



## **For Immediate Release**

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## **SIGNS NOW ANNOUNCES COMPLETION OF ANNUAL OPERATING RATIO STUDY**

### ***PROVES TO BE A POWERFUL TOOL FOR OWNERS FARING TOUGH ECONOMIC TIMES***

**SARASOTA, Fla.** (Aug. 17, 2009)—Now more than ever, the need for solid support systems in the franchising industry is increasing. Even in good financial times, franchise veteran Signs Now, A Division of Allegra Network LLC, has strived to go above and beyond meeting the needs of their franchisees. The company recently announced the completion of their fourth annual Operating Ratio Study (ORS)—one of the largest compilations of sign center statistics in the industry.

The study is a key component in the company's Profit Mastery Program, which aims to increase operational profitability through the use of performance groups, assessments, pricing studies and the ORS. The study comes at a key time for owners, helping to keep them well-positioned for the economic turnaround.

As part of the ORS, owners are asked, but not required, to participate in a multi-faceted survey to develop the results. Around 70 percent of all system centers participated in the 2008 study, but the worth is tangible for every Signs Now owner, noted Signs Now President Steve White.

“The real value of the ORS comes when our owners compare financials against the study, and in turn, set new goals for improved fiscal performance,” White explained. “In these trying times, it

is more critical than ever for our owners to protect their profitability, even if sales are not increasing. We believe these steps will keep our owners ahead of the curve when the economy begins to turn around.”

While economists are predicting a gradual and prolonged recovery from the recession later this year, there are no guarantees. This is why, in addition to Profit Mastery, Signs Now offers key marketing programs designed to grow and support franchisee business. These programs are constantly refined based on the response from the marketplace to bring results, remarked Bernard Haun, Signs Now vice president of marketing and communications.

“We have found that the continuation of marketing during an economic downturn is a key factor in being at the forefront when the economy does turn around,” Haun explained.

Founded in 1983, the Signs Now service base includes solutions and digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, ADA signage, dimensional letters, directional systems and other visual communications tools to businesses worldwide.

Signs Now has new centers in various stages of opening in Florida, Texas, Arizona, North Carolina, Georgia, Montana and Michigan. For more information on Signs Now or becoming a Signs Now franchise owner, call (800) 356-3373 or visit [www.signsnowfranchise.com](http://www.signsnowfranchise.com).

***About Signs Now, A Division of Allegra Network LLC***

*As a leader and top innovator in the sign and graphics industry, Signs Now truly stands out in a crowded world. Signs Now has over 225 franchise locations across the United States, Canada and the United Kingdom. The corporate offices and the Signs Now Training Academy, Sarasota Campus are headquartered in Sarasota, Fla.*