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For More Information, Contact:
Kristin Thompson – 843-450-7200
kthompson@t2hadvertising.com

SayeBrook announces Phase 3, adds two new builder partners

New model row expected to open in the second quarter of 2027

MYRTLE BEACH, S.C., Oct. 21, 2026 — SayeBrook, the 730-acre master-planned community developed by The Jackson Companies, announced plans for Phase 3 of its residential development, including a new model row and the addition of CRG Homes and New Leaf Builders to its builder team.

CRG Homes and New Leaf Builders will join SayeBrook's existing builder partners, Pulte Homes, Saussy Burbank and Toll Brothers, expanding the selection of home designs and lifestyle options available within the community. The new model row is expected to open during the second quarter of 2027.

"Adding CRG Homes and New Leaf Builders is an important step in advancing our vision for Phase 3 while maintaining the architectural character and streetscape standards established for SayeBrook," said Derek Harris, vice president of development for The Jackson Companies. "They both have strong reputations and a proven ability to provide buyers with a great experience. We're pleased to welcome them to the team."

Terri Nardslico, president and CEO of CRG Homes, said, "We're honored to join the builder lineup at SayeBrook. As a Myrtle Beach-based builder, we're excited to bring our local knowledge and custom homebuilding expertise to the community. We look forward to working with future SayeBrook homeowners to create thoughtfully designed homes that reflect their lifestyles, with the craftsmanship and personal attention that define CRG Homes."

"SayeBrook bridges the gap between our Wilmington and Charleston divisions, and it's an exciting new market for New Leaf," said Alan Degen, division president of New Leaf Builders. "We're bringing the most popular floor plans from both markets to SayeBrook, and with the community's focus on placemaking, it's a natural fit. We're in the business of building community, not just houses."

Additional details about Phase 3 and the new model row opening will be announced in early 2027.

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About SayeBrook

SayeBrook is a 730-acre master-planned community in Myrtle Beach featuring Lowcountry-inspired homes, apartment homes, resort-style amenities, and a growing Town Center with shopping, dining, wellness-focused businesses and everyday conveniences. Located minutes from the beach, airport and schools, SayeBrook is designed to foster connection and well-being in a comfortable coastal setting. SayeBrook was named Community of the Year in the Home Builders Association of South Carolina's 2026 Pinnacle Awards. For more information, visit SayeBrook.com.

About CRG Homes

CRG Homes is a Myrtle Beach-based custom homebuilder and real estate brokerage that has served the Grand Strand since 2010. Its integrated team provides real estate, home design and construction services, combining thoughtful architecture, innovative design and quality craftsmanship. CRG works closely with each homeowner to bring their vision to life — creating a home built for today and ready for what's next. Visit CRGHomes.com to learn more.

About New Leaf Builders

Established in 2010, New Leaf Builders is an award-winning, Carolinas-based homebuilder with a simple purpose: to build high-quality places where customers make memories with the people they love. Locally rooted in Charleston and Wilmington, New Leaf pairs distinctive, livable floor plans with personalized design services and quality craftsmanship. The company builds in master-planned communities including Nexton, Riverlights, East Lake and now SayeBrook. Through Leaf and Land, its build-on-your-lot program, it also builds on privately owned homesites. Guided by its core values of kindness, honesty and integrity, New Leaf works to deliver the best building experience for every customer. Learn more at NewLeafSC.com.

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