

# Signage Cost Leak Checklist

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## Test A: For Existing Businesses With Active Locations

Check each box that is TRUE for your business.

- 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

## Test A - Scoring Your Signage Exposure

0-3 boxes: Capital Leak — major gaps are likely costing time and money

4-8 boxes: At Risk — some structure exists, but important gaps remain

9+ boxes: Controlled — strong signage systems and documentation are in place

If you scored 0-9 your signage needs help. Go to [signagesecrets.com](https://signagesecrets.com) and download the eBook and Signage Control Kit to help your signage now.



## Test B: For Businesses Planning Their First Location

Check each box that is TRUE for your business.

- 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

### Test B - Scoring Your Signage Exposure

0-3 boxes: Capital Leak — major gaps are likely costing time and money

4-8 boxes: At Risk — some structure exists, but important gaps remain

9+ boxes: Controlled — strong signage systems and documentation are in place

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