

FRANCHISING WITH SIGNS EXPRESS



 **SIGNS
EXPRESS**

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SIGNS EXPRESS

ABOUT US

Established in 1989 we are proud to be the largest sign company in the UK and Ireland with over 60 production centres, operating in over 80 territories nationwide.

With a national reputation for providing bespoke, quality solutions, we are uniquely positioned to offer customers the benefits of a large brand along with supreme local customer service.

Demonstrating our commitment to the highest possible industry standards, we are long-standing members of the British Franchise Association and the International Sign Association.

As a Franchisor, we are dedicated to providing strategic direction and support to our franchise network that is focused on driving shareholder wealth. With a proven, sustainable model our franchisees stay with us for an average of 15 years, more than double the industry average.

REALISE YOUR AMBITIONS

Become your own boss and secure your financial future with Signs Express.

Developed with you in mind, our support continues throughout your Signs Express journey as you enjoy the healthy profit margins associated with our industry. When it is time for you to exit, we will then help you in preparing your business for sale and maximising your return.

OUR DYNAMIC INDUSTRY



Window Graphics



Custom Wallcoverings



Outdoor Business Signs

A FUTURE-PROOF BUSINESS

In an ever-changing landscape, signage remains a crucial component to a successful business with almost 80%* of customers saying they enter a store based purely on its signs. It is our role to create striking, engaging signs and graphics that get businesses noticed.

Solutions for our clients across every single industry sector, both private and public.

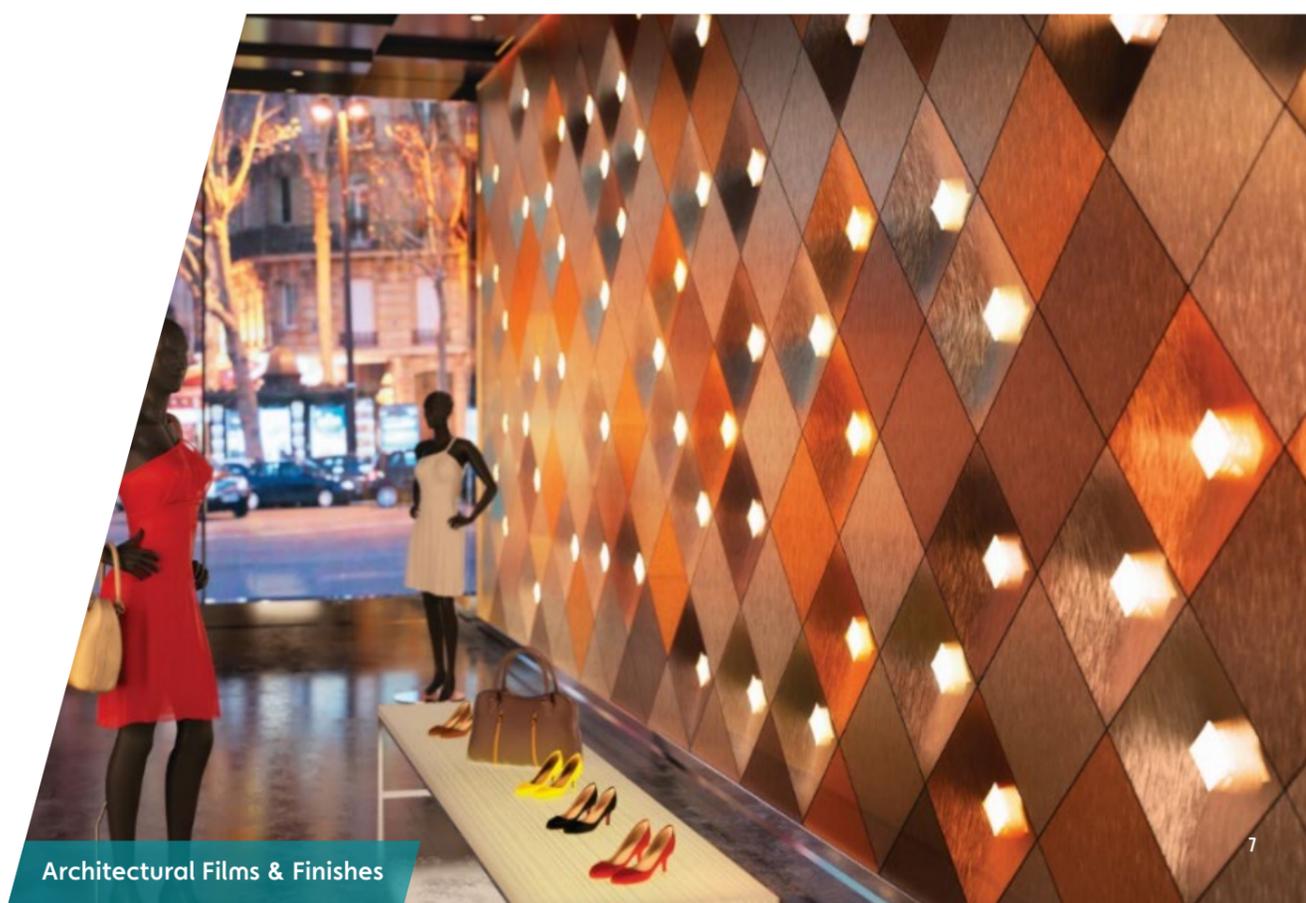
Whether producing fascia signs for retailers, wayfinding signage for schools, window graphics for offices or vehicle graphics for tradespeople, Signs Express offers a complete solution with a reputation for craftsmanship and quality.

