

The way to grow your business.





Trusted Brand. Proven Model. Track Record of Success.

Signarama is the premier provider of a wide range of sign products and services. As the leading innovator in the signs & graphics industry, we serve our customers with pride and commitment to their success. With more than three decades experience and more locations around the world than anyone else, Signarama is uniquely positioned to meet the needs of a rapidly growing sign industry. Benefit from this dynamic growth, with a solid, proven, business model, as a Signarama owner.





The Signs Point To Your Success

The sign industry is growing rapidly with more opportunity than ever before.

Signs provide direction, bring in customers, deliver value and help businesses grow. They are the most inexpensive way for businesses to advertise their product or service.

As a franchisee, the Signarama system can provide these exact same things to you.

If you're like most of our successful franchisees, you know owning your own business and putting your hard work toward building something tangible for your future is a smart way to go.

You're surely looking for an opportunity that is:

- Easy to implement, simple to follow and provides solid returns on your investment
- Part of a proven model with a strong, premium company that has vast worldwide experience and local success
- Committed to helping you grow in your path to ownership and future accomplishments

Signarama is a truly unique opportunity designed for unique entrepreneurs. The opportunity is great. The challenge is rewarding. And the results can be exactly what you're looking for. Joining the leading innovator in the sign industry: Signarama.

A.J. Titus
Signarama President





A.J. Titus, Signarama President

Signs Of Our Beginnings - And Future

Signarama was founded in 1986 by Ray and Roy Titus in Farmingdale, New York. They opened their next pilot store in North Palm Beach, Florida and began franchising in 1987. Tremendous growth has followed and Signarama is now the prominent force in the sign industry, building a reputation for innovation, exemplary support and high-quality products and services for business owners around the world.

As CEO of Signarama, Ray leads this privately held family run business. No private equity firms here. When Ray started the company with his father, his exit strategy has always been to someday hand it to his three children. In 2018, his oldest son, A.J. Titus took the helm as the President of Signarama after working his way up from selling signs door to door for a local franchisee and serving in a variety of leadership roles including Operations Manager and Sales Manager. A.J. holds an International Business degree from Palm Beach Atlantic University (2014), an MBA from the University of Miami (2017) and is a Certified Franchise Executive (CFE).



“Signarama is poised for continued global growth with the next generation of entrepreneurs.”

Ray Titus, Founder & CEO

CEO Ray Titus (far left) leads a privately-held, family run business. Pictured here with his three sons who all work in the company, including A.J., who is now the President of Signarama.

Signs Of Good Business

Signarama is the sign industry leader, with more locations around the world, driving better buying power and name recognition than anyone else. With our wide variety of services and products, every local business owner in your community could be your customer. You'll have the satisfaction of knowing you are not only building your future, but also helping other business owners to grow as they look for ways to stand out in the ever-competitive marketplace. The need to seek attention, brand recognition and local advertising has catapulted the U.S. sign industry alone into an estimated \$49 billion market.*

*2012 International Sign Association study findings. Induced output is factored in.

Our Trophy Case

Signarama's phenomenal growth in the last three decades has led to widespread recognition as the largest, fastest-growing sign franchise anywhere. With that much time and that much expansion, it's bound to get noticed! Signarama has received honors & accolades from a wide variety of industry experts, including those in both the franchising and sign industries. Our commitment to remain the market leader fuels our dedication to provide superior innovation and technology advancements to help you stay at the forefront of the industry.

Be a part of our award-winning success.

TOP 100 FRANCHISES TO OWN UNDER 100K

ENTREPRENEUR MAGAZINE 2018

GLOBAL FRANCHISE AWARDS SPECIAL RECOGNITION

GLOBAL FRANCHISE MAGAZINE 2018

TOP GLOBAL FRANCHISES FOR 2018

ENTREPRENEUR MAGAZINE 2018

ENTREPRENEUR'S FRANCHISE 500

ENTREPRENEUR MAGAZINE 2018

President's "E" Award For Exports



Signarama has been awarded the coveted President's "E" Commerce award from the U.S. Department of Commerce for export excellence. Signarama is the first franchise brand to ever win this award! Signarama is part of an affiliated group of brands under United Franchise Group and in 2018, that company was also recognized with this same honor.

