



NATIONAL SIGN PLAZAS

## **Weekend Directionals, Permanent Signs, and More.**

The four signage types every  
home builder should know.



# Weekend Directional Signs

- **Weekend directional signs.** Sometimes referred to as bandits, snipes, or bootlegs, these are smaller temporary signs supported by posts or poles. Typical sizes are 18"x24" to 36"x36".
- **Weekend pole signs.** Signs supported by posts or poles that are temporarily installed into permanent underground anchors. Typical sizes are 32"x48" and 48"x48".
- **Weekend trailer or skid signs.** Larger signs that are hauled into position temporarily rather than installed in the ground permanently.

## Weekend directional signage overview.

Weekend directional signs are temporary installations. Your sign vendor will usually place them early on Friday morning and collect them by Monday morning. Nearly 80% of all weekend foot traffic is driven by offsite permanent signs and weekend directional signs.

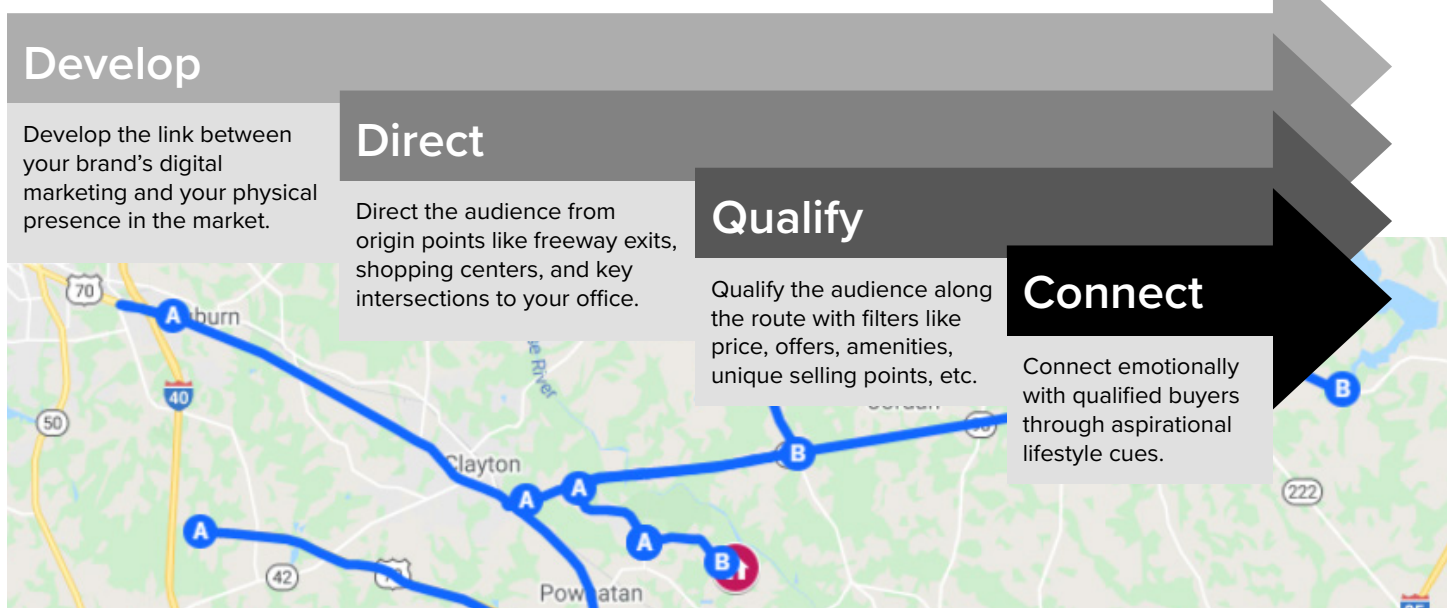
Weekend directional signs (commonly referred to as bandit, snipe, or bootleg signs) typically feature little more than a directional arrow and your company's name and branding. They may also include a detachable rider. This is a smaller sign that attaches to your directional sign and highlights a simple unique selling point or promotion, like a grand opening or sales event.



Trailer or skid signs are hauled into position by truck in areas where permanent offsite signs are restricted by municipal code. Like your permanent offsite signage, trailer or skid signs are large enough to help tell your brand story and qualify traffic through information design and content delivery.

## The NSP Route Algorithm.

The NSP Route Algorithm™ is our proprietary methodology for delivering your message through your weekend strategy.





# Permanent Offsite Signage

Permanent offsite signs include informational and directional signage installed and maintained throughout the development's sellout. The most common size is 4'x8' and sizes can range from 3'x5' to 10'x16'.

## Permanent offsite signage overview.



Offsite permanent signs stand around the clock at key intersections and high-traffic areas near your residential development. Signs typically feature a directional arrow or address and pricing or unique selling points about your subdivision.

Each sign should function as a connecting point within a preplanned directional route incorporating both permanent signage and weekend directional signs.

