



Sign Gypsies Haddonfield Sales Brochure

Winter 2024

Contact: signgypsieshaddonfield@gmail.com

Value Proposition

- Well-established (4 year) sign business covering Camden County, much of Burlington and Gloucester Counties. Super low overhead, cash business.
- Website, digital marketing materials and ordering platform, sign inventory and equipment included.
- Room to grow – we have focused on Haddonfield only – huge market opportunity in Cherry Hill
- Established marketing channels (1000+email addresses and social)
- Flexible schedule, work from home, at your own pace, FEEL good business!

See websites/social channels for products

- www.signgypsies.com
- www.signgypsieshaddonfield.com
- <https://www.facebook.com/SignGypsiesHaddonfieldNJ>
- <https://www.instagram.com/signgypsieshaddonfield/>

Requirements

- Space for signage
- Flexible schedule
- Entrepreneurial and creative spirit

Asking Price

\$59,000 (based on 3 years revenue avg times 1.5 multiplier, sign inventory (Enough signs to do approx. 3 birthday signs per day 1000+ signs and stakes and stands), established customers, marketing lists, and brand recognition)

Other expected yearly costs:

- Square invoicing (approx. 3% of sales)
- Business insurance (Hiscox - \$500 per year)
- Marketing (door hangers, business cards, advertising (I didn't do any))
- \$1000 in new signs per year from headquarters
- Yearly franchise fee (TBD)

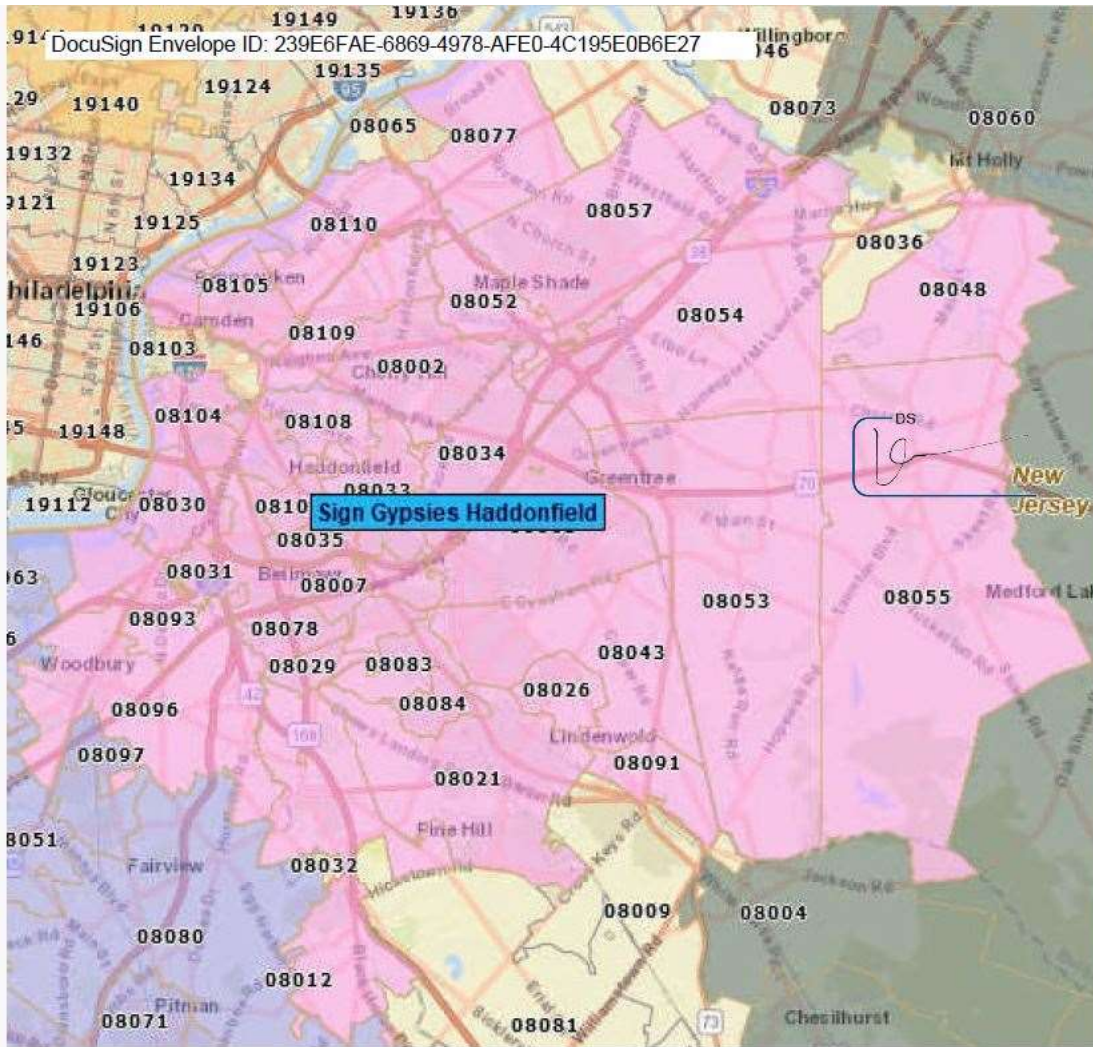
Tax deductions:

- Home office and associated costs, storage space, vehicle, gas, marketing, electronic equipment, business expenses, etc

Pricing (your discretion)

