

BUILDING INDUSTRY SYNERGY

SUMMER ISSUE 2024

- NEW CONSTRUCTION / PROPERTY MAINTENANCE REMODELING / PRINT & ONLINE RESOURCE DIRECTORY
- PROFESSIONAL INSTALLATION OF YOUR EXTERIOR PRODUCTS NEEDS FOR YOUR HOME OR BUSINESS
- CREATING AN APPEALING & FUNCTIONAL BACKYARD OASIS FOR YOUR HOMEOWNERS
- WINDOW COVERINGS COMPLEMENT THE INTERIOR OR EXTERIOR DESIGN OF ANY HOME OR BUSINESS
- BEACH AUTOMOTIVE GROUP NOW OFFERING A FLEET ANALYSIS PROGRAM FOR THEIR CUSTOMERS
- 2024-2025 BIS EDITORIAL CALENDAR

HORRY
GEORGETOWN
HOME BUILDERS ASSOCIATION

Myrtle Beach Area
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MYRTLE BEACH
Business Association
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The 2024 September 'Special Issue' Will Be
Handed To Each Show Attendee
That Purchases A Ticket To The
HGHB Home Improvement & Outdoor Living
Show In The MBCC
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Outdoor Living - Pools & Spas	Pages 10 - 19
Exterior Products	Pages 28 - 33
Window Coverings	Pages 34 - 37

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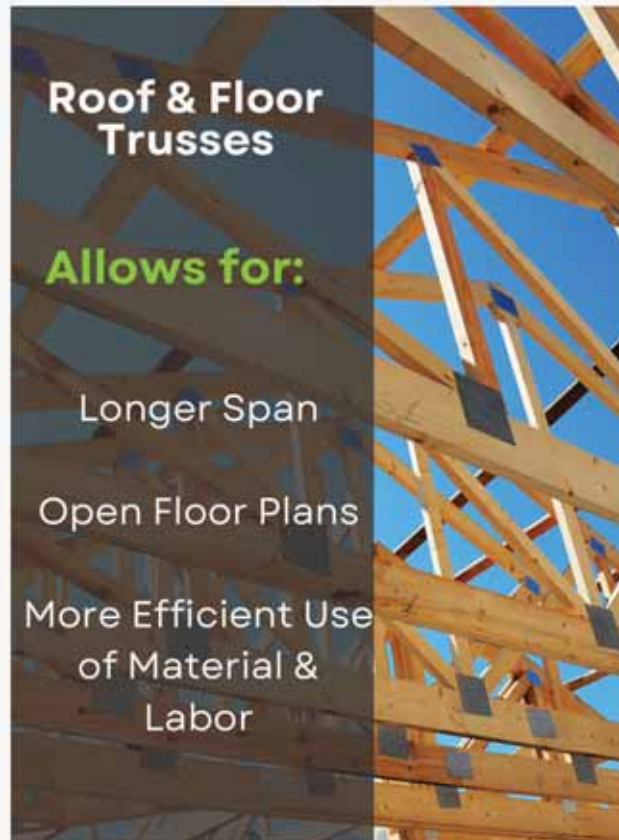
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HGHBA Lunch & Learn – August 29th
Destination NMB Building

The Horry Georgetown Home Builders Association would like to invite our members to join us at a Lunch and Learn meeting on August 29th at the Destination North Myrtle Beach building. Learn how you could be saving on cars, tires, office supplies, shipping, Lowe's Home Improvement products, health insurance plans, builder's risk insurance, travel and more.

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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.

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2024 HGHBA New Member Inductees &
Calendar Of Events

The HGHBA new members since April 2024 & the new member inductees @ the 06-18-24 General Membership Luncheon. The HGHBA 2024 & early 2025 calendar of events.

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Creating An Appealing & Functional
Backyard Oasis For Your Homeowners

The majority of new construction & remodeling projects completed by building contractors & homeowners include some sort of new outdoor installation & design. Having an attractive, appealing pool, spa, outdoor kitchen or relaxing patio area in the rear of the home has almost become standard in today's market. *Building Industry Synergy* reached out to five local companies that have been providing all of the products & services for decades that are essential to creating the perfect outdoor oasis.

PAGE 20

Beach Automotive Group Now Offering A
Fleet Analysis Program For Their Customers

For business owners with service trucks or any kind of vehicle on the road, keeping track of costs and maintenance can be challenging as well as time consuming. Fortunately for them, Beach Automotive Group now offers fleet analysis, a program that not only tracks costs but also offers up-to-the minute information on vehicles' locations and driver behavior. With just the touch of a button, managers and owners can now get information about their fleets that can save them both time and money.



PHOTO © CREATIVE RESULTS INC

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Beach Custom Homes
Building Memories

To Beach Custom Homes, it's more than just a business of building homes, it's a family-run business that is passionate about building memories for families in their forever homes. Their client relationships are built on trust, clear communication, mutual respect, and a shared commitment to achieving the vision for their dream home. This mentality is one that is almost innate for Bryan Slattery Jr., who practically grew up on his dad's construction sites since he was 5 years old. When Slattery Jr. graduated from Horry Georgetown Technical College in 2013 with a project management degree and earned his South Carolina residential builder's license, he partnered with his father to open what is now Beach Custom Homes.

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Reputable Companies Across The
Grand Strand Equipped To Handle The
Professional Installation Of Your Exterior
Products Needs For Your Home Or
Business

Finding the best contractor to handle the installation of your siding, roofing or gutters is directly correlated with your overall satisfaction once the project is complete. *Building Industry Synergy* reached out to three reputable companies in this industry to learn more about what their company has to offer, as well as the latest trends in the Exterior Products industry.

