great group of employees that are committed to doing the right thing for our customers, and striving to build a better company every day, and that makes it fun to come to work, because everyone is working together.” CTC also offers one of the most comprehensive HVAC maintenance packages in the area.

“We emphasize the importance of preventive



maintenance and taking care of your HVAC equipment to extend its life, cut down on emergency service calls, and improve energy efficiency,” said Adams. “We come out twice a year to provide a comprehensive tune-up and cleaning of the

continued on next page



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HVAC System to make sure everything is operating within manufacturer specifications.” In addition, CTC’s maintenance package includes annual dryer vent cleanings and water heater tune-ups.



Doing business with CTC has been a long term relationship for over 25 years. I feel strongly about their technicians & ownership. Confidence & loyalty in their advice & recommendations is another factor. The office staff is also a confidence builder with me,” says homeowner Rick Hudson (left).



BEFORE



AFTER

“It surprised me, but residential dryers cause over 15,000 fires a year in the U.S.,” said Adams. “They’re one of the most common causes of house fires.”

Water heaters are another item of household HVAC equipment that’s often overlooked. “For our annual traditional tank or tankless water

heater maintenance, we flush the water heater, clean filters, check water pressure, check water safety components, and verify proper operation. Flushing the water heater annually removes particulate and sediment build-up, which improves the water heater’s capacity and equipment life.”

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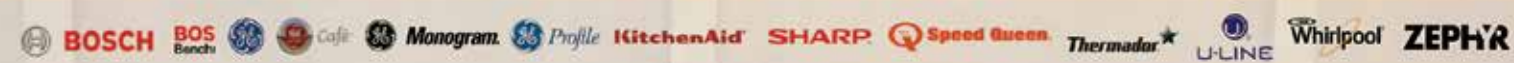
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Outdoor Kitchens / Fireplaces / Home Exteriors / Community Signs / Concrete & Much More9

Beach Automotive

Commercial Truck & Fleet Sales & Service.....23

Brady Glass Solutions28

Builders First Source

Local Building SupplyBack Cover

Burroughs Shutter Company

Exterior & Interior Shutters / Interior Shades / Hurricane Protection & More3

Carolina Cool

HVAC / Plumbing / Electrical / Solar25

Carolina Home Exteriors

Custom Sunrooms / Enclosures & Much More.....10

Carolina Temperature Control

Residential & Commercial HVAC - New Installation / Property Maintenance / Geothermal35

Coastal Luxe Interiors

Interior Design Specialists - Assisting With Builder & Homeowner Interior Design & Selections8

Cove Construction

Pella Windows & Doors - Window & Door Replacement / Remodeling16

Eagle Strategies

Cary Rowell / Financial Planning
New York Life Insurance38

Elevators Plus

Residential Elevators17

Elite Exteriors

Roofing / Siding / Windows / Doors / Decking & More34

Flooring Panda

Catering to Local Building Contractors and Homeowners30

Grand Strand Garage Doors

Residential / Commercial / Maintenance33

Home Design Extras

Local Specialty Building Products Manufacturer13

J & S Flooring

Georgetown's Premier Residential & Commercial Flooring Specialists24

Minuteman Press

Apparel / Business Cards / Brochures / Promo Products / Signs15

Patriot 55 Services

Gas Piping & Fireplace Services For Builders & Homeowners14

Pella Windows & Doors16

Plants Direct

Nursery & Garden Center / Landscape Design & Installation / Outdoor Kitchens & Fireplaces / Pools36

Security Vision

Superior Security & Home Automation Services31

Sunco Pools & Spas

Commercial & Residential Pool Renovations / Custom Pool Builds / Residential Pool Cleaning / Service / Water Testing & Delivery26

Suncoast Building Products & Services, Inc.

Specializing In Custom Seamless Gutters11

Swift Appliance

Custom Appliance Selections & Installations / In Home Consultations / Visit the Murrells Inlet Showroom37

The Building Center

Local Building SupplyInside Front Cover

The General Pool Company

Residential & Commercial Pools & Backyard Retreats 37

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West Fraser (formerly Norbord)

Energy Efficient Framing MaterialsBack Cover

EDITORIAL CALENDAR

2024-2025

SUMMER 2024

- 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: May 31 Material Close: June 7

SEPTEMBER 'SPECIAL ISSUE' 2024

The 2024 September 'Special Issue' will be handed to each show attendee that purchases a ticket to the HGHBA Home Improvement & Outdoor Living Show in the MBCC September 20th-22nd. Call (843) 945-4452 to be included in this marketing opportunity.

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

Space Reservation: August 9 Material Close: August 16

FEBRUARY 'SPECIAL ISSUE' 2025

The 2025 February 'Special Issue' will be handed to each show attendee that purchases a ticket to the HGHBA Home Show in the MBCC February 21st-23rd. Call (843) 945-4452 to be included in this marketing opportunity.

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

Space Reservation: January 10 Material Close: January 17

SPRING 2025

- LOCAL BUILDING SUPPLY ~ Site Work / Brick / Concrete / Paving
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Space Reservation: March 28 Material Close: April 4

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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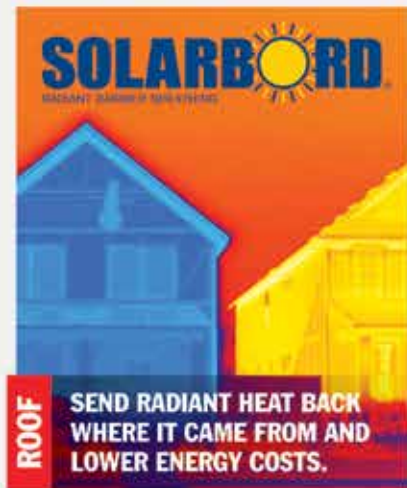
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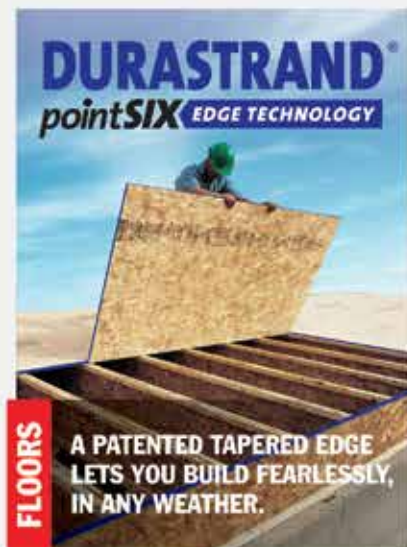
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