



Contact for More Info
 Morris Shamouni
(310) 901-5611
 morris@generalfranchise.com

2 Minute Drill

Year Business Started	1998	Year Started	1998
Number of Company Units Open	0	Number of Business Owners	345
Total Units Open	341	Additional Units In Development	4
Signworld License Fee	\$30,000	Investment Range	\$260,000-\$300,000 includes working capital & start-up expenses
Franchise Fee Discount	0	Item 19	N/A but we do have a federal disclosure and earnings claim for all prospective owners and state required disclosures in certain states.
Required Liquid Capital	\$50,000	Required Net Worth	\$350,000
States with Operating Locations	All states except Alaska, Hawaii, Arkansas, Louisiana, Maine, Montana, New Mexico, North Dakota, Rhode Island & South Dakota. Eligible and registered in all states except Hawaii and Alaska	State Registration Intentions	We are registered in all states that require us to do so with the exception of Alaska. We also have a federal disclosure and earnings claim. Different requirements than a franchise has.
On the SBA Registry?	Yes and we are also part of their fast track program	Royalty	No royalty, only a \$2K annual maintenance fee beyond the initial investment

“OUR STORY”:

- Signworld is not a franchise, it is a business opportunity. There are NO ROYALTIES to pay and NO RULES to follow! Owners create their own identity and make their own decisions but yet have the on-going, daily support from the corporate team and the owner community within the business alliance. It's the perfect choice for the true entrepreneur.
- A proven business model with over 36 years in the industry and a 86% location success rate. We have helped hundreds of owners grow their business from the ground up.
- Signworld isn't just a business opportunity, we are a collaborative family. You will truly appreciate and understand the family element to our model and recognize that it's a big piece of our organization's success. It's what stands us apart from all the others franchise concepts.

BRAND DESCRIPTION:

The Signs & Graphics Industry is \$55B and growing. Every business has a need for signage and it's an on-going need, not a one-time need. The industry is also very fragmented with NO dominant name-brand. Collectively, Franchises systems account for less than 10% of the total market. Independent sign companies including Signworld owners account for >90% of the sign market. This provides every owner the opportunity to build their own brand identity and build their business the way they want to meet their individual goals and personalities. Our on-going training and support programs teach owners everything they need to learn to operate a sign business and build it to their needs and interests.

BUSINESS FEATURES:

- Extensive pre-opening training and support
- Over 30 sessions monthly on all aspects of your business including sales & marketing, equipment, product, supplier, technology, systems & process and more.
- Annual convention with suppliers, networking with other owners and training sessions to continuously learn new ideas to help you get to the next level.
- HR support to help hire your initial employee & beyond.
- Real estate support to help you find your facility.
- Extensive list of preferred partners and suppliers to leverage daily in the business.
- No RULES - You choose your own name, build your own brand and create your own company culture.
- No ROYALTIES – one-time initial investment with only a \$2K annual maintenance fee.
- Custom manufacturing business – high margins, higher equity & resale value

- Tangible results – see your work all over town and feel proud of what you are doing within your community to help other businesses grow.
- Daily variety in the business– unique projects & customers every day
- Unlimited growth potential – build a national brand with no limitations on where your customers are location with a single location and single investment.

ELEVATOR PITCH:

Signworld Business Partners is a unique business opportunity. There are no rules, no royalties and you have the potential to build a scalable business from a single location. Signworld is a B2B model focused on light manufacturing in a \$55B industry that is recession resistant. Our 35+ year history has a proven 86% location success rate providing on-going daily support to help our owners continuously learn and evolve to reach their goals and build a unique business that fits their needs and interests.

BRAND DIFFERENTIATORS AND COMPETITIVE ADVANTAGE:

- Owners promote they are a “Full Service” sign business from the very start capable of fulfilling any type of sign project a customer needs. They do this by leveraging our extensive pre-established supply chain network of preferred partners to fulfill orders that operations cannot or chose not to manufacture in house. Many independent sign companies have niches since they don’t have the extensive supply chain resources that our system offers.
- Nationwide capable – businesses who have more than one location are the ideal target customer. The strong preference for a company to have a single point of contact to support their multiple locations to ensure consistency is something our owners can offer. Our owners do this by leveraging the other 340+ owners within the system to help support them in other markets.
- Professional and Customer Experience Focused – this industry largely consists of many sign companies who do not deliver a great customer experience. We train our owners on how to build an operation that focuses on the customer which in turn helps them build the repeatable corporate focused business portfolio that drives higher margins and a more ideal environment.