"Signarama was such a natural choice for us because the financial decision was an easy one to make. We could see that it could be successful, but it was also a great fit for us culturally. It was aligned with our values and what was important to us about a balance with family and business. So, when we met the company we thought, 'This is a perfect fit.'"

- Maggie H.
(Signarama Downtown Louisville)

Signarama®

The way to grow your business.

When service matters, customers count on Signarama. Our expertise and knowledge extend to a variety of services that ensure the success of each project.

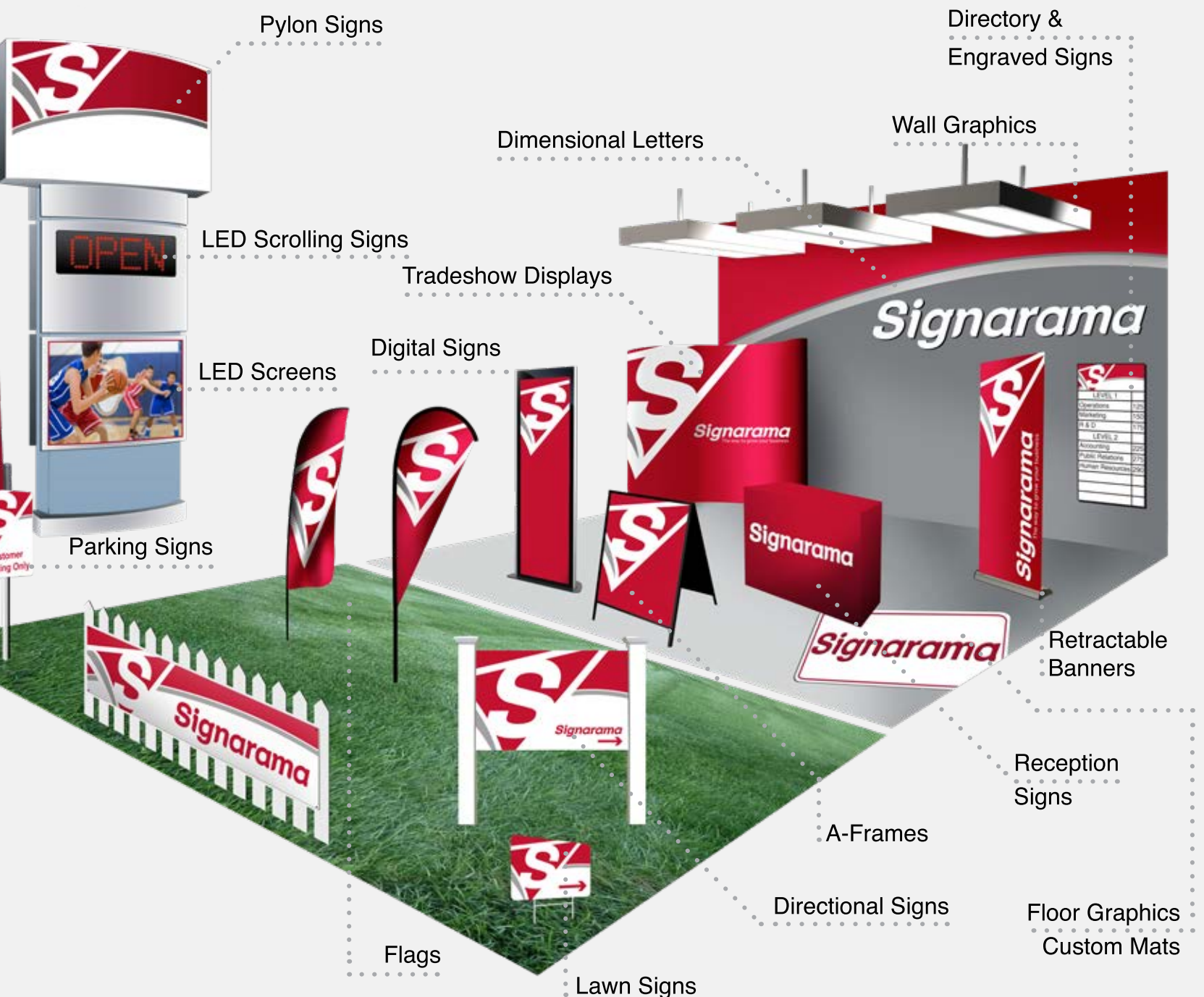
- In-house design services
- Installation
- Sign Financing when needed
- Exemplary Customer Service (on time, delivered, project management)