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Window Coverings Complement The
Interior Or Exterior Design Of Any Home
Or Business

Discussing and getting opinions from professionals in the industry is always helpful when trying to determine the best window treatments for your home or business. Interior blinds, shutters and shades complement the interior décor & the exterior window coverings such as shutters offer curb appeal and also added protection against the elements. *Building Industry Synergy* reached out to two highly respected companies, seen as leaders in this industry, that offer both interior and exterior window treatments, as well as superior interior design services.

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2024 Building Industry Synergy Editorial
Calendar

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

Building Industry
SYNERGY
SC - GRAND STRAND

2024 SUMMER ISSUE

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on the cover

Bryan Slattery Jr. (far right) enjoys spending some time with homeowners Matt & Megan Young (left) in front of a custom home in Waterway Palms in Myrtle Beach, SC. Matt Young actually just happened to run into Slattery Jr. when looking with his wife for a home for their family of six in the Waterway Palms neighborhood.

"We had been looking at a home down the street that was for sale, and he happened to be next door building a new house," says Young. "Right away, we really hit it off because he started to ask questions about our situation, our family, and he started to understand what we were looking for and the budget we were looking for."

"It was a foreign process to us, so we were a bit scared of the idea," says Young, "but we saw some of his homes in the neighborhood and we were super impressed. ... I think it was his real approach that helped. A lot of times, when you're talking to somebody, you can tell if they are engaged and really trying to be that person that's going to help and get you what you want. We sensed that right away, which he did every step of the way. He doubled down in that sense from every nuance to consider our perspective and the situation we were in."

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Horry Georgetown Home Builders Association would like to invite our members to join us at a Lunch and Learn meeting on August 29th at the Destination North Myrtle Beach building. Learn how you could be saving on cars, tires, office supplies, shipping, Lowe's Home Improvement products, health insurance plans, builder's risk insurance, travel and more. We will be sharing how to utilize our savings website and how to access your nnp local savings. You will find out more about your builder rebates. Now is the time to save by utilizing your 3 in One membership benefits. You will save on services and products you may use every day. It pays to be a member!

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06-18-24

New HGHBA Member Inductees

2024 Calendar of EVENTS

~ DATES SUBJECT TO CHANGE ~

AUGUST

7 Ambassadors Committee Meeting TBD

15 HGHBA Golf Tournament

20 HGHBA General Membership Luncheon

29 Lunch and Learn @ Noon – Destination North Myrtle Beach Building

SEPTEMBER

20-22 Home Improvement and Outdoor Living Show In MBCC

OCTOBER

2 Ambassadors Committee Meeting TBD

2 Workforce Development Committee Meeting TBD

10-13 HBA of SC State Convention in Myrtle Beach

15 HGHBA General Membership Luncheon

NOVEMBER

6 Ambassadors Committee Meeting TBD

FEBRUARY

7 HGHBA Clay Tournament

19 HGHBA General Membership Luncheon

21 Lunch and Learn TBD

21-23 Home Show In MBCC

*all events are subject to change

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

Brand New HGHBA Company Members Since April



- Providence Engineering
- J & S Flooring
- ABC Supply
- GForce Restoration LLC
- Coastal Garage Screen Doors LLC
- Beach Custom Homes LLC
- Bumble Bee Blinds of Myrtle Beach
- CSI Erosion- South Carolina Division
- PoP Homes-MYR
- Ashton Woods / Starlight Homes
- Cape Fear Solar Systems, LLC
- Atlantic Sound Inc
- Graves Pools and Spas
- Artwork Masonry Construction
- Myrtle Beach Maintenance LLC
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"Working with Jann Alston was a pleasure from start to finish. He was extremely professional & maintained good communication throughout the project" Ron & Patty Kyslinger





by Sara Sobota

Creating An Appealing & Functional Backyard Oasis For Your Homeowners

The majority of new construction & remodeling projects completed by building contractors & homeowners include some sort of new outdoor installation & design. Having an attractive, appealing pool, spa, outdoor kitchen or relaxing patio area in the rear of the home has almost become standard in today's market. *Building Industry Synergy* reached out to five local companies that have been providing all of the products & services for decades that are essential to creating the perfect outdoor oasis.

When it comes to an outdoor living project, homeowners want to know they're working with a reliable, experienced professional. With 33 years in the business, a brick-and-mortar showroom that offers inspiration and possibility, and impeccable customer service, **Art Work Masonry Construction & Outdoor Design** is the place to go for outdoor projects of any size.



Jason Alston with Artwork Masonry Construction & Outdoor Design.

Art Work Masonry owner Jason Alston, who has 44 years of industry experience, custom designs each project, fulfilling clients' vision for their property while offering expert guidance. Whether it's a patio, outdoor kitchen, fireplace, pergola, or paver walkway, Art Work Masonry exceeds customers' expectations.

The Art Work Masonry

showroom in Murrells Inlet sets the company apart from other masonry companies. The outside showroom includes a large patio with a variety of pavers and walls, so clients can walk through and visualize their project. It also includes an operating outdoor kitchen, fireplace, pizza oven, and a vinyl pergola fire pit – “just a few things to give customers ideas,” said Alston. The brick-and-mortar location also gives clients a reliable place to go to ask questions or follow up on their projects.

