



**POWERHOUSE
SMART™**

*Sales, Marketing, Applications,
Resources, Training*

PowerHouse SMART® 2013

“How to Build Strategic Connections”

A Panel Discussion

PowerHouse SMART® 2013
North Shore ASID Event at Sound Living
November 7th, 2013 5:00 pm – 7:00 pm

5 – 5:30 pm Networking

5:30 – 5:50 pm What is PowerHouse SMART?

Who is PowerHouse SMART®

Website A Brief Overview

Upcoming events

Who are you? Introductions.

5:50 - 6:45 pm Panel of Experts “How to Build Strategic Connections”

6:45 - 7 pm Q & A's

Thank you to our venue host: Jarmila Singer, Sound Living

&

**ASID Chapter hosts: Catherine Schager, Catherine Schager Designs & Jennifer
Rahaley, DDK Kitchen Design Group**

www.PowerHouseSMART.com!

Log-In & Connect

RSVP to Events

Job Board

Company Directory

About SMART®

Resources

My SMART®

The screenshot shows the PowerHouse SMART website homepage. At the top left is the logo, a stylized 'P' inside a square. Below it is the text 'POWERHOUSE SMART®'. To the right of the logo is a search bar with the text 'Search' and 'SEARCH'. Below the search bar is a navigation menu with the following items: Home, Events, Jobs, Company Directory, Members, About SMART®, Resources, and My SMART®. Below the navigation menu is a secondary menu with the following items: CONTACT, HOST AN EVENT, PRESENT A TOPIC, and BECOME A RESOURCE PRO™. Below the navigation menu is a large banner with the text 'A Networking & Education Community for Leaders in Luxury Design-Build:'. Below the banner is a grid of 18 small profile pictures of people. To the right of the grid is a large red button with the text 'JOIN NOW'. Below the button is the text 'PowerHouse SMART® is the only networking & education community for leaders of design-build, both in luxury residential & high-end commercial. Get connected and grow your business the SMART way.' Below the text is a small video player with the title 'What is PowerHouse SMART?'. Below the video player are three columns of text: 'THE PRO VERSION OF "SOCIAL"', 'WHO CAN JOIN?', and 'WHAT ARE THE BENEFITS?'. Each column has a small image and a paragraph of text.

RSVP at

www.powerhousesmart.com

Mark your calendar and join us:



PowerHouse SMART® 2014 Kickoff Cocktail Event

Jenn-Air (The Reid Murdoch Bldg), 325 N. LaSalle Street, Chicago, IL

Thursday, 12 December 2013 02:30 PM - Thursday, 12 December 2013 06:00 PM

Starting out 2014 with a bang!

January: Speed Networking

February: HOUZZ in Naperville (Breakfast)
and the City (Cocktails and Appetizers)

Mark your
calendar
and join us:

designs **4** dignity

2014 Spirit of Design Ceremony on May 8th

Ignite Glass Studio
401 N. Armour Street
Chicago

Underwriting Opportunities

PowerHouse SMART® 2013
North Shore ASID Event at Sound Living
November 7th, 2013 5:00 pm – 7:00 pm

Panel of Experts “How to Build Strategic Connections”

Nathan Kipnis, Kipnis Architecture + Planning

Susan Maman, @properties | North Shore

Michelle Rohrer-Lauer, Michelle’s Interiors

Jarmila Singer, Sound Living

Andy Wells, Normandy Remodeling

**Thank you to our venue hosts: Jarmila & Gary Singer, Sound Living
&**

**ASID Chapter hosts: Catherine Schager, Catherine Schager Designs & Jennifer
Rahaley, DDK Kitchen Design Group**



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are Not Negotiable*

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How Realtors build relationships with design build professionals

A. My own personal experience

1. Build a house with them
2. Orren Pickell: Pay out a co-op fee of 2% “so to speak” with realtor bringing you/registers a client. 1% paid out at contract signature, balance paid out at closing. Delivered huge arrangement of flowers to my office
3. Depending on the size of the job, if it is below \$200,000 then you may want to give some type of substantial gift certificate
4. If they bring a client to your office and the client chooses not to use your services, send the agent a gift anyways in a timely manner for thinking of you.

B. Embrace the real estate community. Do not view them as competition but rather as an asset to your business

Example: Heritage Luxury Builders-one of the largest on the North Shore, especially in Glencoe, Winnetka, Lake Forest

Pays out 2.5%

As a result, realtors give him many opportunities to buy land/tear downs in great locations and go to him first. The strength of his relationship with the brokerage community has opened up doors for his business and its own growth/expansion.

C. Connect with broker's at their Sunday Open Houses

1. Focus on one on one rapport, as opposed to speaking to an office full of agents during their once a week office meeting
2. If you like what you see/meet, ask to take them to lunch to get to know them better.
3. Offer to supply a lunch at a broker's open.
4. Offer to give away bottles wine with their business cards.
5. High end gift certificates for them to present to their potential clients for some type of attractive offer/incentive.