CURRENT INDUSTRY CONDITIONS, ADVANTAGES AND PROJECTIONS:

- This is \$55B recession resistant industry with significant growth expected. Signs are a necessity for every type of business and throughout our communities.
- Dealing with B2B customers
- Clean, Light Manufacturing environment making a product from raw materials

- Relational sales approach with a consultative sales process
- Small core of repeat customers (typically 30 customers will account for 80% of revenue)
- Ability to tap your entire list of contacts - signs touch every business
- Technology driven products
- Fewer Transactions / larger \$ volume per sale
- Even-Tempered Business - no disaster needed to create customer
- Happy customers - signs attract customers which HELPS their business grow

TARGET CUSTOMER:

Our owners focus on supporting the corporate/business customer. Many Signworld owners do business with the largest companies in the world. They support all business sizes from Fortune 500 customers to local business. Notable companies our owners support are endless but here are a few: Amazon, General Motors, AT&T, Verizon, Indeed, Whole Foods, Kroger, Northwestern Mutual, major universities, major hospitals and many more.

ITEM 19:

We do not have an item 19 as we are not a franchise. We do have a federal disclosure with an earning claim and have state disclosures in those states where it is required unless we are otherwise exempt from the requirement.

HOW DO WE COMPARE:

Signworld has the following significant differences when compared to competitors such as Fastsigns, Signarama, Image 360 etc:

- No ongoing royalties; only a \$2K annual renewal fee. This is a huge long-term financial difference in our model.
- No rules and ability to create an independent business allowing the owner to build a business that meets their interests.
- Our owners build their own brand identity and culture to focus the business on what matters to them. Realize that the sign industry is comprised of 90% independent sign companies where brand name recognition is NOT as common as other industries. This allows them to tailor their marketing and manufacturing approach to build a business model to what fits THEM.
- With no territory restrictions, our owners can support customers nationally with their unique brand identity utilizing other Signworld owners in other markets to do so. Largest operation does \$40M out of a single location.

- Equity value is higher due to unique business name, customer base, equipment and facility when time to sell and exit the business.

TRAINING DETAILS:

Pre-Opening we provide 4.5 weeks of Training to cover:

- Business foundations including operations, marketing, pricing, sales, HR and other aspects.
- Technical training to learn how the sign design, production and installation process works.
- On-the-Job training at current owner operations
- On-Site equipment Installation and training
- Corebridge point-of-sale software training
- Financial systems and process training

On-Going Training

- New owner sales & marketing webinars (weekly)
- New owner Operational Ramp-up (weekly)
- Supplier Training (2X monthly)
- Technology Systems (2X monthly)
- Pricing Training (2X monthly)
- Business Processes (monthly)
- Target Marketing, HR, Finance and other topic sessions monthly
- Annual 4 day convention with additional training and supplier expo

POTENTIAL OBJECTIONS AND HOW TO OVERCOME THEM:

- *There are sign companies everywhere. The market is too saturated.*
 - a. *There ARE a lot of sign companies but realize that EVERY other business needs signage and it's not a one-time need, it is an on-going need. The demand for signage is significant and under-served. With an average order size of \$2,000 and the 80/20 rule, you don't need to have a lot of customers to build a sizeable business. In addition, the majority of sign companies that exist are operated by former signmakers or installers who often lack the ability to scale a business and manage corporate projects. We are teaching business minded people how to run a sign company. Our owners excel with 3 distinct differentiators:*
 - i. *delivering excellent customer service*
 - ii. *ability to be full-service capable of any type of project*

iii. *nationwide capable sign company to support multi-location companies*

- *How can I build a brand new business name and acquire new customers. I don't have any sales and marketing skills?*
 - a. *The signage industry does not have any dominant players, it is very fragmented. If you add up all of the franchise systems and Signworld, we collectively represent only 10% of all sign companies. Therefore, brand name recognition is not important and we feel having the ability to build your own brand identify and marketing strategy is actually an advantage.*
 - b. *We help our owners with our preferred partners to build their own website presence and leverage internet marketing strategies to dominant google search in their market driving the lead generation to attract new customers. By the end of the first year, most owners report that 90% of their new business is generated from their website.*
 - c. *This is not a business where you need to SELL a sign to a customer. It is a NEED they have. Our owners are consultative and there to help their customers by providing options to solve their needs.*
- *I don't have experience in the sign industry; I am not a creative person.*
 - a. *The role of the owner is not to design or build the signs. They hire an experienced Signmaker as their first hire who has the design, production and installation experience needed.*
 - b. *Over 99% of our owners have no experience in this industry when they started their business. That is the focus of our training and support programs to help them learn this business with extensive support available.*



SIGNWORLD
BUSINESS PARTNERS

NOT A FRANCHISE, A BUSINESS OWNERS ALLIANCE

Contact for More Info

Morris Shamouni

(310) 901-5611

morris@generalfranchise.com