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2024 SEPTEMBER 'SPECIAL ISSUE'

Visit The Building Industry Synergy Representatives In The Pre Function Area At The HGHBA Home Improvement & Outdoor Living Show In The MBCC September 20th - 22nd (In The Lobby Close To The Ticket Booth)

Show Exhibitor Map Pages 24 & 25

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Show & Event Schedule Page 5

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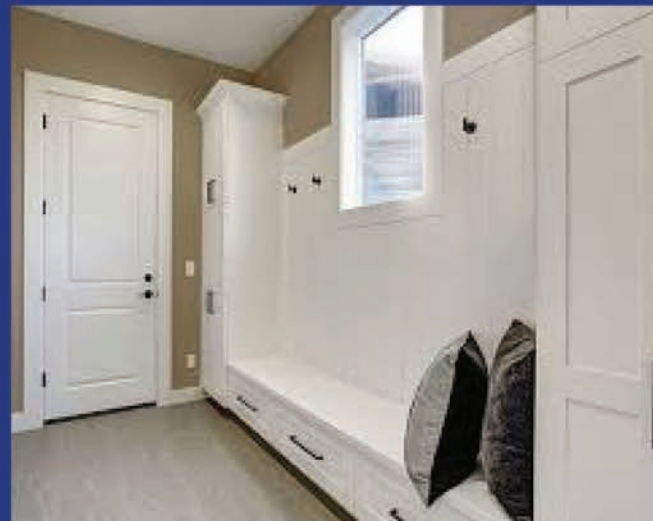

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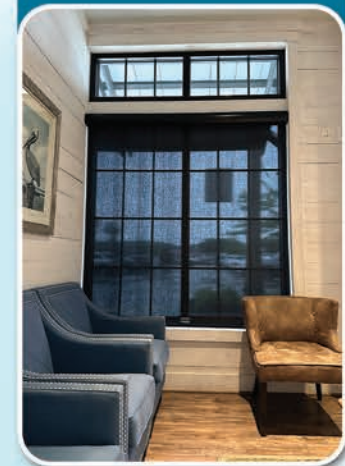
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- Storm Tex Hurricane Screens

INTERIOR SHUTTERS & SHADES





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2024 Home Improvement & Outdoor Living Show Schedule
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Visit 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 / 2024 HGHBA Calendar Of Events
The HGHBA New Members since June & the HGHBA New Member Inductees from the 08-20-24 General Membership Luncheon. The remaining HGHBA Calendar of Events in 2024.

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FWIWA owner, Michael Sichitano, has assembled a very professional team which includes certified appraisers & an educated staff available to assist you with all of your Real Estate appraisal needs.

PAGE 14
Pella® Windows & Doors of South Carolina - Windows Designed and Tested for a Lifetime of Everyday Use
Sleek Pella Impervia windows and doors, made of the strongest material for windows and patio doors, are now available with impact glass.

PAGE 18
Cabinet King - A Touch Of Class... Beautiful & Fast
Originally founded by Conway Builders, the company morphed into Cabinet King here during the pandemic, when the builder was finding it difficult to source cabinetry for its clients. The former owners then sold the company to Jim Gantt in 2022. The company now has expanded to the upstate as well as the Grand Strand.

PAGE 24
2024 HGHBA Home Improvement & Outdoor Living Show Exhibitor Map & List Of Exhibitors
This two page spread shows the map of the entire show in the Myrtle Beach Convention Center on September 20th - 22nd, as well as a list of all of the exhibitors & where they are located.

PAGE 28
All American Contracting Your Full Service Remodeling & Renovation Contractor
The owner of All American Contracting is Patrick Reynolds. He has been a home builder and general contractor in New York, and a few years ago he opened another office here in Myrtle Beach. He brings more than 35 years of experience to this area.

PAGE 32
Bosch Appliances - Looking To Remodel Your Kitchen
Bosch is proud to announce that the company has received the 2024 ENERGY STAR Partner of the Year Award from the U.S. Environmental Protection Agency and the U.S. Department of Energy.

PAGE 36
HTC - Stay Safe and Secure With HTC
HTC offers a broad range of home security options to members. But in addition to quality products and services, they are now offering more affordable options to help you meet your safety needs.

PAGE 38
Endura Outdoor Cabinetry Garden Light LED
With their innovative designs and resilient craftsmanship, Endura is not just inspiring people to spend more time outdoors; they are revolutionizing the concept of outdoor living. In addition to enhancing the beauty of your property, outdoor landscape lighting plays a vital role in improving security.

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C.H.I. Overhead Doors
C.H.I. Overhead Doors started manufacturing sectional garage doors in 1981. Through their history they have expanded their product offering and size for both the residential and commercial markets.

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Resideo Home Security Making Your Home Smarter
With a presence in 150 million homes, Resideo's smart solutions help homeowners with a broad range of home security and automation solutions that help make your home smarter, run more efficient and most importantly protects what matters most, keeping your family safe.

PAGE 44
Beach Truck & RV Center State-Of-The-Art Service Center Accommodates Any Type Of Commercial Vehicle
Everyone in the building industry relies on vehicles to keep their business moving forward, and those vehicles sometimes need service and repair. Beach Automotive Group offers a state-of-the-art service center designed to accommodate nearly any type of commercial vehicle.

PAGE 46
Brady Glass Solutions Over 14 Years Of Excellence In The Local Glass Industry
For over 14 years, David and Toshia Brady have been operating their family owned Brady Glass Solutions business, carving their niche and building their reputation in Horry County one stellar project at a time. As the area market for glass shower enclosures keeps growing and evolving, Brady Glass Solutions meets and exceeds the expectations of area home owners & contractors.

