

JLC Residential Construction South

Custom Homes On The Coast



by Ashley Daniels

Like many migrants to the Myrtle Beach area, John Lorton moved from his hometown in New Jersey to the south, where his new home sweet home is Murrells Inlet. But it's not only where he lives (and loves to live), it is where he also set up the second location of his beach building expertise through his company, JLC Residential Construction South.

"I started building in New Jersey in 1983," says Lorton, "and about 10 years ago, I found my way down south."



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"We always try to make sure we give the client exactly what they want. We make sure that we finish the project within the timeframe that they want and that we offer them the kind of quality that we're all looking for," says owner John Lorton (right).



This custom exterior porch with custom wood ceilings, provides a great family and friend gathering place to comfortably enjoy the coastal outdoors.

The family-owned construction business, J. Lorton & Company, Inc., was known as one of Ocean County's fastest-growing builders in New Jersey. Today, JLC Residential Construction South is an extension of that renowned reputation, specializing in new builds, remodeling, and addition projects throughout Horry and Georgetown counties – even farther south into Charleston County.

"We're putting in a little subdivision right here in Murrells with six lots, and we're actually working on house five right now," says Lorton. "We built a nice little community here, and we are looking at some more land to possibly move

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The Tagliente home provides a farmhouse / Lowcountry feel while offering all the charm and comfort of southern living.

forward onto the next phase."

Expect a handcrafted home by JLC Residential Construction South to reflect a Lowcountry, coastal architectural design, as well as engineered structures built to withstand seaside winds and extreme weather, plus exposure to salt and sun, synonymous with beach and wetland living. Decades of experience help in ensuring that JLC homes feature:

- Sustainable, energy-efficient construction techniques
- Coastal building practices that follow flood zone restrictions and FEMA guidelines
- Protection against coastal erosion, and mindful of coastal soil conditions
- Adherence to state and local building codes
- Hurricane-proofing and retrofitting

Lorton says his strong base of subcontractors – some that have followed him from New

Jersey – aids clients in selecting durable, long-lasting materials for both beautiful and resilient homes by offering services such as:

- Comprehensive design-build services
- Kitchen and bath renovations
- Custom carpentry and woodwork
- Home improvement projects of all sizes
- Exterior addition or renovation projects, like decks, doors, siding,



PHOTO © DRONE ESTATE

The kitchen in the Tagliente residence shown above. "The crew was so easy to work with throughout the entire new build process. John was always professional, which goes a long way," says Mike Tagliente.



The Reardon residence, in Collins Creek in Murrells Inlet, was the first South Carolina new home build for JLC Residential Construction South. "I am really pleased with the quality of the build and couldn't be happier!" says Reardon.

and windows. (It is a proven fact that 90% of the heat loss in your home is through outdated and insufficiently insulated windows and doors.)

"We always try to make sure we give the client exactly what they want," he says. "We make sure that we finish the project within the timeframe that they want and that we offer them the kind of quality that we're all looking for."

Case in point, Carol Reardon purchased a Murrells Home in the Collins Creek community that had already been built by JLC Residential Construction and couldn't be happier.

"I am really pleased with the quality of the build and couldn't be happier!" she says.

"When I do a project, I always think, 'What would I do for myself if I were going to build my own home?'" continues Lorton. "And I always keep that in mind with my clients. It's all about the details."

Dennis Pokrywka, a former client, would agree: "John Lorton

and Cathy Horn exemplify integrity, teamwork, and friendliness," he says. "A smile and handshake are commonplace. Together, they helped make our home project [in Murrells Inlet] a stress-free and enjoyable experience."

Cathy Horn, Lorton's longtime employee, wears many hats around the office of JLC Residential Construction, taking care of the bookkeeping, the payables, the receivables, the contracts, the proposals, plus picking up or dropping off permits, and

sometimes answering the phones.

"Whatever John needs me to do, I do," she says. "He and I have been working together for 20 years and went to high school together.



Homeowner, Dennis Pokrywka (left) enjoys visiting with John Lorton (right) inside the Pokrywka rear screened in porch. "John Lorton and Cathy Horn exemplify integrity, teamwork, and friendliness. A smile and handshake are commonplace. Together, they helped make our home project [in Murrells Inlet] a stress-free and enjoyable experience," says Pokrywka.