We are passionate about every project we undertake and love seeing them come to life just as much as our customers. There is no better feeling than walking down a high-street surrounded by your work.

We continually look at new innovations, new products, new services and new technology. This means we are always one step ahead of the competition and attract new customers from SMEs right through to national corporations.

As an investor and owner, this industry offers you unlimited opportunities to make a truly impressive return as well as build a diverse and dynamic career.

*Source: FedEx Office Survey



Architectural Films & Finishes

OUR MODEL. YOUR ROLE.

Signs Express has a consultative and creative style business model with franchisees at the heart of their businesses. Our franchisees typically assume a business development, sales and management role with 95% of them having no previous industry experience before joining Signs Express.

Our network is comprised of franchisees from a whole host of different backgrounds but they are all ambitious, focused, responsible and take tremendous pride in everything they do. Whether there is an existing team in place, or you are assembling a new one, we support you in shaping your business to ensure the seamless running of your centre. The most successful franchisees are great communicators, enjoy leading from the front and seeing the rewards of transforming businesses through our model: **Consult. Design. Create. Deliver.**

1 CONSULT 

Making the time to have a consultation with our clients, both in-person and over the phone, is so important to not only understand their requirements but also to make recommendations on what will get their business noticed.

2 DESIGN 

Every centre has in-house design capabilities to enable us to work closely with customers to create on-brand concepts and ideas for local businesses. Artwork proofs and visuals also help showcase signs in situ.

3 CREATE 

Signs and graphics solutions are either created in-centre by your production team or by our supplier network. By having internal and external production capabilities you have access to the largest product range available meaning you can fulfil practically any request.

4 DELIVER 

Fitted and finalised by skilled installation teams we love the moment of seeing our customers' vision and brand come to life.

HEAR FROM OUR FRANCHISEES

Want to know what it's like to own a Signs Express franchise? Let some of our franchisees tell you about their own experiences:

In 2017 Ben Walker opened a brand new Signs Express centre in Bristol. Since then he has been working hard to build a loyal customer base and an outstanding reputation in the region.

“ I was looking at ways to take my career to the next level and had previous experience within franchising. A franchise offered me the right level of support and advice for wanting to open a start-up business. One of the aspects I most enjoy about being a part of the franchise is attending their regular events where the Franchise Support Centre host useful seminars, highlight new products and just generally make you feel a part of the Signs Express family. I am still as excited as I was when I first opened to get out in the community I love and make connections. Since opening, I've had to expand the workforce to support our rapid growth and customer demand.

