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Pages 24 & 25

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**COMMERCIAL**

# table of contents

**PAGE 5**

**Horry Georgetown Home Builders Association – Top Three Reasons To Become A Member**

**PAGE 6**

**Preview Of The Building Industry Synergy Online Resource Directory**

Visit [BuildingIndustrySynergy.com](http://BuildingIndustrySynergy.com) to learn more about the companies shown in this directory available to assist you with your new construction, remodeling or property maintenance project.

**PAGE 9**

**HGHBA New Member Inductees**

The HGHBA New Members since September 2024 & the HGHBA New Member Inductees from the 11-19-24 & 01-28-25 General Membership Luncheons.

**PAGE 10**

**HGHBA PET Project & Silent Auction To Benefit Grand Strand Humane Society At The HGHBA Sponsored Spring Home Show In The Myrtle Beach Convention Center February 21st – 23rd**

One of the main attractions at the 2025 Horry Georgetown HBA's Spring Home Show is the HGHBA PET Project and Silent Auction. This has been held annually for more than 30 years! The Silent Auction, Dog Adoption & Cat Adoption Booths are located in "the heart" of the Home Show.

**PAGE 14**

**Minuteman Press New Ownership Offers A One Stop Shop To Market & Grow Your Local Business**

Minuteman Press has been serving the Myrtle Beach area for over 20 years. The Myrtle Beach location can handle all projects from start to finish. They have four talented graphic designers on staff.

**PAGE 16**

**Easton Industries The Art Of Cultured Living**

Easton Industries has been a true gemstone, doing something for the last 50 years that no other company can claim from Myrtle Beach to Charleston to the south and Wilmington to the north and to the west as far as Florence: manufacturing cultured marble and stone products.

**PAGE 21**

**Audacity Flooring Set to Emphasize Innovation in 2025**

Audacity's dedication to innovation and sustainability positions these products as game-changers for builders and designers seeking high-performing, aesthetically superior, and environmentally responsible flooring solutions.

**PAGE 24**

**2025 HGHBA Home Show Exhibitor Map & List Of Exhibitors**

This two page spread shows the map of the entire show in the Myrtle Beach Convention Center on February 21st – 23rd, as well as a list of all of the exhibitors & where they are located.

**PAGE 26**

**Eclipse Shading Introducing The Solar Eclipse Series**

The Solar Eclipse is the latest European inspired shading system offered by Eclipse Shading. With its sleek design for a clean visual when it is closed, the Solar Eclipse offers what today's discerning homeowners are looking for – function & form.

**PAGE 30**

**HTC Reliable Internet From The Area's Largest Fiber Optic Network Building – Strengthening Investing In Our Community**

As the reliable, local internet service provider of Horry, Georgetown and Marion counties, HTC offers a wide variety of internet plans which feature whole-home coverage, thanks to HTC Smart Wi-Fi.

**PAGE 34**

**Happy Floors Leading The Way In Flooring Innovation**

Since its inception, Happy Floors has been a driving force in the flooring industry, establishing itself as a brand synonymous with quality, style, and innovation. The company has earned a stellar reputation for offering a broad range of premium ceramic, porcelain, and luxury vinyl flooring options that appeal to a diverse array of design sensibilities.



## Building Industry Synergy

SC - GRAND STRAND

2025 FEBRUARY 'SPECIAL ISSUE'

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**Press Releases:** Please send all information to [Info@sc-bis.com](mailto:Info@sc-bis.com)

**The Upcoming 2025 Spring Issue Will Contain The Annual Editorial Features On LOCAL BUILDING SUPPLY & PROPERTY MAINTENANCE. This Will Mail Out In Early May.**



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## on the cover

Owner Cullen, his wife Cailin, and their son Beckham in a walkin sports shower completed by Easton Industries. "My grandfather originally owned the business and then my father took it over and owned it for 30 years," says third generation owner Cullen Marcis. "Since 2021, I've taken it over. We've been on the Grand Strand for a long time doing the same thing."

The local, family-owned business has perfected the science and art of making cultured marble and Eastonite (their trademarked cultured granite product) right onsite in their factory in Myrtle Beach. Since 1974, these cultured products have been used in kitchen and bathroom remodels, hotels, new residential builds, and commercial remodels for countertops, tubs, showers, and vanities.

**VISIT THE PROFESSIONALS WITH EASTON INDUSTRIES IN BOOTHS 107 & 108 @ THE HOME SHOW IN THE MYRTLE BEACH CONVENTION CENTER FEBRUARY 21ST - 23RD.**

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01-28-25  
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# HGHBA PET Project & Silent Auction To Benefit Grand Strand Humane Society At The HGHBA Sponsored Spring Home Show In The Myrtle Beach Convention Center February 21st – 23rd

The HGHBA PET Project and Silent Auction has been held annually for more than 30 years! The Silent Auction, Dog Adoption & Cat Adoption booths are located in “the heart” of the Home Show.

“We started small and over the years it’s exploded” says HGHBA’s Executive



Officer, Rose Anne O’Reilly.

The HGHBA loves giving back to their community. Providing this platform for animals to be adopted and raising funds to support animal rescues like their charity

this year Grand Strand Humane Society (GSHS) has become



a passion for many of the HGHBA members. The HGHBA members support the event through donations and volunteering. Visitors will see the many services and home related products like a

hot water heater, storm doors, custom



cabinets, and much more the HGHBA members have donated when visiting the auction and

maybe meet one of their members volunteering. GSHS needs help more than ever to continue their wonderful service to the Grand Strand community and their pets. They are in need of a new facility which is in the works to house and provide low-cost medical care for the thousands of pets in their care each year. They find loving forever homes for animals like the ones that will be at the show through adoptions.

