

Check each box that is TRUE for your business.

Checklist A: Existing Businesses With Active Locations

- We have a complete documented inventory of every interior and exterior sign.
- We know the replacement cost of each sign.
- Artwork files, specs, and install details are centralized.
- Vendor pricing is standardized across locations.
- Original fabrication specifications are documented.
- Ownership (landlord vs tenant) is clearly defined.
- Sign warranties are tracked and accessible.
- Our repair process is documented and efficient.
- Rebrand specs are reusable across locations.
- Exact sign dimensions and mounting details are stored.
- Permits and approvals are archived centrally.
- We avoid rush fees through planning.
- Signage specs are standardized system-wide.
- Sign lifecycle and replacement timelines are tracked.
- Future location signage costs can be forecasted accurately.

Checklist A Total Score

Check each box that is TRUE for your business.

Checklist B: Businesses Planning Their First Location

- We have defined required interior and exterior sign types.
- Our signage budget is based on real-world cost data.
- Landlord signage restrictions are confirmed.
- City permitting requirements are understood.
- A baseline signage plan exists before vendor engagement.
- Standard materials and lighting types are defined.
- A formal signage approval process exists.
- Common vendor upsells are identified.
- Signage production timeline is planned.
- Expansion signage standards are defined.
- Post-install documentation procedures are planned.
- Long-term signage data storage is defined.
- Signage designs can be reused for future locations.
- All signage decisions are documented.
- Signage is treated as a long-term asset.

Checklist B Total Score

Scoring Your Signage Exposure

0–3 boxes: Controlled – Structured and intentional.

4–8 boxes: At Risk – Gaps likely causing cost or delay.

9+ boxes: Capital Leak – Lacking structure and control.

If you scored 0–9 your signage needs help. Go to signagesecrets.com and download our ebook and Signage Control Kit to help your signage now.