

JOIN OUR FRANCHISE TODAY!



SignMeUp

SIGNS AND ADVERTISING

SIGNS | BILLBOARDING | WRAPS | WEBSITES

From left to right:
Bryan Schwartz - VP of Operations, Peter Kourounis - President and CEO, Joseph Cellucci - VP of Franchise Development.

Sign Me Up's pledge to you

Sign Me Up was conceptualized by its founders to be a next-generation, full service sign and advertising concept with a cutting edge, welcoming interior and the most impactful sign and graphics package in the industry. In a nutshell, we looked very closely at the "other" sign franchise concepts, and created a better model, with a more selfless vision. Since 2009 we have put this model through the ringer, and are confident that what works for us, will work for you with the right combination of dedication, training and guidance! If you have what it takes to think outside the box, and be better than you were yesterday, Sign Me Up is for you!

SignMeUp

SIGNS AND ADVERTISING

The logos and designs herein are the property of the corporations they represent. Their appearance is not an indication of any endorsement of SignMeUp, but merely a representation of what SignMeUp can produce.

This advertisement is not an offering. An offering can only be made by prospectus.

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Beyond Signs. Beyond Expectations.

So you believe you are a creative, forward thinking, cutting edge individual who is destined to do something prolific with your life? Then it looks like the Sign Me Up franchise model may be the perfect fit for you and you might be the perfect fit for us! Signs serve almost endless uses. Take a moment to look around, its a safe bet that you are currently surrounded by signs, street signs, traffic signs, and storefront signs. A sign is anything that is conveying a message. When Bryan Schwartz and I opened the very first SignMeUp out of a small shop in Amityville, NY, we did it with the vision to grow that little store into the most influential and cutting edge sign franchise on the planet, giving you, and our other franchisees the system, support and guidance they need to be the successful entrepreneurs you always knew you could be. Our system is simple, easy to learn, and constantly evolving for the better. Our model is built around facilitating system wide growth using outside sales, marketing and production strategies, all with your success in mind.

Our success relies entirely on the success of potential franchisees like yourself! Our products and services are ones that serve the purpose of helping other small business owners achieve the same goals that you are by opening a Sign Me Up. That goal is to be as successful, visible, and profitable as you possibly can be! If you share those beliefs and values, and want your success to come from aiding the success of others, then you've already taken the first step to becoming a member of the Sign Me Up family! This is truly a special opportunity to become a part of a rapidly growing family of savvy entrepreneurs, in a market that thrives in ANY economy. Don't miss your chance to be better than you were yesterday. Just say "Sign Me Up!!"

A handwritten signature in green ink that reads "Peter Kourounis".

Peter Kourounis
President



EVERYBODY IS A POTENTIAL CLIENT



SCHOOLS



DEALERSHIPS



RETAIL SHOPS



CHURCHES



HOSPITALS



UNIVERSITIES



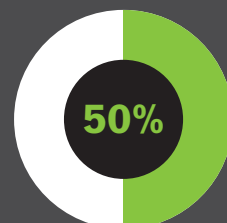
HOMEOWNERS



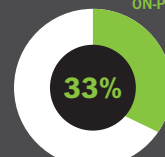
CONTRACTORS

SIGNS

BRING IN NEW CUSTOMERS



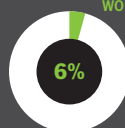
ON-PREMISE SIGN



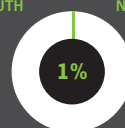
WORD OF MOUTH



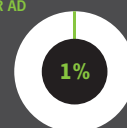
NEWSPAPER AD



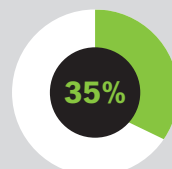
YELLOW PAGES



TV



RADIO



of passers by
wouldn't know
your business
was there
without a sign

Signs attract
half of a start-up
business' new
customers



79% OF AMERICANS
REMEMBER A BUSINESS
BASED ON THEIR SIGN

NO SIGN?
DON'T GO

58%

\$\$\$

68% of people
made a purchase because
a sign caught their attention.

WHAT'S YOUR SIGN?

On your first day, you'll be able to sell all these signs and a lot more...