PAGE 48
Coastal Luxe Cabinetry Wellborn Cabinets Better Living By Design
When homeowners work with Coastal Luxe Cabinetry on kitchen and bath projects, they can be rest assured that they're receiving not only the highest quality products for their home, but also insights from some of the most knowledgeable and experienced service professionals in the area.

PAGE 51
2025 Building Industry Synergy Editorial Calendar
The schedule for the four annual 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 SEPTEMBER 'SPECIAL ISSUE'

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Horry Georgetown Home Builders Association
Myrtle Beach Convention Center

Friday, September 20
10 am - 6 pm

Saturday, September 21
10 am - 6 pm

Sunday, September 22
11 am - 5 pm

Admissions
\$5 | Adult Ticket
No Charge | Children
under 16
\$10 | Three Day Pass

<http://fallshow.hghba.com>



Visit Special Interest Booths
Clemson Extension Master Gardeners
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Pet Adoption Booth

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on the cover

Jim Gantt (left) & Heather Templin (2nd from left) with homeowners George & Cheryl Richards (right) in their newly remodeled kitchen. The Richards' kitchen was nearly 15 years old. Cabinet King removed the old cabinets & kitchen island & installed the beautiful new white cabinets & kitchen island. Gantt purchased Cabinet King in 2022. "I've been a cabinet seller since 2017," says Gantt, a South Carolina native. "It was my full-time business, but I just worked in the upstate. I would just go out and measure one job, order that job, install that job and go to the next as kind of a one-man show. ... I definitely wanted to go to that next step of ownership. It seemed like a really good fit. "We try to be a one-stop shop for the client, so they don't have to play GC for their kitchen remodel. It's really fun," says Templin. Templin explains that she prefers to go to the client's property first to get a first glimpse at their space, envision their style and color preference, and get initial measurements. From there, she puts a 3D rendering together and a cost estimate based on their budget and selections. When all is approved, demo and installation ensues, which could also include countertops, backsplash, hardware, and cabinet accessories, like spice racks, roll-out trays, trash inserts, and more.

VISIT THE PROFESSIONALS WITH CABINET KING IN QUAD 330 @ THE HOME IMPROVEMENT & OUTDOOR LIVING SHOW IN THE MYRTLE BEACH CONVENTION CENTER SEPTEMBER 20TH - 22ND.

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While you are there take a chance at winning a 65" TV by purchasing a raffle ticket!



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Please See Page 48 Of This Issue
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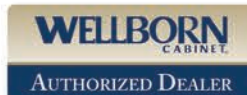
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2024-2025 Calendar
of EVENTS

~ DATES SUBJECT
TO CHANGE ~



| | | |
|---|---|--|
| SEPTEMBER | 10-13 HBA of SC State Convention in Myrtle Beach | 21 Lunch and Learn TBD |
| 20-22 Home Improvement and Outdoor Living Show In Myrtle Beach Convention Center | NOVEMBER | FEBRUARY |
| OCTOBER | 6 Ambassadors Committee Meeting TBD | 21-23 Home Show In Myrtle Beach Convention Center |
| 2 Ambassadors Committee Meeting TBD | 7 HGHBA Clay Tournament | *all events are subject to change |
| 2 Workforce Development Committee Meeting TBD | 19 HGHBA General Membership Luncheon | |

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Brand New HGHBA Company
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- Advanced Industrial Monitoring
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- CR Walton Construction, Inc.
- Decks & Docks Company
- Four Seasons Building Products
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- Paul Davis Restoration Of Greater MB
- Southern Carlson Construction Supply
- Surfside Window & Door LLC



08-20-24
New HGHBA Member Inductees



For What It's Worth Appraisals

Is Contract Price Market Value?

by Audria Wagenknecht

In the world of real estate, there's a common belief that the contract price of a home is the definitive measure of its value. This misconception is not only misleading but also fundamentally

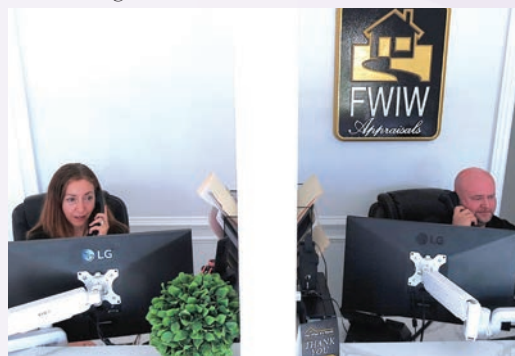


FWIWA owner, Michael Sichitano

flawed when examined against the definition of market value as outlined by the Federal National Mortgage Association (FNMA) According to FNMA, market value is defined as the most probable price a property should bring in a competitive and open market under all conditions necessary to a fair sale, with the buyer and seller each acting independently, knowledgeably, and assuming the price is not affected by external stimulus. This definition emphasizes that market value is determined by typical buyers and sellers who

are well-informed and free from any external influence.

Contract price can often be influenced by various factors that do not align with the definition of market value.



The new FWIWA office is located at 1045 London St. in Myrtle Beach.



FWIWA owner, Michael Sichitano, has assembled a very professional team which includes certified appraisers & an educated staff available to assist you with all of your Real Estate appraisal needs.

Agent commissions, lender fees and interest, buyer competition, temporary market conditions, and external pressures can distort the contract price.