“This year’s auction is going to be one of the greatest yet” says Lesley Hill, President of SunCoast Building Products & Services, Inc., (The Gutter Experts ), and chairman of the HGHBA PET Project for more than three years. “We have incredible volunteers, builders, subcontractors and a business community that always give their time and support to the HGHBA PET Project and Silent Auction.”

“Every year we attempt to increase the amount donated and the number of animals adopted from this project and so far we have increased it by leaps and bounds on an annual basis”, Hill added.

How can you help?



Give a rescue pet a home, volunteer, foster and donate. As a result of the rising costs of building the new facility, the record

number of pets coming into the shelter and the need for low cost vet care, GSHS need funds to continue to operate and provide their services to the community.

So many animal lovers would love to have more, but don’t have enough space in their home to adopt another animal. Everyone can make an incredible difference by becoming

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# New Ownership Offers A One Stop Shop To Market & Grow Your Local Business

Minuteman Press has been serving the Myrtle Beach area for over 20 years. Ken Holloway and his wife Anna are the third owners of this location after purchasing it in January 2023. Anna retired from being a pharmacist for over 30 years, the last 6 of which were in Myrtle Beach. Ken has been a business owner in Charlotte, NC and Columbia, SC for 15 years in the automotive industry.

One of the things Ken always struggled with was finding one company to help market and advertise his business. He would go to one company for printing, another for apparel, another for promotional products, etc. making his time as a business owner inefficient. When he had the opportunity to purchase Minuteman Press in Myrtle Beach, he had 15 years of knowing what business



The Minuteman Press Myrtle Beach location is @ 1772 Hwy. 501, in the outside mall directly across from Myrtle Beach Chevrolet Cadillac

owners were looking for. He set out to create a one-stop shop for business owners to market and grow their businesses all in one place. Minuteman Press has over 50 years of experience in the print industry and is known for



being a leader in the market nationally. There are 750 locations nationwide, which gives them tremendous buying power from various suppliers. The Myrtle Beach location can handle all projects from start to finish. They have four talented graphic designers on staff.

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projects regardless of size. Ken is often asked what makes their business different from others in Myrtle Beach. Two things stand out: the staff and the fact that they do almost 80% of their work at their Myrtle



Beach location, where they can control quality and meet the deadlines for their customers. They have over 150 Google 5-star reviews to back this claim up. Minuteman Press of Myrtle Beach takes great pride in being involved in the community. Their business and staff support many local charities such as Helping Hand, Veterans Welcome Home Resource Center, Shepards Table, the Grand Strand Humane



Society and many others.

Minuteman Press of Myrtle Beach provides the following services: Printing (business cards, envelopes, invitations, flyers, brochures, booklets, menus, forms, stickers, posters), Direct Mail, Promotional Products, Laser Engraving, Signs, Banners, and Logo Apparel, both screen printed and embroidered.

For further information regarding Minuteman Press of Myrtle Beach visit their representatives in **Booth 910 in the Myrtle Beach Convention Center February 21st - 23rd**, call ( 843 ) 626-6363 or email [ServiceSC204@MinutemanPress.com](mailto:ServiceSC204@MinutemanPress.com). See page 46 of this 'Special Issue' to learn more.



# Easton Industries

## The Art of Cultured Living

VISIT THE PROFESSIONALS WITH EASTON INDUSTRIES IN BOOTHS 107 & 108  
FEBRUARY 21ST - 23RD IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels

Easton Industries has been a true gemstone, doing something for the last 50 years that no other company can claim from Myrtle Beach to Charleston to the south and Wilmington to the north and to the west as far as Florence: manufacturing cultured marble and stone products.

“My grandfather originally owned the business and then my



Country Grey shower and tub with brushed nickel plumbing. All done turnkey by Easton Industries.

father took it over and owned it for 30 years,” says third generation owner Cullen Marcis. “Since 2021, I’ve taken it over. We’ve been on the Grand Strand for a long time doing the same thing.”

The local,

family-owned business has perfected the science and art of making cultured marble and Eastonite (their trademarked cultured granite product) right onsite in their factory in Myrtle Beach. Since 1974, these cultured products have been used in kitchen and bathroom remodels, hotels, new residential build’s, and commercial remodels for countertops, tubs, showers, and vanities.

PHOTO © CREATIVE RESULTS, INC.

“We manufacture everything here at our factory in Myrtle Beach at the same location it’s always been, and then we also install our own product as well,” says Marcis. “It’s all done under one roof. We don’t subcontract anything out from the tear-out phase for a bathroom or kitchen remodel to the install, to the manufacturing of the product. We do it all.”

Marcis adds that his team of 20 local, longtime employees also service bathrooms in new builds by partnering with builders D.R. Horton and Lennar, who appreciates that Easton is local, experienced, and extremely efficient.

So what actually is Eastonite?



Owner, Cullen Marcis, helps a customer decide on which color to choose. Easton offers over 40 different colors to choose from. A helpful professional is always willing to assist in this process.

PHOTO © CREATIVE RESULTS, INC.

PHOTO © CREATIVE RESULTS, INC.



Easton Industries was the third business built on 17 Bypass in 1984. The showroom is located @ 550 Piedmont Ave. in Myrtle Beach ( basically across from Coastal Grand Mall ).

PHOTO © CREATIVE RESULTS, INC.



Easton Industries has manufactured cultured marble and Eastonite the same way since 1974. Pouring each custom piece by hand.

Marcis explains that it is cultured granite rock broken down to a powder form that is then mixed with resin and acid, which liquefies that powder. Easton Industries then hand pours that over a casted mold of whatever it is that the homeowner wants.

“We’re the true definition of a custom shop because we can move the rails around for different size shower walls, tops, and more,” he says. “And we have over 35 different colors in the products to choose from, and we’re actually going to be adding on 15 more to that soon.”