THE 4 SECTORS TO OUR BUSINESS

#1 SIGNS, GRAPHICS
VINYL LETTERING, &
MORE

#2 GRAPHIC DESIGN
PACKAGES WITH FULL
SERVICE PRINTING

#3 COMMERCIAL
VEHICLE WRAPS FOR
JUST ABOUT EVERYTHING

#4 AFFORDABLE WEBSITE
& MARKETING PACKAGES
FOR EVERY BUSINESS

STORE FRONT SIGNS
MONUMENT SIGNS
INTERIOR & DIGITAL SIGNS
TRADE SHOW SIGNS
VEHICLE LETTERING
FLAGS & BANNERS
SIDEWALK SIGNS
CARVED SIGNS
LAWN SIGNS
AWNINGS & CANOPIES

BUSINESS CARDS
BROCHURES
FLYERS
MAGNETS
CUSTOM INVOICES
LETTERHEADS
FOLDERS
MENUS
BOOKLETS
POSTERS & MORE

CARS
TRUCKS
VANS
BOX TRUCKS
FREIGHT LINERS
MOTORCYCLES
SPEED BOATS
TRAILERS
INTERIOR WALLS
EXTERIOR WALLS

RETAIL SITES
E-COMMERCE SITES
BLOG SITES
INFORMATIONAL SITES
SOCIAL MEDIA POSTS
BLOG POSTS
SEO MARKETING
PPC - PAY PER CLICK
ADWORDS
EMAIL BLASTS

12 SIGNS TO A BRIGHTER FUTURE

HERE'S A FEW REASONS WHY THIS IS A GOOD FRANCHISE TO BUY INTO

EXPLOSIVE
PROFIT MARGINS

1

ENTREPRENEURIAL
LIFESTYLE

2

MORE TIME FOR
FRIENDS & FAMILY

3

YOU HELP OTHER
BUSINESSES GROW

4

AFFORDABLE
START-UP COSTS

5

BUSINESS TO
BUSINESS SALES

6

AVERAGE EMPLOYEE
COUNT: 3

7

LOW OVERHEAD COSTS

8

NO EXPERIENCE
NEEDED

9

ONGOING TRAINING
AND SUPPORT

10

EXPAND INTO
GROWING MARKETS

11

EVERY BUSINESS
NEEDS OUR SERVICES

12

THE NUMBERS SPEAK FOR THEMSELVES

COMPARED TO OUR COMPETITION, OUR NUMBERS ARE GEARED TOWARDS YOUR SUCCESS

FRANCHISE FEE

\$39,500

LIQUID CAPITAL NEEDED

\$39,500

NET WORTH NEEDED

\$39,500

ROYALTY

5%*

MARKETING FUND

2%**

FRANCHISE FEE

The franchise fee of \$39,500 will be needed to get started with your Sign Me Up franchise.

The fee is due when the contract is signed and the final agreement is made. The fee is based on a number of factors associated with the Sign Me Up brand such as training, travel, and other company expenses.

ROYALTY FEE


After you open your Sign Me Up franchise, you'll need to provide the brand with an ongoing fee that totals 5% of your gross sales. The royalty fee covers support and ongoing marketing services that we provide to you but more importantly it provides a steady resource to continue to grow the Sign Me Up brand.

*Royalties are discounted to 4% for the first year.

**The marketing fund is broken down to 1% regional and 1% national.

MARKETING & ADVERTISING

HOW WE STRATEGICALLY MARKET AND ADVERTISE OUR BRAND PRESENCE



WITH TODAY'S TECHNOLOGICAL ADVANCES IN SMARTPHONES OUR MARKETING FOCUS IS GETTING OUR BRAND IN THE HANDS OF YOUR CUSTOMERS.

Pay Per Click Campaigns •

We conduct extensive research to present the best managed Pay-Per-Click campaigns for our franchisees to see the best results.

Local Media •

When a new franchisee opens in a new area, some of the forms of media that we'll look into for that area are newspaper ads, radio spots, television ads, and virtual lobby signs.

Social Media Campaigns •

One of the most actively used forums to generate leads is through social media. Facebook, LinkedIn, Mailchimp, and Instagram are all actively used to target specific markets for our franchisees.

Web Marketing Programs •

By continuing to add new & relevant data to our sites, we actively increase our presence on all search engines. With the ever changing modifications that Google puts out, it's imperative that we always stay on top of this.

THE 10 STEPS TO OWNERSHIP



STEP 1

Review all information

Take your time to review all the information on our website and on our introductory brochure.

