

SIGNVALUE

Brokerage, Valuation & Advisory Services

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**BILLBOARD LAND
LEASE TIPS & ISSUES**



Longer term leases are more valuable if you are considering the sale of your property, or an easement.



The best land leases are fair for the sign owner and the landowner.



Digital billboards generate 4 times more revenue, which results in higher lease rates for the landowner.



Check your lease for an automatic renewal clause.



Engage SignValue prior to lease expiration date so they can advise on lease renewal terms and rates.



On average, Outfront pays their landowners 35%, Lamar pays their landowners 20%, and Clear Channel pays their landowners 35%.