



SIGNVALUE

Brokerage, Valuation & Advisory Services



signvalue.com



SIGNVALUE VISION

Vision

We help sign and landowners maximize the value of their assets by leveraging data.



SIGNVALUE

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WHO WE ARE

Paul and Jeff Wright founded SignValue in 2001 to provide appraisal and consulting services to sign owners, landowners, government agencies, financial institutions, and attorneys who needed their specialized expertise. The firm has since grown into a full-service brokerage, valuation, and advisory services provider specializing in all out-of-home advertising asset types. We have advised clients such as banks, buyers, sellers, state agencies, major commercial and industrial landowners, and outdoor advertising owners on over \$7B worth of assets nationwide.



SV



40+
STATES



1,800
COMPARABLE
SALES



15,000
LEASE
COMPS



ADVISED OWNERS ON
> \$7B
OF ADVERTISING ASSETS



16,000+
AD RATE
COMPS

COMPANY TIMELINE

2001

Paul Wright starts SignValue with Jeff Wright.

2005

Appraised billboards in over 13 different states and provided consulting services.

2011

Expanded financing appraisal work and hired additional staff to accommodate growth.

2012

Experienced unparalleled growth and began planning for expansion in the coming years.

2013

Had a record number of return clients. Additional consultants were brought onto the team to support the growth.

2018

Expanded client list for valuation, advisory, and brokerage, with a focus on increasing brokerage services for small to mid-size out-of-home companies and landowners.

2020

Majority of projects are long-term in scope and insulated from short-term fluctuations in the wider economy.

2024

Maintained long-term relationships post-pandemic and focused on growing lease management and infrastructure consulting services.



APOLLO



Walmart



ALERUS



CBRE

ENVISION
Inglewood



TESTIMONIALS

DAVE WESTBURG | BILLBOARDINSIDER.COM & BILLBOARD COMPANY OWNER "Saad Kakakhel and Chris Banks (Altman Solon), meet Paul Wright founder of SignValue. He knows more about out-of-home leases than anyone I know."

ERIC C. ANDERSON | CITY OF SCOTTSDALE "We hired SignValue to assist with a litigation matter over a Billboard. Our office does not handle many of these. SignValue did an excellent job of researching the issues, educating our staff and working with us towards a successful resolution of the case."

DEANNA TOY | SAN FRANCISCO, PACIFIC GAS AND ELECTRIC

"SignValue was instrumental in helping us determine the market value of our properties throughout California specifically for billboards."

LARRY ROBERTS | PRESIDENT - BOARDWORKS

"SignValue provided our company with detailed and objective information that we rely on for strategic direction and growth."

TRANSACTIONS

BROKER PRICE OPINION
ARKANSAS, MISSISSIPPI, & ALABAMA

for

&

acquisition of
Moreland Signs

SignValue completed a Broker Price Opinion for Stark Capital involving Huntington Outdoor's acquisition of displays from Moreland Signs.

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SALES CONSULTING
MIDDLEBURG, VIRGINIA

A NICKELYTICS COMPANY

has acquired

TRUCKADS®

SignValue acted as exclusive broker and assisted in negotiations on behalf of the seller.

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SALES CONSULTING
COVINGTON, GEORGIA

Saben Outdoor

has acquired

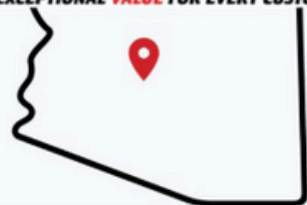


SignValue acted as exclusive broker and assisted in negotiations on behalf of the seller.

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LEASE NEGOTIATION
PHOENIX, ARIZONA

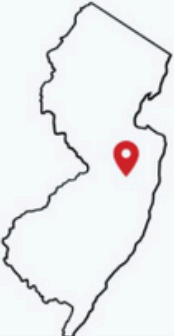

EXCEPTIONAL VALUE FOR EVERY CUSTOMER



SignValue completed a lease negotiation on behalf of Purcell Properties and secured over 300% rent increase in Phoenix, Arizona.

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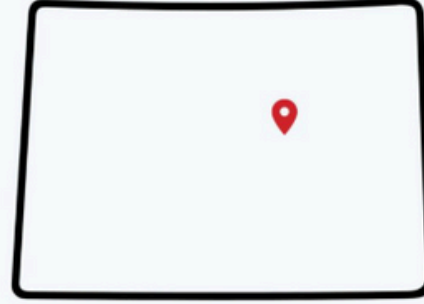
BROKER PRICE OPINION
NEW JERSEY



SignValue completed a Broker Price Opinion of one digital bulletin in New Jersey.