Over the last five decades, Easton has perfected

PHOTO © CREATIVE RESULTS, INC.



Easton Industries offers a wide variety of plumbing fixtures to choose from including kitchen sinks, kitchen faucets as well as shower fixtures. Easton will also install what you have now or what you wish to have even if they do not provide it.

the process of remodeling and installing. For kitchens, that involves an overlay of their product right over the homeowner's old, existing countertops, which can be completed in a day. For bathroom remodels, it takes two days from start to finish: tearing out, putting up mildew- and water-resistant sheet rock, installing the walls, hook up the plumbing and switch out to PEX piping if needed, and installing shower/tub/vanity. For new builds, it takes seven days from measuring to install.

Stacey Weaver hired Easton Industries to replace her old fiberglass tub/walk-in shower combo in her primary bath with a large, brand-new cultured marble walk-in shower. They also installed new vanities in the primary bath and guest bath.

"It was so easy working with Easton," she says. "It was easy to see throughout the entire project that they had a lot of experience and had been doing this a long time. They were able to customize what I wanted and made great use of the space I had to get me



PHOTO © CREATIVE RESULTS, INC.

Owner Cullen Marcis ( left ) with the owner of what used to be a tub and shower. That was converted to a massive walk-in shower with white-on-white cultured marble walls and a grey Eastonite inlay and shower pan.



Grey Eastonite vanity top with an integrated white bowl. This is all one piece eliminating any seams.

the perfect fit for my bathroom. They showed up on time, kept a very clean workspace, and delivered the finished products on time as they promised. Also, the pricing and process were clearly explained upfront, and their product is very durable and easy to clean. I have kitchen countertops that they installed in my home 18 years ago and they still look great!"

Dale Wadsworth also had Easton remodel their bathroom.

"They took out our

bath tub and shower and installed cultured marble and custom glass," she says. "I was really happy with the team. They worked around our schedule and our work was perfect. I'd highly recommend."

Diane Middleton is a happy repeat customer, with Easton having remodeled her kitchen countertops, bath, and vanity top.

"And I had gotten estimates from several other contractors," she says. "The price and quality is why I picked them over the others – I'm very meticulous and particular. And because they manufacture their own product, I feel that puts them above other competitors. I liked the product because they are stain-proof, solid, and look great. I also didn't want a high budget with marble. I'll probably have another project coming up for them!"

This is exactly the kind of feedback third generation owner Cullen Marcis prides himself on – especially now that he's taken over Easton Industries. But becoming



PHOTO © CREATIVE RESULTS, INC.

Owner, Cullen Marcis ( right ) with the customer in front of the cultured marble shower with a Rio Grande Eastonite inlay & shower door. All of the plumbing was provided by Easton Industries.



Easton's capabilities are limitless and truly custom. A great example of this is the Shimmering white Eastonite dual entry shower.

the next Marcis to run the company was never in his original career plan.

"From a young age, I was always into baseball, so that was my goal to take that as far as I could," he says. "I played at Carolina Forest High School and two years at Florence Darlington Technical College, but got hurt and came home, and just wanted to do something different here."

He volunteered with an Horry County fire department, followed by working for the City of

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Myrtle Beach. But once his wife was pregnant with their firstborn, he realized his growing family needed more income – and his dad was looking to retire. “It was an opportunity for Easton Industries & the family by taking it over, so that’s what we led to and worked to,” says Marcis.

However, he didn’t fill his father’s shoes on his date of hire. Marcis started at the company in 2018 and worked his way to the top, beginning on the install crew to lead installer, to manufacturing, to shop manager, to general

manager, to owner. And the future looks bright.

“I’m proud to lead a company that has been doing this for over 50 years here because our product is a true stone product,” he says. “There are a lot of competition that have

come here recently, but it’s all plastic materials – a lot stuff that we tear out. ... People always say how great the crew is, how respectful the crew is, and how they clean up after the job, and that goes a long way with customers.”



Country Grey cultured marble tub and shower with matte black plumbing and fixtures.

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Sterling silver cultured marble kitchen with a bullnose edge.



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Audacity Flooring is revolutionizing flooring technology with its innovative Vivid 3D digital printing and embossing methods, alongside the launch several new collections featuring Luminesce Premium Low Gloss Finish. These advancements promise substantial upgrades over traditional vinyl floors, delivering

unmatched performance, aesthetics, and sustainability.

The new digitally printed and embossed flooring lines elevate the natural wood appearance to new heights. By eliminating films and wear layers, digital printing achieves exceptional clarity and vividness, providing designs that closely mimic real wood.

Furthermore, the embossing process aligns perfectly with the wood grain patterns, enhancing realism. Beyond aesthetics, these products are engineered with sustainability at their core, utilizing significantly less PVC and supporting environmentally conscious supply chains. Combined with the multi-layer DPC (dense polymer core), these planks offer enhanced stability and longevity, making them a superior choice for modern builders and homeowners.

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For further information regarding Audacity Flooring or any other flooring products call the representatives from Flooring Panda @ ( 843 ) 234-2877 ( Myrtle Beach location @ 864 Kingswood Dr. ) or ( 910 ) 754-2874 ( Shallotte, NC location @ 5298 Main St. ). Visit [www.FlooringPanda.com](http://www.FlooringPanda.com) or see page 42 of this ‘Special Issue’ to learn more.