Your routes should be more than bread crumb trails leading from point A to point B. They should tell your brand story through information design and content delivery.

Just as your digital advertising uses targeting parameters and messaging to filter your audience, the information and brand promise presented by your offsite permanent signage should filter the audience so more of the right buyers reach your sales office and model homes.

## The NSP difference.

Permanent signage requires less ongoing oversight than weekend services. As a result, many signage companies only deliver one type of product – even though the two solutions should work together to drive buyers to your development.

Because this creates multi-vendor management challenges for you as a home builder, NSP is staffed to oversee both programs.

We identify priority locations for your permanent signs, negotiate leases with landowners, and navigate right-of-way usage. We then complement your permanent signage with weekend services guided by our proprietary NSP Route Algorithm™.

By embracing rather than shunning weekend services, we're able to develop the most effective routes for your development.

## Permanent offsite signage objectives

- Drive potential home buyers to your new residential development.
- Connect the buyer's digital experience to the physical environment.
- Filter and qualify the audience to ensure the right buyers reach your sales office.



# Exterior Onsite Signs

Your subdivision's exterior onsite signage may include any of the following elements:

- Flags and monument signs create a sense of place at your subdivision's entry points.
- Fence banners feature brand messaging or create urgency around depleting inventory.
- Informational pedestrian signage orients visitors and highlights unique selling points.
- Temporary signs communicate sold / available, lot numbers, quick inventory, quick move-in, etc.

## Residential onsite signage overview.

Onsite signage encompasses the various flags and banners, neighborhood entrance signs, subdivision monuments, and more that enhance your messaging and further establish your visual brand once the buyer has reached your development.

Onsite signage is all about information rather than directions. Your onsite signage may highlight amenities, outline community-specific information, or call out incentives or upgrades.

Exterior onsite signage evolves throughout the project. Early in a residential buildout, onsite signage illustrates the vision for the community and its amenities while obscuring unsightly construction work.



As sales offices and model homes are completed, exterior onsite signage orients and guides the buyer through the development and works with your interior sales office and model home signage to prepare the buyer to engage with your new home sales staff.

Large home builders often have strict brand standards and signage requirements. In these cases, sign vendors will focus on fabrication and installation alone.

Smaller brands often lack detailed guidelines, placing the information design and visual execution on the sign vendor.

## Exterior onsite signage objectives

- Influence the buying decision by highlighting lifestyle elements of the subdivision.
- Create a sense of place that differentiates one subdivision from another.
- Orient and guide the buyer to model homes and through the development.

## The NSP difference.

At NSP, we have unique capabilities around influencing a buyer navigating an unfamiliar space. We've earned this knowledge through decades of collaborating with top home builders, plus our work in wayfinding and placemaking with towns and cities.

We're not a branding agency. We don't conjure your brand message. We expertly adapt your message from the digital world to physical media — your exterior signage — and deliver it.

In that way, our signage solutions bring your brand into the real world to orient, inspire, and motivate home buyers.





# Sales Office & Model Home

A subdivision's sales office and model homes require a variety of environmental graphics and interior signs, as defined by the home builder's brand standards.

## Sales office and model home signs overview.

Many home buyers have read your website, seen your search ads, or engaged with your social media campaigns. The environmental graphics within your sales office and model homes should integrate with and build upon your online presence.



In the new home construction industry, environmental graphics take many forms. Exterior signs identify the model and outline key specifications like square footage and bedroom and bathroom count. Interior signs highlight features such as energy efficiency and customization options.

New innovations — from QR codes to bluetooth-enabled beacon technology — help to extend your interior environmental marketing into the digital realm.

The sales office and model home represent the moment of truth for the home buyer. Your environmental graphics are a critical piece of converting the sale.

## The NSP difference.

Although smaller brands sometimes lack strict guidelines, the requirements and constraints around the interior design of the sales office and model homes are usually predetermined by the brand standards manual.

Whether you have strict guidelines or need graphic design support, NSP works within your parameters to develop environmental graphics and other physical media that deliver your message and brand.

In that way, our solutions bring your brand and marketing presence into the real world to inspire and motivate home buyers.

## Interior environmental graphics objectives

- Inform and influence the buyer at the moment of truth — inside the sales office and model home.
- Translate your brand promise and marketing presence from the digital realm to the physical world.



NATIONAL SIGN PLAZAS

# Sell more homes with NSP.

National Sign Plazas (NSP) is more than just a beautiful sign. Our proprietary NSP Route Algorithm™ ensures that your weekend directional, permanent offsite, and onsite signs help you sell more homes.

For over 40 years, home builders in America's fastest-growing communities – from respected regional firms to every one of the nation's 30 largest residential developers – have trusted NSP to deliver more qualified foot traffic to their sales offices.

With NSP, you get far more than beautiful signs. You get strategic signage solutions that help you sell more homes.



Learn more at [www.nsp.biz](http://www.nsp.biz) or call (888) 982-1234.