Signarama Signs Are Everywhere!

Signarama offers world class service along with the most comprehensive sign products to meet every need from vinyl banners to digital signs to vehicle wraps to business signs of all types.

Signarama has sold over \$4 billion of signs and prints about 32,645 miles of graphic images per year. That's enough to go around the planet about 1.3 times!



"While the corporate staff is very helpful, you get as much help by the other owners in the system that have been in the business for years like you have. Other people become your friends and mentors in the business."

-David S.
(Signarama Anderson)

What Makes Signarama Special?

Signs are part of a massive global market and Signarama has been meeting those sign needs for more than three decades. As the most established brand in the industry, no one else has more locations or experience, we represent more than 80% of internationally franchised sign stores. Your customers will appreciate your ability to tap into your global network of Signarama stores across Australia, Asia, Latin America, Africa, Europe, Central America, the Middle East and North America.

Signarama is an award-winning innovator, providing a wide variety of services and products that meet the ever-growing needs of local businesses in communities all over the world. There's never been a better time to become a Signarama owner.



Signarama is the world's largest sign franchise with locations in more than 80 countries.



Our industry recognition is second to none! Signarama is named as a top franchise year after year!



More than 30 years of successful growth. Why take a chance when our model is proven to work?



Turnkey Opportunity: You'll be trained and ready to run your business. No experience necessary!



Unrelenting support: You are never alone. Training, marketing and ongoing operational assistance never ends.



Leading innovator in the signs & graphics industry with ongoing accolades and achievements. Our franchisees are trained to be the best of the best!



Signarama's big! We've sold over 4-billion dollar's worth of signs and we keep growing! Our franchisees benefit from high profit jobs.



Mass purchasing, an active marketing fund and opportunities for cooperative advertising - all advantages offered by being the world's largest sign franchise.

Truly Turn-key Business Opportunity

You bring the passion, we'll bring the knowledge and support. Our unrelenting dedication to your success will begin from the time you enter into your franchise agreement and will never end.

Most of our franchisees had little to no experience in signs or graphics, nor had they run their own business before. That means you'll count on us for the same guidance that has helped so many other Signarama franchisees become a success. From financing options, to expert site selection, lease negotiation assistance, build out, through delivery, we will provide knowledgeable guidance.

We realize financing a new business on your own can be new to you. We'll work with you to explain the many financing options and sources available then help you apply for the financing of your complete operation.

Our staff will provide expert site selection assistance, help with negotiating your lease, coordinating renovations, designing the layout & build out of your location and installing the furniture, fixtures and equipment.

Our turn-key franchise doesn't end there. We set up your computers, build your complete online presence, manage your ongoing digital marketing and connect you to valuable vendors, many of whom provide preferred pricing to you as a Signarama franchisee.

From start to finish, we guide you through the transition of becoming a new business owner. Signarama truly offers you a turn-key opportunity.

- **Financing**
- **Demographics**
- **Location**
- **Construction and renovation coordination**
- **Fixtures, furniture & equipment**
- **Computers & software**
- **Vendors & suppliers**
- **Online Presence including website, social sites, review sites & more**



"We needed expertise
and a system to follow.
We didn't know how to
sell signs and we didn't
know who to market to.

Signarama taught us
everything that we now
know about signs."

