



Setting Up An Efficient Repair Process For Exterior Signs

Signs. They're constant, visual reminders to the consumer about your company and where you're located. They are the face of your business, so it's in your best interest to keep them well maintained and visually appealing.

Whether you have 1 sign or 100, here are some things you should consider doing to set up your repair program for better efficiency.

1. Create a Catalogue of All Your Signs

For each location you operate, create a list of all of the signs located at each. Consider creating a "Family of Signs" catalogue for quick and easy reference. For example:

Location # XYZ:

Pylon sign — (1)

Directional signs — (2)

Building signage — (2) sets; north and south ends of property

If possible, you should also include the sizes of each sign. An assessment and catalog of all of your location signage is the first important step in keeping your signs consistent with your brand. It can also help you with possible future replacements or LED lighting upgrades.

2. Standardize Your Repair Process

Creating a standard repair process will not only help keep your image looking its best, but also provides consistency and helps with the reporting process, tracking and follow up. Ideally, this needs to be handled at the store level, by the people who are on-site. Here are some options to consider:

- Have a regular, set schedule for visual night inspections of all exterior area lighting. At a minimum, weekly inspections are recommended.
- Assign one person, or a small team, to handle reporting of all outages to maintain consistency.
- Arrange how you would like to report and track outages with your service provider. There are so many options available today that makes this process quick and easy. Phone, email, online, text messaging, fax, etc.
- Finally, be sure you or your service provider documents each service call for things such as response time, days to complete repair, materials used, invoice cost, etc. This type of information is critical in knowing not only how your service provider is performing and how they stack up to other providers, but it also tells you a lot about your signs in general. Perhaps you have aging signs that require frequent repairs. Why is this happening? Keeping this information at hand, where you have access to it, will help you understand more about this asset and the annual spend for it.

3. Ongoing Maintenance

Now that you have your system in place, there's no reason why your signs should not be well maintained on an ongoing basis, without lengthy down time. As a rule, a good maintenance provider who services your signs should inform you on things that you may not be aware of, such as:

- **Cracked or broken sign faces.**
This can quickly turn into a dangerous situation and a liability if not repaired.
- **Painted poles, cabinets and faces that are cracked, chipped, faded or peeling.**
A little touch-up paint can do wonders in making your signs look almost new again.
- **Re-lamping all of the lights in the sign, even if only one or two are out.**
This preventative measure will save you money on return service trips.
- **Visual inspection for any loose or cracked foundation near the sign.**
Another potential liability if not taken care of.

Your sign is a valuable investment that provides many benefits. It's truly one of the most effective forms of advertising at a company's disposal.

For information about MX Services and the solutions we provide, please visit:

www.mxservices.com

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MX Services is an exterior sign and lighting maintenance provider and part of the Federal Health family of brands. For more than 25 years, MX Services has provided sign maintenance and exterior lighting repair services to businesses nationwide. Because each sign program is different, our comprehensive services are designed specifically to fit the needs of each customer, making sign maintenance...simple.