Pergolas have been a popular item for Art Work Masonry

lately. “People mostly want them for the looks; it enhances the look of the property, while



Jason and Artwork Mansory met our expectations with respect to the craftsmanship, fit, and cleanliness of the project. Ron & Patty Kyslinger.

it also provides shade.” Alston said that often, clients start with one project and then build around it, once they realize how great the finished product looks. “Sometimes it's a new patio we're installing, or it's a patio upgrade. Then we might install an outdoor kitchen, and a lot of times people want a pergola out there so they can enjoy the weather with a little bit of shade.”

Art Work Masonry also provides landscaping to surround the



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project, often making the company a one-stop shop for a beautiful back or front yard. “If we're building a patio, we might bring in some dirt, and then I'll talk to the client about sod. You might need sod around the edges,

material – we do brick, stone, stucco, tabby – to the façade,



to the grill and the appliances, we can handle it all, and work with the client on design and

and that might lead to a few palm trees, flower beds, or a garden wall.”

Fully equipped outdoor kitchens, also, are a one-stop endeavor with Art Work Masonry. “We design them with the client, from the type of



selections at each stage.”

Art Work Masonry isn't limited to large jobs, either. “We do things as little as small repairs, maybe the mortar is out on the front steps or a brick came off. We'll come.”

FOR FURTHER INFORMATION REGARDING ARTWORK MASONRY CONSTRUCTION & OUTDOOR DESIGN CALL (843) 651-6804 OR VISIT PAGE 9 OF THIS ISSUE.

Since 2017, veteran-owned **Patriot 55 Services** has been the go-to supplier of gas for all homeowners and custom home builders. With its comprehensive list of services and products, and especially now with its new showroom, Patriot 55 Services makes the installation and servicing of gas in any home simple and effective.

Patriot 55 offers vented and vent-free gas fireplaces, electric

fireplaces, outdoor grills with burners, fire pits, tankless water heaters, pool heaters, generators, and gas pipe installation and repairs.

Patriot 55 Services owner Tom Moxley, who has been in the gas industry for over two decades, said tankless water heaters are becoming the standard in custom-built homes because of their

efficiency in space, water usage, and cost.

“They’re not like the old, 80-gallon tanks in the corner of your garage taking up space,” said Moxley. “It’s a heater that has no tank. Once the water goes through it, it’s

heated and gets sent to whatever appliance is asking for hot



water. When no appliances are running, it sits there and does nothing. It consumes no energy, no gas, no electricity. A tankless water heater saves on energy. If it’s one person taking a shower, it needs only enough water for one shower; it’s not heating 199,000 BTUs at one time. This also saves the homeowner on



Tom Moxley with Patriot 55 Services.

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GAS PIPING & FIREPLACE SERVICES



their water and power bills.”

Recently, Moxley decided it was time for Patriot 55 Services to branch out into its own retail location, featuring a brick-and-mortar showroom where clients and builders can see first-hand the array of products and services available. The showroom, which opened in June 2024, features items on display including an outdoor kitchen with island,

a free-standing grill, a fire pit with a gas burner, and a pump station where clients can fill 20-pound propane tanks.

In working with current homeowners and custom build homeowners,

Moxley and his team offer a full-service, one-stop shop for gas.

“With each client, we sit down and design their fireplace



for them and help them to get something that will fit their needs long-term,” said Moxley. “If they need gas, or installation of appliances, we can sell, install, and service each item. They can come into the showroom and see the fireplace live burning, and we follow each project from beginning to end. That’s the biggest thing that clients need: someone who’s going to walk with them from the very beginning of the project to the very end. They don’t have to call and schedule 16 different people to come in – we handle it all.”



The new Patriot 55 Services showroom located @ 9470 Hwy. 707 in Myrtle Beach, SC.

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home and new construction markets, residential as well as commercial, Sunco Pools & Spas creates luxurious backyard

getaways and commercial paradises. Designers and sales representatives Dan Uribe and Katie Chavis partner with each client from the first step of their project to the end. For a residential build, Uribe and Chavis are ready for any plans the homeowner can dream of.

“Anything they think of and they want, we can make it happen,” said Chavis. Uribe noted that with the latest features in automation, controlled by a smartphone app, “You can tell the spa, ‘Get ready for me – I’m on my way home from work.’” A project with Sunco Pools &

Spas means thoroughness. “We take each client through a design process, through our 3D program where we can



Dan Uribe with Sunco Pools & Spas.

show them their whole yard and look at the big picture,” said Uribe. “We consider not just the pool, but what’s going in for the decking, and landscaping, and the outdoor kitchen -- the whole outdoor living space



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is what we’re concentrating on.”

Chavis said Sunco Pools & Spas’ service brings clients peace of mind.

“Clients like the fact that they have me or Dan doing the whole process,” said Chavis. “They can contact us when needed, and we handle all aspects of



Katie Chavis with Sunco Pools & Spas.

inspection up to the final.”

On the commercial side, Sunco Pools & Spas recently completed the pool area at the Holiday Inn near Springmaid Pier in Myrtle Beach, as well as the Edison at Farrow Commons in

Myrtle Beach.

“For the Edison at Farrow Commons, we took the project from beginning to end, talking with the project managers for the development as well as the owners,” said Uribe. “We did 3D designs for them, and that helped them visualize the project. They had

a concept from their architects that didn’t work through DHEC. With our design software, we were able to take them something that worked and fit their budget.”

Sunco Pools & Spas even stays involved after the project is complete, taking care of the



pool “for the first 28 days to help get the client going,” said Uribe. After that, clients can arrange for service visits, or they can visit the Sunco Pools & Spas showroom for education, chemicals, and water testing.

