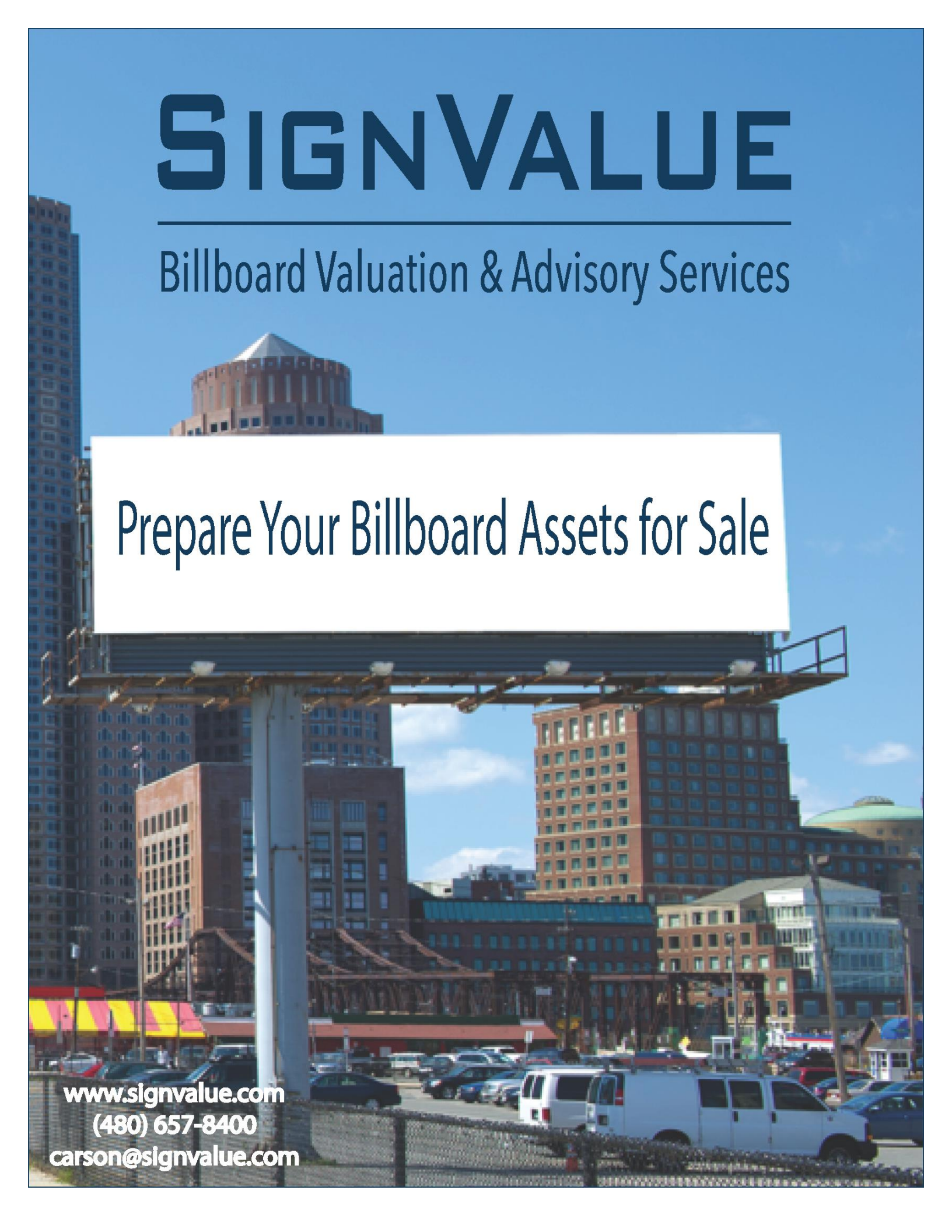


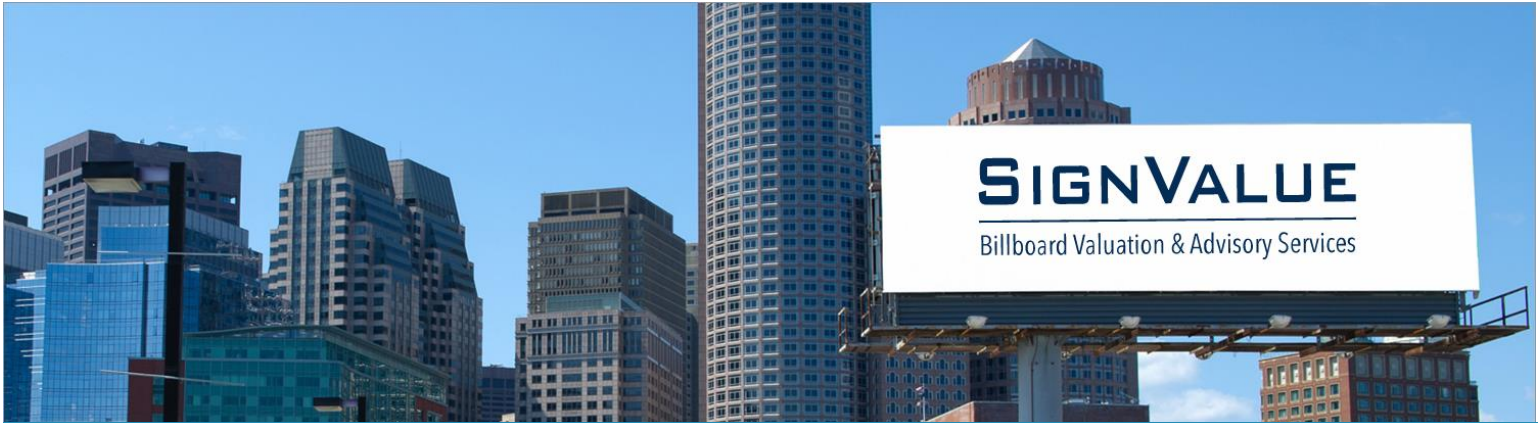
SIGNVALUE

A large billboard structure is positioned in the foreground, featuring a white rectangular area in the center. The billboard is supported by a metal frame and is situated in an urban environment. In the background, several multi-story buildings are visible, including a prominent one with a circular top section. The sky is clear and blue. The overall scene suggests a city street or a commercial area.

Billboard Valuation & Advisory Services

Prepare Your Billboard Assets for Sale

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SIGNVALUE

Billboard Valuation & Advisory Services

Maximize the Value of your Assets

A good billboard location is more than just a piece of land next to a busy street or highway. These factors determine the desirability of sign locations, including:

- vehicle exposure levels
- ease of transferring or obtaining new sign permits
- proximity to other billboards
- obstructions such as trees, buildings, or other signs
- the potential and/or historic revenue of a specific location
- land lease terms and other operating expenses
- Access to the sign if its located along a railroad or public right of way



1. Portraying your assets in the best light possible is the ultimate goal of our experienced consulting team. *Finding a qualified and legitimate buyer takes more than simply sending a picture of your signs or posting an ad online.* Having **professionally made marketing publications** 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.*