STEP 2

Call with franchise development representative

A franchise development representative will get in touch with you and begin the qualification process with you.

STEP 3

Complete confidential information forms

You will need to thoroughly fill out all financial disclosures to properly qualify you as a franchise candidate.

STEP 4

Review FDD with franchise development representative

You will then be issued a FDD for you to review. You will have 14 days to review the document.

STEP 5

Speak to other Sign Me Up franchise owners

In those 14 days, you should be reaching out to current Sign Me Up franchise owners to gauge their current opinions of the company.

STEP 6

Discovery day with our VP of Franchise Development

You'll also schedule a discovery day with our VP of Franchise Development, Joseph Cellucci. He'll personally walk you through current stores and introduce you to some other owners.

STEP 7

Call with our CEO

Our CEO, Peter Kourounis enjoys speaking with each and everyone of the potential franchise owners to answer any further questions or concerns that you may have.

STEP 8

Execute the franchise agreement

You will sign and fully execute our franchise agreement with us. This is when your franchise fee is due and you officially become part of the Sign Me Up family.

STEP 9

Schedule your training

After you're done celebrating with your loved ones, don't forget to contact your area representative to schedule your certified training program.

STEP 10

Franchise ownership!

Congratulations! You have officially finished training and your store is up and running. Now you can begin your journey to financial success with Sign Me Up!

OUR MODELS & THEIR INVESTMENTS

LITE MODEL

SUITABLE FOR THE ENTREPRENEUR LOOKING TO GET INTO THE SIGN AND PRINTING INDUSTRY WITHOUT THE HASSLE OF HAVING TO MAKE THE SIGNS THEMSELVES. SAME EFFECTIVE SIGN ME UP SYSTEM, LESS LEG WORK!

LITE MODEL

Starting at
\$87k
- \$135,000

Includes franchise fee of \$39,500 and your potential build out costs.

Multi unit discounts available. Area development discounts available. Prices may vary on a case by case basis.

CONVERSION

THIS MODEL IS FOR THE SIGN OR PRINTING COMPANY THAT IS LOOKING TO PRODUCE MORE SALES, GAIN MARKET PENETRATION, WORK BEHIND A REPUTABLE BRAND, AND HAVE SOME OF THE BEST MARKETING SUPPORT BEHIND THEM.

CONVERSION MODEL

Starting at
\$111k
- \$335,197

Includes franchise fee of \$19,500 and your potential build out costs.

Multi unit discounts available. Area development discounts available. Prices may vary on a case by case basis.

RETAIL MODEL

THIS MODEL ALLOWS YOU TO PRESENT YOURSELF WITH THE BEST RETAIL STOREFRONT IN THE INDUSTRY ALL WHILE ALLOWING YOU TO TAKE ADVANTAGE OF THE PROFITS THAT THIS INDUSTRY HAS COME TO BE KNOWN FOR BY DESIGNING AND PRODUCING THE SIGNS INSIDE OF YOUR OWN STORE. YEP, THAT'S RIGHT! UNLIKE THE LITE MODEL, THIS MODEL ALLOWS FOR YOU TO BE SUPPLIED WITH ALL THE NECESSARY EQUIPMENT, INVENTORY, AND INFRASTRUCTURE NEEDED TO START MAKING SIGNS YOURSELF AND TAKING ADVANTAGE OF MAXIMIZING YOUR PROFITS.

RETAIL MODEL

Starting at
\$135k
- \$361,447

Includes franchise fee of \$39,500 and your potential build out costs.

Multi unit discounts available. Area development discounts available. Prices may vary on a case by case basis.

FABRICATION

YOU CAN OPEN YOUR OWN FABRICATION FACILITY IN CONJUNCTION WITH YOUR OWN SIGN ME UP RETAIL LOCATIONS, SUPPLYING YOUR OWN LARGE FABRICATED SIGNS, DRASTICALLY REDUCING COSTS AS MUCH AS POSSIBLE AND GIVING YOU THE BENEFIT OF ALSO MANUFACTURING THESE LARGE FORMAT SIGNS FOR OTHER LOCAL SIGN AND PRINTING COMPANIES THAT LACK PRODUCTION CAPABILITY.

FABRICATION MODEL

Starting at
\$140k
- \$460,887

Includes franchise fee of \$15,500 and your potential build out costs.