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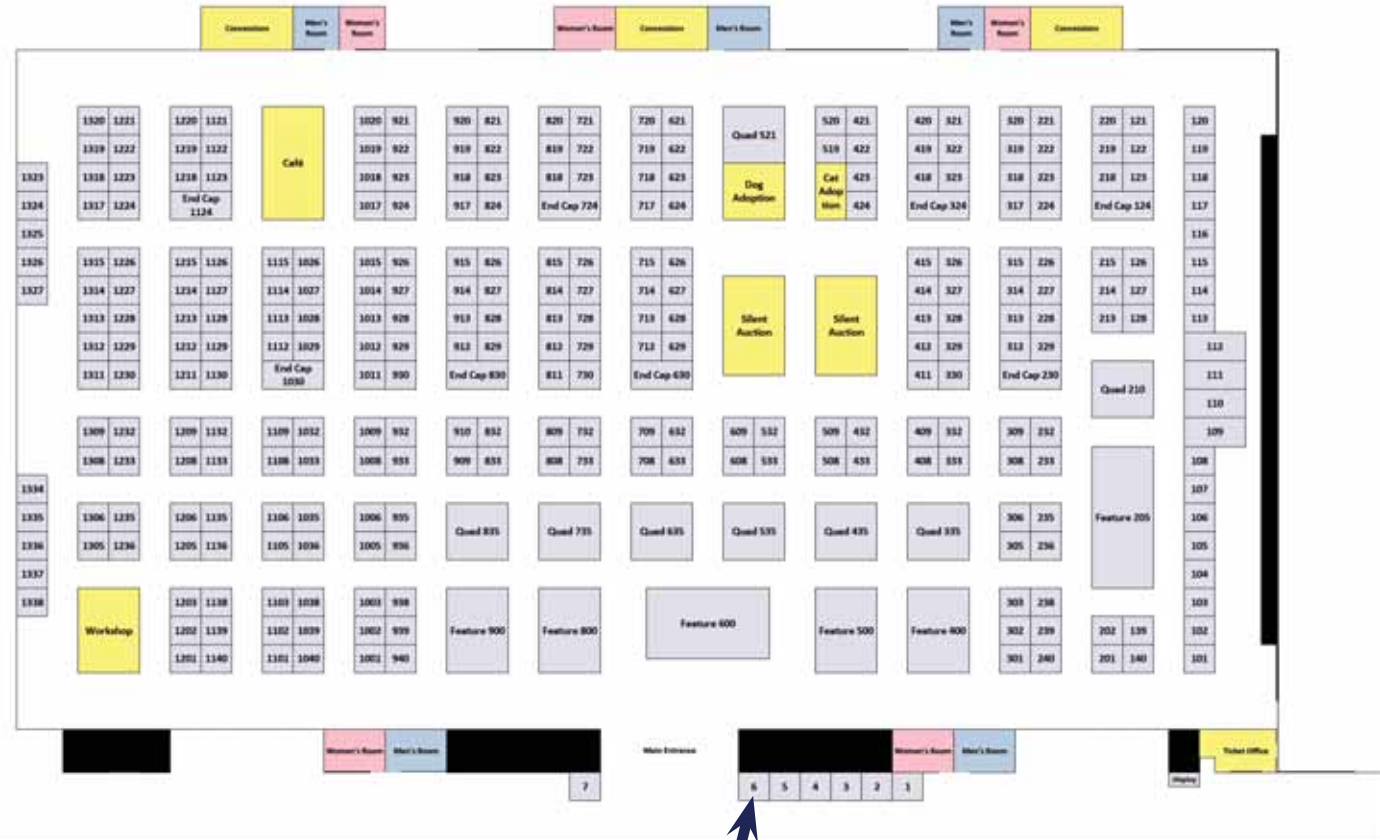


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Aerus	1206
Affordable Awning Systems	1035 • 1036
Affordable Luxury Awnings	312 • 313
AHG Professional Painting	508
All American Gutter Protection	3
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Aqua Paradise	Quad 1229
ARS Rescue Rooter	912 • 913
Artwork Masonry Construction	121 • 122
ASI	814 • 815
At Your Service Plumbing & Drain Cleaning	End Cap 230
AV Performance Innovations	213
Aztec Roofing and Renovations	1112
Barnabas Horse Foundation	1323
BathPro	1221 • 1320
Battle LP Gas	226
Beach Landscaping Inc.	828 • 829
Beach Plumbing	718
Beachside Refinishing	726
Best Home & Property Services	727 • 728 729
Bird Dog Power Washing	930
Black Fin Epoxy Coatings	1212
Blackwater Beekeepers Association	924
Bliss Tea	921
Bloomin Blinds	329 • 330
Building Industry Synergy	6
Bumble Bee Blinds of Myrtle Beach	1132 • 1133
C & T Kitchen Remodeling LLC	723
Cabinet Connect & East Coast Granite	104
Cabinet King LLC	808 • 809
Cabinets To Go	621
Canady's Termite & Pest Control	1113
Cantey Foundation Specialists	1318
Cape Fear Solar Systems	1039
Carolina Bays Real Estate and Construction	623 • 624
Carolina Cool Inc.	Quad 521
Carolina Energy Conservation	Quad 326
Carolina Home Exteriors	139 • 140 201
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Clean Air Solutions / Rainbow	214
Clean Sweep Enterprises Inc.	119
Clearwater Rain Gutters Inc.	717
Clemson Cooperative Extension	1218
Coastal Air Plus	Quad 823
Coastal Aquatic Creations	821 • 822
Coastal Carolina Masonry	423
Coastal Coating	1103
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Conserva Irrigation of Myrtle Beach	721 • 722
Contract Exteriors	End Cap 630 629 • 712 (Quad 629)
Conway Air Conditioning	1032 • 1033
Creative Flooring Designs	Quad 935
Curbscapes Inc.	127 • 128
Custom Outdoor Furniture & Restrapping Inc.	633
Cutco Cutlery	227 • 228
Dean Custom Air	Quad 1139
Dependable Service Plumbing & Air	Quad 835
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EXHIBITOR	BOOTH #
Dew Company Inc.	Quad 735
Easton Industries	107 • 108
EASY Radio - Byrne Media Group	1126
Elevation Blinds	4 • 5
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Floor Coverings International	509
Flooring Plus	124
For What It's Worth Appraisals	1102
Forever Floor & Tile	1317
Four Star Plumbing & Air Conditioning	End Cap 324
Fran Martin Dixon	239 • 240
Freedom Boat Club	821
FT Kitchen and Baths	223 • 224
Fur Ever Home Cat Sanctuary	229
G3 Engineering & Surveying	813
Garage Force of Coastal Carolina	1214
Garage Kings	1014 • 1015
Get Floored	826 • 827
Gordon's Oriental Rug & Carpet Cleaning LLC	1106
Grand Strand Garage Door LLC	308 • 309
Grand Strand Humane Society	Dog Adoption Cat Adoption Silent Auction
Granite Transformations	1211
Graves Pools & Spas	Quad 335
Gutter Techs	1027
Haden Toothman Law Group	622
Holmes Floorcovering & Granite	Feature 800
Home Design Extras	1308 • 1309
Home Kingz	1208
Horizon Homes of the Grand Strand	1209
Horry Carpet Cleaning and Restoration	1121
Hudson Builders	709
Jon Silver Cumulus Media Westwood One	123
K B Sunspaces	Quad 235
Kelly O'Brien Insurance Agency Inc.	420
Kinetic Advanced Water Systems	1038
Kitchen Tune-Up	1115
Klaus Roofing by Carolina Energy Conservation	424
Knesnik Creations	909
LeafFilter Gutter Protection	1226
Linta Roofing	Quad 1235
Lookout Blinds Shutters and Awnings	1219
LUX Custom Pools and Spas	818 • 819 820
Mamoucha Soaps	922
Midatlantic Storm Protection	919 • 920
Milano Kitchen and Bath Center	Quad 210
Minuteman Press - Myrtle Beach	910
Mister Sparky Electric & Benjamin Franklin Plumbing	Quad 532
Monarch Roofing	832 • 833
More Space Place	314 • 315
Mother Fletcher's/Buddy Bigfoot	1018
Mow-Mentum Landscape & Hardscape Services	1105
Myrtle Beach Fire Department	928
Myrtle Beach Solar	932 • 933
Newberry Home Improvement	117 • 118
OLL (Osher Lifelong Learning Institute) at Coastal Carolina University	PF Display
Omega Outdoor Products	1 • 2
Outdoor Lighting Perspectives of Charleston	1101

