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COMMUNITY PULSE

Upstate Contractor: Great Communication Is Key To Great Residential Projects

BY KATHY LAUGHLIN

Counter to the stereotype of the vanishing contractor, Alex Georgy says his clients might even fuss that he's giving them more information than they want.

"I'd rather communicate too much. Homeowners need to know what's happening. We're going to have delays. Things will happen," says Georgy, owner of Nexgen Contractors.

"Being honest with people is important ... Showing up when you say you're going to show up ... Telling people when you're going to arrive in the morning and when you're not. It's just really, really important."

Georgy, his partner, team and subcontractors remodel kitchens and bathrooms; add rooms, screened porches, sunrooms, decks, garages and roof overhangs; and create outdoor fireplaces and kitchens. They also tear apart homes and rebuild them.

"We can do anything in a home. There's nothing we don't do. We love doing remodels, getting a whole house and going in to open up walls," Georgy says. "We can build a screen porch and turn it into something beautiful."

Nexgen, which operates out of Simpsonville, has worked in residential construction throughout the Upstate. The Gower neighborhood off Laurens Road in Greenville is a frequent job site.

"They're older homes. And we go inside and gut them," Georgy explains. One home was remodeled, inside and out. "So, it looks brand new," he says.

During the final inspection, the inspector expressed his shock. "He couldn't believe it. Seeing that reaction from an inspector ... they don't usually show much emotion. That tells you it was really special."

Once a subcontractor, Georgy enjoys the challenges of being a general contractor.



This spacious porch was Alex Georgy's first project in the Gower neighborhood off Laurens Road in Greenville. It led to more work in the same area, he says. PROVIDED

"You're taking on the whole project instead of working on one piece. Now, I'm responsible – from the ground up," he says.

"It's enjoyable to watch things progress from start to finish, to see the outcome, to see the homeowner's reaction to what I do."

Steven Eby founded Nexgen Contractors LLC in 2008 after years in the building industry in Michigan.

Georgy was handling sales at Nexgen and working in his own business as a subcontractor when, a decade ago, Eby asked Georgy to take over the company.

"I was able to step into a company that had been around for years and keep the legacy going. It's been very, very good. It was a great opportunity," Georgy says.

"Steve is brilliant. The guy knows everything. To have him see me as someone who could take over his company ... It meant a lot."

Eby is still a partner in the firm and occasionally does commercial and custom home building.

Georgy has worked in construction in some capacity for most of his life, but taking over as a general contractor was different.

"This business is tough. My head is bald for a reason," he says, joking. "I'm a very OCD guy about time management. That's my biggest stress in the business. You have weather. Materials are supposed to arrive in six weeks but don't come for three months. As the homeowner, it must be difficult to understand."

Georgy says no company will do a better job of keeping clients informed. "You're going to know everything. You're not going to need to call me and ask why I haven't been to your house."

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That's a skill he learned at his first job – as a Director of Operation for Wendy's, supervising 18 locations.

"I ran Wendy's for 15 years. I started there. I had three district managers, 18 general managers. I had to communicate. It's part of me. It's natural for me. For many people, it's not natural, because that's not what they were taught," he says.

"When I tell people that I was at Wendy's, they think being a contractor is a lot different. But management is management. The leadership is the same. You're just managing something different," he says.

"I was fortunate to have the right people in my life who taught me about time management, communication, how to deal with good things, bad things."

Georgy says he learned about construction by working in construction. "I'm good with my hands. I'm a visual learner. I'm very big about trial and error, too."

After leaving Wendy's, he began taking on construction jobs with his dad, Gonzalo. He also got subcontracting work – and help – from Charles Pulcine of CAP Construction Inc. in Travelers Rest.

"Charlie taught me a lot about the general contractor's business. He taught me to understand the building codes," Georgy says.

Not long after, Georgy started working for Eby. "I didn't realize how much I would learn from Steve. I was fortunate when I came into this business, to have these guys who were willing to teach me, willing to work with me," Georgy says.

At 46 years old, he says that he learns something new every day.

"Michael George is our project manager. He helps run all of our jobs. If I don't know something, he usually does. And if he doesn't know, Steve knows," Georgy says.

"If you've got the right people, you don't have to know everything. My job isn't being a specialist in everything. I

understand what's supposed to be done and how it's supposed to be done and done correctly."

