



ADDRESS APPEAR MFG.
Reflective Address Signs



DISTRIBUTOR STARTER PACK

ADDRESS APPEAR MANUFACTURING
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[AddressAppear.com](https://www.AddressAppear.com)

**LET'S
GET STARTED**



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Thank You!



ADDRESS APPEAR™

WELCOME!

Welcome to Address Appear Direct!

We are glad to have you join our growing list of distributors.

OVERVIEW

Our State of the Art reflective address signs are very well made using an aluminum composite material for added strength and durability in all weather conditions. The reflective vinyl is second to none and has a 10 year UV rating! We are using high quality matte black casted vinyl for the black numbers and this material is also very durable to sunlight and moisture.


Note: Damage to the address sign can occur if it is "smeared" by a vehicle tire. Simply replace as needed. (You can charge an additional fee for replacing damaged address signs.

SUPPORT

We are here for you! Please feel free to contact us via email: support@addressappear.com We will do our best to assist you, answer your questions and address your specific needs. As you know, you are in total control of how you wish to market and sell our reflective address signs. Since you are running your own business, we can only offer basic guidelines and suggestions. Please feel free to email us any feedback you may have for us so we can better serve you.

CONTACT US

 sales@addressappear.com

 (800) 269-1150

 addressappear.com

INTRODUCTION



The Importance of Small Business

- Address Appear MFG. is proud to support small businesses, making it easier for government to meet the 23% socioeconomic goals.
- Small business certifications include Service Disabled Veteran Owned, Minority Owned, Women Owned and Disadvantaged.
- Small business is the backbone of the American economy with a high percentage of taxes paid coming from these companies.
- Small businesses employ the majority of the U.S. workforce.

There are many ways to offer and sell our address signs:

The main thing is to know your market area and price accordingly. For example, if you are selling to a large community, you must be able to figure out what exactly you want to make ahead of time and adjust your offer, price per unit, or per job. (Always offer a quantity discount) and also plan to make some easy money off of the installation.

In most cases, We do not tell you exactly what price to sell, but we can give you a few suggestions and guidelines, feel free to ask.

Please upload your address list when placing your order.

If you are planning to sell in a retail location, please contact us for a free consultation.

WHY ADDRESS APPEAR?



Below we list the 7 main selling points for our “State of the Art” Reflective Address Signs:

Consistent Neighborhood Appearance!

Our very reflective address plates will provide your community a consistent and attractive neighborhood appearance that most community managers and home owner’s associations desire. Now, everyone can have the same look (and safety) for their curb numbers.

Many Years of Life!

Our reflective curb address plates are built to last. With numbers that are rated to last over 7 years and a plate and cover that is UV-protected, you can rest assured that these address plates will last through even the worst weathering.

Find Homes Easily!

In many neighborhoods it can be difficult to find a home by its address. Our high visibility, reflective address plates can be seen easily day and night so everyone can find homes in your community quickly and safely.

No More Paint or Stencil Look!

Because we have had such great feedback and overall success with our reflective curb address plates, we rarely even offer traditional (stencil look) curb address painting services.

Way Better Looking!

The main reason that more and more people are choosing our reflective curb address plates is because it looks so much more modern and attractive.

Much More Reflective!

Using the same bright reflective technology as a freeway exit sign, our very reflective curb plate is simply the better choice as it definitely easier to read and it can be seen much better at night.

Priced Just Right!

Our reflective curb address sign is priced just about the same as a traditional spray painted curb address. Also, because the address plate lasts much longer than spray paint, this will save you money in the future as you will no longer have to constantly re-paint your curb address.





SELLING TIPS

There are many ways to offer, distribute, display and sell our address signs:

The main thing is to know your market area and sell/price accordingly. For example, if you are selling to a large gated community, you must be able to figure out exactly what you want to make ahead of time and adjust your overall offer, price per unit, or per job. (Always offer quantity discount) and also plan to make some easy money off of the installations in most cases. We do not tell you exactly what price to sell, but we do try to give a few guidelines:

Marketing basics:

