SIGNVALUE
Brokerage, Valuation & Advisory Services

# TABLE OF CONTENTS


3 OUR VISION

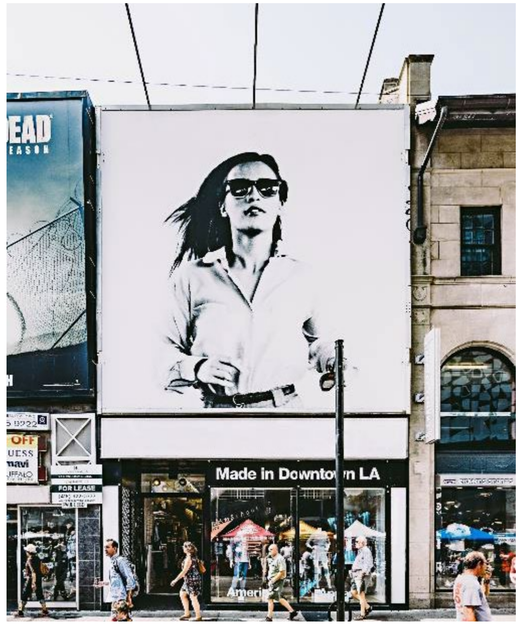
4 WHO WE ARE

5 OUR EXPERIENCE

6 OUR TIMELINE

9 TESTIMONIALS

10 MEET THE TEAM




# OUR VISION

We help landowners and sign owners realize the full potential of their assets by illuminating the power and value of signage, sponsorship and naming rights.

# WHO WE ARE

Founded in 2001 by Principals Paul and Jeff Wright, their aim was to provide appraisal and consulting services to outdoor advertising companies, landowners, government agencies, financial institutions, and attorneys who needed their specialized expertise. SignValue has since grown into a full-service brokerage, valuation, and advisory firm specializing in all out-of-home advertising asset types. Since establishment, SignValue has advised on over $1B worth of assets for various banks, buyers, sellers, state agencies, major commercial and industrial landowners, and outdoor advertising owners nationwide.

# OUR EXPERIENCE

44

STATES

1,700

COMPARABLE SALES



10,000

LEASE COMPS



ADVISED OWNERS ON

>$1B

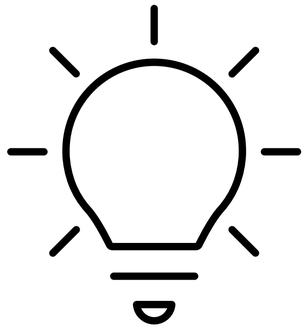
OF ADVERTISING ASSETS

5,500

AD COMPS

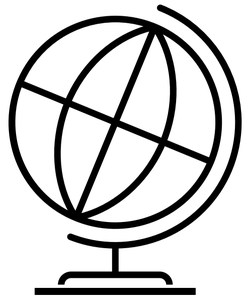
# OUR TIMELINE





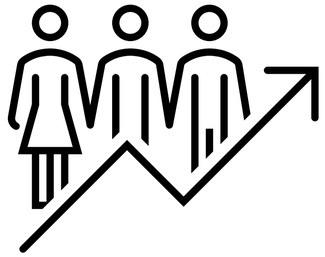
## 2001

Paul Wright starts SignValue with Jeff Wright.



## 2005

SignValue appraises billboard in 13 different states and grows by providing consulting services.

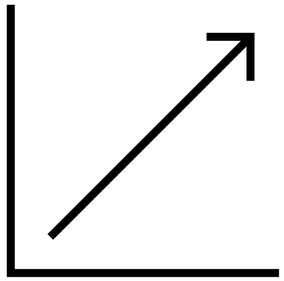


## 2011

After recovering from the financial crisis in 2009, SignValue expanded financing appraisal work and hired additional staff to accommodate growth.

# OUR TIMELINE



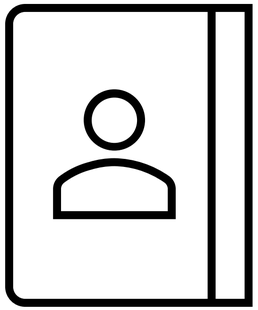


## 2012

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

## 2013

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

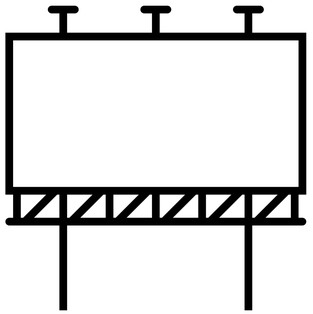


## 2018

SignValue continued growing its list of clients for valuation, advisory, and brokerage.

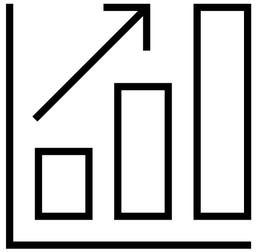
# OUR TIMELINE





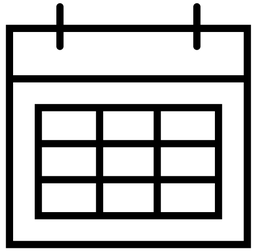
## 2018

SignValue started actively offering brokerage services for small to mid-size out of home companies in North America.



## 2020

SignValue’s projects are long-term in scope and insulated from short-term fluctuations in the wider economy. We remained quite busy through 2020.



## 2021

SignValue has maintained long-term relationships post-pandemic and is focused on growing its leasing portfolio.

# TESTIMONIALS



★★★★★

"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."

**ERIC C. ANDERSON**

ASSISTANT CITY ATTORNEY, CITY OF SCOTTSDALE

“We regard SignValue as one of the most thorough and competent appraisers in the industry."

**PATRICK O’DONNELL**

VICE PRESIDENT AND GENERAL MANAGER, YESCO OUTDOOR MEDIA

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

**DEANNA TOY**

SAN FRANCISCO, PACIFIC GAS AND ELECTRIC

# MEET THE TEAM

**PAUL WRIGHT**

**FOUNDER & PRESIDENT**

**JEFF WRIGHT**

**FOUNDER**

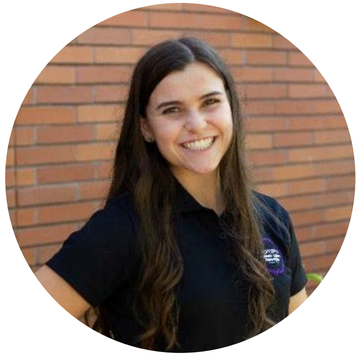
# MEET THE TEAM

## DOUG LISTER

M&A BROKER

## NASTASHA HIATT

SENIOR MARKET RESEARCH ANALYST



## BRIANNA FRATELLA

MAREKTING RESEARCH SPECIALIST

## JULIANNE ASPENSON

MARKETING RESEARCH ANALYST

# CONTACT US

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## OUR HOURS

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