Appraisers are held by Uniform Standards of Professional Appraisal Practice (USPAP) national standards that recognize ethical and performance standards for the appraisal profession. These standards ensure the reliability and credibility of appraisals for all engaged parties and the public. Why is it important to note the standards appraisers are held to practice?

These ensure the role of an appraiser presents unbiased, market data-driven evaluations, free from financial stakes that potentially influence other market personnel.

The debate over whether appraisals should be closely aligned with the contract price is ongoing. What appraisers are mindful of and analyze on a day-to-day basis, are local market trends, economic trends, supply and demand dynamics, and property-specific characteristics that play substantial roles in determining

property values.

By recognizing the interests of various stakeholders, market participants, and everchanging market trends, all parties involved in the world of real estate can better protect the integrity of the real estate market and ensure property values reflect true market conditions. FWIWA is proud to continue to educate its community and stay involved with participants all throughout the Grand Strand. See page 49 of this issue for further information.

For further information regarding FWIWA, call (843) 808-1533, email Info@FWIWA.com or visit www.FWIWA.com.

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Visit Us In Booths 104 & 105 Sept. 20th - 22nd In MBCC

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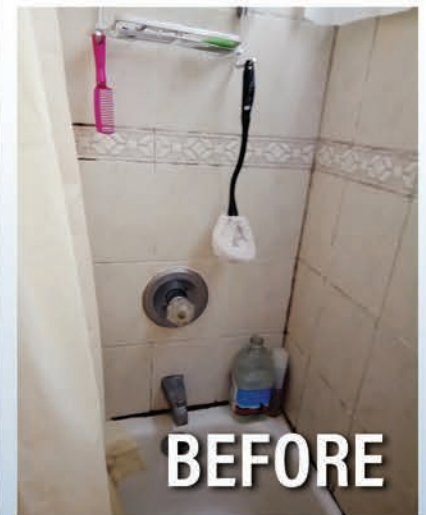
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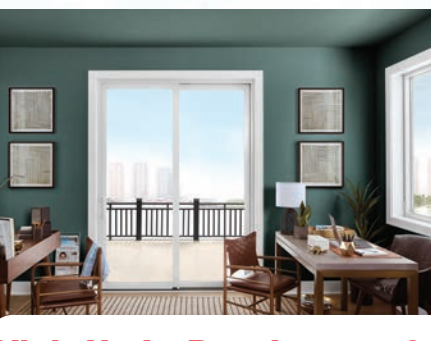
and doors, made of the strongest material for windows and patio doors, are now available with impact glass.* Impact glass not only helps protect what matters most from strong storms, it helps:

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For further information regarding Pella Windows & Doors visit the professionals with Cove Construction in **Booths 406 & 407 in the Myrtle Beach Convention Center September 20th - 22nd**, or call (843) 360-8163. You can also see the top of page 39 of this Special Issue or visit PellaSC.com to learn more.

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SEPTEMBER 20TH - 22ND IN THE MYRTLE BEACH CONVENTION CENTER

PHOTO © CREATIVE RESULTS, INC.



Heather Templin assisted Chris and Lynda Bailey (left) with this kitchen remodel a few years ago before Conway Builders became Cabinet King. Cabinet King owner, Jim Gantt (far right) and Heather Templin (second from right) enjoy visiting with the Baileys in their home.

PHOTO © CREATIVE RESULTS, INC.



The Baileys contacted Heather who was more than happy to come back and help them select & oversee the installation of their new bathroom cabinetry.



by Ashley Daniels

Cabinetry is one of the most crucial design elements in the home. As a built-in backdrop for style and color palette, it sets the tone throughout your living space, so it's invaluable to make the right decision on who should design and install your kitchen and bathroom cabinets. Which is why Cabinet King in

Surfside Beach reigns sovereign in the cabinetry industry.

Originally founded by Conway Builders, the company morphed into Cabinet King here during the pandemic, when the builder was finding it difficult to source cabinetry for its clients. The former owners then sold the company to Jim Gantt in 2022. The company now has expanded to the upstate as well as the Grand Strand.

"I've been a cabinet seller since 2017," says Gantt, a South Carolina native. "It was my full-time business, but I just worked in the upstate. I would just go out and measure one job, order that job, install that job and go to the next as kind of a one-man show. ... I definitely wanted to go to that next step of ownership. It

seemed like a really good fit."

And it was a natural fit for Heather Templin, the operations manager and lead designer at The Cabinet King in Surfside Beach. "I know this area. It's my home," she says.

Templin, born in Myrtle Beach, has been working in the construction industry since she was 18 and loves helping clients make selections, redesign the layout of spaces and make them more functional. "I take so much joy in helping people fall in love with their space again or create the space of their dreams when building a new home," says Templin. "We try to be a one-stop shop for the client, so they don't have to play GC for their kitchen remodel. It's really fun!" Templin explains that she prefers to go to the client's property first to get a first glimpse at their space, envision their style and color preference, and get initial measurements. From



Cabinet King partnered with Revive the Hive to turn this outdated Surfside Beach rental home into the owners beautiful forever home. "I do a lot of kitchen remodels with Cabinet King," says Jonathan Bealand, with Revive the Hive, a highly successful remodeling company in the Myrtle Beach area. "Heather's always been great, communicative and helpful."