First off, you need to decide how you are going to market the signs. Because you and your market area are unique, it may take you some time to figure out your specific marketing strategy. Depending on your customer list, you should be able to figure out what marketing and selling method will work best for you. As an example, if you only going after big jobs, you may need to adjust the price accordingly. For example: If you are selling a large order, you may make less profit off the sale of the address signs, (by giving a quantity discount) but you can easily make up to \$10 per house installing. Just be flexible and figure out what works best for you. However, selling just one address sign at a time basically allows you to mark it up perhaps to the full retail price of \$59.95 This allows you to profit up to \$37 on a single sale!*

Below are a few basic examples on how to price and sell the reflective address signs:

SINGLE SALE: Sell for \$59.95 (\$37 profit) OFFER FREE INSTALLATION? (This makes it easy to sell!)
Door to Door-Post Cards-Flyers-In Store Displays plus Tradeshows/Swap Meets etc.

SINGLE SALE: Sell for \$59.95 (\$37 profit) INCLUDES INTALLATION (Make a extra \$10 installing)
Door to Door-Post Cards-Flyers-In Store Displays plus Tradeshows/Swap Meets etc.

SINGLE SALE: Sell "On Sale" for \$39.95 (\$17 profit) NO INSTALLATION (Tradeshows/Swap Meets etc.)
Door to Door-Post Cards-Flyers-In Store Displays plus Tradeshows/Swap Meets etc.

QUANTITY SALE: Sell 125 signs at \$37.98 (\$19.99 profit) Example 125 Signs x \$19.99 = \$2499 profit!
NSTALLATION OPTIONAL: Example: Install 125 signs x \$12 each = \$1500 profit!

*Profits are rounded up just a few cents for better overall illustration.
Prices may change without notice.
Above examples based on wholesale price of \$22.90 each.





INSTALLATION TIPS

Installation is pretty easy overall, the main thing to remember is to "MAKE SURE THE CURB IS CLEAN" before using the peel and stick application tape. Always use a wire brush, (or stiff broom). Get all dust and dirt away from area! Use a leaf blower or vacuum if possible.

We recommend that you use LOCKTITE PL (Pro-Line) adhesive in addition to the included Peel and Stick application. This is totally optional, but if you want to really make sure the sign is permanently attached, this is strongly recommended. The Peel and Stick tape will hold the address sign perfectly in place while the LOCKTITE PL adhesive sets.

You can charge extra for this professional installation process. When selling a large order, you may make less profit off the sale of the address signs, (by giving a quantity discount) but you can easily make around \$10 per house installing. Just be flexible and figure out what works best for you. However, selling just one address sign at a time basically allows you to mark it up perhaps to the full retail price of \$59.95 This allows you to profit up to \$42 on a single sale!*

There is a basic installation video included with retail purchase of Pre-Paid cards (auto sent via email)



This installation video is available on our website.

PRE-PAID ADDRESS SIGNS

Your customers can easily purchase our beautiful reflective address signs via our new Pre Paid Address Sign "Scratchers". These Pre Paid postcard sized vouchers are simply stored as inventory in your establishment.

Easy to sell: Simply scan the UPC barcode like any other item. We do the rest!
These one time use Pre-Paid vouchers never expire and are very easy to use.
Simply tell the customer to scratch off the 16 digit "gift card" number, then scan to complete the order.

Please visit our website for pricing information. In store display included with minimum purchase.



- EASY TO SELL
- DESIGNED FOR RETAIL
- MINIMAL INVENTORY SPACE
- IN-STORE DISPLAY REQUIRED



IN STORE DISPLAYS



Address Appear offers an innovative business opportunity for selling our reflective curb address signs in retail environments.

Add extra income by adding our marketing posters and display towers to your retail store, shop or office etc. We also offer smaller counter top displays that take up less space, but are still very effective.

Your customers can easily purchase our beautiful address sign via our new Pre Paid Address Sign "Scratchers". These Pre Paid postcard sized vouchers are simply stored as inventory in your establishment.

Easy to sell: Simply scan the UPC barcode like any other retail item. We do the rest!
These one time use Pre-Paid vouchers never expire and are very easy to use.

Simply tell the customer to scratch off the 16 digit "gift card" number, then scan to complete the order.

Wholesale pricing package is now available for retailing these pre paid cards at any store or business. See our website members area for more information.



THANK YOU!



Thanks for becoming an Address Appear Direct Distributor!
We look forward to working with you.

Contact Us



800-269-1150



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AddressAppear.com