



Dare to compare: The Features and Benefits included in the Sign Biz Business Development Package vs. the Sign Business Opportunities and Sign Franchises

Components & Features	Sign Biz Program		Biz Opps		Sign Franchises	
	Included	Optional	Included	Optional	Included	Optional
Complete Hardware & Software	Yes*		Yes*		Yes*	
Large Format Digital Printing	Yes		Yes/No ¹		Yes/No ¹	
Protected Business Base #	Yes		Yes/No ²		Yes/No ²	
Protected Geographic Range**	Yes		NO		NO	
Web Listing of all stores	Yes		NO		Yes	
Custom Website for Domain	Yes		NO		NO	
Technical Support 8 Hrs/day	Yes		NO		NO	
Custom Logo Development	Yes		NO		NO	
Yellow Page Ad Design Service	Yes		NO		Yes	
Annual International Convention	Yes		Yes		Yes	
Operations Manual	Yes		Yes		Yes	
Marketing Manual	Yes		Yes		Yes	
Human Resources Manual	Yes		Yes		Yes	
Product Pricing Manual	Yes		NO		NO	
ADA Sign Instruction Manual	Yes		NO		NO	
Sales Consultants Training Pkg	Yes		NO		NO	
Site Selection Service	Yes		Yes		Yes	
Lease Negotiation Service	Yes		No		No	
LobbyPOP "Video Sign" Pkg.	Yes		NO		NO	
Digital Print Training Manual	Yes		NO		Yes/No ³	
Vertical Marketing Manual	Yes		NO		NO	
Toll-Free Marketing Support	Yes		Yes		Yes	
Full-time corporate personnel***	Yes		NO		Yes	
Custom CAD Store Design	Yes		NO		Yes/No ⁴	
Cabinetry/Counter Package		Yes		Yes	Yes	
Start-Up Inventory Package	Yes		No		Yes	
Store Marketing Décor Package	Yes		NO		Yes	
Media/Public Relations Program	Yes		NO		Yes	
Individual Store Training	Yes		NO		NO	
Cabinetry/Counter Designs	Yes		NO		NO	
Marketing e-Newsletter		Yes	Yes		Yes	
Instant Two-Way Group Email	Yes		NO ⁵		NO	
Private Members' Website	Yes		Yes		Yes/No ⁶	
Six Days Classroom Training	Yes		NO		Yes/No ⁷	
Live Store Training	Yes		Yes		Yes	
2-Years Business Coaching	Yes		NO ⁸		NO	
Complete Identity Package ⁹	Yes		NO		Yes	
National Account Program	Yes		NO		Yes	
Evergreen Contract	Yes		Yes		NO	
NO Royalties NO Franchise Fee	Yes		Yes		NO	
Member Advisory Board	Yes		NO		Yes	
Ave. Turnover/ Closure in 3 yrs.	<1%		10-15%		20-30%	
SBA Financing Program	Yes		NO		Yes/No ⁹	
Custom Mail/Mktg. Pieces	Yes		NO		Yes	

Business Development Program vs. Business Opportunities and Franchises, Part 2

Notes (As of January 1, 2015)

*Equipment: Basic components vary under different business models, however, the Sign Biz Program includes multiple cpu systems, Dynamic Sign System, 2-years on-site cpu service, large laminator, start-up inventory, pre-configured network components, plus top signmaking hardware and software.

** Range: Only Sign Biz offers the dual protection of business count and minimum distance

***Staff: The business opportunities operate with independent business brokers paid to sell. Founder may work from home. Training facility is minimally equipped.

****Fees: Franchise agreements EXPIRE. New fees and requirements to continue business.

¹ Some franchises/ opportunities do not feature large-format (42"+) print equipment

² Some franchises/ opportunities do not offer protected territories

³ Sign Biz Digital Print Manual includes instruction, terminology, file guides, pricing

⁴ Only Sign Biz includes custom 3D store layout showing all furniture & equipment

⁵ Only Sign Biz provides two-way electronic message system utilizing Members' own email client, with instant viewing of all questions, answers and tips by all Members.

⁶ Some franchises do not offer a private, Members-only website

⁷ Sign Biz provides 6 full days of formal classroom training, + 4 live store + home study

⁸ Some business opportunities provide no ongoing coaching. Others limit to \$500K in *cumulative* sales. Sign Biz includes two-years with full-service business coach.

⁹ Some franchises finance equipment with inflated lease packages