Multi unit discounts available. Area development discounts available. Prices may vary on a case by case basis.

ALL FINANCIALS MENTIONED ABOVE ARE IN REFERENCE TO OUR ITEM 7'S IN OUR FINANCIAL DISCLOSURE DOCUMENT

OUR LITE MODEL:

- Limitless sales opportunities.
- It's perfect for the creative salesperson in you!
- Our smaller, more economical footprint reduces operating costs compared to conventional sign shop models.
- Your responsibilities don't extend beyond designing and selling our product line. Let us worry about how to make them!
- Potential to open multiple sales units for the cost of a single retail unit.

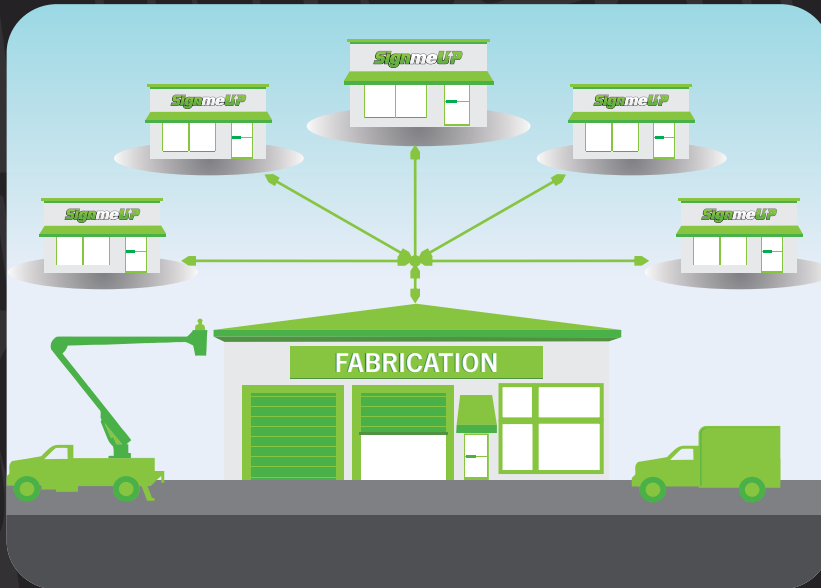


OUR RETAIL MODEL:

- Broad spectrum of products.
- Lower royalty fees.
- Lower franchise fees than our competition.
- Lower build out cost.
- Installation vehicle included in build out budget.
- Corporate fabrication of large format signs at below wholesale prices.
- Cutting edge, inviting retail setting.
- Aggressive outside sales and marketing strategy training. We don't just teach you how to make signs, we teach you how to sell them.



OUR FABRICATION MODEL:



Sign Me Up also offers a fabrication model, thus giving you limitless opportunities to realize your full potential! You can open your own fabrication facility in conjunction with your own SMU center locations, supplying your own large format signs, drastically reducing costs as much as possible and giving you the benefit of also manufacturing these large format signs for other local sign and printing companies that lack production capability.

OUR CONVERSION MODEL:

Already own a Sign or printing business? Converting to a Sign Me Up is much easier and more cost effective than you'd ever imagine. We offer conversions lower franchise fees and scaled royalties, because you already have a client base and most of the required equipment. Once you convert, you'll be able to take advantage of our world class sales training, industry expertise and support and a cutting edge image and brand awareness. Let's not forget the night and day transformation of the exterior and interior of your existing store, drawing new customers and inspiring old ones like you never thought possible! Combine our expertise and your experience and you've got something truly special!



WE'LL TRAIN YOU!

In our comprehensive training program, you will learn:

Cutting edge sales and marketing training.

Outstanding customer service practices.

POS & accounting software training.

How to print and produce signs.

Business management practices.

How to hire the right staff.

How to wrap cars, vans and other vehicles.

The 9 step customer ordering process.

Equipment, supplies and vendor introductions



Our certification training program will be (2) weeks for a retail model, (3) weeks for a fabrication model at our training facilities with an additional (3) days for vehicle wrap training school followed up with (2) weeks training in your Sign Me Up shop prior, during and post opening.

WHY US?

WHAT MAKES US THE BETTER CHOICE?

#1 We'll Build The Signs For YOU!

