



Trade Secrets...

from the editors of **SignCraft**

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The hidden costs of sign installation



Ever get that feeling that the profit you made on a sign disappeared sometime during the installation? It's easy to happen: a little unaccounted travel time, some rocky ground and waiting for a customer on site can really add up. Rocco Gaskins, Abco Signs, Pennsauken, NJ,

knows how easy it is to overlook installation costs, and says many shops lose money as a result.

Besides making signs, he does a variety of installations at wholesale for other shops. He took a close look at a very typical sign installation: a 4-by-8 on two posts. He's done the homework for you: [Click here](#) to see Rocco's breakdown on time and materials for a routine 4-by-8 installation. See how your estimate would compare.

"If you leave \$120 per installation on the table," says Rocco, "you are losing a lot of money in the course of a year. Imagine taking that much off the price of every 4-by-8 you sold. You really can't afford to be consistently off on your installation estimates."

Customers sometimes have a hard time realizing that a sign may cost more to install than to make, too. Be prepared to sell quality, just as you do for a sign:

1. Explain that properly installing sign takes time and experience. Describe what's involved before you quote a price. There's more to it than just digging holes.
2. If they object to the price, agree with them. You know that it seems like a lot, but you also know there's no way for you to do it properly for less.
3. Show how a good installation, and the addition of some landscaping if appropriate, will make their sign look even better. Photos do this best, even a few showing poor installations for comparison.



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Best regards,

Tom McIltrout, Editor

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