

maximize CURB APPEAL



Have You Checked Your Signs Lately?



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EVALUATE YOUR SIGNAGE



TAKE A CLOSER LOOK

Stand about 5 feet away and look for the following:

Can you easily read all of the important text?

☐ YES ☐ NO

Is all of the information accurate and compliant? Does it match your current branding?

☐ YES ☐ NO

Is the sign visible without anything obstructing the view?

☐ YES ☐ NO

Is the surrounding area clean and well-manicured?

☐ YES ☐ NO

Can you read the sign at night?

☐ YES ☐ NO

Is the sign in good condition with no fading, peeling or rot?

☐ YES ☐ NO

Is the sign clean? If not, a little soap and water will usually do the trick.

☐ YES ☐ NO

Take a close look at your window graphics or door lettering:



Is the graphic or lettering fading or peeling?

☐ YES ☐ NO

Are any of the letters missing or damaged?

☐ YES ☐ NO

Is the graphic damaged or vandalized?

☐ YES ☐ NO

Are the graphics or window areas dirty, including the window framing?

☐ YES ☐ NO



TAKE A TOUR

Take a tour around your property and see if your signage makes it easy for future residents to find the leasing center, buildings and amenities. Ask your prospects if they were able to navigate the property. If they say no, ask why.

Does your signage make sense regardless of how you enter or exit the property?

☐ YES ☐ NO

Are your signs confusing, hard to read or unnecessary?

☐ YES ☐ NO

Are you missing any signs that would help navigate the property?

☐ YES ☐ NO

Do the arrows on your sign make sense?

☐ YES ☐ NO



TIPS FOR PROMOTIONAL SIGNS

Promotional signs are there to attract attention and encourage prospects to stop by. These signs make a first impression and should be as neat and clean as your permanent signage.

BANDIT SIGNS(YARD SIGNS)

Get Their Attention!

Bandit signs should have clear, bold messaging. Try to stick to no more than 3 lines of text to ensure readability. They should be clean, straight and the stakes in good condition.



FLAGS

Brighten Your Community!

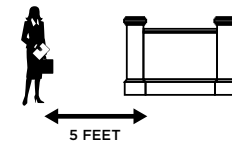
Use flags to bring color to your community, especially in the winter when it is dark and gray. Consider having a few sets of flags ready with different messages so that you can change them up every few months.



BANNERS

Engage & Inform.

Banners are a great way to welcome new tenants and help convert an interested visitor into a future renter. Quality visuals and compelling messaging are the perfect way to show off what you have to offer.



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