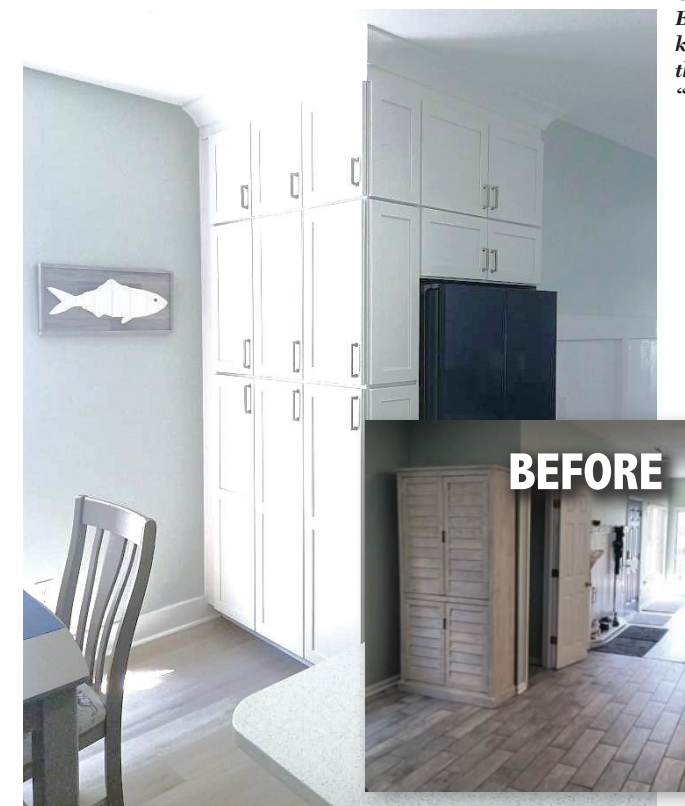
there, she puts a 3D rendering together and a cost estimate based on their budget and selections. When all is approved, demo and installation ensues, which could also include countertops, backsplash, hardware, and cabinet accessories, like spice

racks, roll-out trays, trash inserts, and more.

"I do a lot of kitchen remodels with Cabinet King," says Jonathan Bealand, with Revive the Hive, a highly successful remodeling company in the Myrtle Beach area. "Heather's always been great, communicative and helpful."

"The customer gets really overwhelmed when they have to go pick out cabinets, countertops, and backsplashes," says Gantt. "They don't know who to talk to and who does quality work, so to be able to take that off their plate is just a little extra that we can give to the customer to help close the job."

"It was really a pleasure



Cabinet King removed a closet in order to build a custom refrigerator corner with surrounding cabinetry, which added so much storage and style to this space.

working with Heather,” says George Richards, who called on The Cabinet King to reconfigure his weirdly shaped, outdated kitchen of 15 years. “Everything was so precise, they came in at a good price, and it really opened up the house. When Heather showed us a backsplash sample, my wife and I took about a half a second to say, ‘Wow, that’s the one.’ We would recommend Cabinet King to anyone.”

Lynda Bailey, another former Cabinet King client, agrees. “When Heather worked at Conway Builders, she



The master bathroom in the residence of Rigby & Cheryl Wilson was remodeled using beautiful cabinets and custom roll out inserts to make this a homeowners dream.

PHOTO © CREATIVE RESULTS, INC.



Heather Templin (far left) thoroughly enjoyed working with Rigby & Cheryl Wilson (right) to design & oversee the installation of the bathroom cabinetry. Cabinet King referred the Wilsons to a contractor to complete the full renovation of their bathroom. Heather & Cabinet King owner, Jim Gantt (2nd from left), enjoy visiting with the Wilsons in their home.

PHOTO © CREATIVE RESULTS, INC.

worked with me closely to try to design our kitchen and it all went very smoothly,” she says. “Then about a year later, we decided we were going to redo our bathrooms when Heather was at Cabinet King. She’s very easy to work with. They did a great job, and the quality of the cabinets were really good. ... All she needed to know were the colors that I was going to go with.”

The services The Cabinet King provides its clients – and the range of work those clients want and need – are limitless throughout an assortment of properties, from homes of all sizes to oceanfront condos, townhomes, and more. In addition to kitchen projects, the team also takes on



Cabinet King completely reconfigured the kitchen island for a beautiful 10 foot centerpiece for homeowner’s George & Cheryl Richards. The BEFORE & AFTER of the Richard’s kitchen. “It was really a pleasure working with Heather,” says George Richards, who called on The Cabinet King to reconfigure his weirdly shaped, outdated kitchen of 15 years. “Everything was so precise, they came in at a good price, and it really opened up the house. When Heather showed us a backsplash sample, my wife and I took about a half a second to say, ‘Wow, that’s the one.’ We would recommend Cabinet King to anyone.”

PHOTO © CREATIVE RESULTS, INC.

bathrooms, storage areas, and custom outdoor kitchens.

Rigby Wilson and his wife, Carole, hired The Cabinet King to revamp their primary bathroom. “It was a great experience and we’re so happy with it,” says Wilson. “Every time we go into the bathroom, we just get a glow of joy. ... They also did custom pullouts and a custom utility drawer for your hairdryer, cell phone, whatever, that you pull out of the vanity. It’s really spectacular.”

The Cabinet King sources the best material manufacturers in the industry for its clients, which includes Premium Choice, Forevermark, and Wellborn Forest for cabinetry designed with the latest trends in mind.

