

Signarama[®]

The way to grow your business.





The Signarama Brand Promise

Signarama is the premier provider of a wide range of full service sign and advertising products. Our experts provide comprehensive consultation to ensure signs display a powerful, impactful message. Signarama is the sign industry leader with more than 30 years experience and with locations around the world to serve the sign needs in every community we serve. We offer the convenience of 24/7 online ordering combined with the expertise and knowledge of one on one in-store consultations.

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The Signs Point To Your Success

You are a unique individual, and obviously have an entrepreneurial spirit. I applaud you on your decision to look at how you may be right for the Signarama model, and how the Signarama model might be right for you.

Signs are used today for many reasons. They provide direction. They bring in customers. They deliver value. They help businesses grow. The Signarama system can provide all of these exact same things to you.

If you're like most of our successful franchisees, you've already determined that owning your own business and helping others realize the benefits of being in business for themselves, is a part of your overall future plan for success.

If you've decided that finding a system that is easy to implement, simple to follow, and provides solid returns on your investment is a smart way to go...

If you're looking for a proven model with a strong, premium company that has vast worldwide experience and local success...

If you're committed to choosing the best path forward for your own success as well as for those who you help as a local business owner...

If you're as committed to these goals as we are...

Then you're already on your way to being a Signarama business owner.

You'll find this to be a truly unique opportunity, designed for unique entrepreneurs just like yourself. As you read through this information, ask yourself how the Signarama model will work for you. I believe you'll find the opportunity is great. The challenge is rewarding. And the results can be exactly what you're looking for in growing your future.

A.J. Titus
Signarama President





A.J. Titus, Signarama President

Signs Of Our Beginnings - And Future

Signarama was founded in 1986 by Ray and Roy Titus in Farmingdale, New York. They opened their next pilot store in North Palm Beach, Florida and began franchising in 1987. Tremendous growth has followed and Signarama is now the prominent force in the sign industry, building a reputation for innovation, exemplary support and high-quality products and services for business owners around the world.

As CEO of Signarama, Ray leads a privately held company; no public trading or private equity investors. Ray started the company with his father and his exit strategy has always been to someday hand it to his three children. In 2018, his oldest son, A.J. Titus took the helm as the President of Signarama after working his way up from selling signs door to door for a local franchisee and serving in a variety of leadership roles including Operations Manager and Sales Manager. AJ holds an International Business degree from Palm Beach Atlantic University (2014), an MBA from the University of Miami (2017) and is a Certified Franchise Executive (CFE).



“Signarama is poised for continued global growth with the next generation of entrepreneurs.”

Ray Titus, Founder & CEO

Signs Of Good Business

Signarama lets you serve an important need in your community. As businesses are increasingly competing for their customers' attention, brand recognition and local advertising has become vitally important. This need for messaging has catapulted the U.S. sign industry alone into an estimated \$49 billion market.*

Business owners in the sign industry experience a high level of repeat business. Our full service sign centers offer every solution for business sign needs including window graphics, banners, displays, vehicle graphics & wraps and lighted signs. But more than that, we provide expertise in messaging, advertising and branding. We have become the brand other businesses turn to when they want to use our products and services to:

- Increase their customer base
- Improve their brand awareness
- Impact their bottom line

Signarama's phenomenal growth in the last three decades has led to widespread recognition as the #1 sign franchise in highly reputable publications such as Entrepreneur Magazine. Our commitment to remain the market leader fuels our dedication to provide superior innovation and technology advancements to help you stay at the forefront of the industry.

*2012 International Sign Association study findings. Induced output is factored in.

Be a part of our award-winning success.



**RANKED #1 IN
INDUSTRY**

- > Entrepreneur Franchise 500
- > Franchise Direct Top 100 Global Franchise
- > Military Times Best for Vets



"We chose Signarama because we wanted to have a tested, tried and true business model that we could jump into, getting into the business. It was really imperative that it support our family right away and Signarama has proven to be just that model."

—Paula Diaco

Signarama Signs Are Everywhere!