EXHIBITOR	BOOTH #
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Passanante's Home Food Service	1017
Patriot Blinds & More	221 • 320
Pcpx - Mobile Outfitters	1319
Pella Windows & Doors	126 • 215
Pet Wants South Myrtle	628
Plants Direct Inc.	Feature 900
Pools And Palms	109 • 110 111 • 112
Pools Plus of the Carolinas	7
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Premier Sound Security & Automation	1222
Prestige Products Direct	222 • 323 • 418
Pristine Property Services	822
Puppy Poo Pickup	413
Quality Pools	232 • 233
Re-Builders Inc.	708
Renewal by Andersen	1040
Revive the Hive	927
Riteway Roofing & Construction	1223
Roof Restore and More	926
Sally Frye's Golf Carts	1232 • 1233
Scentsy	923
Sea Windows	1019
Seaside Furniture Gallery & Accents	End Cap 830
Security Vision	1215
Semper Fortis Financial LLC	1130
Shade & Shutter Expo	Feature 400 301 • 302 • 303
ShellGenie of Coastal Carolinas	1008 • 1009
Slide-Lok Garage Interiors	419
Smiths Concrete	318 • 319
South Carolina Forestry Commission	1314 • 1315
Southern Distributors	421 • 422
Southern Exposure Sunrooms	219 • 220
Southern Scapes Landscaping & Garden Center	1324 • 1325 1326
Spann Roofing & Sheet Metal	519 • 520
Stone Kitchen Outdoor Living Designs	105 • 106
Sunspace of Myrtle Beach	Feature 1000
Superior Fence and Rail of Myrtle Beach	719 • 720
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Swift Creek Homes LLC	End Cap 724
TALK Radio - Byrne Media Group	1127
Tarinelli Transitions	1205
The Cabinet Market	432 • 433
The Countertop Store Inc.	732 • 733
TNT Heating & Air Conditioning Inc.	115 • 116
Travel + Leisure / Wyndham	1224
Tri-City Surface Coating Inc.	238
Trimlight Myrtle Beach LLC	730
Trusted Home Services	Quad 332
Two Brothers Woodworks	End Cap 1030
Up & Over Roofing & Builders	1122 • 1123
Vers-A-Covr	1128
Vines Restoration / Plumbing / HVAC	101 • 102 • 103
Waccamaw Arts & Crafts Guild	1234 • 1235 1236 • 1237 1238
Waccamaw Concrete LLC	202
Waccamaw Publishers Inc.	113
Window and Door LLC	1138 • 1203
Window and Door Specialties	1227 • 1228
Window World of Myrtle Beach Inc.	Feature 500
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Yvonne Salisbury DBA State Farm Insurance	1026

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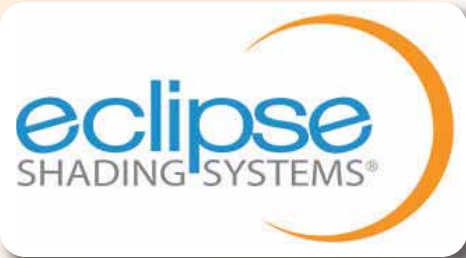
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# Happy Floors

## Leading The Way In Flooring Innovation

Since its inception, Happy Floors has been a driving force in the flooring industry, establishing itself as a brand synonymous with quality, style, and innovation. The company has earned a stellar reputation



for offering a broad range of premium ceramic, porcelain, and luxury vinyl flooring options that appeal to a diverse array of design sensibilities. With an unwavering commitment to both aesthetic excellence

and durability, Happy Floors has become a go-to name for homeowners, designers, and builders looking for flooring solutions that stand the test of time.

