



THE ADVANTAGES OF BEING  
AN INDEPENDENT DEALER  
WITH SIGNTRONIX

## **WE ARE AN ESOP/NESOP COMPANY**

Signtronix has operated as a privately owned company for the past 40 years.

During those years, our owner, Kozell Boren, developed a unique culture within the company and sales organization. Many of the factory employees have been with the company for over 30 years.

We have some Regional Managers who have been here so long they have kids that are now Regional Managers.

The company has become one big family. To ensure that this culture would continue well into the future, Kozy decided to develop an ESOP (Employee Stock Ownership Program) instead of selling the company to investors or other sign companies,

As an ESOP company, the employees would own the company, and the culture would remain intact as the company continued to grow into the future.

An ESOP company is very closely regulated by the federal government and the IRS. One of those rules requires you to be an employee of the company.

Because all of our Dealers are Independent Contractors, the sales organization would not have been able to participate.

So, Kozy developed a program for the sales organization that mirrors the ESOP. He called it the NESOP which is Non-Employee Stock Ownership Program.

The NESOP allows our dealers and managers to participate in a program that will become an important part of their retirement plans.

## **BENEFITS OF BEING AN INDEPENDENT DEALER**

Working as a commissioned Independent Authorized Dealer for Signtronix allows you many freedoms that you would not have as a salaried employee of a comparable sized company.

This freedom and independence, along with the financial rewards, is what attracts so many of our successful long term dealers.

Successful Independent Dealers have the ability to manage their time, resources and finances as if they owned their own small business.

If you were a salaried employee of a large company there would always be someone in charge of your activities...and income.

Working as an employee of a company with health insurance, a 401k and a retirement program gives many people a false sense of security

A growing number of large companies have started hiring only part-time employees to reduce the cost of providing these, so called, benefits.

Even full-time employees of a company run the risk of losing their "benefits" due to downsizing, lay-offs, company's relocation, etc.

And, of course, if you don't perform your job to the standards set by the company, you will not only lose your benefits, but most likely your job as well.

As an Independent Dealer, some of the benefits that might be provided to you as employees of a company cannot be provided to you by Signtronix.

However, with the Signtronix training program, tools and proven selling methods, along with your good work habits and time management, if you put in a "full-time effort", you will be able to provide your family with benefits far exceeding any company employee plan.

## **FREE SIGN BONUS**

As we stated, benefits such as health insurance and auto expenses that are sometimes provided to “full-time employees” of large companies are not provided to Independent Dealers of Signtronix.

However, we do recognize the importance of being able to provide your family the security they deserve.

To help offset the cost of health insurance, auto and travel expenses, Signtronix developed the Free Sign Bonus Program.

The program is designed to reward the “full-time” effort of dealers. It is designed so that any dealer putting in a full-time effort, with full-time results, will be rewarded with a “free sign”.

They can sell the sign and retain all of the proceeds, excluding tax and processing fees.

Those funds will more than offset the cost of insurance and auto expenses.

The more dollar volume you sell, the bigger the sign you win! This program gives you an opportunity to create a great retirement fund for you and your family.