D. Look in the prominent luxury magazines, such as Sheridan Road or North Shore (sister magazine to Chicago Social).

1. Look at the ad designs/material and see if you find a couple of local agents that have ad layouts/information that impress you.
2. Call them and compliment them on their advertising. Ask if they have time to meet for coffee, breakfast or lunch.
3. Build potential rapport to do business together in the future.

Solar Section



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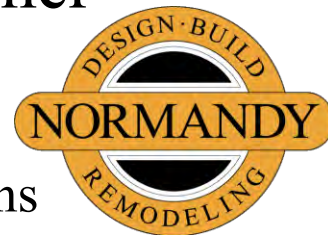
59 Design Awards in the past 3 years

96% Customer Satisfaction Rate



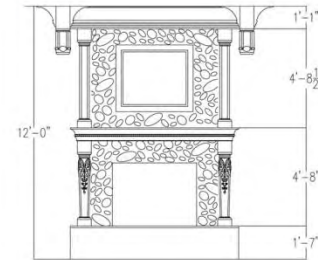
Andy Wells, Principal & Co-Owner

Additions | Kitchens | Bathrooms | Renovations

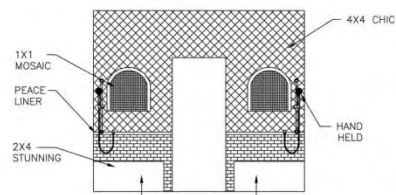


MICHELLE'S INTERIORS

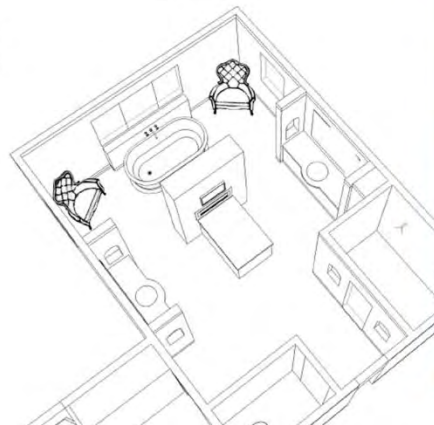
DESIGN GROUP



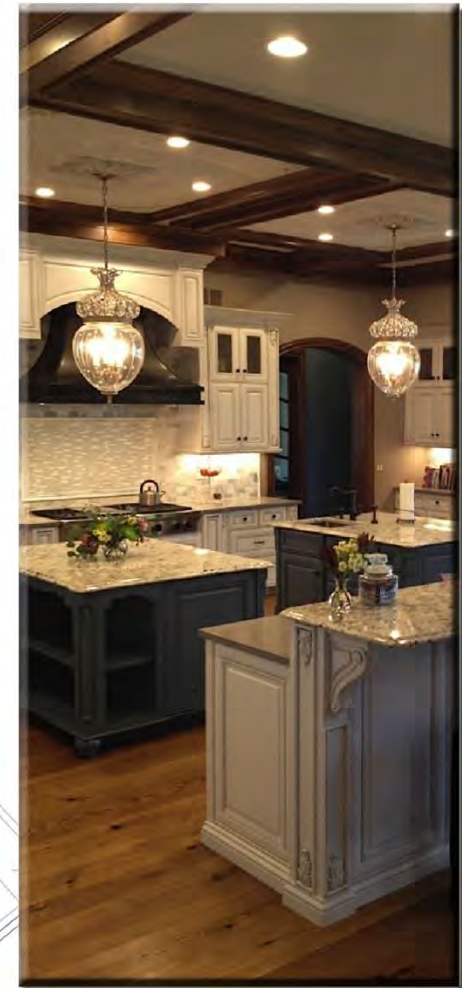
1X1 CHIC STORM CAMEO SILVER PERIDOT ON CEILING



HEATED SHOWER SEATS 2X4 STUNNING TILE



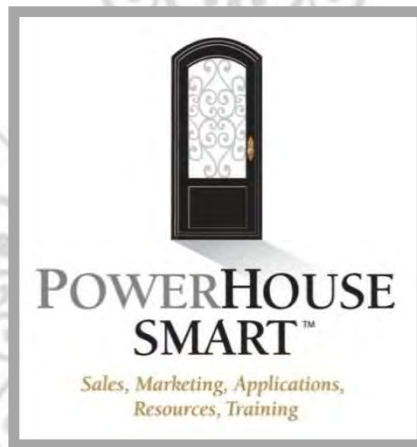
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Thank you to today's Hosts:

Jarmila Singer, Sound Living

ASID Chapter leaders:

Catherine Schager, Catherine Schager Designs &

Jennifer Rahaley, DDK Kitchen Design Group

PowerHouse SMART® is *by invitation only*

Refer a professional to us and bring value to your network.

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PowerHouseAdvisors.com ~ PowerHouseSMART.com

Thank you for your confidence!