Signarama is the most comprehensive source of all sign, messaging and advertising needs, helping its customers to grow their businesses and get their messages across. We offer a full range of **sign** and **graphic** solutions from **vinyl** banners to **digital** signs to **vehicle wraps**. We also offer consultative services on **marketing, branding, advertising** and **messaging** so we can create customized solutions that are unique to each customer we serve. All you have to do is drive around your town to see our business. It's everywhere!

Signarama Premium Services

- Branding
- Signs
- Displays
- Advertising
- Graphics
- Messaging
- Vehicle Wraps
- Design
- Digital
- Marketing



“Signarama was such a natural choice for us because the financial decision was an easy one to make. We could see that it could be successful.”
—Maggie Harlow

Why Consider Signarama?

Signarama is the largest sign franchise in the world, representing more than 80% of internationally franchised sign stores. We are the premium brand and leading innovator in all types of signs. Our customers trust us to provide quality and service. We are solutions providers to business customers that want to grow their business. As a franchisor, we know you are going into business for yourself to earn a living. That's why, at Signarama, we provide unique royalty incentive programs to help you profit even more.

Signarama is dedicated to the success of its franchise system. For this reason, each franchisee can expect consistent support from the corporate team.

- Established track record and proven system of operation
- Experience and assistance to shorten your learning curve
- Site selection assistance
- Financing available
- Comprehensive 5 week training program
- Signarama specific ongoing online educational opportunities
- State-of-the-art technology, equipment, research & development
- The power of a worldwide network
- A highly effective Mentor Program
- Master License Program
- Marketing & advertising funds
- Public relations assistance
- Conventions & regional meetings
- Special achievement recognition
- Discounts through mass purchasing power
- Strategic alliances with vendors & suppliers

Signarama's comprehensive support takes advantage of the latest in technology combined with personal local guidance.



A Turn-key Business For Your Launch

From the day you become a Signarama franchisee, our dedicated team is hard at work making sure your doors open successfully. Our turn-key package not only gets you launched but also continues into the life of your business. Keep in mind that most of our franchisees had little to no experience in signs or graphics, nor had they run their own small business before. This means the right training and assistance is important to you from the beginning. It begins with assistance in your purchase. We realize financing a new business on your own can be new to you. We'll work with you to explain the many financing options and sources available then help you apply for the financing of your complete operation.

Our staff will also research and provide expert site selection assistance, help with negotiating your lease, coordinating renovations, designing the layout & build out of your location, and installing the furniture, fixtures and equipment. We also set up your computers and give you the software systems you need to run your business. We will also work with you on identifying your local market by providing valuable demographic information that includes business counts, traffic counts and growth areas. Every step of the way, you'll work with our experienced staff members, who are there to assist in preparing the location best suited for your new business.

Our turn-key promise doesn't end there. We also connect you to valuable vendors, many of whom provide preferred pricing to you as a Signarama franchisee. We help you identify your staffing needs. We even set up your store website and social media sites.

From start to finish, we guide you through the transition of becoming a new business owner. Signarama truly offers you a turn-key opportunity.

- Financing
- Demographics
- Location
- Coordinating renovations
- Fixtures, furniture & equipment
- Computers & software
- Vendors & suppliers
- Website
- Social media marketing



From North Dakota to South Africa, Signarama is known as the place to go when you want The Way to Grow Your Business.

“The training from the home office is incredible. They really get you off on the right foot. On top of that, you have hundreds of franchise owners around the world, both close to you and on the other side of the globe, that you can call.”

—Bob Chapa

Training

There are many advantages to becoming a Signarama franchisee and one of them is our highly recognized comprehensive training program. We make sure you get off to the right start with all the tools you need to succeed.