I am delighted to have built a fantastic team behind me driving the business forward as we continue to expand. No two days are ever the same and I look forward to producing even more innovative solutions to business in and around Bristol. ”

Paul Glover purchased an existing centre, Signs Express (Nottingham) in 2018 and has taken the business from strength to strength ever since.

“ I was looking for a complete change and I knew there would have to be a certain amount of training and support required in order to make it a success, so a franchise seemed the best way forward.

I wasn't sure what industry this new venture would be in and had considered all types of businesses until one caught my attention, Signs Express. Signage is a market that continues to grow and there will always be a need for this type of product/service.

Buying an existing business was always the first option for me as it presents less risk. The initial training course was very good and extremely informative. Ongoing support from the Franchise Support Centre is excellent and there is always someone available when I need them. I'm learning every day from my team and just being in the business. My focus is to grow the business and I am thoroughly enjoying the experience and looking forward to seeing the business flourish over the coming months & years. ”



START-UP OPPORTUNITIES

YOUR TEAM. YOUR BUSINESS. YOUR WAY.

Our start-up sites, also known as 'Greenfields' offer a location that suits you along with the chance to launch your own business from scratch, with support and guidance from our dedicated Franchise Support Centre.

Opening a brand new centre gives you the benefit of building your business from the ground up whether that be the team you surround yourself with or the mix of work and clients you pursue. You have the freedom to shape, develop and grow your business into something that is tailored to what suits you.

There are also tremendous rewards for those with the drive and ambition to achieve their goals. What's more, with proactive sales and marketing support, as well as strong brand recognition across the country there are plenty of customers actively enquiring after the services that we provide.

We have Greenfields available throughout the UK and Ireland so be sure to contact us to discuss our current franchise opportunities and your desired location.

PROVEN ROUTE TO RUNNING YOUR OWN £500K+ BUSINESS

- ✓ Shape your business to suit you
- ✓ Excellent margins
- ✓ Start-up accelerator package
- ✓ Your choice of location

YOUR GREENFIELD START-UP COSTS

Typical start-up costs to open a brand new centre comprises of the following:

	£	
Franchise Fee	25,000	
Capital Expenditure	Motor Vehicles	28,000
	Machinery & Equipment	28,000
	Full Premises Fit Out	30,000
	Total:	86,000
Working Capital	104,000	
Total Investment	215,000	



“It's always daunting to set up something new but that's why I decided a franchise was the best option for me. Franchising gave me the comfort of knowing that help and expertise were on hand in all areas of the business from operations to marketing, accounts and technical support.

I love being my own boss and having the flexibility and time to spend with my family. The signage industry is always progressing which helps to keep the work varied and the job interesting.

Joe Smith, Signs Express (Birmingham SW)



YOUR FUNDING

The actual investment figure will depend on location, working capital and other factors, however based on our Greenfield Model, the investment will be made up of your cash introduction, bank lending and asset finance, with a recommended split as detailed.

	£	
Personal Cash Introduction	65,000	30%
Bank Lending	110,000	51%
Asset Finance	40,000	19%
Total Investment	215,000	

ILLUSTRATIVE FINANCIAL SUMMARY

We are passionate about franchisees getting the financial returns they desire. As with any start-up business, this takes time to build and as such, it is important to look at the expected financial returns in your early years as a Greenfield centre. Your drive, ambition and proactive approach to your business can have a real effect on these numbers which is why we are looking for motivated individuals that are excited at the prospect of a new challenge.