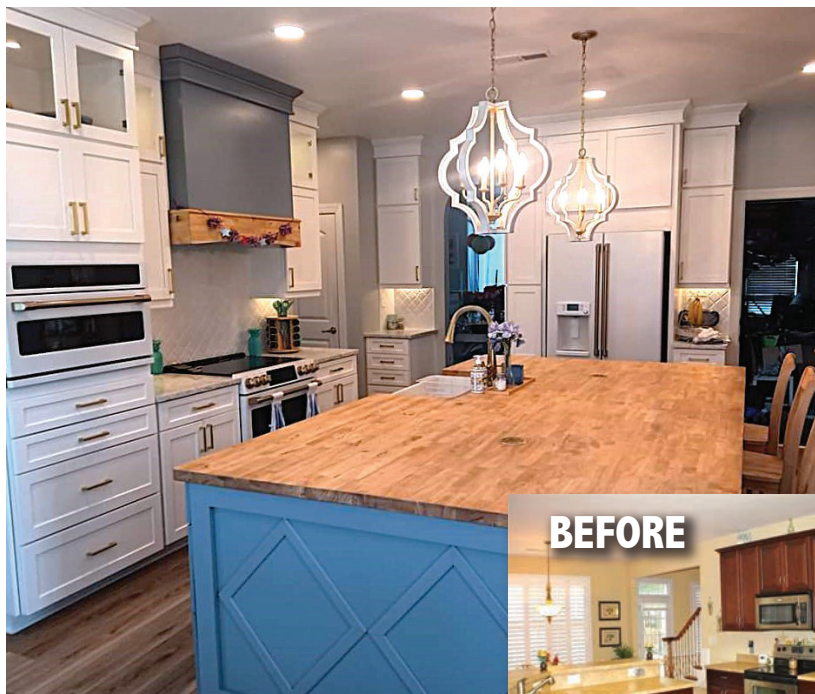
“As far as trends go, it really all depends on the person,” says



Templin. “A lot of people in some of the older homes here in the area are removing walls to give an open concept & relocating the layout. We can help with all of that to make it more functional and updated, instead of what they currently have. We have such a melting pot of people here from all over the country now that it’s hard to pinpoint one certain trend in this area.”

... You go back 10 to 15 years ago, and cabinets were thrown in there and not really thought through as far as storage. We’re able to come in and help reconfigure layouts, extend countertops and a lot of extra storage options that we can do now. We can offer so much more than we could a decade ago.”

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Cabinet King was responsible for the full remodel of the kitchen in the residence of Michael & Melissa Pick. This remodel consisted of relocating the plumbing fixtures & installing a custom built a butcher block island top with a matching hood over the stove.

“Condo renovations nowadays are a lot of fun, too,” adds Gantt. “I have helped on a few of those.”

Templin, a mother of four and longtime member of the Horry Georgetown Home Builders

Association, shares how much it means to her in her job to help people in what she considers a market crisis here right now. “The new builds are out of the price range for locals, that live here and are from here, to be able to afford,” she says. “So a lot of them are making the decision, instead of jumping into a high interest rate mortgage, to re-love their home again to get what they want. I love being able to do that and keep some of these original homes around that have been here forever and a day and have seen many hurricanes – just to fall in love with them again.”

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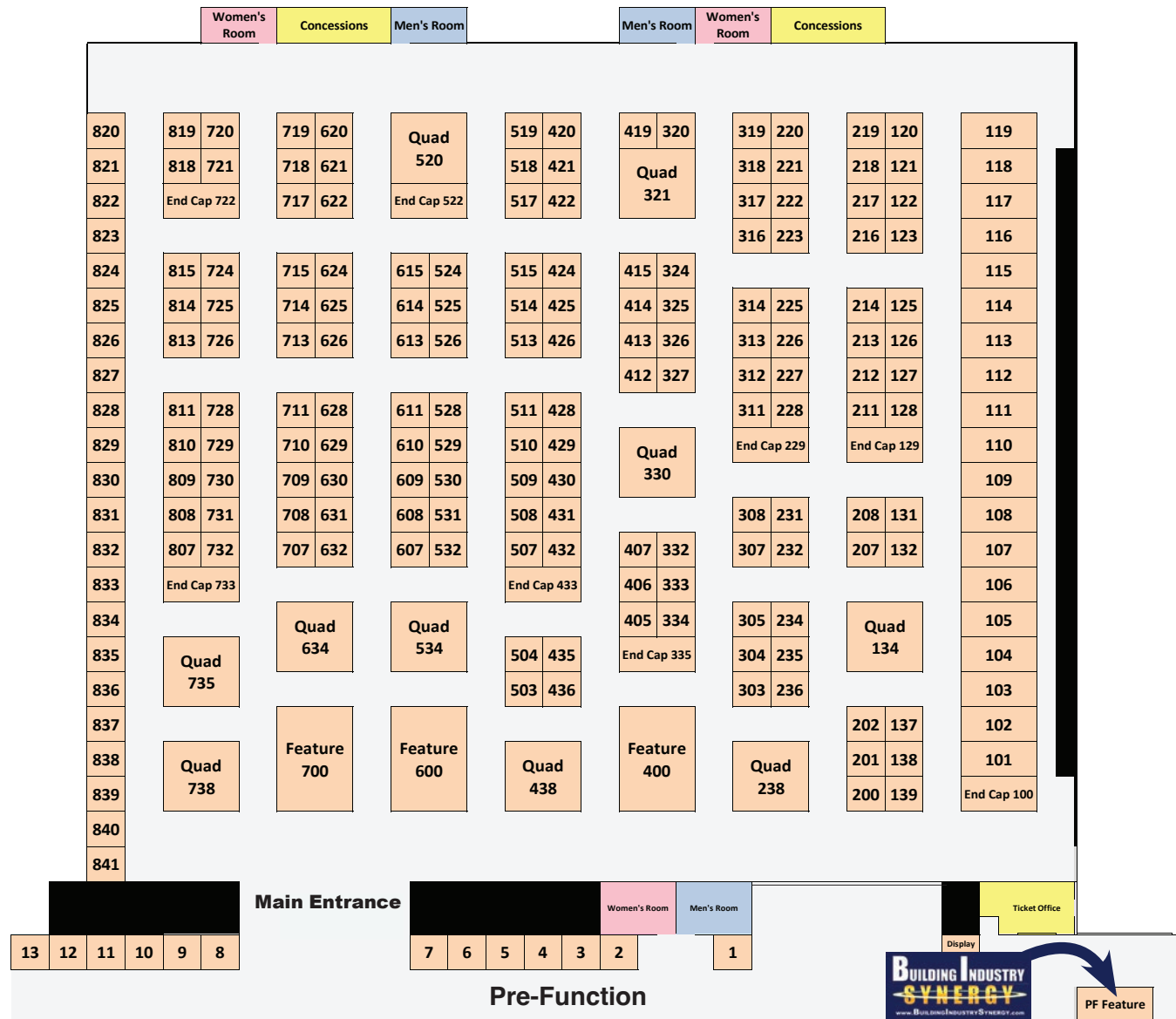