Your complete five week education program includes:

- Two weeks of training in the Center for Entrepreneurial Excellence at Signarama’s global headquarters in West Palm Beach, Florida
- Instruction on the sign industry as well as best business practices
- Up to one week of on-the-job training alongside an established franchisee in their store
- Hands on experience in an actual retail location
- Two weeks of technical and marketing training in your new business
- A local operations advisor will work with you in your new location to ensure you get off to a solid start

Continuing Education

With Signarama you’re getting an established set of systems and processes that are proven to work. You’ll also use our proprietary continuing education program. This system provides ongoing training of our programs for existing franchisees and includes training tracks which franchisees can share with their staff. Users are guided through a step-by-step process that is interactive and informative.

We’re committed to keeping you current on the latest advances and sharing our industry knowledge with you.

We also have training aids to assist you with store operations that include manuals and training guides, an extensive online video tutorial collection and regional seminars to make you and your staff the best sign and marketing professionals you can be.

Located in beautiful West Palm Beach, Florida, our training theater is the central hub of our training facilities that include a working production room, computer lab and showroom.



Ongoing Support

Signarama's ongoing dedication to providing exemplary support is unmatched in the industry. We have regional support offices throughout the United States, Australia and around the world to provide local assistance right in your own area. Our ongoing support network provides local field visits, seminars and regional meetings. Your local representative will visit your store to provide coaching and mentoring as well as financial performance reviews. As a Signarama franchisee you'll have access to our proprietary online resource center, giving expert advice, valuable downloads, and interaction with fellow franchisees. In addition, we'll give you a direct-line to technology advisors and we will reach out to you by phone on a regular basis to make sure all your needs are met.

Signarama also provides an outstanding Mentor program that will match you with a highly successful existing franchisee who can help guide you from the perspective of a fellow business owner. They will be a designated resource for you, especially as you begin your journey as a new Signarama owner.

We provide you multiple channels of communication so you are always on top of the latest news and information from the franchisor's corporate office and fellow franchisees. In addition to the online resources, we also send regular emails and news format videos so you can see what your fellow franchisees are doing and find out all the latest news.



One-on-one in-store support guides your growth.



Marketing

We have a full marketing team dedicated to providing you with all the print and digital tools you will need to build your business, get new customers, and increase repeat business. From monthly email newsletters, iPad® and tablet sales presentations, online search engine marketing, to customizable flyers and brochures, we make marketing easy for you.

We provide a wide array of traditional marketing pieces you can use right in your local town as you take advantage of our community involvement program, which is designed to generate leads for future business. At the same time, you'll benefit from online leads through our extensive online marketing programs.

Digital Email Campaigns

Brand Image Templates

Marketing Materials



Digital Presentations

Printed Materials

"To be successful, you have to get your name in front of customers and Signarama provides all the tools you need. From traditional direct marketing campaigns to extensive online programs, the Signarama model includes the resources and assistance I needed to grow my business locally."
-Kenn Yancey

Advertising

Comprehensive Marketing Fund

Signarama combines a national advertising and brand building effort with local online marketing programs through its Marketing Fund. The fund is managed by fellow franchisees who are elected to their positions by the rest of the franchise network. The fund generates general market awareness of Signarama's products and services but also has a strong concentration on generating traffic to local stores. The brand focus on a layered marketing approach that includes such as initiatives as:

- Store websites & e-commerce
- Search engine optimization
- Pay per click advertising
- Locally focused, geo-targeted online marketing campaigns
- Social media management
- Reputation management including Enhanced Yelp Profile
- Map & directory management
- The Signarama blog
- Local store online marketing
- Direct mail campaigns, targeted to local businesses



Signarama Website

Signarama maintains a well-established website to advertise, market, and promote the various types of signs and advertising services our stores offer. We maintain signarama.com and give franchisees control of their local store sites, all of which are connected to the main corporate site, signarama.com. Because individual store websites are all connected to signarama.com, your individual website will generate more web traffic right from the start. Your marketing fund works to make sure those online leads keep coming.

We have a strong online presence to help generate leads and increase your store's visibility.

Public Relations

Building the Signarama name in your local community when your doors open is important so we provide guidance and support to make sure your Grand Opening gains the attention you need and you get exposure in your town. Additionally, news and stories about our brand can be found in major publications as well as local daily and weekly publications, trade publications, and on television stations and online targets.