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APPRAISAL
DENVER, COLORADO



SignValue provided an Eminent Domain Leasehold & Leased Fee Appraisal of a billboard in Denver, Colorado

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PAUL WRIGHT

Founder | President

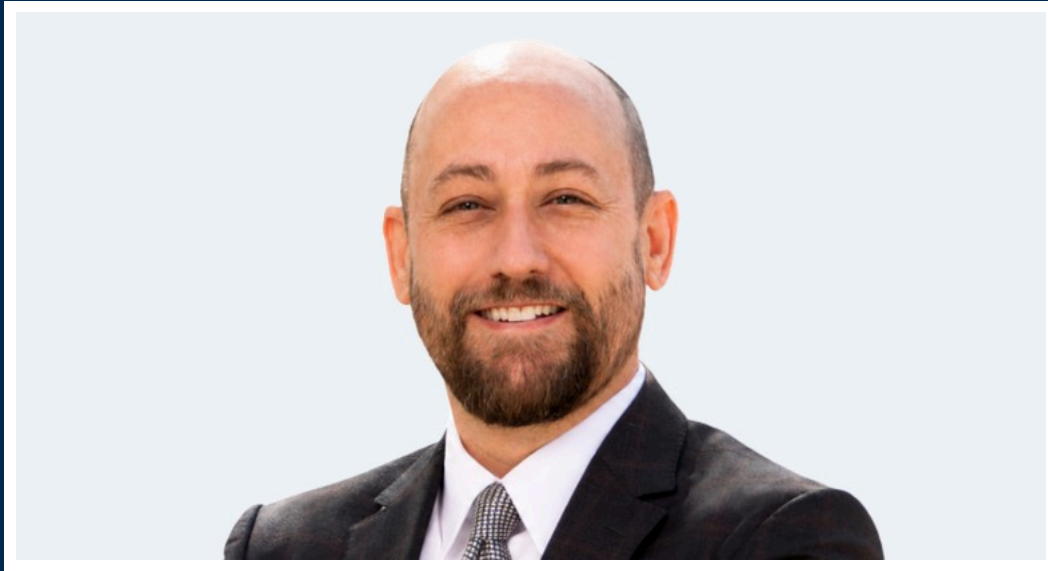
• SignValue was founded in 2001 and is currently the largest out-of-home brokerage, valuation and advisory services firm in the United States. Our area of expertise includes valuation and consulting practices, especially related to billboard interests, and we have collaborated with multiple commercial and industrial property developers nationwide. Paul is a co-author of the leading text on billboard appraisal and has offered testimony in court proceedings at the County, State, and Federal levels. He is also a frequent presenter at out-of-home/billboard industry, government and valuation conferences.



