

*Town of Oak Island
Business Bulletin's*

MEET THE OWNERS

Quicksand Beach Concierge

Meet Chasey and Matt Bynum, high school sweethearts originally from Greensboro, NC, now call Oak Island home along with their three children. In 2021, they launched Quicksand Beach Concierge, initially envisaged as a side hustle.

The business started modestly with twenty chairs and ten umbrellas. However, what seemed like a sufficient starting inventory soon proved to be just the beginning of what they could handle.

The Bynums have witnessed remarkable growth in their venture, expanding their inventory to include several hundred beach chairs. Their growth continued with the recent acquisition of OKI Bike and Paddle's inventory, allowing them to add bikes and paddleboards to their offerings.

Today, Quicksand provides a comprehensive range of beach rental items including cabanas, coolers, shades, beach carts, boogie boards, grills, pack n plays, baby gates, bonfires and fire pits, and even corn hole boards.

Chasey's approach to business is straightforward and inspiring: "Just go for it." They started without having everything perfectly figured out, relying instead on the strength and support of the community. The Bynums believe in paying it forward, offering help to other small business owners whenever possible—a testament to the supportive spirit prevalent within their community.



Social media has played a pivotal role in their success. By sharing their family life on various platforms, they have created a unique connection with their customers.

Families visiting Oak Island might only do so for a week each year, but through social media, they stay connected with the Bynum family all year long, fostering a sense of local belonging.



Customer service is another cornerstone of their business model. Chasey credits this for the loyalty they enjoy, with customers returning year after year. This excellence in service was highlighted when one of their first-year customers, impressed by their offerings, enlisted Quicksand's help for a beach proposal. The relationship has grown since, and now Quicksand is even involved in planning the couple's wedding.

Quicksand Beach Concierge is not just a business; it is quickly becoming an integral part of the Oak Island community, symbolizing how small beginnings, when nurtured by community support and strong customer relationships, can lead to substantial local success.



This series is an initiative of the Town of Oak Island Business Advisory Board. Please visit OakIslandNC.gov/BAB to learn more.

If you are interested in being profiled, please reach out to Hallie Willis at hwillis@oakislandnc.gov or (910) 933-6344

Book Now at
QuicksandBeachConcierge.com