You'll want to stop in to one of the **Plants Direct** showrooms – one in Little River and one in Conway – to see



Randy & Leigh Anne Gaskins with Plants Direct.

the beautiful blooming flowers, lush palms, and gorgeous container gardens. But once there, you'll want to stay a while, browse through the materials and accessories, and talk with the knowledgeable managers. Through them, you'll learn the full extent of the services and products that Plants Direct can offer to your home

or business.

Plants Direct is a locally and family-owned business. Owner Randy Gaskins with his wife Leigh Anne have been creating stunning residential and commercial landscapes for 15 years. In combination with Teresa Nunn, manager of the Conway showroom, and James Farrenkopf, manager in Little

River, the Plants Direct team boasts more than 70 years' experience in the industry.

Plants Direct serves both commercial and residential sides of the landscaping business, so all customers have their specific needs met.



Hwy 544 (Conway) location General Manager, Teresa Nunn.

"We work with golf course developers, residential and commercial developers,



Hwy 57 (Little River) location General Manager, James Farrenkopf.

municipalities, and all the wholesale retailers in town," said Gaskins. "And then of course we cater to homeowners as well."

Plants Direct is truly a one-stop shop for landscaping needs. In addition to shrubs, trees, and flowers, Gaskins and his team build outdoor patios, sea walls, fireplaces, paved walkways, and outdoor kitchens. They install LED lighting, create container pieces for pool decks, and design all form of outdoor living spaces.

"We take each project from design to completion," said Gaskins. "I'm a very hands-on owner. I do initial consultations, come up with ideas, and offer the client a total design. I'll

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The Conway location @ 2019 Hwy. 544.

always be there to have my eyes on the project, help manage it, and make sure it runs smoothly."

Plants Direct showrooms serve as excellent destinations for browsing and inspiration, offering glazed pottery, hanging baskets, fountains, birdbaths, wrought iron pieces, yard art, and much more.

When it comes to palm trees,

Plants Direct not only offers a broad variety, but they also bring expertise and knowledge to the transplanting process. Their inventory includes the Sabal Palmetto (cabbage) Palm, Pindo Palm, Windmill Palm, Sago, and European Fan Palm. In addition to delivering and planting your new landscape item,

the Plants Direct team will offer information and guidance on how to best care for it.

Plants Direct offers delivery and services areas



anywhere within 200 miles of their nurseries, which includes Charleston; Wilmington, N.C., and Charlotte, N.C.

Gaskins and his team at Plants Direct would like to thank all their loyal customers for their patronage, and for shopping local!



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Considering a custom pool build? Now is a great time to do it, as the number of options for beautiful aesthetics, practical convenience, and luxurious accessories are at an all-time high.



Tommy Ashburn with The General Pool Company.

The General Pool Company, operating since 1987, has stayed on top of the latest trends, bringing a wealth of experience and knowledge to every project.

Tommy Ashburn, owner / operator, said fire features and

water fall / fire combinations are continually becoming more popular.

“And the colors & shapes of the fire bowls have also increased, so clients can customize with their pool color selections,” said Ashburn. “For a lagoon shaped pool, you might choose a round fire bowl, whereas for a pool with straight lines, you would choose a square. We place them on the top of beautifully built columns, and you can crown it off with a fire glass that is available in many shapes and colors.”

LED color lights incorporated into pools are also a hot item, Ashburn said.

“LED color lights are a must-have. You also can get colored

LED light bubblers. We usually install those in the wet deck or tanning ledge, and they’re very pretty.

Speaking of wet decks, you can go online and find ledger loungers or ledger furniture; they have different size chairs



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that are premade, and they won’t scratch up the wet deck. They are designed to go in and out of the pool. They usually have a matching table and you can install an umbrella through the center of the table into an umbrella anchor that we install in the ledger. People love that look. They see it in resorts when they go on vacation and they want it

for themselves when they get home.” Ashburn said the pool tile industry is continually creating new options for pool owners. “There are so many pool tile selections, and they’re really beautiful,” said Ashburn. “You can do glossy, to semi gloss, to matte, and they also have a lot of different glass selections -- colors and sizes too. In the custom pool tile industry, shade variations are still strong, and we have new colors coming out every year.” New color options in pool coping, plaster,

and paving have also expanded. Custom pool computer technology continues to advance. “In the past, a lot of that technology was primarily for pool/spa combinations, but now someone who wants a pool only has more control,” said Ashburn. “They can control the variable speed pump system, their heaters, LED lights, water features, salt generators and bubblers. They can even set schedules for their pumps and do light shows at special events such as 4th of July (red, white & blue), St. Patrick’s Day. (green), or customize their own special event.”



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by Sara Sobota

Beach Automotive Group Now Offering A Fleet Analysis Program For Their Customers

For business owners with service trucks or any kind of vehicle on the road, keeping track of costs and maintenance can be challenging as well as time consuming. Fortunately for them, **Beach Automotive Group** now offers fleet analysis, a program that not only tracks costs but



Commercial manager, Keith Laylo.

also offers up-to-the minute information on vehicles' locations and driver behavior. With just the touch of a button, managers and owners can now get information about their fleets that can save them both time and money.

Beach Automotive Group rolled out the program in March 2024 in order to offer state-of-the-art technology to its customers. Keith Laylo, commercial manager, said any company with ten or more vehicles on

the road can benefit from fleet analysis, regardless of their vehicles' makes or models. "A lot of fleet customers



don't know what their fleets are costing them," said Laylo. "A lot of companies are keeping their vehicles until they run the wheels off them, and it's actually costing them money."