OUR TEAM MEMBERS

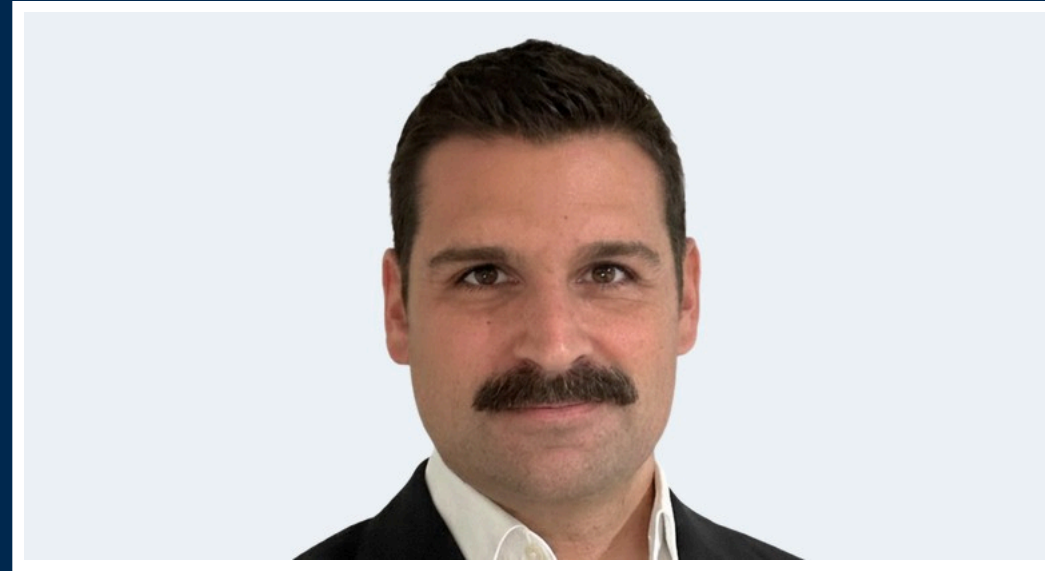
01 / 03

SIGNVALUE TEAM



Paul Wright

Co-Founder



Chris Ambrogi

Associate Broker



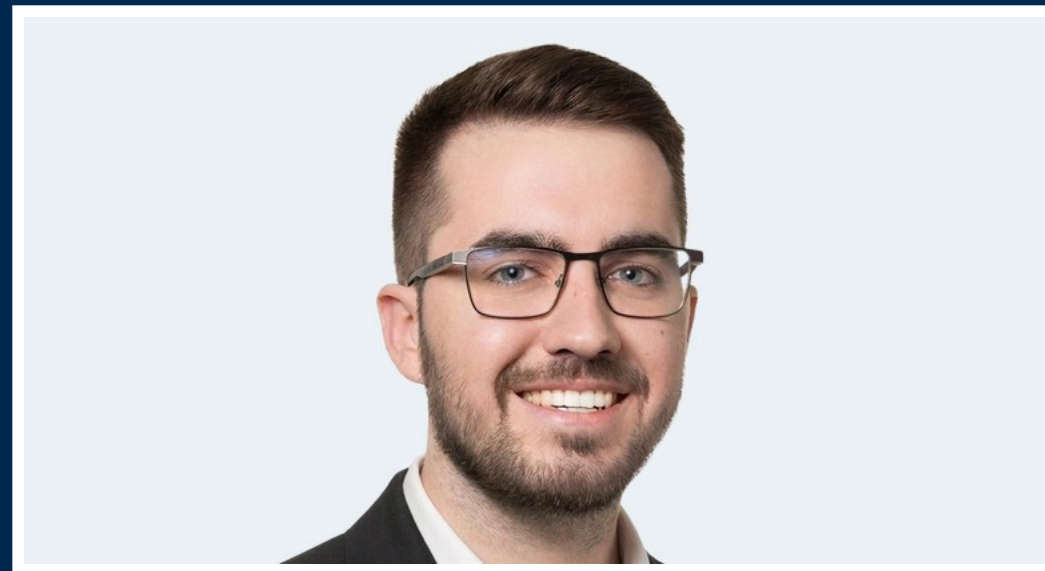
Nastasha Hiatt

Market Research Manager



Bryan Scott

Lease Advisor



Jared Pace

Associate Broker



Emily Roe Bantum

Associate Advisor

OUR TEAM MEMBERS

02 / 03

SIGNVALUE TEAM



Kaitlyn Hankerd

Staff Accountant



Bryan Gaylor

Consulting Advisor



James Massa

3D – Modeling



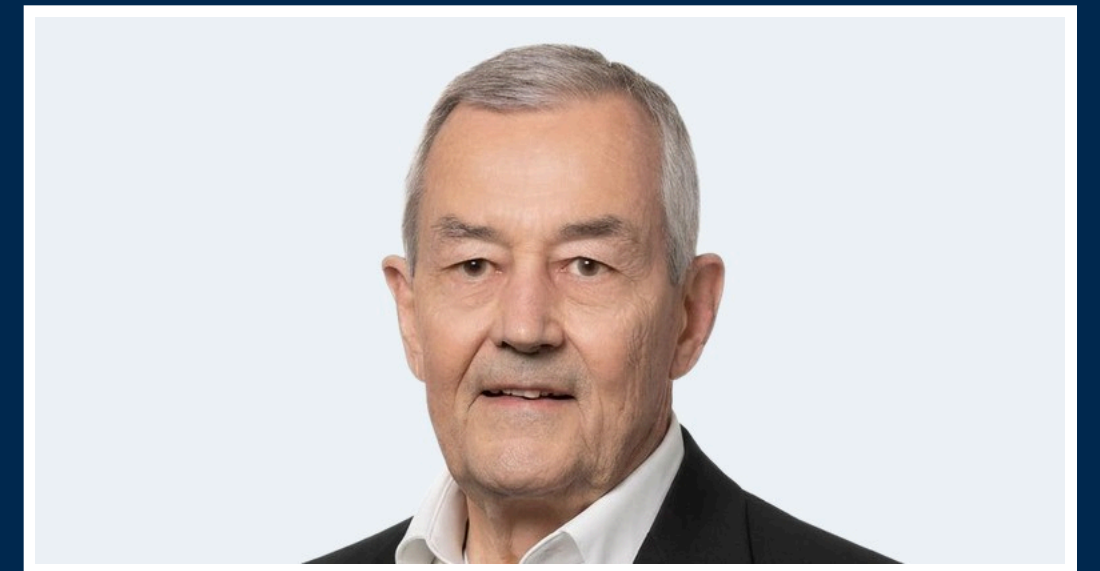
