

# 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



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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.

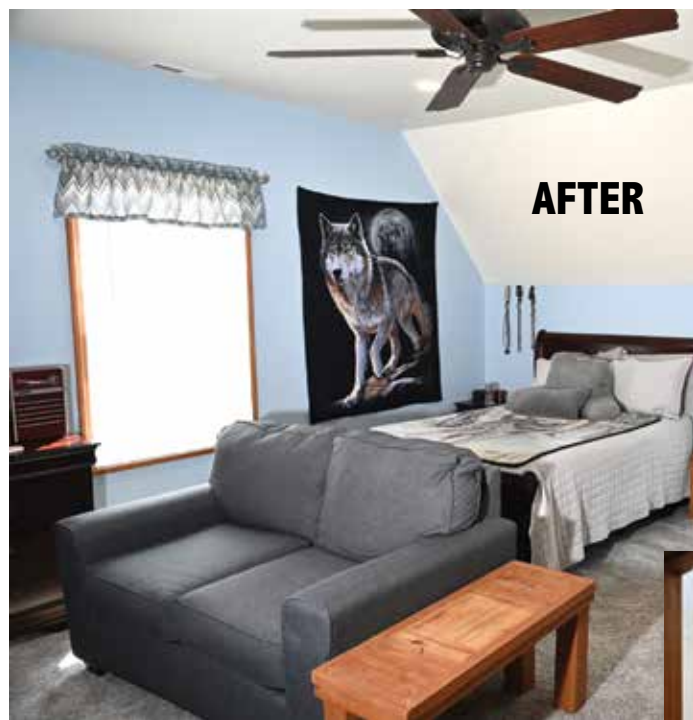
The one element, however, that is common for each project is a seamless initial consultation to find out exactly what the client wants and needs. Next phases could include finding the right builder, lot, and floor plans for a new build, showing you listings



*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.*

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*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.



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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 ).*

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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."

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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.

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*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.

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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.*

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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



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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.”



*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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