Laylo explained that often, the nature and details of a track lease may offer unrealized financial benefits that can be identified with a fleet analysis. "A company may set their vehicle's residual with the value on it to be a particular amount, say, at the end of four years. And the analysis may show that their vehicle is most likely going to be worth more after four years than what the residual was. So, they can actually sell or trade that vehicle. They have options -- they could take that vehicle's positive equity and put it back in their business, or they could use it toward the next vehicle," said Laylo.

Best of all, a fleet analysis is completely free. A company provides Beach Automotive Group with fleet information, and Laylo and his team prepare a presentation custom designed for that company. One recent client, who has 49 cars in their fleet, had a nice surprise at their presentation. "We did their fleet analysis, and over five years, we're saving them \$689,000," said Laylo. In addition to potential cost savings, a fleet analysis also provides companies with up-to-the-moment information on their vehicle's location, driver behavior, maintenance needs, and more.



Beach Automotive Group now offers a fleet analysis program that tracks costs & offers up-to-the minute information on vehicle's locations and driver behavior.

"There's a telematics part of it, where they can see where their vehicle is in real time," said Laylo. "Every three seconds it updates, so if they have an employee that's out of their service area, they can Geofence. If someone is idling their car for a long time, burning your company gas, you can see that."

Contact Laylo at Beach Automotive Group today, and get started on your savings in both money and time.



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Beach Custom Homes

Building Memories

PHOTO © CREATIVE RESULTS, INC.



This exterior harmoniously blends aesthetics, functionality and environmental considerations, creating an inviting and everlasting impression.



by Ashley Daniels

To Beach Custom Homes, it's more than just a business of building homes, it's a family-run business that is passionate about building memories for families in their forever homes.

This mentality is one that is almost innate for Bryan Slattery Jr., who practically grew up on his dad's construction sites since he was 5 years old. Dad Bryan Slattery Sr. owned Slattery Construction in Connecticut from 1988 to 2001.

"I always enjoyed going to the job site more than going to the playground," Slattery Jr. says with



This exterior porch is a delightful and serene addition to any property, providing a unique and relaxing experience.

a laugh. "So when my mom would ask me, 'Hey, what do you want to do after school?' the answer was always to go to the job site, and I would just work with Dad until the

sun went down." It was in 2001 that father and son moved to Myrtle Beach, where Slattery Sr. owned a second home and planned to exit the construction

PHOTO © CREATIVE RESULTS, INC.

PHOTO © CREATIVE RESULTS, INC.



This bright open kitchen combines natural light, exquisite lighting fixtures, spacious design, and thoughtful details, creating a welcoming and functional space.

industry and slow down life a bit. Instead, Slattery Sr. worked building subdivisions in the area and, when Slattery Jr. graduated from Horry Georgetown Technical College in 2013 with a project management degree and earned his South Carolina residential builder's license, he partnered with son to open what is now Beach Custom Homes.

"It was something my son wanted to get involved in and what he went to school for, so I decided to get back into it because it was something I always enjoyed doing," says Slattery Sr. "It was a way to get him started and also work as a father and son."

In addition to father and son, Slattery Jr.'s stepmother, Jane Slattery, is also part-owner, works as a realtor, and takes care of the company's bookkeeping. She and Slattery Jr.'s wife, Bianca,

also help clients select all of the custom finishes and materials, plus communicate with vendors. Outside of the family, Beach

Custom Homes also has one superintendent on staff, several longtime subcontractors, and a few select architects.



Working closely with their clients, Beach Custom Homes designs the perfect living space by creating an environment that balances functionality, comfort, aesthetics, and personal style. "They did what they said they were going to do and beyond, and that made a big difference," says homeowner, Richard Dillman (middle). Bryan Slattery Jr. (left) enjoys visiting with the Dillmans in their home located in The Battery in Myrtle Beach, SC.

PHOTO © CREATIVE RESULTS, INC.



This Low Country home embodies a blend of Southern charm, comfort, and functionality, evoking a sense of warmth and timeless appeal.

The customized dream home results of Beach Custom Homes can be seen throughout many prestigious neighborhoods up and down the Grand Strand, such as Waterway Palms, Plantation Lakes, The Battery, Carolina Waterway, Cypress River and Wildhorse, to name a few. Many of their homes are three-story direct luxury waterfront homes.

Over their history, they have built 100-plus custom homes and helped their clients bring to fruition their vision from ideas shown to the builder to recreate. Currently they also have a project in Longs with 1,500-square-foot townhouses.

“We specialize in turning a plot of dirt into somebody’s vision from the ground up,” says Slattery Jr. “From the start of purchasing land, all the way to designing the house to the finished turnkey product.

“What separates us is that we’re actually out on the job every day,” he continues. “We don’t just hire people to go build your house. We are meeting with you onsite. I mean, I start my day at around 5:30 every morning and go to every job site that I have. Between one of the owners, there is not a day that goes

by that we’re not on site of one of our jobs, not sitting in an office all day.”

Richard Dillman, a past client who hired Beach Custom Homes out of several other companies to build his home in The Battery in Myrtle Beach, says he appreciated the Slattery’s honesty.

“They did what they said they were going to do and beyond, and that made a big difference,” he says. “When I met Bryan, my wife, Judy,

and I both liked him and we met his father, and we decided to go with them. It worked out very well and couldn’t have been any better.”