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 Reynolds said the biggest problems that homeowners have are that many handymen are passing themselves off as contractors, while lacking the experience and knowledge



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For further information, please visit the professionals from All American Contracting in Booth's 614 & 615 September 20th - 22nd in the Myrtle Beach Convention Center, call (843) 999-7913, email CustomerService@TheAllAmerican.net or visit TheAllAmerican.net. Refer to page 13 of this special issue to learn more.

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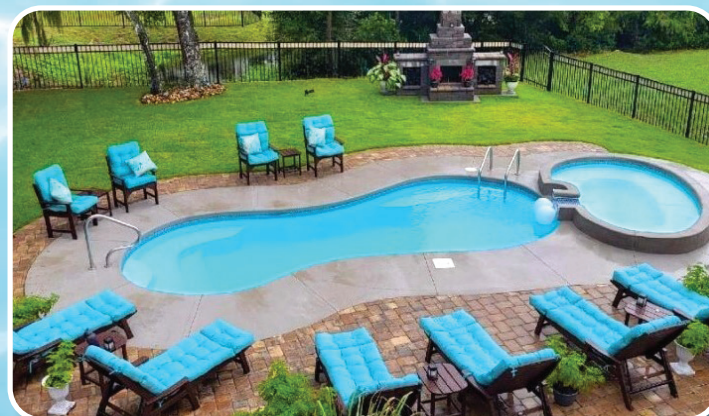
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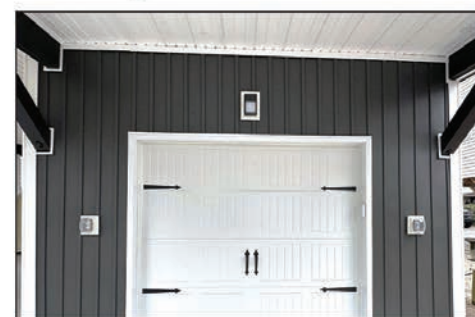
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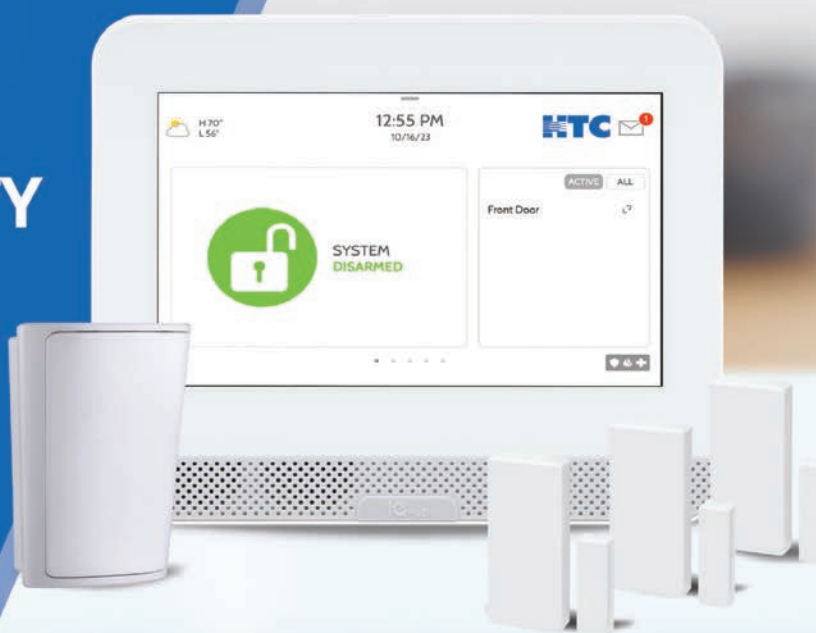
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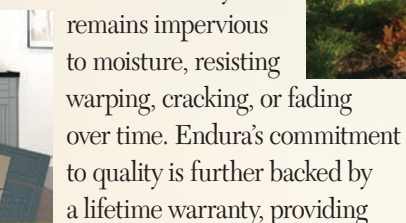
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For further information or to discuss your upcoming outdoor living or security project, call Security Vision Of Myrtle Beach @ (843) 839-4238, email Info@SecurityVisionMB.com or visit SecurityVisionMB.com.

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C.H.I. Overhead Doors started manufacturing sectional garage doors in 1981. Through our history we have expanded our product offering and size for both the residential and commercial markets. In 2022, C.H.I. was acquired by NUCOR®, a producer of steel and steel products and North America's largest recycler.