As the flooring industry continues to evolve, Happy Floors remains dedicated to pushing the boundaries of design and technology. The brand is poised to introduce a new lineup of products that are set to capture the latest trends while embracing sustainability and innovation. As the demand for versatile and visually compelling flooring options intensifies across both residential and commercial spaces, Happy Floors is responding by unveiling a curated collection



of styles that seamlessly blend cutting-edge technology with timeless beauty.

Among the most anticipated releases for 2025 are their new porcelain tile offerings, which take inspiration from nature's most stunning materials. Leveraging advancements



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in printing and textural technologies, Happy Floors has created porcelain tiles that replicate the look and feel of natural stone, marble, and even wood. These tiles offer not only breathtaking visual appeal but also the durability and low-maintenance benefits that porcelain is known for. This aligns with the growing demand for eco-friendly materials, as porcelain's extended

lifespan reduces the need for frequent replacements, offering both an aesthetically and environmentally conscious choice.

Looking ahead, one of the trends of 2025 is a shift toward warmer color tones and biophilic design—bringing the outside in through nature inspired materials and earthy palettes. Happy Floors is unveiling new collections that reflect this trend.

Expect to see rich, earthy hues like terracotta, tranquil blues, and verdant greens alongside beautiful natural textures that evoke the serenity of the outdoors. These new collections feature intricate stone looks, wood-inspired textures, and organic patterns that add warmth and texture to any space, helping to create a more connected, calming environment.

For further information regarding Happy Floors or any other flooring products visit the representatives from Creative Flooring Designs in Quad 935 in the Myrtle Beach Convention Center February 21st - 23rd, call (843) 299-0301, visit [www.CreativeFlooringDesigns.com](http://www.CreativeFlooringDesigns.com), or email [Sales@CreativeFlooringDesigns.com](mailto:Sales@CreativeFlooringDesigns.com). See page 15 of this 'Special Issue' to learn more.

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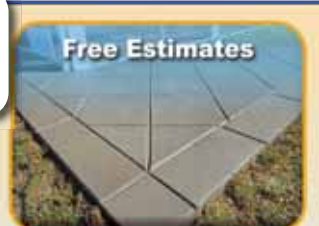


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*Habitat for Humanity of Horry County* is dedicated to building strength, stability, and self-reliance through shelter. Since its inception, the organization has partnered with hardworking families and volunteers to create affordable housing solutions, helping local families achieve the dream of homeownership. In addition, Habitat's Critical Home Repair program addresses urgent home repair needs, allowing residents to remain in their homes and preserve the affordable housing stock in Horry County.

We cannot accomplish this important

work alone. It is only through the generosity of our many volunteers and donors that our mission is brought to life for local families, and we need you to join us!

We're inviting building industry professionals—contractors, subcontractors, material suppliers, and service providers—to join us in this mission. By contributing your trade expertise, donated labor, or materials to our new home construction or Critical Home Repair program, you can make a tangible difference in the lives of families in need.

Unused building materials? Habitat's ReStore is the perfect solution. Donate surplus materials, knowing they'll be put to good use in our projects or sold to support our programs. Plus, we'll handle the logistics—pick-up is on us!

Partnering with *Habitat for Humanity* isn't just about giving back;

it's an investment in your community and your business. Sponsors and donors benefit from positive public relations, community goodwill, and the satisfaction of knowing they're part of something bigger. Aligning with Habitat for *Humanity of Horry County* sends a powerful message

about your values and commitment to the overall community where we all work and reside. Together, we can build a

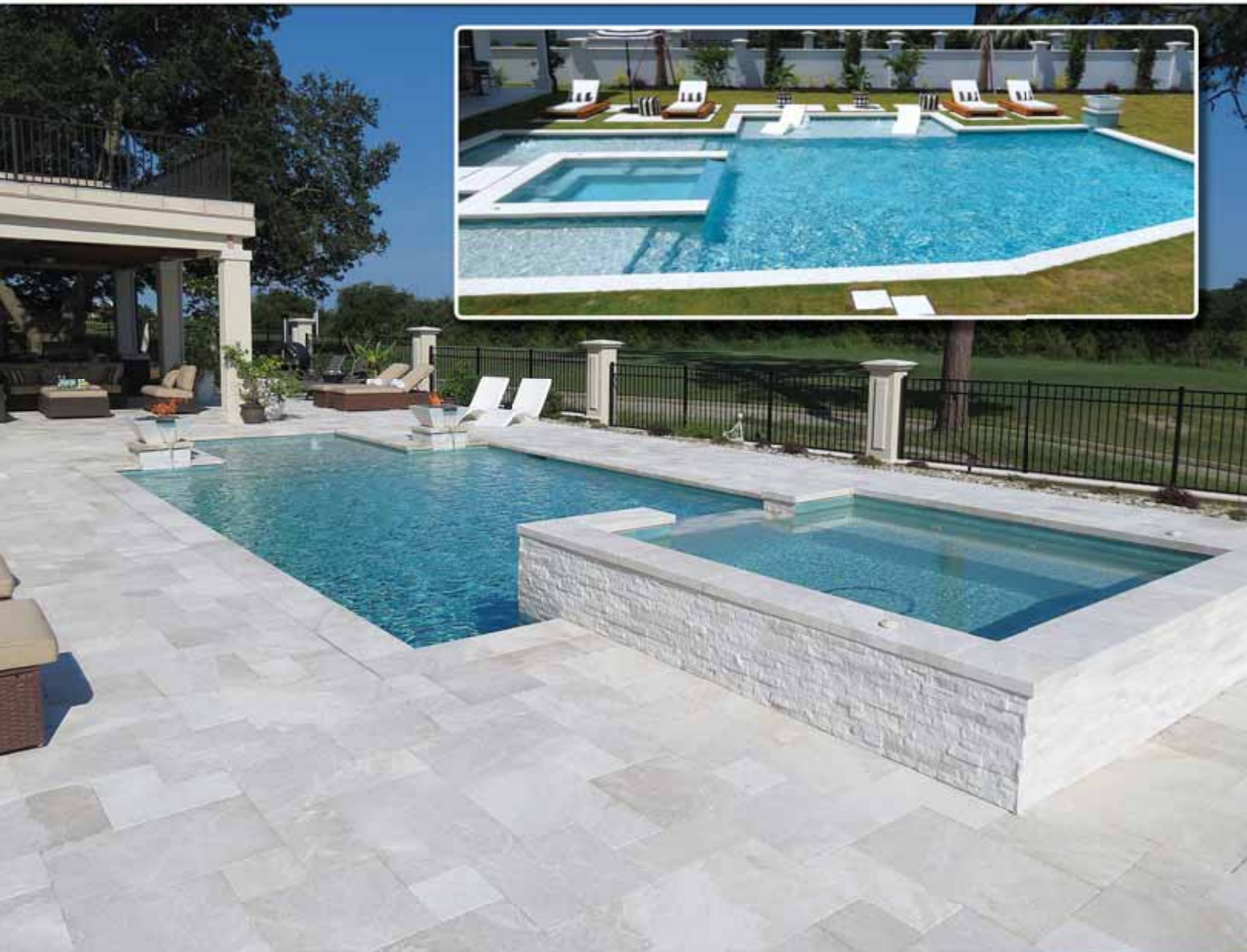
world where everyone has a safe, decent place to call home.