National Accounts

As the world's largest sign franchise, many major corporations and businesses turn to Signarama for help creating building signs, car wraps, trade show displays and other sign and messaging programs for their locations across the globe. The National Accounts Program provides complete job information to the closest qualifying Signarama project store. This allows each franchisee to be part of a larger team, completing projects for the many businesses that turn to us for premium sign and advertising services.



“As busy business owners, it’s hard to stay on top of all the latest advances in technology and online marketing. With Signarama, I don’t have to. They make sure I have access to the tools I need to run my business efficiently and effectively.”

–Mike Ziccardi & Dawn Tiritter-Bent

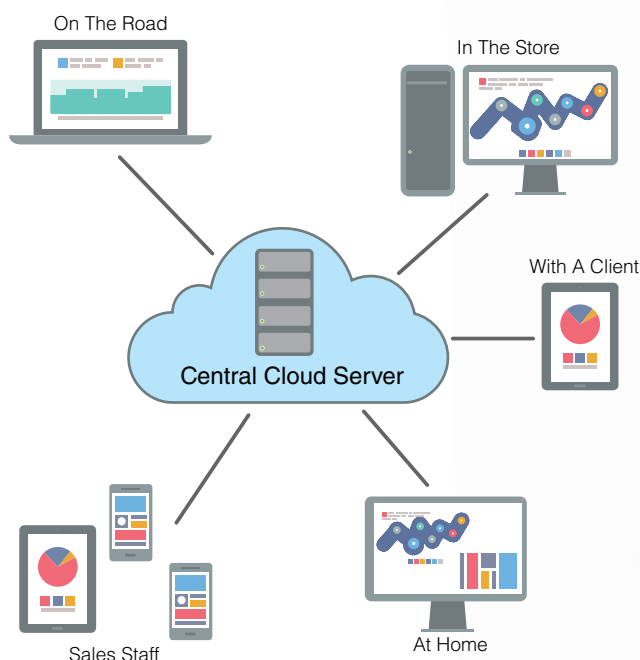
Technology & Innovation

Whether it’s new technologies or custom services, our commitment to being the best assures the ultimate buying experience for your customers. Our dynamic research and development program keeps us on the cutting edge of the latest technology, tapping into resources from our technical, financial and creative departments to continuously monitor the pulse of the ever-changing sign, messaging and advertising industries.



Signarama is proud to be the online sign franchise pioneer, uniting the power of a brick and mortar sign company and the convenience of online design and buying of signs. Our technology is easy to use and offers an alternative to customers who would rather upload their artwork and create their order online. Those projects come into our sign centers as paid orders and are a perfect complement to the custom, premier consultative services our franchisees provide in their location.

The online orders easily integrate into our cloud-based point of sale system making the daily operation of your sign center much easier. This innovative online business management solution was created directly for use by our franchisees and streamlines your quoting, invoicing, pricing, proof and sales process. Our system helps you effectively manage your prospects, customers and orders from anywhere you can access the internet and is even available in a mobile version.



Our cloud-based pricing system allows sales to be made and tracked anywhere you have an internet connection.



The modern Signarama showroom allows your customer to take control and design their own project.



Strategic Alliances

Signarama's long standing relationships with vendors and suppliers have gained us some of the best pricing and strongest incentives in the business. Our comprehensive purchasing directory gives you a straight line to our vendor partners with preferred pricing and the information you need to obtain the materials you need for your business.

Our position as the world's largest sign franchise provides you with unequaled mass purchasing power through our negotiated special volume pricing.

We use hardware and software from leading technology firms recognized throughout the industry for their best practices and leading technologies. There are also a great number of associations and other businesses we continually work with that help you deliver the best signs, banners, digital printing, and other sign products available on the market today.



Signarama is proud to work with and offer services from some of the industries' most reputable companies.



Full-color graphics mean more exposure for your customers.