Based in rural Arthur, IL, our production facility since inception has expanded to be over one million square feet. In 2021, an additional two hundred thousand square foot manufacturing facility was added in Terre Haute, IN. In addition to our manufacturing locations,



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end-user satisfaction. Dedicated to continuing the best customer service

and dealer support in the industry, it is apparent why C.H.I. is referred to as "The Quality Garage Door."



For further information, please visit the professionals from **Grand Strand Garage Door** in **Booth's 707 & 708 September 20th - 22nd in the Myrtle Beach Convention Center**, call (843) 358-4100, email GrandStrandGarageDoor@aol.com or visit GrandStrandGarageDoor.com. Please refer to page 12 of this Special Issue to learn more.

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and puts control of the home security and automation system in the hands of home users, providing easy access to arm, disarm and check alerts for their security system.



For further information, please visit the professionals from **Trusted Home Services** in **Quad 738 September 20th - 22nd in the Myrtle Beach Convention Center**, call (843) 365-1783 or visit TrustedHomeSC.com. Please refer to the top of page 49 of this Special Issue to learn more about Trusted Home Services.

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Beach Truck & RV Center State-Of-The-Art Service Center Accommodates Any Type Of Commercial Vehicle

by Sara Sobota

Everyone in the building industry relies on vehicles to keep their business moving forward, and those vehicles sometimes need service and repair. Beach Automotive Group offers a state-of-the-art service center designed to accommodate nearly any type of commercial vehicle. With a scope and scale beyond any other facility in the region, Beach Automotive Group's service center can meet builders' needs when it comes to vehicle maintenance and repair – and they do it with convenience and efficiency.



Rob Hannon with Beach Automotive Group

Rob Hannon, Fixed Operations Director for Beach Automotive Group, joined the company in 2020 to assist with the vision to design and develop the service facility, which celebrated its first birthday in March 2024.

"There are no locations within a 100-mile radius that can handle what this facility can, in terms of the size of vehicles that can be worked on there," said Hannon. "The facility is equipped with the ability to lift something as large as a tour bus, or as small as a fiat. We really

put a lot of emphasis on equipment and the types of lifts and configurations that the facility was built with to be able to meet the needs of any size vehicle."

The Beach Automotive Group service center also offers a variety of technicians who can work on any make or model vehicle.

"We have a variety of skill sets," said Hannon. "It's not just a Ford shop. We've got people certified in International, Cummins, people who work on tractor trailers – anything that rolls into that facility, we can work on it."

Hannon said the Beach Automotive Group's service center emphasizes swift diagnostics in its service.

"We try to offer a very quick dispatch option when it comes to vehicle service needs, our mission is to have the problem identified within a minimum of 24 to 48 hours of vehicle drop off," said Hannon.



The State-Of-The-Art Service Center is located @ 567 George Bishop Pkwy. in Myrtle Beach.

The facility also offers mobile service, which can be a great convenience when work trucks are at a site, or when more than one vehicle needs service.



"If any vehicle troubles arise at the job site, we have two vans that can go to their location and attempt to resolve the

issue on site," said Hannon. "We know the building industry can present itself with a lot of variables and change. Our mission and commitment is to take the burden of vehicle maintenance and repair needs off their busy schedule. All they should have to do is make one phone call, and we'll handle the rest."

Beach Automotive Group also works closely with Horry Georgetown Technical College's diesel program.

"We have a wonderful partnership with the Horry Georgetown Technical College Diesel Program. We offer part time and fulltime apprenticeship options to their current students and graduates," said Hannon. "It's one way of being part of the community, perpetuating more jobs, career paths, and offering better service in the meantime."



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For further information call the professionals @ the Beach Automotive Service Center @ (843) 646-9200. You can also see page 45 of this Special Issue to the right of this page for further information.



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Brady Glass Solutions

Over 14 Years Of Excellence In The Local Glass Industry

For over 14 years, David and Toshia Brady have been operating their family-owned Brady Glass Solutions business, carving their niche and building their reputation in Horry County one stellar

project at a time. As the area market for glass shower enclosures keeps growing and evolving, Brady Glass Solutions meets and exceeds the expectations of area home owners.

Glass shower enclosures have been a popular item for years, but the newest trend is larger, more spacious, more dramatic enclosures, as well glass handrails. "I've done several 12-foot-tall shower doors this year," said David Brady. These showcase projects are mostly in new homes,

he added, because they require ample space in the bath area. Involving plates of



David & Toshia Brady in front of their showroom located @ 3825 Wesley St. in Myrtle Beach.

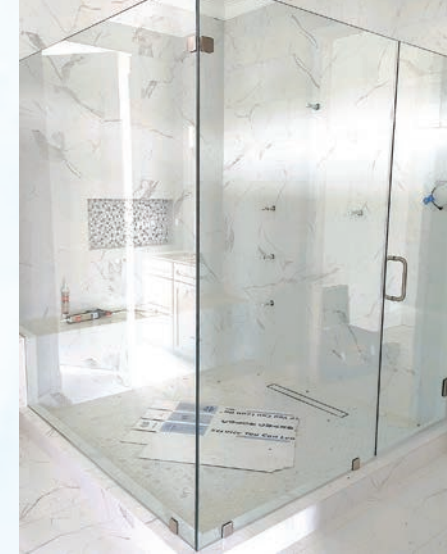
glass 12 feet by 5 feet and ½-inch thick, the fragile yet heavy and very expensive nature of this kind of project requires a professional touch, and customers rely on Brady Glass Solutions for their expertise. "We are pioneering this kind of project in the area," said Brady.

