

COMMON FRANCHISING QUESTIONS



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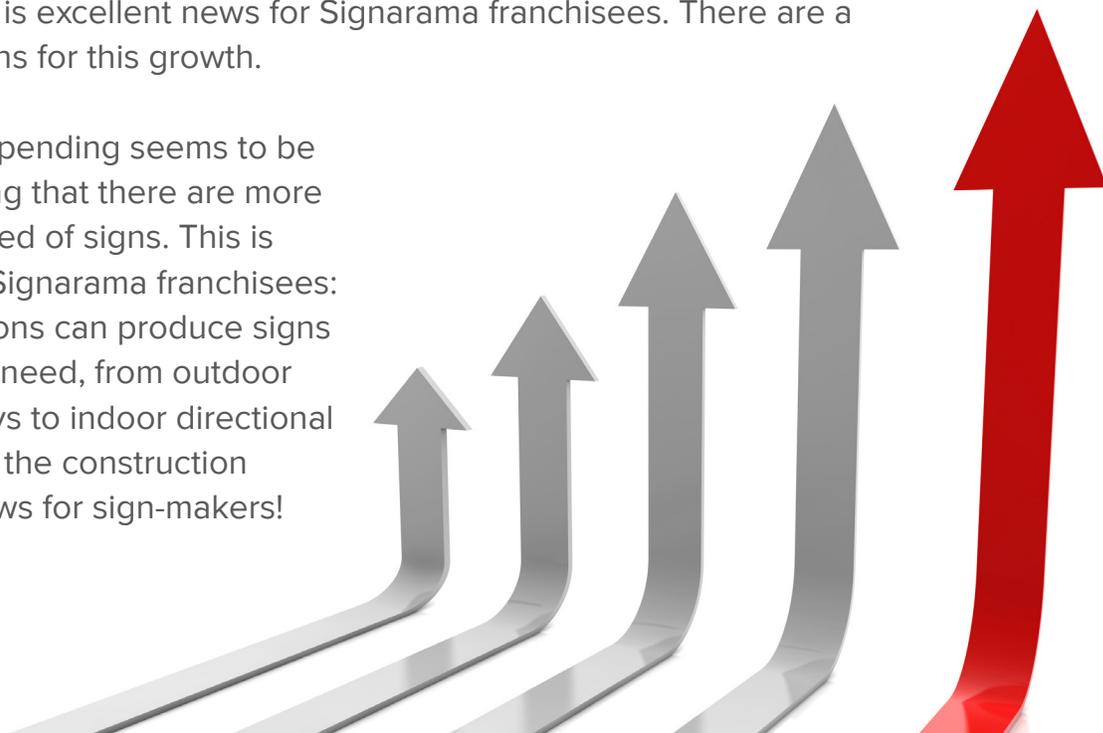


There has never been a better time to invest in the sign industry than right now. The industry is growing, and businesses need reputable sign-making companies like Signarama to provide them with the signs they need to promote themselves. Signarama has been in business for more than three decades, and our attention to customer service combined with our dedication to implementing the latest technology has made us a favorite among customers and franchisees alike. We'll address a few common questions about franchising with us, and we'll show you why now is a great time to invest in one of our franchises.

HOW IS THE SIGN INDUSTRY CURRENTLY PERFORMING?

If you've been thinking of opening a sign-making franchise, now is a better time than ever to invest. Our industry is growing at an **above-average pace** and is projected to exceed historical trends throughout 2018. Indeed, both **printed and digital signs** are maintaining solid growth, which is excellent news for Signarama franchisees. There are a few potential reasons for this growth.

First, construction spending seems to be increasing, indicating that there are more new buildings in need of signs. This is excellent news for Signarama franchisees: our franchise locations can produce signs to fit just about any need, from outdoor architectural displays to indoor directional signage. A boom in the construction industry is good news for sign-makers!



Next, the interactivity of digital signs continues to increase, indicating that these innovative displays may be becoming more popular among customers. Digital signs are capable of attracting customers in new and different ways than the traditional analog and architectural displays of the past. With large screens, dazzling graphical displays, moving text, and programmable messaging, digital displays are becoming more **popular than ever** among business owners. Technology-driven advances (such as those in the digital sign space) is also good news for our franchisees. As these displays become more comprehensive and more affordable, more businesses will be interested in the possibility of updating their existing signage. Since Signarama works hard to ensure that our franchisees are well-equipped to offer the latest-and-greatest in sign technology to their customers, this is also great news for Signarama investors.



