

Case Studies: Pendry Enterprise



Before you joined ActionCOACH, what were the top three problems you were dealing with?

We didn't understand our numbers and our billing was disorganized

Huston was working full time at another company while trying to manage this business...very stressful

Our employees were a big problem, poor attitudes and work ethic complicated everything

How did you feel about your business?

Overworked and stressed. Feeling super uneasy as we didn't have plans or goals and there was way too much drama every week.

If you had chosen not to join ActionCOACH and make changes, where would you be?

We were approaching a point where we may have had to just give up on the business. It was too much to try and manage without a clear path to make things better.

What are 3 things from work with your Coach that have made a really big difference?

- Establishing core values and learning how to hold our team accountable to them.
- Cleaned up our reporting so we better manage the finances, and we now make better decisions.
- We have been able to build cash reserves that enable us to weather the business storms along the way.

Update 3 years in...

Grew from 7 team members to 12 | Built our revenue to \$1m before I left my full-time job | Sales are 4x Profit is 5.4x | We hired a general manager | Our family traveled out of the country for vacation for the first time in 2025 (Curacao) and we've got another trip planned in 2026 (Aruba) | We just had our best month in history for signed projects, over \$800k

How are things different now for you?

We still have a lot of work to do to get the business operating mostly without Huston there, and we're in a position now where we are beginning to experience freedom in finances. The team is better every month, and we're confident in our recruiting and hiring to keep up with all the projects we're winning. We are now working on plans to build a home and also invest in long term rental properties. We are even in discussion with our Coach about the idea of partnering in a business venture with him.

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