Nexgen's subcontractors have been with the company for more than a decade. "We work together as a team," Georgy says. "They're good people."

Dana Wood is the office manager and "a big part of the company's success," Georgy says. Carlos Lazano works with the project manager. Georgy's wife, Nary, does the bookkeeping.

"I try to create a family atmosphere. I have a support system ... from my family, friends and the office. I'm lucky to have the right people in my life – including homeowners," Georgy says. "I did one job in Gower, and that homeowner told somebody. Now, we've done many jobs there. Word of mouth is the best advertisement."

"Nexgen is a great builder. We're an honest company. We're friendly. We're going to give you what you want. We're going to make your dreams come true. If you dream it, we can build it."

"If you've got the right people, you don't have to know everything. My job isn't being a specialist in everything. I understand what's supposed to be done and how it's supposed to be done and done correctly."

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Owner, Nexgen Contractors

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GADC President, CEO To Retire

Kevin Landmesser, the interim President and CEO of Greenville Area Development Corp., has announced his retirement.

"After 23 remarkable years with the Greenville Area Development Corp., I reflect on the incredible impact we have made in Greenville County and look forward to this next chapter," Landmesser said.



Landmesser

"My heartfelt thanks to the Board of Directors for their unwavering support. It has been an honor to serve."

Under Landmesser's leadership, Greenville County has seen the creation of more than 10,000 announced jobs and \$4.2 billion in announced capital investments, according to a statement.

Besides ensuring good jobs for residents, his proudest achievements are the successful management of projects for companies such as Lockheed

Martin, Michelin, Kiyatec, GE Power, Mitsubishi Polyester Film, and Hubbell (now Current), the statement said.

Landmesser worked in economic development for the Greenville Chamber of Commerce for four years before joining the GADC in its inaugural year. Since then, the organization has brought \$7.8 billion in capital investment to Greenville County, with an estimated economic impact of \$55 billion.

He served as Senior Project Manager, Vice President and Senior Vice President before October, when he became interim President and CEO.

Landmesser will continue as a Senior Advisor to assist with the transition of the new CEO. The new CEO has not been announced. Landmesser will begin his consulting role after completing his current duties in August.

"We extend our sincere gratitude to Kevin for his 23 years of exceptional leadership at the GADC. His strategic vision and dedication have been instrumental in advancing economic growth across Greenville County," said Jim Burns, Chair

of the GADC Board of Directors.

The Greenville Area Development Corp. is a 501(c)(3) organization founded in 2001 by Greenville County Council. GADC provides support and resources to businesses of all sizes and acts as a liaison between the business community and local government to ensure that the needs and concerns of businesses are heard and addressed.

Leadership Greenville Class Completes Service Projects

Leadership Greenville, the flagship leadership development program of the Greenville Chamber, has announced that Class 50 has completed its service projects, which raised nearly \$43,000 for Rebuild Upstate and YouthBASE.

Leadership Greenville classes have completed almost 80 community service projects during the past five decades, highlighting the program's commitment to addressing pressing needs in the community.

Rebuild Upstate provides repairs that allow low-income individuals and



Members of Leadership Greenville Class 50 raised funds for Rebuild Upstate and volunteered to help build a ramp for a local resident.

families to stay in their homes; Class 50 raised \$19,086 for the organization. Class members also volunteered to build a ramp for a local homeowner and secured in-kind donations from local sponsors.

Class 50 also raised \$23,811 for YouthBASE. The funds will help revitalize the facility's playground and provide new paint and flooring. YouthBASE equips children in kindergarten

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Volunteers from Leadership Greenville Class 50 raised money for YouthBASE and worked to improve the playground.

through second grade with the behavioral, academic, social and emotional skills needed for success at school, at home, and in the community. In-kind donations from sponsors and volunteer hours were part of the project.

"We are proud of the hard work and dedication of Leadership Greenville Class 50 to bring these two impactful projects to completion," said Dr. Cheryl Garrison, Executive Director of Greenville Chamber Foundation and Director of Talent, Education, and Leadership. "This work continues to be a central part of the Leadership Greenville experience and mission."