- **Casey V.**
(Signarama Evansville)

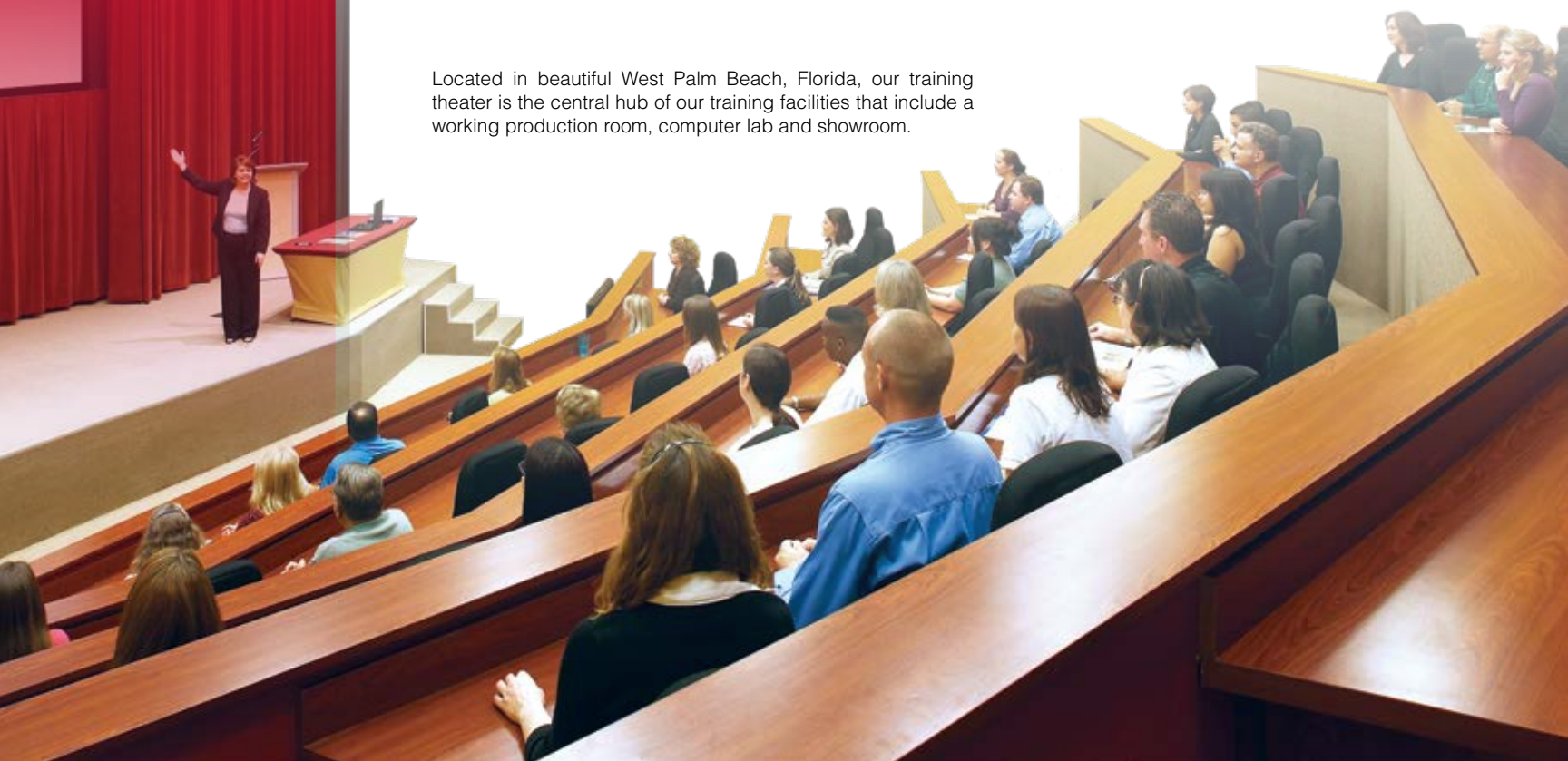
World Class Training and Support

Don't know much about signs? Don't worry! Our comprehensive training program is designed to teach you everything you need to know about the sign industry and running a successful business. You'll gain the knowledge you need to operate your business and reach the right customers to help your business thrive. When you leave our world class facility in beautiful West Palm Beach, FL you'll also have the security of knowing we will also come directly to your location for personal one on one training.

