

7 TIPS FOR BETTER FOR-SALE SIGNS

- 1 Use reasonably new signs in good condition. Peeling, cracked, or beat-up looking signs reflect poorly on homes and on you.
- 2 Position your signs where they're visible to people approaching the home from either direction on the street.
- 3 Be sure signs are well anchored so they won't topple over in a wind.
- 4 Consider using "talking" signs that play a prerecorded message about the home.
- 5 Capture the attention of night foot and vehicle traffic by posting your sign beneath a street lamp or under the home's exterior lighting, or by using a self-lighted sign.
- 6 Keep the sign simple and uncluttered. Make type large enough to read from a moving car.
- 7 The Sellstate sign was designed with all of the above considerations.