	Y1	Y2	Y3	Y4	Y5
	£	£	£	£	£
Sales	200,000	320,000	450,000	550,000	660,000
Cost of Sales	(70,000)	(96,000)	(126,000)	(154,000)	(184,800)
EBITDA	(51,686)	24,944	85,522	116,695	132,447
Profit/(Loss) After Tax	(73,543)	3,121	57,168	74,914	88,242

The breakdown of these illustrative figures along with supporting narrative will be supplied to prospective franchisees as part of our comprehensive Investment Guide during your attendance on our Discovery Day, where you will get an in-depth view of Signs Express and our Franchise Support Centre based in Norwich.

RESALE OPPORTUNITIES

THE NEXT LEVEL

The advantages of buying a resale are numerous, one of the key elements being a proven track record where you can assess its profitability and growth potential.

You'll have an established team already in place who will be trained in the day to day running of the business and have experience within the industry they're working.

For the right candidate, purchasing an existing business is a fantastic way of seamlessly taking on a new investment. We have a number of resale opportunities available and can also make approaches to some centres that may not yet be considering selling their business.

If you are looking for a stable, well-established business that has all the infrastructure already in place so you can concentrate on delivering further growth then a resale opportunity is the perfect investment for you.



“ I've always been ambitious and knew at some stage I would want to take control of my career and run my own business. The opportunity to buy an already successful business, along with support that franchising offers you was ideal. Being able to take control of my career, yet walk straight into an established and profitable operation, was too good an opportunity to turn down. ”

Janiv Patel, Signs Express (Milton Keynes)

BENEFITS OF PURCHASING A RESALE

- ✓ Earnings from day one
- ✓ Experienced team
- ✓ Established customer base
- ✓ Build on strong foundations

RESALE INVESTMENT COSTS

When buying an established business your investment level varies as it's related to the size and performance of the centre. It's important to consider an array of costs associated with buying a business such as the asking price, professional fees, working capital and any investment you may wish to make from day one. Typically, major lenders look for investors to have approximately 30% of these costs as your personal cash introduction.

Whether it's retaining and growing key accounts or integrating into the existing team, we will be on hand to help facilitate a smooth transition. Together, we can ensure your business gets off to the best possible start under your ownership.

Contact our Franchise Recruitment team to discuss our current resale opportunities.

BUILDING AN ASSET

Whether you decide to purchase an operational business or open a brand new one, a franchise business with us is an investment in your future.

Passionate about supporting you in optimising your business and maximising profitability, our role is to help you realise your investment when you are ready to sell in the future.

Owning a Signs Express centre can not only be financially rewarding but also personally, with many of our franchisees citing development of their teams, Monday to Friday opening hours and a positive work-life balance as some of the most rewarding aspects of being a franchisee.





YOUR SUPPORT

OUR FRANCHISE SUPPORT CENTRE

We have an incredible UK based Franchise Support Centre, comprising of over 20 staff that have all been specifically assembled for your success. With both field-based and office-based teams, we are dedicated to supporting our network and the continual growth and development of Signs Express.

Boasting a wealth of knowledge across all support functions we work closely with individual franchisees and their teams to help achieve their ambitions. From the setting up of your new business to hiring staff, technical product training to proactive sales techniques, key marketing initiatives to financial reviews, we support you every step of the way.

INVESTING IN YOU

We are as passionate about your business as you are which is demonstrated through our continual investment in your business, your team and in you as an individual. This can come in many forms, from helping mentor you as a new business owner to assisting with the training of your team, we are committed to supporting you every step of the way.

Opening a brand new business is challenging, so for those looking to start a Greenfield business, we have gone one step further and created a dedicated **Sales Accelerator Package** designed to kick-start your performance and drive sales from the outset.