Join us in building a better Horry County!



For further information regarding *Habitat for Humanity of Horry County* call Rachel Kennon (Advancement Director) @ (843) 999-6471, email [RKennon@HabitatMB.org](mailto:RKennon@HabitatMB.org) or visit [www.HabitatHorry.org](http://www.HabitatHorry.org)

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# Carolina Home Exteriors

## A Trusted Source For Enhancing Your Outdoor Living Space Since 1980

Since its founding in 1980, Carolina Home Exteriors has been a trusted name in enhancing outdoor living spaces throughout the Grand Strand. What began as a small business has evolved into a provider of custom outdoor solutions. With 45 years of industry expertise, the company has

built a legacy defined by quality craftsmanship, exceptional customer service, and cutting-edge innovation.

At Carolina Home Exteriors, the focus has always been on creating outdoor environments that blend beauty, comfort, and functionality. As home improvement technologies have advanced, the company has embraced innovation to meet the ever-changing needs of homeowners. Today they offer state-of-the-art products such as



motorized screens and louvered roofs that transform outdoor spaces into dynamic living areas.

Motorized screens provide the perfect balance of comfort and protection. With the touch of button (or swipe of a smartphone), homeowners can control these screens to keep insects out, reduce glare, and maintain privacy – all while preserving the view of the outdoors. Whether used for patios, porches, or sunrooms, motorized screens offer seamless



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integration into any home design.

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louvers that can be angled to let in sunlight or closed to provide shelter from the rain. Designed with both style and durability in mind, louvered

roofs create inviting outdoor spaces that can be enjoyed year-round.

What truly sets Carolina Home Exteriors apart is the ability to integrate these features into a smart home system. Homeowners can



control motorized screens, louvered roofs, and other outdoor enhancements using a smartphone or tablet. This level of connectivity allows for effortless

customization and convenience, making outdoor living not just enjoyable but also technologically advanced.

Carolina Home Exteriors' commitment to

innovation extends beyond its products. The company's team of experienced professionals work closely with homeowners to design and build custom solutions that reflect each of

their unique vision. From initial consultation to final installation, every project is approached with precision and care.

As Carolina Home Exteriors looks toward the future, its mission remains unchanged to enhance outdoor living through superior products, personalized service, and forward thinking design. After four and a



half decades, the company continues to set the standard for outdoor home improvements, helping homeowners create spaces where memories are made for a lifetime

“At Carolina Home Exteriors, our 45-year legacy has been built on craftsmanship, customer service, and a passion for outdoor living. While we're proud of our history, we're even more excited about the future”, said Ted Cligrow, Owner and President of Carolina Home Exteriors. “Innovation drives us to continually explore new



Carolina Home Exteriors is located @ 11730 Frontage Rd. in Murrells Inlet, SC.

products and solutions that enhance how our customers experience their homes. Staying ahead of the curve isn't just a goal—it's our commitment to delivering the best in outdoor living spaces.”

For further information regarding Carolina Home Exteriors visit their representatives in Booths 139 – 140 - 201 in the Myrtle Beach Convention Center February 21st – 23rd, call (843) 651-6514, or visit [www.CarolinaHomeExteriors.com](http://www.CarolinaHomeExteriors.com). See the bottom of page 5 of this 'Special Issue' to learn more.

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# Why Traditional Appraisals from FWIWA Provide the Most Reliable Home Valuations



by Audria Wagenknecht

When it comes to determining the true value of a home, the process should go beyond just a simple number.

Traditional appraisals, especially those conducted by experienced professionals like the team at For What It's Worth Appraisals, offer homeowners, buyers, and lenders the most reliable and accurate information about housing values and trends in the community.

At FWIWA, licensed appraisers perform detailed, on-site inspections

of properties. They evaluate the home's condition, compare it to similar properties in the area, and gather up-to-date market data. This thorough, hands-on approach ensures that the home's value is based on real, relevant factors, providing a more accurate picture of what the property is truly worth.

