

Benefits of Franchising

vs

Starting a Business from Scratch

Prepared by:
 **Signarama**
The way to grow your business.



If you're thinking of starting a business of your own, chances are you're considering the benefits and risks of franchising vs. starting a business from scratch. There are many pros and cons to consider when it comes to this important decision. At Signarama, we believe that there are many benefits to franchising when you enter the sign-making industry as opposed to starting a business independently. In this eBook, we'll review some of the most important benefits of franchising with us.

VALUABLE INSIDER KNOWLEDGE

When you begin a new business, it's important that you take the time to learn everything about the industry. Independent entrepreneurs can spend months conducting research to learn about the best possible location to open their doors, the most efficient operations methods, and the strongest means of production. All of this time and energy is tinged with the uncertainty of never really knowing if the decisions you're making are the best they can be.

One of the most significant benefits of opening a Signarama franchise is that you'll be able to take advantage of the valuable expertise we've developed over decades in the sign-making business. We've helped numerous franchisees open their doors worldwide, and we know what it takes to get a Signarama location up and running. Whether it's establishing good protocols or helping franchisees access the latest and greatest technology, we know the sign industry and have what it takes to get our franchisees off to a strong start.

Best of all, your ability to take advantage of our knowledge doesn't end after your doors open. Signarama dedicates significant resources to research and development, helping to ensure that we stay on top of new trends and technologies in the sign-making industry. Independent entrepreneurs need to choose between research and development and operating their business, and need to invest significant personal resources to staying abreast of these new developments. As a Signarama franchisee, you can rely on us to keep you in the loop, helping you offer the best in sign-making services to your clients.

INITIAL AND ONGOING TRAINING AND SUPPORT

Starting a new business can be scary. Not only do you need to learn about your chosen industry, there are many requirements of getting a new business up and running. Independent entrepreneurs need to deal with a myriad of important decisions including choosing a location, negotiating a lease, choosing the best inventory, marketing their new business, and more. As you can imagine, all of these tasks take a significant amount of time and energy.

Why deal with the hassle when you can rely on Signarama's experts to give you top-notch training and support? When you become a Signarama franchisee, you'll take part in comprehensive training at our headquarters in West Palm Beach, Florida. Next, one of our experts will join you in your store and help you apply what you learned in training to your own location and staff. Between these two training programs, you'll learn everything you'll need to

know about production, scheduling, bookkeeping, and more. Our time-tested business model has been honed over decades, and gives you the benefit of our experience rather than making best guesses on your own.

We also provide valuable support to our franchisees as they prepare to open their new business. A few of the important resources we provide are help with finding a location and negotiating a lease, assistance with staffing, and developing the



design and layout for your store. Independent business owners need to juggle all of these requirements on their own while also learning the trade. Why go it alone when you can rely on our help?

Of course, the support doesn't end after your doors have opened. We're proud to provide marketing support to our franchisees, helping them spread the word about their new franchise locations and the services they offer. Marketing is crucial to any new business, and entrepreneurs know that developing a targeted campaign can take up valuable time and resources. When you franchise with Signarama, our experts will help you find your new customer base.

Furthermore, we're proud to provide ongoing support to our franchisees as they grow their businesses. Our regional support staff and technical assistance team are there to answer

your questions as they arise. Our highly effective mentoring program gives franchisees the chance to learn tips and tricks that have helped other franchisees expand their printing businesses. Finally, discounts through our preferred vendors help our franchisees get great prices on their inventory.



As you can see, franchising with Signarama comes with many benefits that are simply not available when you opt to open your own independent business.



