



# Signage Booklet

Increase your credibility, improve sales, and  
make it easier for customers to find you.



C I M A C O R P . N E T / C O R P - R E Q U E S T S



WELCOME

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# Table of Contents

**Introduction.....04**

*Purpose*

**Outdoor & Welcome Signage.....05**

*Signage Options*

**Door Decal.....06**

*Signage Options*

**Wayfinding.....07**

*Signage Options*

**Clearance Model Signage.....08**

*Signage Options*

**Additional Signage.....09**

*Signage Options*

**Old Signage.....10**

*Update Needed*

## PURPOSE

# Providing the Right Tools For You and Your Business

Every location is different, and we're here to provide you with what you need to succeed. While this booklet can provide guidance and, for some, a starting point for your signage, we're always open to feedback and dialogue on what you feel would aid you in your selling process.

**F**actory Expo Homes has earned a reputation as one of the nation's most trusted home retailers, and we are proud of the relationships we have built over the years. We've successfully demonstrated the strength of our business culture and core values.

*From exceptional home offerings across the country to purchasers seeking their ideal homes, our priority remains our customers.*

*We are incredibly grateful for the continued support of our valued employees in helping us remain a leading source of quality manufactured homes.*



President/CEO



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SIGNAGE OPTIONS

# Outdoor & Welcome Signage

Utilizing your outdoor spaces to easily and effectively route future customers.

**W**e will work with you to formulate a strategy for the best use of outdoor space for your signage and what will work within a reasonable budget.



## THE PROCESS

### Let's get the ball rolling

If you have no signage or see an opportunity for extra outdoor signage, please reach out, and together we'll figure out the best signage to make your business shine.

- MONUMENT SIGNS
- STOREFRONT SIGNS
- REPLACEMENT SIGN FACES
- CUSTOM VINYL BANNERS
- PYLON SIGNS

## SIGNAGE OPTIONS

# Door Decal



Door Decals can serve as an extra welcome sign and provider of helpful information. If your hours don't change often, it can feature store hours, website, and phone number. *Note: Door Decals can only be installed on front entrances with a large enough glass pane.*

SIGNAGE OPTIONS

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# Wayfinding



IF YOU'RE TUCKED AWAY

## From the Road

Signage helping customers know where to turn is invaluable. Especially if you are down the street from any direct competitors



ADDITIONAL INFORMATION

## Welcoming & Helpful

Signage can also help remove the barrier of entry if a customer feels nervous or intimidated by the prospect of buying a house.



## SIGNAGE OPTIONS

# Clearance Model Signage

These signs are durable for the sake of being reliant and reusable. The purpose of these signs is to perpetuate the feelings of urgency that the customer may be not only missing out on their ideal home but also could miss out on a great deal.



# CLEARANCE MODEL



**THIS MODEL IS PRICED  
TO SELL QUICKLY.**

*This plan is on clearance and is ready to ship today!*

**Factory Expo!**  
Factory Direct Moving HOME CENTERS



**THIS MODEL  
IS PRICED TO  
SELL QUICKLY.**

*Unique Quick Move-in  
Opportunity! Get started in  
your dream home today.*

**Factory Expo!**  
Factory Direct Moving HOME CENTERS



## SIGNAGE OPTIONS

# Additional Signage

If you find your store needs additional signage not listed in this booklet, we are always happy to lend a helping hand to ensure your store attracts and informs your customers in the best way possible. Never be afraid to reach out with signage inquiries; we will help provide the best signage for your store within the company budget.



- OUTDOOR WINDLESS FLAGS

- SANDWICH BOARDS

- INFORMATIVE INDOOR SIGNAGE

- PARKING SIGNS

**REFRESHMENTS AVAILABLE**  
PLEASE HELP YOURSELF

**DESIGN CENTER**



UPDATE NEEDED

# Old Signage



Your signage should reflect the professionalism and polish behind the Factory Expo name. If you have signage with an old logo or damaged or faded signs, please reach out, and we will work with you to ensure we're proudly representing the Factory Expo brand.



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