

FAQS

Who are PowerHouse Companies?

PowerHouse Companies are made up of three firms – PowerHouse Recruiting, PowerHouse Luxury Conferences and PowerHouse SMART®. The impactful combination of our verticals gives us the power and competitive advantage in *helping others grow.*

What is PowerHouse SMART® (PHS)?

Founded in 2006, PowerHouse SMART® is an exclusive education and networking community. Through this relationship-building community, we bring together like-minded leader together to connect, learn and grow including professionals in design, build, real estate & luxury lifestyle industries. PHS is created to fulfill the mission and passion of helping others grow. PHS is where leaders come together to grow together with social integrity.

What are PHS events?

Events are platforms for building long-term relationships leading to new business collaborations, referrals (give and get), education, and knowledge sharing. PHS events are sponsored marketing opportunities, connecting the ‘best of the best’ industry leaders who come together to grow together.

What is PHS Membership?

Membership is exclusive “by invitation or referral only” for leaders in luxury design, build, development and real estate. You may request to JOIN US at the PowerHouse SMART

website, <https://www.powerhousesmart.com/join-us>, please expect acceptance approval within 48 hours. Membership confirmation includes an optional meet-up with PHS CEO, Wendy Cohen. Membership benefits and members PHS Code of Conduct is also available at the Join Us page. *Declined membership requests will be refunded paid fees.

What to expect at a PHS event?

PHS events bring together members and non-members/guests to grow together. If you are looking for cutting-edge education or to grow new relationships, events are where the “best of the best” leaders in luxury come together to grow together with social integrity.

What is the PowerHouse Luxury Conference, Flagship Events, and Retreats?

Conferences, Flagship Events and Retreats are in select cities bring together industry leaders, members, and non-members/guests, in a powerful proven platform, providing dynamic education, inspirational presentations, and world-class relationship building style networking.

The PHS platform is a catalyst for new business opportunities for attendees, elite sponsors, speakers, venue hosts, and non-profit charities, selected to benefit from either ticket sales, raffles and similar activations.

What is the recent Luxury Conference schedule?

A SOLD-OUT EVENT

MN, December 6, 2023

International Market Square, Minneapolis, Minnesota

1 pm – 7:30 pm CST

A SOLD-OUT EVENT!

Chicago, March 6, 2024

Chicago, IL, Chicago Merchandise Mart

1 pm – 7:30 pm CST

NEXT CONFERENCE

Naples/SWFL, February 5, 2025

Naples, FL, Walter E Smithe

12 pm – 7:30 pm EST

Tickets will go on sale in December 2024

More 2025 Conferences to be announced.

How much does the Luxury Conference cost?

Tickets go fast, and past conferences have been sold out.

Tickets will go on sale approximately 10 weeks prior to the event. In the spirit of giving back, PowerHouse SMART donates % of conference ticket sales to a select non-profit charity.

Prices are subject to change.

Please note, tickets are non-refundable.

PHS members get ticket discount.

Early Bird Tickets \$195 (only available for 2 weeks)

Conference Tickets \$200 - \$250 (prices increase based on availability)

Cocktail Networking Party Tickets \$75

Who will attend the Conference?

Conferences bring together 120 – 250 + (city specific) exclusive luxury industry decision-makers, CEOs, COOs, CMOs, Presidents, Vice Presidents, Directors, Managers and Sales & Marketing Professionals from industries. Attendees are professional leaders in residential real estate, commercial real estate, architecture, interior design, building, development, remodeling, technology/low voltage, landscape/outdoor living, high-end trade supplier resources, FF&E, affiliated specialty craftsmen/firms, Realtors®, wealth managers, banking/lending, accounting, IT, PR, sales/marketing agencies, non-profits, and media industries.

How will I benefit from the Conference?

Audience attendees will have the opportunity to network before, after and during the conference with like-minded leaders who are open to sharing and building new business relationships. Experience inspirational speakers, educational speakers/panels, industry experts, and break-out salons will inspire and motivate, elevating you reach for the top of your game. Learn insights on the latest technologies, business strategies, and insider knowledge to propel you professionally and personally. PHS is where leaders we come together to grow together with social integrity.

Other benefits:

- Experience new spotlighted brands and product offerings, sponsors launch the latest to conference attendees, understanding this is the optimal time to share the newest, latest, and greatest in the marketplace.

- Connect with decision makers, 85% of our attendees are owners, principals, and upper-level management including CEOs, COOs, CMOs, Presidents, Vice Presidents, and General Managers, the decision-makers, and influencers in the industry.
- Maximize your time, planned for efficiency the conference is a business-oriented day of exclusive relationship building and education while enjoying fine food and cocktails.

What can I expect at the Conference?

