



**THE DO'S & ~~DON'T~~  
TO PROPER  
REAL ESTATE  
SIGNAGE**

# Real Estate Signs that Drive Sales



There are many ways to market real estate these days. From the radio to television ads and internet listings and sharing on social media, getting the word out about your listings is easier than ever. Still, nothing beats the impact of physical real estate signs in Houston that cause people to stop and take notice of a property. To get maximum attention and drive traffic and sales, the design and placement of each sign is critical.

## Property Yard Signs

Even with the internet driving lots of real estate sales, yard signs in Houston are imperative. After all, you want those internet shoppers to find the property easily and those interested who may be passing by to call and look online for more information after they see your signage.

The effectiveness of your signs depends on how they are designed and where they are placed. Certainly, the objective of most signs for real estate is to have potential buyers call you for more information. That phone call allows you to sing the praises of the home they're calling about and make an immediate appointment to view it. Alternatively, you can build rapport and guide them to a different home that fits their needs better. That personal contact is vital for all successful real estate agents.

So what is important when it comes to real estate yard signs in Houston?

**The right size** – The sign does not need to be huge, but it should be large enough to be easily spotted by would-be buyers.

**Framing your signs right** – Of course, yard signs are not too helpful without a way to display them. So, it's important that you also find the right frames for your yard signs. You will see that some real estate agents opt for the Single Arm frame, which is a custom wood frames in the classic L-shape that hangs signs from rings underneath. But, most realtors will opt for economical and durable aluminum sign with a metal frame.



## Important information included –

Maximize your advertisement by placing the most important information on your sign in a clear and legible layout.

- **Agency Logo** – make sure that your yard signs feature your real estate branding and keep that consistent across all media.
- **Realtor Name** – Name recognition is extremely important in the real estate business.
- **Contact Information** – Use a phone number where they can reach you or someone in your office immediately. Nothing is more frustrating to buyers than not being able to speak with someone about that listing at the moment they are considering it as a poy.
- **Professional Portrait** – A photo showing your friendly and approachable smile.

**Simple and Clear** – The lettering needs to be big and bold on the sign. You want people to be able to read your name, agency name, and telephone number even if they're driving past the house. And, keeping it simple allows the sign to be reused frequently. If several agents use the same signs, you can add your personal information on a rider created by a sign company in Houston.

**Rider** – A rider is a small sign that can be inserted to the top or bottom of the metal frame. This sign is an economical way to interchange out information without breaking the bank on additional signage. For example, your sign could simply have your company logo and number on it and the riders may read “Open House”, “Coming Soon” or “For Lease”.

**Durable** – Buy signs based on the climate where you live. Though more durable signs are more expensive, you won't have to replace them as often if you live in an area where lots of rain and wind are common. For durable signs that will withstand inclement weather use aluminum in Houston.

**Placement** – For the vast majority of homes, the front lawn close to the street is the optimal placement for signs. But, keep in mind that some



homeowner associations don't permit signs in the yard, or restrict the size and the placement of these signs. If you are selling a home in an HOA, read the regulations to understand approved sign placement. Also, keep the signs away from areas where they'll be blocked by cars, fences, vegetation, or street signs. If the home is on a corner, place a sign on the front and side that faces the street so that you catch traffic from both areas.

If the house is on a secluded street, ask a homeowner or HOA association if it's possible to place a sign with a large arrow in a different yard so that people can find the home.

Remember, the best real estate yard signs in Houston are the standard form of home advertising, and it's because they work. People are naturally curious when they see real estate signs, so that's why it is so important to use eye-catching and clear signs for all of your listings.

## Office Lobby Signs

Real estate brokerages need adequate signs to mark their businesses. In fact, most states require active brokers to place signs at the entrance to their office, and any satellite offices as well. They can be placed in the interior lobby of an office or along an entry wall or hallway. Signs should spell out the name of the principal broker, any trade name, and any partnership or corporation information. Typically, the words “Licensed Real Estate Broker” are required on these signs as well. Business signs are available in diverse types and designs so that one will be perfect for your office lobby signs.



## Event Signs and Banners Houston

Being active in the community drives traffic, introduces you to new people every day, and keeps your name front and center with both buyers and sellers. To represent yourself well, you need great signs!

When organizing and running, or participating in an event, large and bold signs work extremely well. You may consider using huge vinyl banners to stretch across your tent at the county fair, or several event signs to promote your local real estate events.



## | Your Car Signs

You have lots of options when it comes to signage for your car these days. Sure, you can go with a cool vanity plate that gives a subtle nod to what you do for a living. Or, you can go bold with awesome vehicle wraps that can feature you and your agency as well as your branding information and your telephone number. If you're not quite ready for that level of commitment yet, try a removable car decal that you can switch from car to car.



## | Open House Signs

Open houses present a unique dilemma for real estate agents. You want signs that look great and last, but don't want to break the bank getting them. Find a few generic sign options and give them the information that's important to buyers looking for a home. It doesn't need to sell the house, but it should make them interested enough to take a look.

For open houses, A-frame real estate signs are perfect. They are lightweight and portable, but sturdy enough to stand up to hundreds of open houses and serve you well.

To guide potential buyers to your open house, there are lots of creative and impactful open house signs with large arrows that serves real estate agents.

Make sure that your open house signs spell out the open house hours. And, one important thing you should do is always remove the signs when the open house is complete.

With so many tools available to promote your listings, you might take signage for granted. But, rest assured, the correct real estate signs in will draw people through the doors of the homes you're selling and help you get them sold.



If you are a realtor or real estate firm in the Houston area,  
  
to design and develop  
**real estate signage that gets results.**