

# BUILDING INDUSTRY SYNERGY

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**NATIONS HOMES II**  
*Building the American Dream*



# NATIONS HOMES II

*Delivering Exceptional Service & Value*

Jeff Skelley, founder and President of Nations Homes II, started building in the Myrtle Beach area in 1979, coming from a custom building background in Westchester NY and Pinehurst, NC. In the late 80s Jeff sold part of his home building business to two local businessmen and great friends. He and his partners grew their business through the 80s and 90s to become the 275th largest builder in the nation, building nearly 500 homes a year.

After many great years Jeff and his partners decided to sell to a public company at a peak time in the market. The company was sold, though they remained active in running the Myrtle Beach Division of the public company until they started Nations Homes in 2000. They pursued the development of communities for the next several years until the financial crisis hit. Jeff said, “When the production home building market crashed, I turned back to building custom homes, which is what I grew up doing.” He added, “What I am able to bring to the custom home market from the production home market is the ability to buy appliances, cabinetry and fixtures directly from manufacturers, negotiate



PHOTO © CHUCK GEE

Nations Homes II founder and president, Jeff Skelley, in the lobby of his Myrtle Beach office.

volume pricing with sub trades, and shorten build cycles. Time is money.”

Jeff has not been alone in the subsequent success of Nations Homes II. He has put together a great team that is hired for their expertise and proficiency. He noted, “Not only is it important that we communicate well with our homeowners, but it is imperative that we communicate and work well with each other.” The company culture is founded on following the Golden Rule. This fosters a positive attitude, a good work ethic, and a uniform code of ethical conduct that is applied to the treatment of customers and colleagues alike. Jeff states, “After doing this for 37 years, I believe I have the best employees, the best team, that I’ve ever had.”

The Nations team includes an in-house design staff that utilizes 3-D CAD technology, unlike most home builders. Top-rate custom design is included in Nations’ building price.



*Interior Designer, Rhonda Eason (far left), representing Young Interiors, Inc. & the Nations Homes II two in house interior designers, Denise Oaks (middle) & Sarah Cardinal (far right) in the design center.*

Two interior designers have an in-house Design Center to walk homeowners through the entire selection process.

Results of the design and construction team’s efforts are

showcased in three furnished models. The Ocean Walk Cottages homes and model were designed in response to customers who want well-built, smaller custom homes that are slightly contemporary; they range from 1300 to



*Denise Oaks (left) & Sarah Cardinal (right) assist homeowners with the selection process.*

2000 square feet. The model at Pine Lakes Estate represents more traditional homes in the 2,000 to 4,000 square foot range. The top tier model can be viewed in the Villa Venezia section of the Grande Dunes, where homes range from 2,500 to 6,000 square feet. Jeff said, “These are just three models, but we’re building 20 to 25 custom homes at any given time all over the beach, from Georgetown to Brunswick Isles, and west to Conway. We have hundreds of plans to choose from, and our design team has created many award-winning homes.”

With all this activity, clear communication is paramount, and Nations Homes II uses BuilderTrend to coordinate this important component. Joe Lesko, Vice President of Sales and Marketing, explained, “This software program creates a portal for our customers on our website. We can add comments, carry out discussions, process change orders, and post progress photos.” Jeff added, “Not only are our homeowners using this,

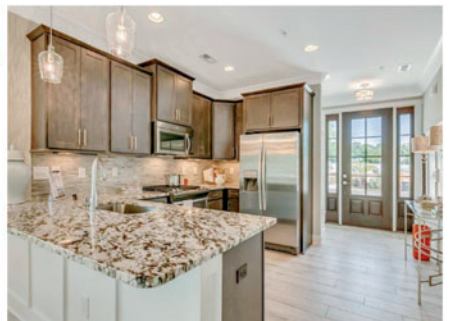


*The Nations Homes II ‘Pine Lakes’ model. Homes built on your lot or existing lot start in the high 200’s.*

but our subcontractors, superintendents and material suppliers all communicate together in one place on the selection and approval of materials and color choices going in the home. Every single person is on the same page – literally on the same page.”

Nations Homes II also engages the services of Guild Quality, an

independent survey company out of Atlanta. It contacts homeowners at three touch points during the process: after establishing a contract, midway through construction, and right after the home is completed. Jeff said, “This is a tool I use to ensure that the



*The interiors & exteriors of the Ocean Walk Cottages’ homes, priced in the low to mid 200’s for house/lot packages.*



*The interior of the 'Pachino' model in Villa Venezia Grande Dunes. Prices of the house/lot packages in Grande Dunes start in the low 500's.*



*The interior of the model in Pine Lakes.*

Nation's team is building great homes for these folks, and that people are happy."

Another important partner with Nations Homes II is the Realtor community. Jeff said, "We work with all Realtors closely. Sixty to 70-percent of our customers come through Realtors. They know that Nations Homes is going to take great care of their clients."

