

Five reasons why real estate signage pays, not costs

We all know that signs are a powerful part of the marketing process, we just generally don't know why. Following are 5 powerful facts from studies that prove that quality signage is most definitely an essential tool to have in your marketing arsenal.

1. People are preconditioned to read signs

Signs are a normal but essential part of everyday life. They warn, guide and direct our every move, so much so, that we are now preconditioned to look out for them, unlike any other communication media.

Branded signage is no different. According to one study, a sign is 6 times more likely to get noticed than a TV or radio advertisement, and 2.5 times more likely to be noticed than a direct mail campaign.

2. Leverage brand recall

Getting people to look at a sign is one thing, creating an emotive response that turns them into a client is quite another. The more effectively your marketing material educates prospects about your ability to add value in a way that your competitors don't, the stronger the brand equity you create. Get this formula right, and your signs will create instant top of mind brand recall.

3. Branding the site – the irresistibility factor

A series of signs is a powerful way to brand a listed property, or even a street. With a series of signs lining the street from an intersecting road to the property, there is no doubt about who the agent is, or where the action is happening.

This carnival style of promotion stimulates the human imagination in a way that has proven irresistible throughout the ages to even the most stoic individuals. *Use it to your advantage.*

4. What makes a good sign?

In a word – simplicity. It must be clear and easy to read.

The quality of a sign is also critical. People can and do form an opinion based solely on the image a sign portrays.

Never underestimate the image you communicate through your signs. Prospective vendors who turn up to one of your opens will also be forming an opinion about you and your brand. They will evaluate you on image, professionalism and marketing effectiveness, and as the old adage says; *'You only get one chance to make a good first impression.'* Quality signage is a very tangible reflection of all three.

5. Final Thought

If you are unsure about whether your signs get seen, think again. In a study conducted by the American Trucking Association, 91% of people surveyed said they noticed words and images on fleet vehicles. 29% said they based a buying decision on those images – and that's on a moving vehicle!



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