Since its founding in 1974, Leadership Greenville has graduated more than 2,400 individuals. Their projects have ranged from working on a comprehensive plan for the revitalization of Paris Mountain State Park to drafting the initial concept for the Reedy River Corridor, which became Falls Park, to updating the Nicholtown Community Center and renovating Miracle Hill house in Greenville.

Nonprofit organizations in Greenville County may submit a proposal for Leadership Greenville 2025 class projects through July 15. For an application, go to <https://www.tfaforms.com/5122637>

For information about Leadership Greenville, go to <https://www.greenvillechamber.org/leadership/leadership-greenville/>

Cliffs At Keowee Falls Offers Secluded Homesites

The Cliffs at Keowee Falls has announced a new real estate offering, Canebrake – a secluded enclave of 12

homesites providing year-round access to Lake Keowee. Over 20 miles of water frontage belongs exclusively to residents at The Cliffs at Keowee Falls.

The sites will have options for docks, dedicated dock slips, and dock-accessible homesites that provide an easy entrance to the lake. Interior homesites will be near the community's amenities and social programming.

Canebrake will be the closest neighborhood to Keowee Falls' main gate; it is 25 miles from Clemson University for Tigers fans, 35 miles from Greenville, and 35 miles from Highlands, North Carolina.

Sites range from under an acre to nearly four acres. Buyers can build a custom home by selecting a builder in The Cliffs Preferred Builders Program. Prices for sites in Canebrake range from \$375,000 to \$1.9 million.

"The new homesites at Canebrake offer buyers an exceptional opportunity to build homes with enviable access to everything that The Cliffs at Keowee Falls and Lake Keowee have to offer," said Richard Seay, Director of Sales at The Cliffs.

The Cliffs is a collection of seven private, luxury residential mountain and lake club communities located in the Carolina Blue Ridge Mountains, between Greenville and Asheville.

Amenities at Cliffs properties include seven clubhouses, seven golf courses, seven wellness centers, tennis and pickleball complexes, a marina, a beach club, an equestrian center, more than a dozen restaurants and event venues, and over 2,000 year-round activities.

Carolina Handling Breaks Ground On Facility In Pickens County

Carolina Handling, the exclusive Raymond Solutions and Support Center for the Southeast, broke ground recently on a 267,000-square-foot facility in Pickens County.

The building at 3800 Calhoun Memorial Highway in Easley is expected to open next spring. It will consolidate warehouse and office space for Carolina Handling's four Upstate operations.

Carolina Handling opened an office and training center on River Road in Piedmont in 1972 that later became a



An artist rendering of a building that will house Carolina Handling in Easley.

rebuild facility. In 2013, a second building opened on River Road to house offices, training facilities and a customer experience center. In 2015, the company opened an equipment distribution center on Piedmont Highway. And in 2018, the company added a warehouse near Donaldson Center. The company was founded in Charlotte in 1966.

The new facility at Speedway Industrial & Technology Park will feature warehouse space to accommodate technician bays for new, rental and renewed equipment, as well as parts, distribution and logistics operations. Additional space will house offices, meeting and training space, and a customer experience center.

"Carolina Handling has experienced extraordinary growth in the past few years, and we expect that trend to continue," said Carolina Handling President and CEO Brent Hillabrand. "This new facility helps position us for the future."

Carolina Handling is continuing its evolution from a forklift-only provider to an end-to-end intralogistics solutions company offering a range of consulting, connected technologies, automation systems and services. The company also offers design, engineering, and implementation services to help customers achieve more space, speed, safety and efficiency with integrated automation technologies.

Carolina Handling will be the first tenant at Speedway Industrial & Technology Park. The company partnered with architect COR3 Design LLC, civil engineering firm Seamon Whiteside, and Evans General Contractors. Speedway Industrial & Technology Park is being developed by Realty Link LLC.

Carolina Handling operates branch offices in Atlanta, Birmingham, Greensboro, Raleigh and Greenville.

Spartanburg Firm Kicks Off Manufacturing Site In N.C.

Marlboro Development Team Inc. joined Heyco-Werk USA Inc. to celebrate the groundbreaking for a manufacturing facility in Gaston County, N.C.

Heyco-Werk is a supplier of precision-molded plastic parts for the automotive industry.

The production facility, developed by MDT and constructed by Edifice Construction, will be Heyco's second location in the United States. The facility expands capacity to meet the needs of BMW and other European car manufacturers in North America.