He's like my brother."

"And I consider her my sister," says Lorton. "We've always had a wonderful relationship."

A member of the Horry Georgetown Home Builders Association, JLC Residential Construction South is all about building relationships as a team and with its decades of customers through an unwavering commitment to integrity and diligence for projects large and small.

"They did such a great job," says former customer Ed Wright.

"The crew was so easy to work with throughout the entire new

build process," agrees another past client, Mike Tagliente. "John was always professional, which goes a long way."

Lorton shares that many of his clients are retirees who have moved to the area looking for a customized,

Lowcountry-style home.

"Because of the age demographic we are working with, everyone wants to be on one level, and they prefer a walkup attic," he says. "And as for design, we have a great designer, Paula Burgin, who we have been working with for quite a long time. She's great, and captures exactly what the client is looking for, so it really works well."

As for Lorton's plans for his own retirement, he says there is nothing urgent in the future.

"I'm 62, so you would think a sense of urgency for retirement would be a little bit more than it is," he says with a laugh. "... I do like the attitude of the laid-back client who is here to enjoy the Myrtle Beach area.



The kitchen in the Pokrywka residence.



The Pokrywka's master bath with custom tile work, jetted soaking tub, and walk in shower is not only beautiful, but also the result of collaboration between the builder and homeowner.

They are here in retirement age or getting ready to retire. I love the Myrtle Beach area because of Murrells Inlet, the water, and the ocean.”

The team at JLC Residential Construction South has a passion for envisioning, crafting, designing, and building a dream retirement getaway for each of their clients here along the coast. Lorton and Horn take pride



This open kitchen floor plan makes it the perfect place to entertain family and friends.

PHOTO © DRONE ESTATE



John Lorton (left) with Ronald and Patricia Botti, going over the blueprints of the Botti's new home build to ensure that every aspect of the build is completed to the specifications and satisfaction of the homeowner. The customer's involvement and interaction with the building process ensures their overall satisfaction with the end result.

in every client interaction and facet of their job because they have built a reputation well worth the investment of a home over the last four decades. “I have been in this business

for a long time, and we want to continue that legacy of high-quality craftsmanship and customer service that I have always prided myself on and have had my whole life,” says Loton, “and I really didn't do much advertising throughout the years; it was more word of mouth, which I think is a testament to our work.”



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WINDOW COVERINGS



by Sara Sobota

Burroughs Shutter Company Has Been Offering Privacy, Shade, Beauty & Protection To Area Contractors, Homeowners & Business Owners Since 2000

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 25 years. Providing a wide range of custom-made shutters, shades, and screens for residential and commercial use, Burroughs Shutter Company creates solutions for both the interior and exterior of any home or business.

Burroughs Shutter 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 many options



Burroughs Shutter Company owner, Matt Burroughs, in front of a completed automated solar shade project on the beach in Litchfield, SC.

such as Bahama shutters, solar shades and 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

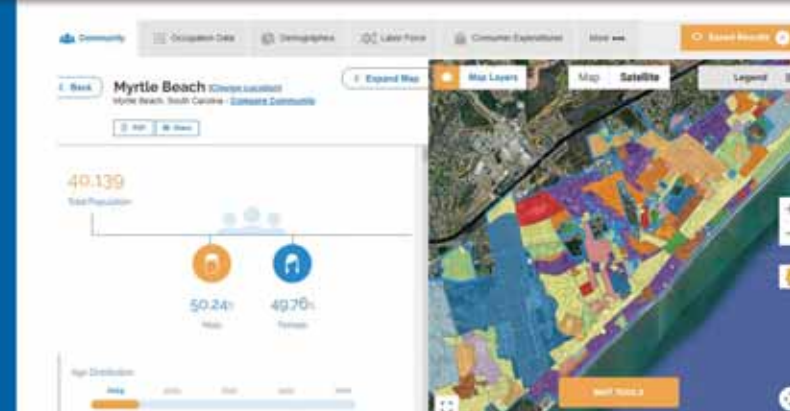


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