Each year a new custom Luxury Conference theme is created. Please see the Luxury Conference website for the newest Conference Schedule:

<https://www.powerhouse-co.com/powerhouse-conferences>

Who's Who, a peek at past Luxury Conference sponsors? (featured below)



THANK YOU TO PAST POWERHOUSE SMART MN SPONSORS!



Why become a PowerHouse Luxury Conference Sponsor?

Sponsorship Benefits:

Connect with Decision Makers: Nearly 85+% of our attendees are the ultimate decision-makers in their firms, the upper-level management including CEOs, COOs, CMOs, Presidents, Principals and Vice Presidents, the decision-makers, and influencers of our industry.

The PHS Difference: The PHS Luxury Conference is the only event where attendees include a cross-section of Builders,

Architects, Developers, Designers, Landscape Architects, Technology Specialists, Trades, FF&E, Resource Suppliers, Realtors®, Attorneys, Bankers, Mortgage Lenders, Wealth Managers, Estate Planners, and industry professionals seeking collaboration.

Targeted Market: This event is exclusively focused on the design, build, development, furnishing, and real estate community, the who's who in the luxury industry.

Spotlight your Brand: Sponsoring our PowerHouse SMART® Luxury Conference partners you with the exclusive high-end community, providing a meaningful, positive experience to the exact people that matter most in your business, your future new clients & customers.

Maximize your Time: No booths! The conference hours are non-compete, sponsors attend sessions and connect directly with attendees for dedicated relationship building.

Connect with the future leaders in our niche industry: Meet with new talent you'll want to know. PHS has honors emerging leader winners, the next generation in the industry.

Expanded Impact: Exceptional exposure via social media website exposure and press coverage of the event.

Extended marketing exposure, a partnership with PowerHouse SMART®: Sponsorship extends from the time you are approved to sponsor through to the end of the event. Or annually Jan – Dec. A connected marketing partnership with

the PHS exclusive community of industry professionals nationally.

How do I become a sponsor?

Apply with the link located Sponsorship page at the website, first come, first serve, you will be approved within 48 hours. Sponsorship is customized; therefore, we will talk directly each Sponsor to confirm desired level as related to marketing goals.

What is the recommended attire for the conference?

The dress code for is business casual. We also recommend comfortable shoes. Depending on location, coat check will be available.

Where do I park and other travel logistics?

Each event city will be custom, most have a hotel block (important to book early and notice deadline dates). The event logistics and local nuisances will be sent to RSVP ticket holders via email. Please see the website map, hotel block and event Info.

With Gratitude from Wendy Cohen, Founder

We've created the PowerHouse Luxury Conference platform for our friends and colleagues to connect, learn and grow. We encourage you to embrace the opportunity with sponsorship, with unique access, where we come together to grow together with social integrity.

On behalf of the PowerHouse SMART® community, we look forward to welcoming at events and sharing our network with you to inspire growth, professionally and personally.

Testimonials

Jill Buckner, Principal/Owner, Jill Buckner Photo

“Cannot tell you how thrilled I am to be a part of PowerHouse SMART®. Just want you to know how much I appreciate the time and thought and hard work you put into your business. I’ve been involved with various groups over the years...The crème of the crop, All over the US. Nothing compares to this. The relationships I’m building (even at this early time) are significant, warm and such high quality. I so appreciate the thought you put into your introductions. I talk about you behind your backs all the time...Thought I’d share my feelings with you.”

Ioana Savos, Owner, New Explode Construction

"We were particularly impressed by the seamless organization of the Luxury Conference. We know how much hard work goes into planning an event of this magnitude, and we you to know how much we appreciate your efforts." 2023 - 2024

Vicki Bachmann, VP, MATTER, <https://www.matter.ngo/> Luxury Conference Speaker

“My very best to you and Johnny - you two are doing the yeoman's work to attend to every detail - let me tell you, IT SHOWS. The professionalism, style, organization all shines through. I know it is not easy to pull something like this off -

you make it look simply yet is not. I know the PHS community appreciates you both.”

Darin Daniels, Lender

“Thanks so much for putting on the conference. What an outstanding event and turn out! I had a wonderful time meeting everyone. Can’t wait until next year.”

Dick Sherer, Principal/Owner, Deep River Partners,

“I thought the variety of ways to meet people while learning was awesome.”

Andy Newstrom, Owner, Arrow Lift

“Thank you for hosting the event yesterday. I could tell that there was a lot of planning and coordination that went into everything, and I felt like it was a well-run event and the VR design experience with the JMAD group was a great idea that people enjoyed. Even with the smaller group I thought it went well and I appreciate the continuity of establishing a rhythm/routine where people are getting together, I think there’s a void in this market.”