Noah Throckmorton

Research Analyst



Laura Keller

Executive Assistant



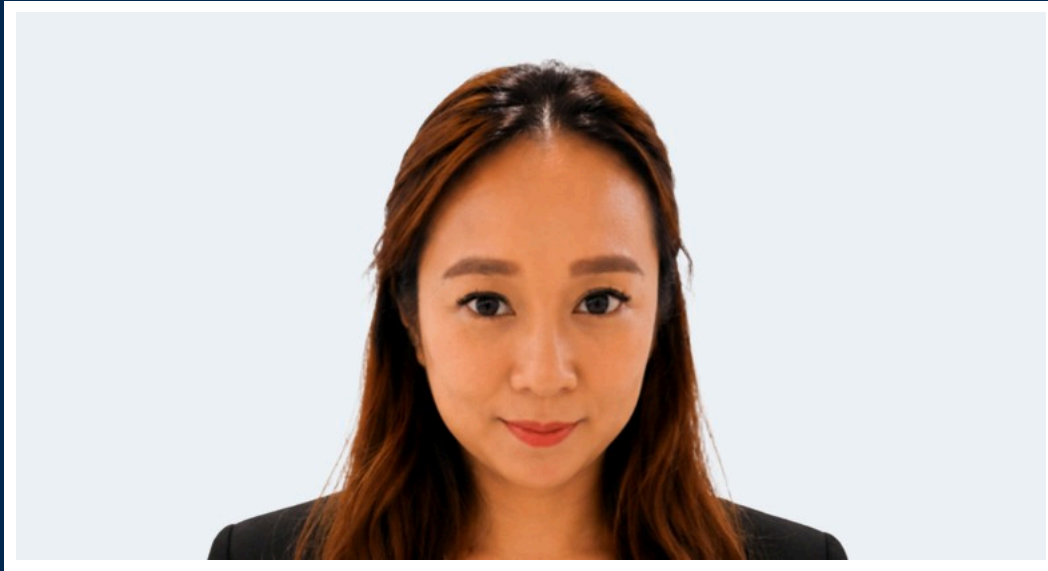
Jeff Wright

Co-Founder

OUR TEAM MEMBERS

03 / 03

PHILIPPINES TEAM



Maureen Janine Domingo

Operations Support Specialist



John Liza

Data Analyst



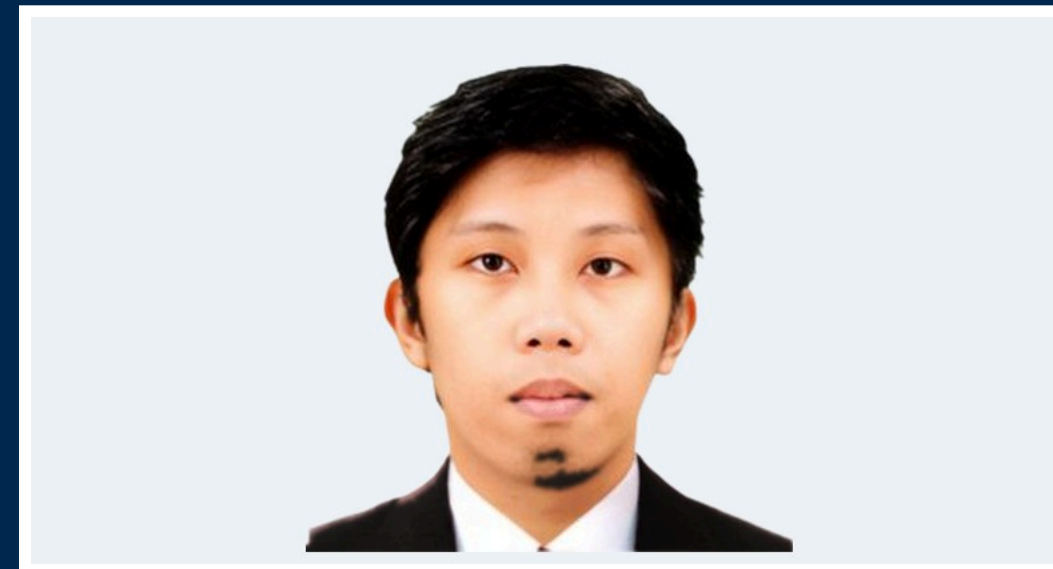
Vanessa Blanca

Market Research Analyst



Diadem Joan Domingo

Market Research Analyst



Chadli Legaspi

GIS Specialist

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