*Signarama's ongoing dedication to providing
high-end support is unmatched in the industry.*

You'll benefit from ongoing personal visits to your store, seminars and regional meetings. You'll have access to our proprietary online continuing education programs and have a direct-line to technology advisors who reach out to you on a regular basis to make sure all your needs are met. You'll have easy access to operations manuals, an extensive online video tutorial collection and a highly successful existing franchisee who will serve as a Mentor during your journey as a new Signarama owner. We'll make sure you are always on top of industry advances, the latest Signarama news, and best practices of other experienced franchisees through online resources, regular emails, videos, podcasts and webinars. You'll also enjoy the camaraderie and expertise of fellow franchisees at the annual Signarama franchisee convention bringing our entire global community together in one place, international expos, dynamic Super Regional meetings and local meetings right near your store. These events give you a chance to connect with nearby franchisees and staff to form relationships that will lead to new ideas and opportunities.

Located in beautiful West Palm Beach, Florida, our training theater is the central hub of our training facilities that include a working production room, computer lab and showroom.



Dynamic Marketing Programs Drive the Signarama Experience

When you become a Signarama franchisee you are capitalizing on a brand name customers know and trust.

Our full marketing team will provide you with all the tools you need to build on that brand in your local community with easy access to customizable print materials, email marketing campaigns, ads, graphics, presentations and video content. We will provide PR for your opening and logistics team to manage the event on your behalf.

We know most people who are looking for a sign begin their search online and you'll have the security of knowing you'll benefit from online leads through our extensive online marketing programs. Every lead is tracked through the lifetime of the customer with customized integration into our point of sale system. You'll always know where your customers are finding you and the lifetime value of each customer acquisition.

While your focus and time is spent in your local market, the Marketing Fund helps to build online brand awareness. The unique composition of our fund ensures its management by fellow franchisees who are elected by the rest of the network. The fund generates general market awareness of Signarama's products and services but also has a strong concentration on generating traffic to local stores.

The Marketing Fund focuses on a layered approach that includes initiatives such as:

- Store websites & ongoing search engine optimization
- Social Media sites & ongoing posts and management
- Pay per click advertising
- Locally focused, geo-targeted online marketing campaigns
- Customer engagement programs
- Reputation management
- Map & directory management



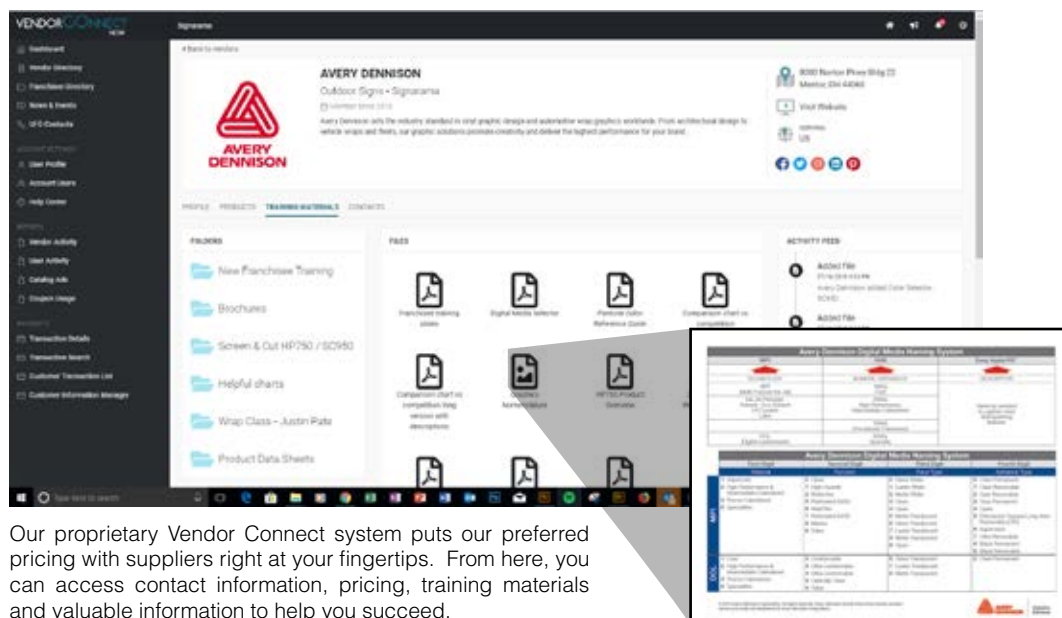
"Coming from an independent sign company, not really understanding the difference that you can have when you have so many people that you can rely on and call on, Signarama felt different. Even back then. I personally know hundreds and hundreds of business owners who took a leap with our franchise that are incredibly grateful for all the things they have learned in that first 6 months, directly from the franchisor. And now they have lifelong friendships with people all over, that help them grow their business every single day."

