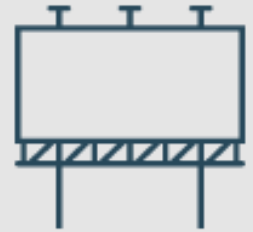


M&A Tips

MAXIMIZE THE VALUE OF YOUR ASSETS

Highlight Positive Features

- Impression numbers, obtaining new permits, proximity to other signs, lack of obstructions, potential/historic revenue, land lease terms, operating expenses, easy access to the sign.



13 Billing Cycles

- Changing the billing cycle to 13 four-week periods per year is a common practice and can add 8.3% in revenue in a short amount of time.

Increase Occupancy

- Most buyers base their initial offers on the actual revenue and actual cash flow, not potential. Greatly increase the value with more paying advertisers on the signs at the time of sale.



Present Professional Image

- Providing professionally made marketing materials is important and will greatly increase your ability to find a qualified and legitimate buyer.

Hire SignValue to Solicit Multiple Offers

- Soliciting multiple offers is a time consuming process that can take hundreds of hours of phone calls and negotiations. SignValue's brokerage team is exclusively dedicated to the tailored needs of our clients.