This is exactly what the family at Beach Custom Homes strives for: building relationships beyond the four walls of their flawless customized homes.

“When we build houses and we leave them, I know these families are going to create memories,” says Slattery Sr. “A



This open concept living room with exposed beams, herringbone tile floor and wood accents creates a unique space that is a welcoming retreat within the home.



Beach Custom Homes appreciates the project vision and client goals while communicating with them throughout the construction process. Bryan Slattery Jr. (right) talks with homeowners’ Tyler & Catie Young in front of their home in the Wild Horse community in Conway, SC. “We felt comfortable with Bryan because he’s such a good builder, so we gave him the free reign to make some decisions,” says Tyler.

lot of our homeowners we will still grab a drink with or go out with occasionally. We build good relationships and friendships with some of them.”

“Most of our work comes from word of mouth from previous customers,” Slattery Jr. agrees, “which I think says a lot about our business, too.”

Matt Young actually just happened to run into Slattery Jr. when looking with his wife for a home for their family of six in the Waterway Palms neighborhood.

“We had been looking at a home down the street that was for sale, and he happened to be next door building a new house,” says Young. “He was outside and I asked him if he was a builder and we started having a conversation. Right away, we really hit it off because he started to ask questions about our situation, our family, and he started to understand what we were looking for and the budget we were looking for.”

Young says that Slattery discussed the potential of a new build for his family on one of the available lots and quickly eased his fear of a new build – something he

and his wife never ventured into.

“It was a foreign process to us, so we were a bit scared of the idea,” says Young, “but we saw some of his homes in the neighborhood and we were super impressed. ... I think it was his real approach that helped. A lot of times, when you’re talking to somebody, you can tell if they are engaged and really trying to be that person that’s going to help and get you what you want. We sensed that right away, which he did every

step of the way. He doubled down in that sense from every nuance to consider our perspective and the situation we were in.”

Tyler Young and his wife, Catie, friends of Slattery Jr. and Bianca, can also vouch for Slattery’s integrity. Beach Custom Homes built the Youngs a new home in the Wild Horse community.

“Bianca and my wife are really good friends, so her helping to pick everything out, like granite



Turning your dream kitchen into reality involves careful planning, attention to detail, and a clear vision of your preferences and needs.

and flooring, made it an easy process,” says Young. “We felt comfortable with Bryan because he’s such a good builder, so we gave him the free reign to make some decisions.”

In the next few years, Slattery Sr., who turned 60 in May, says he plans to retire and pass the torch of Beach Custom Homes to his son, age 32.

“As my retirement approaches, the one thing I’m most proud of is running a family business and being able to produce as many homes as we did in a timely manner,” says Slattery Sr. “To be able to turn that over to a new generation and watch them grow with it is going to be extremely rewarding because I hope my son does better than I do – I think that’s any parent’s wish – and I have the utmost confidence that he will. He’s very good at what he does, he’s very personable, and just to watch him grow it, and maybe grow it bigger than it is now, would be the biggest reward I could get.”



Every detail of this communal space was designed to the clients’ desires. Beach Custom Homes strives to fulfill their clients’ vision in each build.

PHOTO © CREATIVE RESULTS, INC.



This exquisite master bathroom with a steam shower and free-standing tub creates a feeling of tranquility, comfort and rejuvenation, providing a space to unwind and escape the stresses of daily life.

PHOTO © CREATIVE RESULTS, INC.



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by Sara Sobota

Reputable Companies Across The Grand Strand Equipped To Handle The Professional Installation Of Your Exterior Products Needs For Your Home Or Business

Making a decision on which type of siding, roofing or gutters you would like to have installed on your home or business is just the first step in any upcoming new construction or remodel project. Finding the best contractor to handle the installation is directly correlated with your overall satisfaction once the project is complete. *Building Industry Synergy* reached out to three reputable companies in this industry to learn more about what their company has to offer, as well as the latest trends in the Exterior Products industry.

Many homeowners wish for just a bit more living space on the interior or exterior of their homes, especially in the summer months when guests may visit and entertaining becomes a common activity.

Owner Will McCourt and his



Will McCourt & Jenn Deluca with Elite Exteriors.

team at **Elite Exteriors** offer a simple way to transform open outdoor areas of one's home into interior, functioning square footage that can make entertaining and leisure time more carefree, or adding to or enhancing an exterior area that provides a relaxing entertainment space for the homeowner and their guests.

Elite Exteriors transformed this backyard by replacing an old wood deck with a new structure up to current building codes. This featured TimberTech Vintage PVC decking with hidden fasteners



and a dual-contrasting outer picture frame. This was complemented by sleek TimberTech Impression Rail aluminum railings, and a WiFi-controlled lighting package.

A three-season room converts an exterior screen enclosure or porch into semi-livable space.



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"This is traditional framing, real trim, real windows," said McCourt. "It's not a screen or vinyl windows." And because it does not include heating or air, the extra square footage of a three-season room is not reflected in the tax bill, as a four-season room would be.

"It's giving you an entertaining area that you can use pretty much year-round," said McCourt. "Many people living in condos or more modest homes are land-locked for space, and this room just opens it up for them. They may use it for a reading room, a sitting room, a man cave – every client uses it in their own unique way."



Geoff Slough with Elite Exteriors.

The first step of the project is a design consultation with the homeowner and an Elite Exteriors design consultant.

"We get measurements and talk about their wish list – what they'd like to have, the type of windows, the type of doors, trim, flooring, and the like. We start to understand their vision, and that's how we start the whole design process. Then we create 3D renderings for them."