Another element of the glass shower enclosure trend is hardware colors.

"Brushed gold, brushed bronze, and matte black are the most popular colors for hardware finishes this year," said Brady.

"People are pretty much amazed that we can take a project from a concept in their minds and design on paper to actual, in-person produced," said Brady.

In addition to glass shower enclosures,



Brady Glass Solutions delivers on all flat glass needs from custom to commercial projects as well as repairs. At their on-site manufacturing facility, they fabricate mirrors and tabletops as well as insulated glass units.

"If your window fogs up, you have to replace it, and we are the only company in town that services that project in-house," said Brady. Brady Glass Solutions can typically finish this type of project in one day.

In their showroom, at 3825 Wesley St. in Myrtle Beach, Brady Glass Solutions

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maintains a wide variety of glass shower door inventory on site to provide efficient service.

"We keep a lot of hardware parts and pieces in stock, and we keep a lot of stock-size swinging doors in stock," said Brady. "We try to have all these items to stay ahead of the curve so we can keep our lead times down."



David & Toshia Brady's son, Jayson Brady, is looking forward to a long successful career working with Brady Glass Solutions.

For further information or to discuss your upcoming glass shower project or for any of your glass needs, call the professionals @ **Brady Glass Solutions** @ (843) 957-2546, email BradyGlass@sc.rr.com or visit GlassMyrtleBeach.com. You can also see the bottom of page 48 of this Special Issue to learn more.



by Sara Sobota

Coastal Luxe Cabinetry Wellborn Cabinets Better Living By Design

When homeowners work with Coastal Luxe Cabinetry on kitchen and bath projects, they can be rest assured that they're receiving not only the highest quality products for their home, but also insights from some of the most knowledgeable and experienced service professionals in the area.

Scott Hawkes, with Coastal Luxe Cabinets, spends essential time with each client, detailing the quality of the Wellborn Cabinet line as well as offering ideas and inspiration during the design process. "Wellborn is a fifth-generation family-owned business," said

Hawkes. "Everything is made at their 2.4 million sq ft facility in Ashland, Alabama and they own every part of their process: from processing raw lumber to a finished product delivered on Wellborn trucks." Instead of following the latest trends when he works with clients, Hawkes takes the time to find out the client's needs, and he acts as a guide and supporter every step of the way.

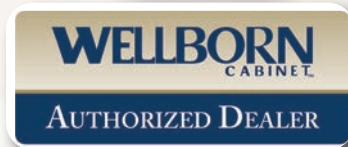
"First, we talk about what they like, and dislike, about their

current layouts," Hawkes said. "I ask what they think they would want, and I show them features they might not be



aware of, like different types of pullouts, or accessories that can eliminate some of the issues they mention. So it's all about discovery." Hawkes even gives his clients "homework," to encourage them to really think about how they use their kitchens or bathrooms on a day-to-day basis.

"They come back and say, 'You know, if I had a drawer that I could put this in,



Scott Hawkes (right) & senior designer, Kelly Cain (left) review the different Wellborn cabinet options available for an upcoming appointment with a customer in the Coastal Luxe Cabinetry showroom located @ 6613 N. Kings Hwy. in Myrtle Beach.

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that would be a game-changer for me.' That's where we start and why we say, "Better Living by Design".

Function is one thing, but we also want it to look appealing, so we focus on the meticulous parts of it – what type of crown

molding looks better, what type of door style looks better, what color scheme do you like, what goes with the rest of the house? You start getting into those aspects after you figure out the layout. The layout is most important, and from there, we make the pretty stuff happen. And because of this, four of our clients won a recent Wellborn design contest."

The Coastal Luxe Interiors team consists of very talented & knowledgeable designers, as well as an onsite seamstress. Their entire team brings many decades of experience to the table.

Stop by & visit the professionals with Coastal Luxe Cabinetry & Coastal Luxe Interiors in **Booths 303 & 304 September 20th - 22nd in the Myrtle Beach Convention Center.** For further information on Coastal Luxe Cabinetry or Coastal Luxe Interiors, call (843) 946-6644, email Sales@Coastal-Luxe.com, visit CoastalLuxeCabinetry.com or Coastal-Luxe.com. You can also visit their 10,000 square foot showroom located @ 6613 N.Kings Hwy. in Myrtle Beach. See page 8 of this Special Issue for further information.



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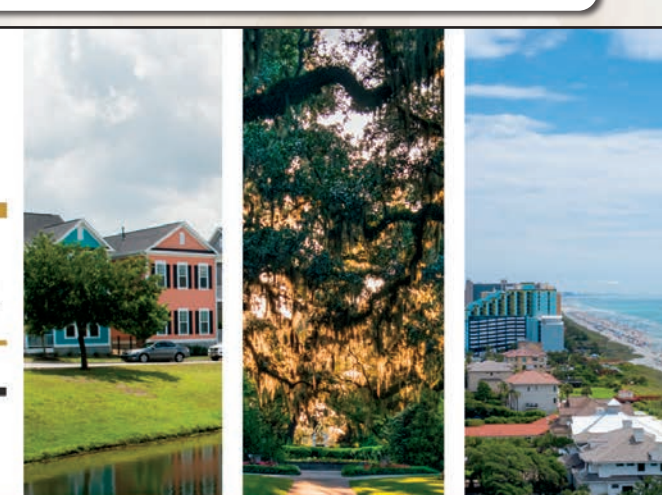


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FEBRUARY 'SPECIAL ISSUE' 2025

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
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SEPTEMBER 'SPECIAL ISSUE' 2025

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