YOUR START-UP ACCELERATOR PACKAGE

 **CUSTOMER CONTACT DATABASE**
OF UP TO 8000 BUSINESSES

12 MONTH LINKEDIN SALES NAVIGATOR SUBSCRIPTION 

JOINT BRAND AWARENESS 
TELESALES LAUNCH CAMPAIGN

 **CORPORATE STATIONERY & LITERATURE**

 **SOCIAL MEDIA BOOSTER CAMPAIGNS**

EXTENSIVE SALES & MARKETING COLLATERAL 

 **PAY-PER-CLICK ADVERTISING**
LEAD GENERATION BOOSTER

DEDICATED MARKETING LAUNCH PLAN 



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INITIAL & ONGOING TRAINING

YOUR TRAINING

Our comprehensive **3.5-week training programme** ensures you're set up for success from the outset. From learning all about our diverse industry to other Signs Express processes, we are committed to imparting everything you will need to know to run a Signs Express centre and manage an effective team.

Our training programme is split into two key components to ensure the best learning experience and optimal retention of information for new franchisees:

1. CORE CLASSROOM TRAINING



Franchise Support Centre, Norwich

2 weeks (10 days)

This part of the course provides a basic orientation to the industry and the product range, along with an immersion into key processes and systems that help you run an efficient Signs Express centre.

In addition to the learning experience, you will also get to meet your support team and start building your internal support network (including other fellow franchisee participants).

2. LIVE ACTION TRAINING



In Centre

1.5 weeks (7 days)

Some theory and practical elements need to involve your team or are bespoke to your territory or centre. As a result, there are some training topics that are conducted in your centre allowing more 1:1 learning.

As with all training, you will learn better by doing. That's why a number of our training modules are delivered in-centre, in a live environment, where we can use live systems and orders.

ONGOING TRAINING & SUPPORT

Every new franchisee will have a dedicated Operations Manager to guide you through your initial enquiries and orders. After that, we will assess your ongoing support needs, which typically include weekly visits and daily calls.

We make sure you are confident and well versed in all elements of the business, understanding the roles of each of the support staff, so that going forward you are in the best possible position to make a success of your business. The training and support doesn't stop there, we take a bespoke approach to any training you may need, whether that's delivered by our support team or alternatively by one of our preferred suppliers or business partners.

With a consultative approach to business, there are also many opportunities to engage in project working groups, national and regional meetings, summer events and join in the conversations on our online forums. You'll never be far from like-minded business owners and a franchisor that wants to collaborate and build your business and a stronger network.



WHY CHOOSE SIGNS EXPRESS?



We are passionate about giving our franchisees the opportunity to thrive and have developed a model that strikes the perfect balance between the freedom of owning your own business along with the guidance, support and training from our dedicated Franchise Support Centre.

Known for quality and our customer-centric approach to business we take great pride in everything we do which is reflected in how our customers see us. Be sure to take a look at our outstanding Trustpilot reviews! As a new business owner, you can take advantage of our excellent reputation and use it to help you hit the ground running from day one. You can also call upon all of the experience and amazing back catalogue of projects from across the network to support you in winning new business opportunities to bring brands to life.

OUR BRAND

Established for over 30 years it's no surprise that we are three times more searched for on Google than our nearest competitor. This, combined with our extensive supplier discounts, are just some of the benefits of being part of our market-leading brand.

COMPREHENSIVE TRAINING

We work with you from the outset and support you throughout your Signs Express journey. This begins with our rigorous training programme which leaves you feeling confident, exhilarated and ready to begin your future with Signs Express.

UK OWNED & RUN SUPPORT

With our UK-based field and office-based Franchise Support Centre team you have support whenever you need it along with tailored activities and support specifically targeted at the UK market.

A PROVEN MODEL

Our territories boast over 10,000 selected businesses comprising of all the major sectors which is more than enough to take you to £500k turnover and beyond.

DIVERSE & DYNAMIC INDUSTRY

No two days are ever the same, which coupled with the stunning visual solutions we provide is incredibly rewarding personally as well as financially.

INVESTMENT IN YOU

We are in this together so we not only invest in all new centres with our Sales Accelerator Package, we also invest in dedicated, bespoke support from the outset that's tailored to your needs.



FAQS

As with any new venture, you are bound to have lots of questions. With that in mind, we've answered some of the most commonly asked questions but be sure to contact us with any other questions you may have.