Among satisfied clients are Grande Dunes homeowners Andi and Jerry Crews, and Ann and Gary Lebsack, who are building in Wild Wing



PHOTO © CHUCK GEE



*Traci Miles (left) continues to be recognized as one of the leading Century 21 Realtors across the Grand Strand & the nation in terms of sales. She is an excellent example of the type of builder / Realtor relationships Nations Homes II establishes with the Realtor community. Traci is shown here with Nations Homes II representative, Kevin Surdyke, in the Myrtle Beach office.*

Plantation. The Crews and Lebsacks do not know each other, though they coincidentally came to Nations Homes II in much the same manner. The Crews had begun the process with another custom home builder, and due to a bad experience with a home representative they quickly walked away. The Lebsacks knew another couple who also turned to Nations Homes II after walking away from their original builder. In both cases the couples liked what they saw in terms of models and value. They especially appreciated features that are standard with Nations Homes II, but would cost extra with other builders.

Andi Crews said they met Kevin Surdyke, VP of Sales and Marketing at the Grande Dunes. "We just kind of clicked with him. We not only liked what we saw in the Nations model, but we liked what we heard from Kevin." Andi added, "We just got such a good feeling through Kevin, and he was representative of what Nations Homes stood for." They built in the Capri section of Grande Dunes, which they love for community amenities, the location, and the seclusion of their lot.

When asked why others should consider using Nations Homes II as their builder, Andi said, "I think they were very professional. They listened to what we wanted, which was extremely important to us." Jerry echoed that and added, "One of the things I said to all of them is that when I call you, I want you to call me back. I don't care about all the other problems you have. And every time I called, they called me back." The greatest joy about the experience was, "Finally getting in here and enjoying the fruits of our labors," said Andi. Their Grande Dunes home was built in less than 8 months. During that time the Crews were able to compare their experience with that of a daughter who was building with a luxury custom builder in Philadelphia. The experiences were very different. Their daughter did not get the same standard features from

her builder, "Or the courtesy" interjected Jerry. Kevin Surdyke said, "Our goal is to exceed our customers' expectations at every opportunity." They met that objective with the Crews. Andi said, "Nations was so willing to work with us. They wanted us to be happy."

Listening to and understanding needs was important to Ann and Gary Lebsack as well. They came to know Joe Lesko through their friends who had switched builders. Ann said that Joe spent time with them on the phone (they were living in Nevada) before meeting him around Christmas. Ann recalled, "Joe, and even Jeff the owner, spent a lot of time with us, getting to know what we would like in a house, talking to us about neighborhoods, available lots, and the area." Gary added, "Before we even signed a contract they spent time with us, they

were very helpful." The couple saw sites on satellite and in person, discussed whether the house would sit well on a lot, and worked through other details with Joe and his colleagues. Ann added, "They gave us their expert opinion on what it's like to build in this area."

The Lebsacks visited many neighborhoods and kept going back to Wild Wing Plantation. Along the way they changed their mind on the house plan after seeing a Nations Home II in Pine Lakes, which became their base plan. The couple has since moved from Las Vegas, and they broke ground in April. Ann said, "We're to the point that a lot is going on all of a sudden, so things are moving right along." They recently went to a homeowners' party in Wild Wing Plantation where soon-to-be-neighbors asked who was building their home. Ann said people

PHOTO © CHUCK GEE



Kevin Surdyke (left), Nations Homes II VP of Sales & Marketing in Grande Dunes, established a great working relationship with homeowners Jerry (far right) and Andi Crews. The Crews built in the Capri section of Grande Dunes. "We not only liked what we saw in the Nations model, but we liked what we heard from Kevin. We just got such a good feeling through Kevin, and he was representative of what Nations Homes stood for. I think they were very professional. They listened to what we wanted, which was extremely important to us," said Andi.



Joe Lesko (right), Nations Homes II VP of Sales & Marketing outside Grande Dunes, was very accommodating with new homeowners Gary (far left) & Ann Lebsack, who recently relocated to the Myrtle Beach area from Nevada. "Joe, and even Jeff the owner, spent a lot of time with us, getting to know what we would like in a house, talking to us about neighborhoods, available lots, and the area," said Ann. Gary added, "Before we even signed a contract, they spent time with us, they were very helpful." The Lebsack's ended up building in Wild Wing Plantation.

responded, "Oh, you'll be happy with it! Everybody we talk to is happy with their [Nations] home." The Lebsacks are projected to be in their home in August. Before long they'll be taking up golf at the community course, "That's on



the bucket list," Gary said.

Nations Home II offers something else – an additional eight-year warranty for homeowners' peace of mind. Given all these attributes: experience, services, warranties, referrals and recommendations, the Nations Homes II team believes they are an obvious choice among homebuilders. Jeff said,

"We work hard to make sure that homeowners get the best for their hard-earned money, and we build what we would like to live in."

For more information about Nations Homes II, visit [www.Nations-Homes.com](http://www.Nations-Homes.com) or call 843.449.8900. ■

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