- Standard birthday sign: \$135
- Boo - \$60
- Travel fees (anything beyond 5 miles - \$25-\$50 per your discretion)
- Turf set up \$250 (established business at Bishop Eustace and Camden Catholic)
- Custom sign set up (retirement, new baby, back to school, etc): \$150
- Cost for custom sports sign \$65
- Graduation sign - \$135
- Back to school - \$125
 - Notes – Sept/October and May/June are busiest months
-

Territory map



Full list of towns covered:

- | Code | State | Place name | Primary county | States | Counties | Territory |
|-------|-------|-----------------|----------------|--------|------------------------|--------------------------------------------|
| 08002 | NJ | Cherry Hill | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08003 | NJ | Cherry Hill | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08007 | NJ | Barrington | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08012 | NJ | Blackwood | Camden County | NJ | Gloucester County, NJ; | Camden County, NJ Sign Gypsies Haddonfield |
| 08021 | NJ | Clementon | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08026 | NJ | Gibbsboro | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08029 | NJ | Glendora | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08030 | NJ | Gloucester City | Camden County | NJ | Gloucester County, NJ; | Camden County, NJ Sign Gypsies Haddonfield |
| 08031 | NJ | Bellmawr | Camden County | NJ | Gloucester County, NJ; | Camden County, NJ Sign Gypsies Haddonfield |
| 08033 | NJ | Haddonfield | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08034 | NJ | Cherry Hill | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08035 | NJ | Haddon Heights | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |
| 08043 | NJ | Voorhees | Camden County | NJ | Burlington County, NJ; | Camden County, NJ Sign Gypsies Haddonfield |
| 08045 | NJ | Lawnside | Camden County | NJ | Camden County, | NJ Sign Gypsies Haddonfield |

08048 NJ Lumberton Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08049 NJ Magnolia Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08052 NJ Maple Shade Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08053 NJ Marlton Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08054 NJ Mount Laurel Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08055 NJ Medford Burlington County NJ Burlington County, NJ; Camden County, NJ Sign Gypsies
Haddonfield
08057 NJ Moorestown Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08059 NJ Mount Ephraim Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08077 NJ Riverton Burlington County NJ Burlington County, NJ Sign Gypsies Haddonfield
08078 NJ Runnemede Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08083 NJ Somerdale Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08084 NJ Stratford Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08091 NJ West Berlin Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08093 NJ Westville Gloucester County NJ Gloucester County, NJ; Camden County, NJ Sign Gypsies
Haddonfield
08096 NJ Woodbury Gloucester County NJ Gloucester County, NJ; Camden County, NJ Sign Gypsies
Haddonfield
08099 NJ Bellmawr Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08102 NJ Camden Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08104 NJ Camden Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08105 NJ Camden Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08106 NJ Audubon Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08107 NJ Oaklyn Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08108 NJ Collingswood Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08109 NJ Merchantville Camden County NJ Camden County, NJ Sign Gypsies Haddonfield
08110 NJ Pennsauken Camden County NJ Burlington County, NJ; Camden County, NJ Sign Gypsies
Haddonfield

SG contract preview

- 2023 Franchise agreement:
<https://drive.google.com/file/d/17Nm5uPeSS9I5iz5rm9hkQd53iQrvpU9A/view?usp=sharing>
- SG policies and procedures
https://drive.google.com/file/d/1AwRN1v_IRBjwo16mP9KTdlnFIqOuKvw/view?usp=sharing

Revenue Numbers

2023 through Nov (\$13,130 square, \$4,000 venmo)

2022 (\$27,680 square, \$2000 venmo)

2021 (\$60,405 square)

2020 (\$78,282 square)

Pricing (your discretion)

Average charge for standard birthday sign: \$135

Average sign for Boo - \$60

Travel fees (anything beyond 5 miles - \$25-\$50 per your discretion)

Turf set up \$250 (established business at Bishop Eustace and Camden Catholic)

Average cost for a custom sign set up (retirement, new baby, back to school, etc): \$150

Cost for custom sports sign

Signage inventory

- 0-9 Mega numbers
- 8 iron stakes
- Letters/numbers (black and some silver numbers)
- 3 full HAPPY BIRTHDAY individual lettering set ups (rainbow, primary colors, turquoise)
- 5 mega Happy Birthdays
- Sports graphics (baseball football basketball golf tennis swim bike soccer lacrosse field hockey cross country)
- Fillers
- Graphics – assorted birthday
- Mega balloons (5 sets)
- Stars, balloons
- Sweet 16
- Teachers, Welcome Home
- Graduation set ups (3)
- Stakes included on most signs already

Note from HQ about franchise sale

From Sign Gypsies:

If you are considering selling your Sign Gypsies franchise, you can source a buyer independently for your territory. You may post on your social media and contact other local SG franchise owners to identify a buyer. The terms of the sale, including price, are between you and the buyer. We do not get involved in the details of the transaction. You will be selling both your territory and your inventory. Sellers will be required to pay a \$1000 transfer fee prior to finalizing the sale.

We require the buyer to live in close proximity to the territory, sign a Franchise Agreement, and pay the current annual franchise fee before they can purchase your location. Please note that this process takes approximately 3 weeks. **When you find a buyer, please direct them to signgypsies.com to complete the franchise consideration form. On the form they will need to indicate in the notes that they are exploring a purchase of your territory.**

Once we receive the consideration form we will be in touch with the potential buyer with additional information. They will not be approved to purchase your territory until they have completed the required process through Sign Gypsies Franchising. Please do not finalize the sale of your business until you have written approval from Sign Gypsies Franchising.