



# Wendy Cohen, Speaker

Programs customized to fit the participants' needs in the Luxury Design, Build and Real Estate Industry. Attendees walk away with real, actionable insight and feel inspired to harness the power of their own commitment to growth.

Wendy motivates and inspires at a variety of forums, including:

- Business Groups
- Networking organizations and Trade Associations
- Private firms
- Virtual speaking engagements
- Lecture series events
- Q&A open-forum discussions

## Just Some of Wendy's Workshops & Presentations

- The Secrets of Building Your Sales Pipeline!
- Business to Consumer...New Business Now
- Are you Fighting Fires...the Impact on Your Sales Pipeline?
- Stretching Your Marketing Budget, Prospecting Without Breaking the Bank
- Mastering the Close...Sales Success with today's New Buyer!
- Branding – The New Normal!
- Maximizing your Website's Effectiveness
- Recruiting & Motivating Talent
- Building your Business by Thinking Outside of the Box
- Make Marketing Noise...Word of Mouth Marketing!
- The Art of Communication with Your Customers
- Going Digital...Effective E-Marketing
- The Ten Commandment of Networking...Expand Your Referrals
- Profiting from Personality Perspectives
- Forging Dynamic Realtor Alliances
- Creating a Brand New Playbook
- What is your Social Media Presence?
- Social Media Marketing Now
- Facebook Optimization
- A PowerHouse Case Study: Creating a Dynamic Integrated Strategic Plan
- Social Media Evolution ~ Moving at the speed of light!
- PowerHouse Client Focused Sales Training!

## Click For A Word From



## Book Wendy Today!

[WSCohen@PowerHouseAdvisors.com](mailto:WSCohen@PowerHouseAdvisors.com)

[WendyCohen.pro](http://WendyCohen.pro)

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## Presented At

- Custom Builder's Conference
- ASID New Jersey – Keynote Speaker
- NE IL AIA Conference  
NAHB Builder 20 Groups  
NAHB  
Residential Design Build Magazine
- Qualified Remodeler Trade Show
- HTSA Marketing Summit  
Warady & Davis LLP Industry Breakfast
- PIRCH Showrooms in Glendale, CA, Costa Mesa, CA, Rancho Mirage CA, Oakbrook, IL

## About Wendy Cohen

Wendy Cohen is CEO and founder of PowerHouse Advisors™, a full service boutique consultancy that serves the Luxury Design, Build and Real Estate Industry worldwide. She is also CEO and founder of PowerHouse SMART®, an exclusive membership organization designed to bring top-tier professionals in the same community together to connect, learn and grow.

As Vice President of Sales & Marketing at Orren Pickell Designers & Builders, a Midwest Luxury Design Build firm for two decades, she was responsible for all aspects of brand building and helped generate over \$60 million in revenue. This experience gives Wendy vast knowledge of the Luxury Real Estate industry. Her innate teaching, empathetic coaching philosophy, and public speaking skills, combined with her fiery passion for empowering others, always leaves her audience walking away with real actionable insight and feel inspired to harness the power of their own commitment to growth.

Her passion for raising the level of greatness for all has been demonstrated time and time again. Wendy has been instrumental in helping hundreds of business owners grow their businesses while speaking in a multitude of settings including:

- Business Groups
- Networking organizations and Trade Associations
- Private firms
- Virtual speaking engagements
- Lecture series events
- Q&A open-forum discussions.

Wendy is eager to share her experience in helping your audience achieve their most bodacious goals.



**Book Wendy Today!**