Elite Exteriors walks the client through all the steps of the project, including securing permits, helping the client navigate POA/HOA approval, and handling county or city building departments.

"It's a hands-off, turnkey operation that we offer the client," said McCourt. "Once we start, it's usually done in ten days."

McCourt said clients are thrilled when they see the final result.

"They're floored," said McCourt. "They don't expect it to look the way it does."

McCourt and his team at Elite Exteriors have been building three-season rooms for more than a decade, and the project has become more popular in recent years.

"People want to move to a traditional, 'stick-built' type of room to keep the outdoors out," said McCourt. "Screen enclosures and vinyl four-track systems do a good job of limiting the amount of rain and insects and pollen, but they can't stop it completely. Three-season rooms truly close off the outside, so you have a fully functional interior space."




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Darryl Hill (left), Lesley Hill (2nd from left), Megan Hill (2nd from right) & Zeb Hill (far right) with Suncoast Building Products.

and leaders in the rain water control and gutter installation industry. Owners Darryl and Lesley Hill are not just small

business owners they are community leaders. They believe to get you must give and they both have spent as much time volunteering and giving back over the years as they have building the SunCoast Brand.

"I believe in order to have a successful company one must combine talent, skilled labor, customer experience with the



Lesley Hill (right) with Zeb Hill (left) in the Suncoast office.

the office as inside" she says and with the growth our area is experiencing as business owners we must be involved in workforce development as well as education, legislation and community outreach.

SunCoast continues to be featured in publications such as "Southern

willingness to serve others while expanding your brand." says CEO, Lesley Hill. "It's important to be as involved outside of



Lesley Hill (right) with Megan Hill (left) in the Suncoast office.

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Darryl Hill (left) & Zeb Hill (right)

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Living Magazine", "Gutter Enterprise" and Grand Strand Magazine and the awards keep coming for excellence in their field.

Master Installer, partner and son Zebulan Hill said, "We are "The Gutter Experts." "I remember when dad started our business in 1997 when building without gutters and downspouts on the Grand Strand was the standard. Today we install gutters on 98% of construction, new and existing."

"Gutter systems are now fabricated from a variety of metals, styles and colors giving homeowners and Builders the flexibility to choose the perfect system to match the aesthetics of

their home. Trending in our industry gutters and downspouts are now not only functional but decorative in use for "Curb Appeal" and now are considered to be an added asset to the design of your home's exterior."

"Advances in technology and installation techniques are making gutters systems more efficient, durable, inconspicuous and long lasting. Innovations such as gutter protection systems are being developed and perfected for a maintenance free experience during the autumn, spring and Hurricane season keeping gutters free of debris."



The takeaway is the primary purpose of installing gutters has remained consistent to manage rainwater and prevent damage to foundations and landscape. While materials and designs have evolved the concept has proven a valuable and enduring solution for water rerouting management in residential and commercial building.

SunCoast's continued success is attributed to skilled experienced workmanship, offering superior systems at a fair price. Our understanding of business principles "Customer Service and Good Communication" keeps contractors, home owners and their referrals coming back year after year.

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The Carolina weather, with its blazing sun as well as storms that bring high winds, hail, and hurricane conditions, is tough on roofs. It's a good thing homeowners and contractors can rely on **Klaus Roofing Systems** for reliable, convenient products and service. With its superior materials and techniques, reviews and ratings, and South Carolina Safe Home certification, Klaus Roofing is the first one to call for all your roofing needs.



"The Klaus Roofing way is doing things better and above code," said Klaus Roofing owner Matt Thompson. "We use a 4-inch seam deck tape, which creates a seal on the roof deck.

That's not code here; that's above code." From decking to flashing, Klaus Roofing strengthens the



Matt Thompson with Klaus Roofing Systems.

underlying structure of the roof and maximizes leak protection.

"Folks want the peace of mind knowing that if severe weather rolls through that they have the best protection," said Thompson. This peace of mind includes a 50-year warranty.

Klaus Roofing is part of the South Carolina Safe Home program, which offers grants to qualifying homeowners to help property owners retrofit their homes to make them more resistant to hurricanes and high-wind damage. "It's a very rigorous standard," said Thompson.

"It involves specific nailing patterns, installation materials, and methods. Not many roofers in the area do that, and we are one of them."

Thompson noted that some roofing companies operate in a mobile fashion.

"We live in a very storm-prone area, so we get a lot of national storm-chasing guys who may not have a brick-and-mortar here. If there's a severe weather event, they'll have 60 guys staying in hotels and knocking on doors. That's not us. We're Mom and Pop,



we're going to do it above code, and we're going to do it once, really really well."

Klaus Roofing was



established in 2020 as a branch of Carolina Energy Conservation (CEC), which specializes in spray foam

insulation for attics and crawl spaces. Matt Thompson went into business with his brother, CEC owner Jeff Thompson, so the company could offer corresponding services to area homeowners and contractors.

"It just makes sense to more comprehensively help the homeowner," said Matt Thompson. "If you're having a

roof leak and we're in your attic doing insulation, instead of giving that work to another

business, we keep it all in house. There's no coordinating between two companies and their schedules, no finger pointing. Just convenient and quality work within one business."

Klaus Roofing currently has 195 5-star reviews and a 5/5 rating on Google, in addition to a grade of A+ with the Better Business Bureau. They offer free estimates and a range of roofing solutions to fit any budget.



