

# Our Lease Consulting Process



## Research

- Traffic counts
- Demographics
- Visibility
- Ad Rates
- Comparable Leases



## Analysis

- Estimate revenue for the sign
- Find Revenue % that should be paid to landowner
- Calculate a fair lease rate that will favor the property owner



## Consultation

- Discuss our analysis
- Learn why our lease negotiation services are the right fit
- Review lease terms and adjust them to favor the landowner's interest



## Negotiation

- SignValue will negotiate directly with the billboard company
- Arrive at a fair market lease rate and favorable terms for the property owner
- Increase your gross lease value by more than 50%



## Execution

- Landowner executes the lease once rate and terms are agreeable
- Begin receiving the new rental rate
- Fee is contingent on lease execution: We don't get paid until you do.

# SIGNVALUE

Brokerage, Valuation & Advisory Services