

SIGNVALUE

A large billboard structure is the central focus, set against a clear blue sky. The billboard itself is a large white rectangle with dark text. The background features a cityscape with several multi-story buildings, including one with a distinctive circular top. In the foreground, there are parked cars, including several white vans, and a fence. The overall scene is bright and clear.

Billboard Valuation & Advisory Services

Prepare Your Billboard Assets for Sale

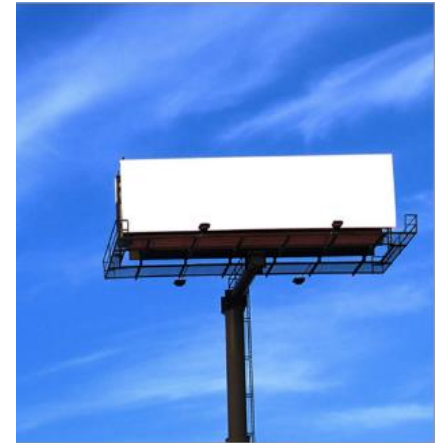
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Billboard Valuation & Advisory Services

Maximize the Value of your Assets



1. **Highlight positive features like:**

- a. High Impression numbers
- b. Difficulty/ ease of obtaining new sign permits
- c. Proximity to other billboards
- d. Lack of obstructions such as trees, buildings, or other signs
- e. The potential and/or historic revenue of a specific location
- f. Low land lease terms and other operating expenses
- g. Easy access to the sign

2. **13 Billing Cycles.** Change the billing cycle from 12 monthly periods to **13 four-week periods** per year. This is a common practice for top performing billboard companies nationwide and *can **add 8.3% in revenue** in a short amount of time.*
3. **Increase Occupancy.** Most buyers base their initial offers on the actual revenue and actual cash flow, not potential. Greatly increase the value with more **paying advertisers** on the signs at the time of sale.
4. **Present Professional Image.** *Finding a qualified and legitimate buyer requires more than simply sending a picture of your signs or posting an ad online.* Providing **professionally made marketing materials** is important. SignValue's offering memorandums are professionally designed and visually engaging. Because of our reputation in the Industry, *Buyers know that assets marketed by SignValue are quality acquisition opportunities.*
5. **Hire SignValue to Solicit Multiple Offers.** This is perhaps the most important point of all. Soliciting multiple offers is a time-consuming process that can take hundreds of hours of phone calls and negotiations with dozens of potential buyers. SignValue's brokerage team is *exclusively* dedicated to the necessary time requirements.
 - SignValue's **flexible fee schedule** is the best in the industry and can offer the most competitive fees while providing top quality service.

Call Us for a Free Consultation ▶ ▶ ▶ ▶ ▶

Ask About Our Free Seller Checklist



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