At Sign Me Up, we give you as a franchisee a significant strategic advantage over those "other" sign franchises. When you are presented with the opportunity for a large, typically very profitable job, those other guys will help you find someone to subcontract the job, chipping away at your profit margin. At Sign Me Up, we are your production team. We at corporate, will manufacture, and freight the job to you, at below wholesale costs to our franchisees, allowing them to maximize profitability, and eliminate the stress of finding subcontractors and worrying about them bidding for the same jobs you may have!

#2 Lower Investment Cost

Sign Me Up offers some of the lowest total investment costs in the industry for franchisees. Our system has been perfected, and it is designed for your success first. Our vision is clear, we are only as profitable as our franchisees. Our model calls for only what you need to open and operate at 100% capacity from day one, leaving you with a business designed for success with room to grow as well!

#3 Lower Fees

Our franchise fees are some of the lowest in the sign industry. The reason we can offer such low fees, and still provide some of the most eye catching branding, build out and advertising, as well as world class training is because we have this business down to a science. We have taken all of the guesswork out of becoming a Sign Me Up, carefully researching available markets and costs of training in said markets. We are the winning solution!

#4 Aggressive Sales Methods

Our comprehensive training on not only how to run your shop, but how to sell your product as well gives you the competitive edge in an industry where many sit around and wait for the phone to ring. Our aggressive outside sales oriented approach puts you in front of your customers often before they even knew they had an immediate signage need. We teach you how to prospect, build value, and sell based on that value, not the price. Yet again maximizing your profits!

#5 Broader Spectrum of Services

Most sign shops, be them "garage shops" or even the big brands generally offer fairly limited services. Signs and printing, signs and wraps, printing and websites, so on and so forth. Sign Me Up gives you as a franchisee a much broader spectrum of services to offer, and all the support you need to do it effectively. With Sign Me Up, you can offer your customers signs, printing, vehicle wraps, websites, graphic design services, and just about any other sign or advertising solution you can think of. It's not in our DNA to say we can't or are unable to do something for our clients.

#6 Installation Vehicle

Our total investment costs analysis is the only one in the sign franchise industry that actually includes the costs of a work/installation vehicle. Those other guys expect you to subcontract installation just like you'll be subcontracting the fabrication of larger jobs to somebody else. Installation is an extremely profitable revenue source in this industry, why would we, as franchisors want you giving that revenue to someone else? This is a significant industry advantage to you as a franchisee.

#7 Profits Driven Site Selection

Every franchisor in the sign industry promises they will guide you through the site selection process, and it's true, we'll all help with site selection. The motives behind that assistance are what will vary. Now, we cannot speak for anyone but Sign Me Up, but our site selection process is based around how profitable YOUR store can be, not what will offer the corporate brand the most exposure on a daily basis. Our goal is to find you a location maximizing your exposure, while keeping your operating costs down, effectively maximizing your bottom line!

#8 Available Territories

Sign Me Up has more territories and markets available than most other sign franchises. This greater availability means less competition within the brand, and more profitable markets available NOW. The choice is yours... take what they've got or take your pick!

#9 Fabrication Model

Sign Me Up offers a fabrication model, giving you limitless opportunities to realize your full potential! You can open your own fabrication facility in conjunction with your own Sign Me Up center locations, supplying your own large format signs, drastically reducing costs as much as possible and giving you the benefit of also manufacturing these large format signs for other local sign and printing companies that lack production capability.

#10 "Design with you" Approach

Another approach unique to Sign Me Up is our "design with you" method. Most shops review designs over several days via email. This creates room for miscommunication and confusion. When you come into a Sign Me Up for a design consultation, your customers will actually sit face to face with one of your designers, allowing them to brainstorm ideas collaboratively. This method makes designing projects for your customers lighting fast, and the customer leaves confident in your ability to get the job done, and more likely to leave payment for the job without shopping quotes.

ARE YOU READY TO TAKE THE NEXT STEP?





Sure, we have only been in business since 2009... and we are certainly not the biggest sign & advertising franchise but we think that we are the best and over the next few years, we're going to grow and grow fast. Now

is the right time. This is your window of opportunity to open the business you want where you want to open it. Right now, we have locations available in the fastest growing and biggest cities in the country and we are eating our competitions lunch in our markets because we are more aggressive, more creative, and more responsive. The “other” sign franchises customers tell us this everyday...because now, they are our customers.

— Bryan Schwartz
Vice President of Operations



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