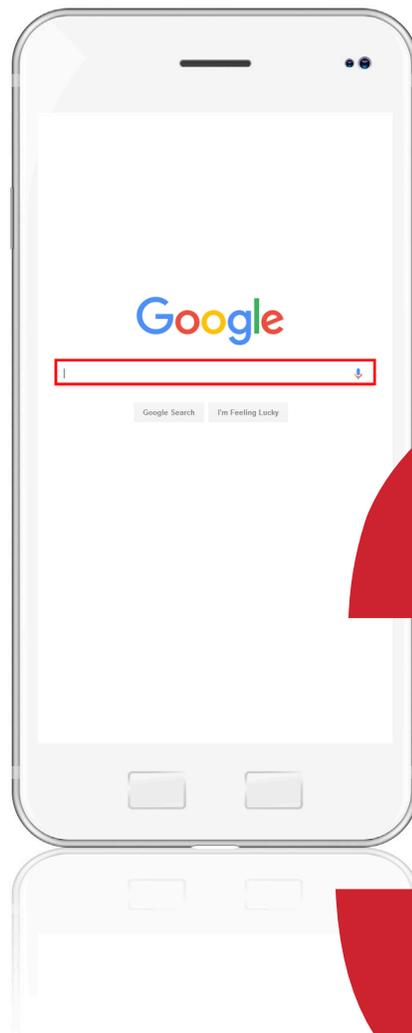
VALUABLE BRAND RECOGNITION

As any entrepreneur will tell you, one of the most challenging aspects of starting a new business is developing a customer base. At Signarama, we attempt to help our franchisees overcome this challenge by helping them develop a marketing campaign. However, another important way we're able to help is through the value of brand recognition.

Signarama has been operating for decades and has locations all over the globe. We've helped thousands of customers develop customized signage solutions, and we pride ourselves on the quality of our workmanship. Many consumers are familiar with the Signarama brand and equate it with quality and great service. A simple Google search of our name yields scores of positive customer reviews. This awareness on the part of consumers is a great asset to our franchisees as they are establishing their new locations.

Independent business owners need to spend months or even years developing a reputation and letting

their community know what their business is all about. Signarama franchisees are able to make a name for themselves much faster due to the well-established reputation of our brand. Why start a new reputation from scratch when you can cash in on the value of our brand recognition?





A TURNKEY INVESTMENT

Opening a new business can be rife with unexpected expenses and hidden fees. It can be difficult for new business owners to anticipate every cost they'll need to cover just to open their doors. Fees in lease agreements, higher than expected inventory costs, and licensing costs are just a few considerations that can surprise new business owners.

At Signarama, we've helped so many franchises open their doors that we have a strong idea of the expenses involved in opening one of our stores. While it's impossible to anticipate every expense of opening a new business, our initial investment is so

comprehensive that we're able to call it a truly turnkey investment. We've accounted for virtually every expense from your lease down to the cost of decorating your interior. Reach out to us today to learn more about what's included in our initial investment!

It's impossible to predict the future, but you can reduce the amount of guesswork involved in opening a printing shop when you opt to franchise with Signarama rather than opening a location on your own.



HAPPY FRANCHISEES

When you become a Signarama franchisee, you're truly joining a family of sign-makers. If you're not sure about opening your business with us as opposed to being on your own, just check out [what these satisfied franchisees](#) had to say. There are scores of satisfied Signarama franchisees who are happy with our business model and are excited that they decided to take the plunge with us. When you go into business for yourself, you won't have any references to let you know exactly what the experience will be like. When you franchise with Signarama, you can rest easy with the knowledge that franchisees who have come before you are happy and thriving in their new businesses.



A STRONG PARENT COMPANY

Signarama is proud to be a member of the United Franchise Group (UFG) family of brands. UFG is truly the franchising expert and operates a number of brands across a range of industries. With the power of this parent company backing us, we've developed training and support programs based on their years of experience that we believe leave our franchisees well-prepared to run their new businesses. We've

also developed royalty systems and investment criteria that help our franchisees open their businesses as quickly as possible and to run them as efficiently as possible. When you become a UFG franchisee, you're investing in an experienced and time-tested corporation.

There are many advantages to franchising with Signarama as opposed to opening a print shop on your own. Between the expertise, training and support, and brand recognition you'll enjoy, there's no reason to take on extra hassle by opting to go it alone. [Get in touch with us today](#) to learn more about what it takes to become a Signarama franchisee!



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BUSINESS FROM SCRATCH



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