Q: What type of person are you looking for?

A: We are looking for commercially-minded individuals with a proven track record in management and ideally with sales or relationship management experience due to the typical role a franchisee takes in proactively driving the business. You don't need any sign industry experience and we love to see people who are driven, ambitious and excited to run their own business.

Q: How does the franchise model work?

A: Franchising is the granting of a license by one person (the franchisor) to another (the franchisee), which entitles the franchisee to trade under the trade mark/ trade name of the franchisor.

As a franchisee, you receive an entire package comprising all the elements necessary to establish a successful business and enables you to run it with continual assistance on a predetermined basis.

Signs Express is a management franchise opportunity, which means that as a franchisee you are required to manage the running of your own business within the guidelines and adhere to the Signs Express franchise system.

Q: How much investment is needed?

A: For a Greenfield (new centre) you will need to provide a cash introduction of £65k. If you are interested in buying an existing centre, your level of investment will vary depending on the asking price.

Q: How long does it take from signing to opening the centre's doors?

A: This is a difficult question to give a definitive answer to as it is dependent on finding satisfactory premises for a new centre and your own plans for establishing the business. Typically, during or shortly after the initial training course, your light industrial unit will be fitted out, staff recruited and the business established.

On average this takes around three months but can be more or less depending on individual circumstances.

Q: What are the ongoing fees involved?

A: Once your centre has launched, or re-launched, you will pay a monthly Management Service Charge (MSC) fee of 7.5% of your turnover and a 1.5% National Promotional Fund (NPF).

The MSC enables us to have a large Franchise Support Centre team that provides our franchisees with practical day to day support across a number of functions.

A dedicated marketing fund, the NPF is held in a separate, audited account. This fund is used for all national marketing activities focused on building our brand. For example, online marketing activities such as national, regional and local pay per click advertising are all managed and covered by the NPF fund.

In an ever-moving marketplace, we continually adapt our marketing approaches to maintain and grow our market position.





NEXT STEPS

STEP 1: GETTING TO KNOW YOU

Now you have made your enquiry we will arrange for our dedicated Franchise Recruitment Team to organise an initial call so that both parties can find out more.

We will talk you through our available franchise opportunities, including start-up locations and any resale options within your desired area.

This is also our opportunity to hear more about you and what has drawn you to Signs Express as well as what you want to achieve from a franchise with us.

We will also require an up-to-date CV at this stage and will discuss your investment in more detail along with the ongoing support and training you will receive from our Franchise Support Centre.

It is important that you fully understand the commitment you will be making and you are confident Signs Express is the right opportunity for you. Similarly, we need to ensure that you are the right fit for our network. We are incredibly open and encourage prospective franchisees to ask us any questions you may have.

STEP 2: DISCOVERING SIGNS EXPRESS

Following our initial conversations, we will invite you to attend one of our Discovery Days hosted by our Franchise Recruitment Manager, Emma Wakefield.

Our Discovery Day is designed to give you an in-depth view of Signs Express as well as meeting our Franchise Support Centre team and getting into the details of what a franchise with us looks like.

As part of your Discovery Day you will also have a one-to-one meeting with our senior management team. This is an ideal time for you to ask further questions and talk through any personal thoughts in relation to our franchise opportunity.

We want you to leave your Discovery Day feeling you have comprehensive information, the answers to all of your questions and to feel inspired at the opportunity to join the vast and rewarding signage industry.

The day comes with no obligations and is a key part of our franchise recruitment process, ensuring this is the right business opportunity for you.

CONTACT US

TO BEGIN YOUR JOURNEY WITH SIGNS EXPRESS

Emma Wakefield, Franchise Recruitment Manager

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WHAT WE MAKE
EXHIBITION DISPLAYS
INTERIOR/EXTERIOR
SIGNS
BANNERS
VEHICLE
HEALTH
SAFETY
CREAT
WINDOW
GRAPHICS

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