One key benefit of traditional



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appraisals is the depth of insight FWIWA provides. Unlike appraisal waivers, which rely on automated systems and can overlook hidden issues, traditional appraisals involve physical inspections that can uncover potential problems with the home, such as structural damage or needed repairs. These factors directly affect the home's value and cannot always be captured by digital systems.

But the value of traditional appraisals extends beyond just the individual property. Appraisers at FWIWA have extensive knowledge of local

markets and trends, which means their assessments provide valuable context for understanding broader real estate dynamics. By comparing your property to other recent sales in the area, appraisers can give an informed look at how home values are shifting in your community, helping you make decisions based on a clear understanding of market conditions.

While appraisal waivers may seem appealing due to their convenience and lower cost, they miss the critical personal touch and local expertise that appraisers

at FWIWA offer. These professionals help maintain a transparent, accurate housing market by ensuring that valuations are based on real, thorough data — not just algorithms.

If you're buying, selling, or refinancing a home, choosing a traditional appraisal from For What It's Worth Appraisals gives you the peace of mind of knowing you're getting the most reliable and accurate valuation, grounded in real-world insights that can guide your decisions and better inform the housing market overall.

For further information regarding FWIWA visit their representatives in **Booth 1102 in the Myrtle Beach Convention Center February 21st – 23rd**, call (843) 808-1533, visit [www.FWIWA.com](http://www.FWIWA.com) or email [Info@FWIWA.com](mailto:Info@FWIWA.com). See the top of page 35 of this 'Special Issue' to learn more.

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 HVAC / Plumbing / Surveillance  
 Misc Maintenance  
 Space Reservation: March 28 Material Close: April 4

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 Exterior & Interior / INTERIOR DESIGN  
 Space Reservation: May 30 Material Close: June 6

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**Beach Automotive**  
Commercial Truck & Fleet Sales & Service .....28

**Brady Glass Solutions** .....43

**Builders First Source**  
Local Building Supply .....Back Cover

**Burroughs Shutter Company**  
Exterior & Interior Shutters / Interior Shades / Hurricane Protection & More .....3

**Cabinet King**  
Bathroom & Kitchen Cabinets / Countertops / Backsplashes .....37

**Carolina Energy Conservation**  
Insulation / Solatube / Crawl Space Encapsulation / Attic Fans .....8

**Carolina Foam Pros**  
Spray Foam Insulation .....33

**Carolina Home Exteriors**  
Custom Sunrooms / Enclosures & Much More .....5

**Carolina Temperature Control**  
Residential & Commercial HVAC - New Installation / Property Maintenance / Geothermal .....47

**Classic Homes**  
Residential Custom Home Builder .....32

**Coastal Carolina Masonry**  
Concrete - Patios / Driveways / Walkways Slabs / Foundations / Retaining Walls .....35

**Conserva Irrigation**  
Irrigation & Drainage Specialists .....12

**Cove Construction**  
Pella Windows & Doors - Window & Door Replacement Remodeling .....39

**Creative Flooring Designs**  
Residential & Commercial Flooring Specialists .....15

**Dependable Service Plumbing & Air**  
Repair / Installation / Maintenance .....45

**Down East Heating & Air Conditioning Inc.** .....40

**Easton Industries**  
Cultured Marble / Granite / Onyx Specialists (Bathroom & Kitchen Remodels) .....16

**Elevators Plus**  
Residential Elevators .....41

**Elite Exteriors**  
Roofing / Siding / Windows / Doors / Decking & More .....36

**Elko Spas Billiards & Pools**  
Residential & Commercial For Property Managers Building Contractors / Homeowners .....26

**For What It's Worth Appraisals**  
The Local Leader In Real Estate Appraisals .....35

**Flooring Panda**  
Catering to Local Building Contractors and Homeowners .....42

**Grand Strand Garage Door**  
Residential / Commercial / Maintenance .....13

**Grand Strand Marble & Granite**  
Countertops / Tile / Cabinets / Flooring .....44

**Home Design Extras**  
Local Specialty Building Products Manufacturer .....23

**HTC**  
Local Internet - Video - Security Services .....39

**Klaus Roofing**  
Roof Replacement / Roof Repairs / Gutters .....8

**Milano Kitchen & Bath Center**  
European & Traditional Kitchens & Bathrooms .....14

**Milano Quartz & Porcelain Gallery**  
Countertops / Floors / Walls .....14

**Minuteman Press**  
Apparel / Business Cards / Brochures / Promo Products / Signs .....46

**Pella Windows & Doors** .....39

**Plants Direct**  
Nursery & Garden Center / Landscape Design & Installation Outdoor Kitchens & Fireplaces / Pools .....34

**Pools Plus**  
San Juan Fiberglass Pools - Mont Alpi Outdoor Kitchens .....29

**Revive The Hive**  
Home Renovations - Bathrooms / Kitchens & Honey Do Services .....8

**Roof Restore**  
Roof Rejuvenation / Restoration .....21

**Seaside Furniture Gallery & Accents**  
Furniture / Home Decor / Mattresses .....31

**Security Vision**  
Superior Security & Home Automation Services .....43

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**Suncoast Building Products & Services, Inc.**  
Specializing In Custom Seamless Gutters .....11

**Superior Fence & Rail**  
Superior Installation / Hundreds Of Fences To Choose From .....12

**Swift Appliance**  
Custom Appliance Selections & Installations / In Home Consultations Visit The Murrells Inlet & Georgetown Showrooms .....44

**Swift Creek Homes**  
Residential Custom Home Builder .....22

**The Building Center**  
Local Building Supply / New Truss Plant Interior Door Manufacturer .....Inside Front Cover

**The General Pool Company**  
Residential & Commercial Pools & Backyard Retreats .....38

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