"We are proud to have been chosen by Heyco as their development partner for this project," said Kyle Edney, Executive Vice President of Marlboro Development Team Inc.

Marlboro Development Team Inc. is based in South Carolina with offices in Spartanburg and Bennettsville.



Intelisys, a ScanSource company, celebrates with LAM Technology.

LAM Technology Achieves Designation From Intelisys

The team from Intelisys, a ScanSource company, gathered to celebrate LAM Technology becoming an Intelisys Palladium Partner. LAM Technology achieved the distinction by organically billing \$5 million in recurring revenue per month. LAM Technology has been a partner of Intelisys since 2008.

Intelisys is a technology services distributor of connectivity and cloud services, including voice, data, access, cable, collaboration, wireless, and cloud.

Intelisys serves the needs of the industry's top-producing telecom sales agents, IT Solution Providers, VARs, MSPs, and integrators.

How Much 'Green' Is It Worth?



By Drew Hamblen, Fairview Custom Homes
Board President Home Builders Association of Greenville

Helping the environment is a great thing to do, but if you can save money in the process, it is even better.

Sustainable features in your home can lead to significant savings over time. If you could save \$1,000 each year on your total utility costs, how much more would you be willing to pay upfront to purchase your next home?

According to a recent survey by the National Association of Home Builders (NAHB), home buyers are, on average, willing to spend an extra \$12,314 to save \$1,000 a year on their utility bills. An investment of that size would essentially pay for itself in approximately 12 years.

Additionally, although only 18% of home buyers are willing to pay more for an environmentally-friendly home, that number increased by three percentage points from 2020 to 2023 and represents an all-time high by a single percentage point. The previous high was 17%, recorded in 2003 and 2007.

NAHB's home buyer preferences survey also asked buyers to rank 30 green features according to desirability. The most wanted green features were related to the following:

- **Energy Efficiency** – ENERGY STAR products ranked high on the list of popular green features. The ENERGY STAR program has been around since 1992 and has spurred the development of countless energy- and cost-saving home appliances. The three most popular green features all involve ENERGY STAR ratings: ENERGY STAR rated windows (83%), appliances (80%) and an ENERGY STAR rating for the whole home (78%).
- **Energy Conservation** – In addition to ENERGY STAR rated features, the next two most-wanted green features are windows with triple pane insulating glass (77%), efficient lighting that uses less energy than traditional bulbs (74%) and insulation higher than required by code (72%).

- **Water Conservation** – Home buyers also expressed interest in green features that can improve water efficiency and decrease water usage. A majority (64%) of buyers wanted water-conserving toilets. According to Energy.gov, toilets can account for almost a third of an average home's indoor water consumption. Other water conservation features that topped the list were a tankless water heater (65%), bathroom faucets (63%) and shower heads (also 63%).

To learn more about the latest green products and building techniques from home builders in our community, contact **Taylor Lyles, CEO, Home Builders Association of Greenville** or www.hbaofgreenville.com

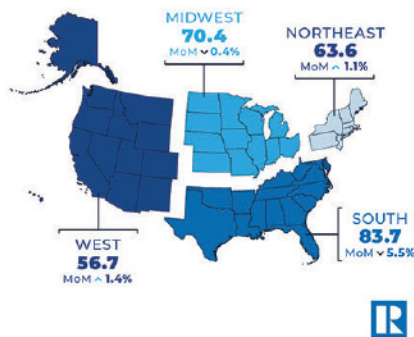


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Pending Home Sales Dropped 2.1% in May



Rhett Brown
2024 President of The Greater Greenville
Association of Realtors® Broker
Associate with Marchant Real Estate Inc.



NAR forecasts 4.26 million existing-home sales, and the median price will increase to a record annual high of \$405,300 in 2024

Pending home sales in May slipped 2.1%, according to the National Association of REALTORS®. The Midwest and South posted monthly losses in transactions while the Northeast and West recorded gains. Year-over-year, all U.S. regions registered reductions.

The Pending Home Sales Index (PHSI) – a forward-looking indicator of home sales based on contract signings – decreased to 70.8 in May. Year over year, pending transactions were down 6.6%. An index of 100 is equal to the level of contract activity in 2001.

