SignValue

Brokerage, Valuation & Advisory Services

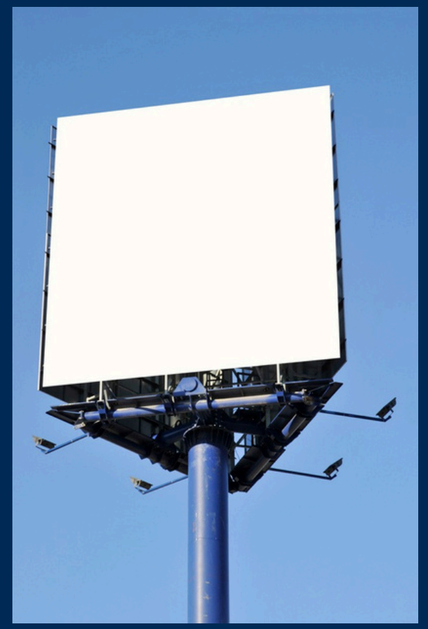
signvalue.com

SignValue

VISION

Vision

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



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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.

NORFOLK SOUTHERN

AMTRAK

UNION PACIFIC

APOLLO

W. P. CAREY

extended STAY AMERICA suites

PORT AUTHORITY NY NJ
AIR LAND RAIL SEA

CITY OF LOS ANGELES
FOUNDED 1781

Walmart

MTS
Metropolitan Transit System

ALERUS

EY

WM
WASTE MANAGEMENT

CBRE

ENVISION Inglewood

Los Angeles CONVENTION CENTER
Managed by ACM

Chevron

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

Stark Capital Solutions, Inc.

&

HUNTINGTON BILLBOARDS

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

The Mainland Company

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

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LEASE NEGOTIATION

PHOENIX, ARIZONA

PURCELL TIRE AND SERVICE CENTERS

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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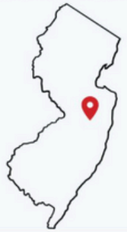
BROKER PRICE OPINION

NEW JERSEY



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

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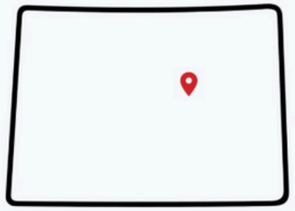
APPRAISAL

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

Paul Wright

Brian Shuford
(formerly Outfront Media)

Nastasha Hiatt

Jared Pace

OUR TEAM MEMBERS

Jeff Wright

Jack Duffy
(formerly Clear Channel Outdoor)

Santi Hindes

Chris Ambrogi

OUR TEAM MEMBERS

Noah Throckmorton

Kali Acosta

Katelyn Lanese

Dillon Mercer

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