- **Bob C.**
(Signarama Troy)

Innovation & Strategic Alliances

Signarama is an award-winning innovator, providing a wide variety of services and products that meet the ever-growing needs of local businesses in communities all over the world.

Whether its new technologies or custom services, our commitment to being the best includes a dynamic research & development program to keep you on the cutting edge of technology. And since we are enhanced by the company we keep, you'll benefit from our long-standing relationships with vendors and suppliers who will provide you with some of the best pricing and strongest incentives in the business. Our proprietary "Vendor Connect" portal gives you a straight line to our vendor partners with preferred pricing and the information you need to obtain the materials you need for your business.



Our proprietary Vendor Connect system puts our preferred pricing with suppliers right at your fingertips. From here, you can access contact information, pricing, training materials and valuable information to help you succeed.

We use hardware and software from leading technology firms recognized throughout the industry for their best practices and leading technologies. There are also a great number of associations and other businesses we continually work with that help you deliver the best signs, banners, digital printing, and other sign products available on the market today.



The Power of a Worldwide Network

We are the largest sign franchise in the world, representing a large percentage of internationally franchised sign stores. We are the premium brand and leading innovator in all types of sign and messaging platforms around the globe. You'll find Signarama stores across Australia, Asia, Latin America, Africa, Europe, Central America, the Middle East and North America. You can count on our extensive network to help you conduct business worldwide with the confidence that Signarama is your global partner for success.



Signarama, France

Master License Program

Our commitment to our Master License Partners is the foundation of our international success story. The program grants licenses for the rights to a country or region, enabling others to operate a flagship store and become franchisors of the Signarama brand in their part of the world. Flexibility is the key to international growth. Building a brand around the world takes expertise and experience. At Signarama, we know what you need to create a successful business model in your country. You can find our stores on busy streets in large metropolitan areas around the globe, near the outback of Australia, and right in view of the Eiffel Tower. Signarama is everywhere. And you can be, too.



THE TYPICAL PROCESS FOR STARTING YOUR MASTER LICENSE



Let's Get Started!

If you've dreamed of being your own boss, controlling your own destiny and having the independence and financial security that a growing industry can provide, then you should consider the advantages Signarama offers.

We are the largest sign franchise in the world with unparalleled support, training and marketing systems.

- Powerful worldwide presence as the largest sign franchise in the world
- Tested, proven business for more than 30 years
- Royalty incentive programs
- Assistance with securing financing for your turn-key business
- Multiple product and service offerings
- Exclusive connection to vendors with preferred pricing
- Industry recognition from sign & franchising leaders
- Comprehensive training program & ongoing support
- Dynamic marketing and lead generation programs
- Dedicated Mentor program
- Tools and programs only a successful established network can provide
- A corporate staff with rich industry knowledge and expertise to guide you

Find out for yourself why Signarama is such an outstanding business opportunity.

We look forward to meeting you!