2. Maximizing the value of your assets also requires **multiple offers** on the table. This is a time consuming process and can take hundreds of hours of phone calls and negotiations with dozens of potential buyers. SignValue has a brokerage team *exclusively* dedicated to these necessary time requirements.
3. Most buyers base their offers on the actual revenue and cash flow being generated on the assets. If your signs are not generating any revenue, it would increase the value greatly to have **several paying advertisers** on the signs at the time of sale.
4. Change your billing cycle from 12 monthly periods per year to **13 four-week periods per year** to add an extra billing period to the annual revenue. This is a common practice for top performing billboard companies nationwide and *can add 8.3% in revenue in a short amount of time.*
5. The **due-diligence** process involves exchanging a lot of detailed information and the constant availability to answer long lists of questions. Our processes and resources ensure that **deals get done quickly** while still ensuring you receive the best price possible.
6. Transparency and organization are the keys to getting deals done. An **organized portfolio** of all the information about your assets (financial statements, location lists, leases, permits, ad contracts, etc.) is a valuable tool in keeping buyers interested and committed to a deal.
7. Finally, *nobody looks forward to paying a huge sales commission.* SignValue's **flexible fee schedule** is the best in the industry and we pride ourselves in being able to offer the lowest prices around while still providing quality service.

Call Us for a Free Consultation ► ► ► ► ►

Ask About Our Free Seller Checklist



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