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by Sara Sobota

Window Coverings Complement The Interior Or Exterior Design Of Any Home Or Business

Discussing and getting opinions from professionals in the industry is always helpful when trying to determine the best window treatments for your home or business. Interior blinds, shutters and shades complement the interior décor & the exterior window coverings such as shutters offer curb appeal and also added protection against the elements. *Building Industry Synergy* reached out to two highly respected companies, seen as leaders in this industry, that offer both interior and exterior window treatments, as well as superior interior design services.

At **Coastal Luxe Interiors**, it's all about "Better Living by Design," and that design is all about the client. Window fashion design is one of the specialties at Coastal Luxe, and their knowledgeable designers work to create spaces that fit every lifestyle, taste, and budget.

Coastal Luxe's 10,000-square-



General Manager, Sherry Weatherly.

foot showroom in Myrtle Beach features plenty of visuals, including window treatments that invite every visitor to imagine their ideal home setting.

"All our services and products are fully customized," said

Coastal Luxe general manager Sherry Weatherly. "We don't cookie cutter anything to make it like someone else's. It's totally up to your tastes."

The originality of each window treatment job carries right down to its fabrication.

"We have our own on-site



workroom, and they are sewn here by hand by our fabulous seamstress," said Weatherly. "We



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write up the plan and work order, and she fabricates it to that look."

Many clients opt for motorized window treatments.

"Instead of manual shades, blinds, roller shades, and Roman shades being fabricated, some are opting for the remote," said Weatherly. "Technology has caught up with everything, and everybody now wants their shades on a program. Homeowners can have their own system in their house, and the shades or blinds go up or come down at any preprogrammed times."

Debi Pinelli, senior designer, said clients remark on the convenience of their window fashion designs as well as their practical benefits.

"Clients love the functionality, they love that they're easy to use, like motorized shades -- they love that it's convenient. They can get up in the morning, push a button, and they have sunlight. I have a couple of clients who are doctors, and they love the ability to push a button and the room becomes dark in the middle of the day, if they've been on a night shift."

In summer, window treatments can prevent UV light from entering the home and also play a significant role in energy savings.

"Window treatments, especially hard window treatments like blinds, shades and shutters, help a great deal with your energy bills," said Pinelli. "They can save you tremendous amounts money because of the



Sherry Weatherly (left) with Debi Pinelli.



heat reduction with the shades, and they also protect your furniture, keeping the UV rays off. Some of our products allow sunlight into the room, but you have UV protection from the shade material. You still have light coming in and have a nice view, but because the sheer fabric has UV protection, it saves your furniture and cuts down on the glare."

Clients also love the beauty of their Coastal Luxe window treatments.

"Our workroom does impeccable work," said Pinelli. "The hems are perfect, the length is perfect, the little details are all there."

PLEASE SEE PAGE 8 FOR FURTHER INFORMATION.



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Burroughs Shutter

Company is a family-owned business that has been bringing beauty and utility to homes and businesses in the Grand Strand area for more than 20 years. Providing a wide range of custom-made shutters, shades, and screens for residential and commercial



Matt & Anna Burroughs with Burroughs Shutter Company.

use, Burroughs Shutters creates solutions for both the interior and exterior of any home or business.

Burroughs Shutters Company creates solutions for residents. Whether it's an area of the home prone to excessive light and heat, or an open area that could be utilized for longer periods of the year, owner Matt Burroughs brings expertise and creativity to each project.



For a porch or patio, Burroughs Shutter Company offers a variety of screens that provide insect protection, a variable amount of sun and UV protection, and even hurricane protection, depending on the client's needs and desires. One of Burroughs Shutter Company's recent residential projects completely transformed

an outdoor space.

"We completed a built-in solar shade exterior retractable screen system," said Burroughs. "We enclosed the outdoor space

Burroughs Shutter Company
Murrells Inlet, SC

(843) 385-1992

to allow it to be a 3-4 season room outdoors, with a fireplace where they can retain heat. They can block out the morning and afternoon sun, and they can roll up the shades too, so they have an open air outside patio porch."

On the commercial side, Burroughs Shutter Company recently installed interior solar shades and screens to an art



gallery in Pawleys Island and a dental office in Murrells Inlet, both in response to glaring sunlight and heat that hindered vision and comfort for the businesses' customers as well as their employees.

Burroughs Shutter Company also recently completed projects at Crave Italian Oven & Bar in North Myrtle Beach as well as Big Chill Island House in Barefoot Landing in North Myrtle Beach. The significant size of Big Chill required several different kinds of shutters, and Burroughs Shutters delivered. "They have Bahama shutters, Colonial louvre shutters, and board-and-batten shutters,"

said Burroughs. "And then they have the dock bar. With the dock bar, we collaborated with the owners, the designer, and the



Matt Burroughs (left) with Bruce Wilkinson (right) in front of the completed shutter project @ The Bill Chill Restaurant in Barefoot Landing.

builder to come up with what they had drawn and then make it work." The project included creation of an entirely new kind of folding shutter that becomes its own louvered wall. Burroughs and his team configured, designed, and created the custom system, in consultation with their manufacturers. "We made something we had never created before," said Burroughs.

Burroughs Shutter Company brings that same kind of inspiration, creativity, and tenacity to every job they complete.



Matt Burroughs (right) talks with one of the managers of the Crave restaurant in NMB. Burroughs installed StormTex hurricane screens for the restaurant.

FOR FURTHER INFORMATION REGARDING BURROUGHS SHUTTER COMPANY VISIT PAGE 3 OF THIS ISSUE.

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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.

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