“The market is at an interesting point with rising inventory and lower demand,” said Rhett Brown, 2024 President of The Greater Greenville Association of Realtors® and Broker Associate with Marchant Real Estate in Greenville, SC. “Supply and demand movements suggest easing home price appreciation in upcoming months. Inevitably, more inventory in a job-creating economy will lead to greater home buying, especially when mortgage rates descend.”

U.S. Economic Forecast

NAR predicts mortgage rates will remain above 6% in 2024 and 2025, even with the Federal Reserve cuts to the Fed Funds rate.

The association forecasts that existing-home sales will rise to 4.26 million in 2024 (from 4.09 million 2023) and to 4.92 million in 2025 (from 2024). Housing starts are expected to rise to 1.382 million in 2024 (from 1.413 million in 2023) and to 1.492 million in 2025 (from 2024).

NAR anticipates the median existing-home price will increase to a record annual high of \$405,300 in 2024 (from \$389,800 in 2023) and to \$412,000 in 2025 (from 2024). NAR forecasts increases in the median new home price to \$434,100 in 2024 (from \$428,600 in 2023) and \$441,200 in 2025 (from 2024).

“The first half of the year did not meet expectations regarding home sales but exceeded expectations

related to home prices,” explained Brown. “In the second half of 2024, look for moderately lower mortgage rates, higher home sales and stabilizing home prices.”

Pending Home Sales Regional Breakdown

The Northeast PHSI ascended 1.1% from last month to 63.6, a decline of 2.3% from May 2023. The Midwest index dropped 0.4% to 70.4 in May, down 5.6% from one year ago.

The South PHSI lowered 5.5% to 83.7 in May, falling 10.4% from the prior year. The West index increased 1.4% in May to 56.7, down 2.1% from May 2023.

About the National Association of REALTORS®

The National Association of REALTORS® is America’s largest trade association, representing 1.5 million members involved in all aspects of the residential and commercial real estate industries. The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

The Greater Greenville Association of REALTORS® represents over 3,800 members in all aspects of the real estate industry. Please visit the Greater Greenville Association of REALTORS® web site at www.ggar.com for real estate and consumer information.

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New home sales reach six-month low in May

LUCIA MUTIKANI
REUTERS

Sales of new U.S. single-family homes dropped to a six-month low in May as a jump in mortgage rates weighed on demand, offering more evidence that the housing market recovery was faltering.

New home sales declined 11.3% to a seasonally adjusted annual rate of 619,000 units in May, the lowest since November, the Commerce Department's Census Bureau said. The sales pace for April was revised higher to 698,000 units from a previously reported 634,000 units.

Economists polled by Reuters had forecast new home sales, which account for more than 10% of U.S. home sales, edging to a rate of 640,000 units.

New home sales are counted at the signing of a contract, making them a

CONTINUED TO PAGE 11



The median new house price fell 0.9% to \$417,400 in May from a year ago. Nearly half of the new homes sold were priced under \$399,000. GETTY IMAGES



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leading indicator of the housing market. They, however, can be volatile on a month-to-month basis. Sales slumped 16.5% on a year-on-year basis in May.

The housing market has hit a soft patch, with the resurgence in mortgage rates also undercutting previously owned home sales and home building. Residential investment posted double-digit growth in the first quarter.

The average rate on the popular 30-year fixed mortgage hit a six-month high of 7.22% in early May before retreating to 7.03% by the end of the month, data from mortgage finance agency Freddie Mac showed.

Sales plunged 43.8% in the Northeast and slipped 4.5% in the West. They plummeted 12.0% in the densely populated South and decreased 8.6% in the Midwest, which is viewed as a more affordable region.

The median new house price fell 0.9% to \$417,400 in May from a year ago. Nearly half of the new homes sold in May were priced under \$399,000.

A survey from the National Association of Homebuilders showed the share of builders cutting prices to bolster sales in June was the highest in five months. Builders are constructing smaller homes to try and fit homebuyers' budgets.

National house prices are, however, rising. The Federal Housing Finance Agency reported that single-family home prices increased 6.3% year-on-year in April.

There were 481,000 new homes on the market at the end of May, up from 474,000 units in April, the Census report showed.

At May's sales pace it would take 9.3 months to clear the supply of houses on the market, up from 8.1 months in April.



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