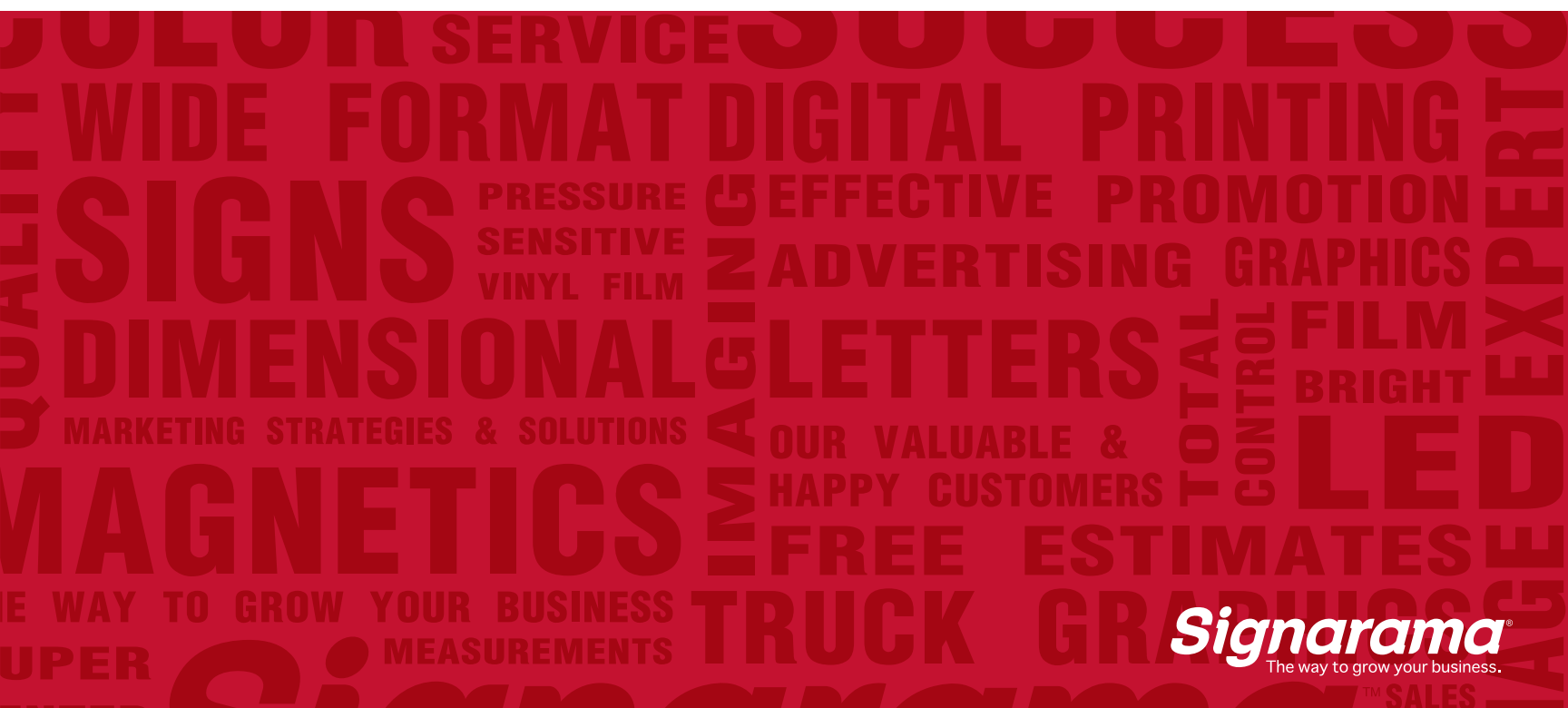
For more information please visit

www.SignaramaFranchise.com

or call **561-640-5570**



Signarama is the largest sign franchise in the world and in addition to the global headquarters in West Palm Beach, FL, also has a corporate office in Australia. Pictured here is Signarama President A.J. Titus with the team from Dandenong Australia.



Signarama
The way to grow your business.

SALES



Signarama®
The way to grow your business.

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