Conventions & Special Gatherings

Signarama's franchisee convention is unlike any other, bringing our entire global community together in one place. This event features motivational speakers, informative round tables and valuable workshops. This ensures you will be able to enjoy the camaraderie and expertise of your fellow franchisees while learning about industry innovations and best practices.

In addition to the franchisee convention, we hold international expos, dynamic Super Regional meetings and local meetings right near your store. These events give you a chance to connect with nearby franchisees and staff to form relationships that will lead to new ideas and opportunities at home.



Special Recognition

At Signarama, we know our franchisees work hard to succeed and we like to recognize those efforts in a big way. We always celebrate the exceptional local, regional, national and international achievements and milestones of our franchisees at the grand awards banquet at our franchisee convention. This is also the event where the "Best of the Best" are inducted into the prestigious Signarama Hall of Fame and President's Club.

We also mark each franchisee's success with a Star Awards program that recognizes regular sales milestones achieved in each location. Franchisees proudly display their awards in their store to share their accomplishment with the customers who helped to get them there.

Global Headquarters "Hall of Fame"



The Power of a Worldwide Network

We are the largest sign franchise in the world, representing more than 80% of internationally franchised sign stores. We are the premium brand and leading innovator in all types of sign and messaging platforms around the globe. You'll find Signarama stores across Australia, Asia, Latin America, Africa, Europe, Central America, the Middle East and North America.

You can count on our extensive network to help you conduct business worldwide with the confidence that Signarama is your global partner for success. In fact, we were the first franchise to be honored with the President's "E" Certificate for Export Service. Our extraordinary global growth has also been recognized by the U.S. Department of Commerce as well as various franchise and trade organizations.



Signarama, France

You can benefit from being part of a global family.



Receiving the award in the Oval Office

Signarama has been awarded the President's "E" Commerce Award from the U.S. Department of Commerce for export excellence. Signarama is the first franchise brand ever to win this award!

Master License Program

Our commitment to our Master License Partners is the foundation of our international success story. The program grants licenses for the rights to a country or region, enabling others to operate a flagship store and become franchisors of the Signarama brand in their part of the world. Flexibility is the key to international growth. Building a brand around the world takes expertise and experience. At Signarama, we know what you need to create a successful business model in your country. You can find our stores on busy streets in large metropolitan areas around the globe, near the outback of Australia, and right in view of the Eiffel Tower. Signarama is everywhere. And you can be, too.



Let's Get Started!

If you've dreamed of being your own boss, controlling your own destiny and having the independence and financial security that a growing industry can provide, then you should consider the advantages Signarama offers.

We are the largest sign franchise in the world with unparalleled support, training and marketing systems. We offer:

- The #1 sign brand
- A business model that has been tested and proven for more than 30 years
- Royalty incentive programs
- Assistance with securing financing for your turn-key business
- Multiple product and service offerings
- Tools and programs only a successful established network can provide
- A powerful worldwide presence
- A corporate staff with rich industry knowledge and expertise to guide you

We look forward to a bright future together and want you to know we appreciate and understand the investment you are considering in the Signarama concept. We work hard every day on behalf of the entire system to make this a premium brand in our industry. We invite you to meet with your local Regional Vice President to take a tour of Signarama stores and speak with franchisees about what the business has done for them and what it can do for your future.

Find out for yourself why Signarama is such an outstanding business opportunity.

We look forward to meeting you!



For more information please visit

www.sunbeltnetwork.com/grand-junction-co

or

call (970) 255-8000

"JT" Jim Tatem, United Franchise Group President





The way to grow your business.

Signarama[®]
The way to grow your business.

A proud member of the United Franchise Group family of brands.

UNITED FRANCHISE GROUP

Signarama  **FULLY PROMOTED**  **TRANSWORLD**
The way to grow your business. Branded Products & Marketing Services Business Advisors
Business Sales • Franchises • Mergers & Acquisitions

SuperGreen Solutions  **experimac** **Jon Smith SUBS**
computers • tablets • phones • buy • sell • trade • repair

 **VENTURE X**  **THE GREAT GREEK**
THE FUTURE OF WORKSPACE Mediterranean Grill