WHAT NEEDS CAN A SIGN-MAKING FRANCHISE FILL IN MY COMMUNITY?

One reason that the sign industry has typically seen consistent growth is that we offer a product that our customers need – businesses rely on signs for a variety of reasons. Whether it's promoting a new product, announcing a grand opening, or advertising a special promotion, signs are crucial to the operation of businesses every day. Since our products are in such high demand, our franchisees are perfectly positioned to become a trusted partner to the businesses in their community.

Of course, our products are useful to more than just businesses. There are plenty of organizations that rely on signs every day! For instance, college clubs rely on signs to advertise fundraising opportunities. Schools need signs to advertise enrollment times, job openings, special events, and more. Local sports teams also need signs made to communicate upcoming events, announce important games, and so forth. These are just a few of the many community organizations that rely on signs to get the word out about their important events.

Signarama is perfectly poised to help all of these entities. One of the things that makes our shops unique is that we offer many different types of signs all under one roof. Whether our customers are in need of car wraps, architectural or permanent displays, banners, digital signs, or directional signs, we have the technology to fill just about any order. This versatility allows us to build relationships with our clients, who come to think of us as a one-stop-shop for all of their signage needs. Customers love knowing that they can rely on our stores right in their own neighborhood to provide them with all of their signage needs, without the hassle and intimidation that sometimes goes along with buying signage in the industrial sector.

HOW WILL SIGNARAMA HELP TO PREPARE ME?

One of the key benefits of franchising over starting a business from scratch is being able to take advantage of our experience and expertise in the industry. Signarama helps its franchisees by providing them with many of the resources they'll need to grow their business, and to maximize on the potential of industry trends.



One of the most important resources we'll provide is our comprehensive training programme. We believe that this training is so comprehensive that it can help even newcomers to the industry with little or no sign-making experience to learn the ropes of running one of our franchises. When you attend your training at our headquarters in West Palm Beach, Florida, in the United States, we'll teach you the important basics of running a Signarama, including: Producing inventory, hiring and managing staff, bookkeeping efficiently, and more. Best of all, we'll even send one of our experts to work with you right in your own location, helping you apply all of the valuable knowledge you've learned.

Signarama also conducts regular research and development. In our industry, it's more important than ever to stay on top of industry trends such as advances in digital technology. We strive to stay abreast of these new innovations so that our franchisees can offer the latest-and-greatest in printing technology to the customers we serve. While independent business owners need to be responsible for conducting this research and applying it on their own, one of the benefits of being part of the Signarama team is our dedication to making research and development simple for our franchisees.



WHAT IS THE B2B MODEL, ANYWAY?

Finally, one of the reasons that the sign industry has seen consistent and stable growth over the last few years is likely due to the business-to-business (or “B2B”) model sign-makers like Signarama rely on. While many other businesses cater directly to consumers (for instance restaurants, clothing stores, home improvements, and so forth), Signarama works directly with businesses. As we mentioned earlier, our products are necessary for many businesses and other organizations. Without them, they would be unable to attract customers or spread the word about important events and promotions. Because we cater directly to businesses, and because signage is a necessary business expense, our business is somewhat sheltered from many of the ebbs and flows in the economy that affect other industries.

Because building repeat business is important no matter what line of work you’re in, this B2B model can also be a source of security. Our franchisees build relationships with the clients they serve, and have the opportunity to become a trusted resource to the businesses in their community. To help foster these relationships, we suggest that our franchisees make efforts to involve themselves in their local business community whenever possible. For instance, taking part in local chamber of commerce meetings is a great way to get to know the entrepreneurs and business owners in your area, helping you establish yourself as the go-to person for all of their sign-making needs.



GET IN TOUCH WITH US TO LEARN MORE

These are just a few reasons why the sign industry is booming, and why Signarama is just the franchisor to trust if you're thinking of getting into the industry yourself. We hope we've addressed a few of the most important questions you may have about starting a sign-making franchise of your own. If you're considering becoming a franchisee, **contact us today!** We'd love to learn more about your goals and reasons for wanting to break into the industry, and we're excited to let you know more about how we can help.



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