

## STRATEGIES FOR COPING WITH SIGN RESTRICTIONS

Some cities and some homeowners' associations don't allow real estate practitioners to post for-sale signs. The reasons vary from concerns about neighborhood blight to complaints about a proliferation of overly large or unsightly signs.

- Set standards. Ask the local authorities to grant an exemption for signs that conform to a mandated size and shape.
- Strike a deal. Ask the city council to allow temporary open-house signs on weekends, even if front-yard, for-sale signs are banned.
- Fight back. Organize the real estate professionals in your area to educate community groups, homeowners, and lawmakers about the benefits of for-sale signs, with the goal of having any restrictions lifted.