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American Signs Co.

31126 W. Eight Mile Rd.
Farmington Hills, MI 48336
Phone: (248) 478-8687
Fax: (248) 478-7390
www.americansignonline.com

Oakland, Washtenaw & Wayne County

C & D Signs, Inc.

Cyndi Doud
27024 Westland Rd.
Redford, MI 48240
Phone: (313) 535-8888
Email: cdsign1981@gmail.com
www.cdsign1981.com

South Oakland & Wayne County

Mark's Signs

4358 Lahring Road
Linden, MI 48451
Phone: (810) 735-5877
Fax: (810) 735-7237
Email: marksigns84@gmail.com

Genesee & North Oakland County

Pride Signs

Curissa Parmann
Phone: (586) 610-1364
Email: pridesigns10@gmail.com

Macomb County

Sign's In

P.O. Box 3253
Farmington Hills, MI 48333-3253
Phone: (248) 939-7446
Email: signsin-gayle@hotmail.com

Livingston, Oakland & Washtenaw County

Advertising RULES

As many Realtors® have heard by now, effective January 1, 2018, in any advertising that includes the name of an associate broker, salesperson or team, the individual licensee's name (or team name) cannot be in larger type size than the name of the firm. This change has caused many brokers to reexamine both existing law and their current advertising.

Under the advertising rules that have been in place for decades, all real estate advertising must include the licensed name of the broker.¹ This requires that a broker use the name on file with the Department of Licensing and Regulatory Affairs ("DLARA"). The broker's logo or franchise name is not sufficient. If the broker has an assumed name on file with DLARA, the broker can advertise in that name.² In addition to the broker's name, the advertising must include either the broker's telephone number or street address.

On January 1, 2018, in any real estate advertising, the type size used for the firm's name must be at least as large as the type size used for the individual licensee's or team name.³ The names do not need to be in the same font or color, and it is not the case, for example, that if the salesperson's name is in bold type then the broker's name must also be in bold type. It is still the case that the advertisement must include the broker's name as licensed or an assumed name on file with DLARA. The advertisement must still include the broker's phone number or address; however, the rules do not regulate the size of the type for the phone number/address.⁴

On September 18, 2017, the Department issued its interpretation of "type size" in real estate advertising in a communication to all licensees. According to the Department, when comparing the type size of the name of the associate broker, salesperson or team (what we will refer to as the "Licensee") with the type size of the name of the employing broker (what we will refer to as the "Firm"), either of the following tests may be used:

- Test No. 1.** The height of the block containing the name of the Licensee may not exceed the height of the block containing the name of the Firm; or
- Test No. 2.** The point size of the majority of letters in the name of the Licensee may not exceed the point size of the tallest word in the name of the Firm.

An advertisement that satisfies **EITHER** of these tests is in compliance.

The following visual illustrations provide examples of compliant advertising within the above tests.

¹ Rule 329; now MCL 339.2512e(1).

² Rule 301; now MCL 339.2512e(5).

³ MCL 339.2512e(3)(b).

⁴ MCL 339.2512e(3)(a).

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HEIGHT OF THE BLOCK

1. The first advertising illustration satisfies test number 1; that is, the block height of the name of the salesperson, "Simone Licensee" is 4.5 inches, and the block height of the name of the Firm, "Acme Brokerage Capital City Firm" is also 4.5 inches. The advertising also includes the office phone number for the Firm, so it is otherwise compliant with the Code requirements. Note, however, that if the legal name of the Firm in this illustration was only "Acme Brokerage", the advertisement would not be compliant with test number 1 because the block height of "Acme Brokerage" alone is smaller than the block height of "Simone Licensee."

2. The second advertising illustration also satisfies the first test because the block height of "Simone Licensee" is smaller than the block height of the name of the Firm – Again, the legal name of the Firm on file with DLARA in this illustration is "Acme Brokerage Capital City Firm."

3. The third advertising illustration also satisfies the first test because the block height of the name of the Licensee – in this case, "Simone Team" – is equal to the block height of the name of the Firm. Remember that the block height of the name of the Firm must be greater than or equal to the block height of the name of the Licensee. Phone numbers and addresses are not included in the calculation.

Simone Licensee
(517) 555-5554 (c)

ACME BROKERAGE
Capital City Firm
(517) 555-5555 (o)

A 4.5"
block height equal to B

B 4.5"
block height equal to A

Simone Licensee
(517) 555-5554 (c)

ACME BROKERAGE
Capital City Firm
(517) 555-5555 (o)

A 5.5"
block height lesser than B

B 6.25"
block height greater than A

Simone Team
(517) 555-5554 (c)

ACME BROKERAGE
Capital City Firm
(517) 555-5555 (o)

A 4.5"
block height equal to B

B 4.5"
block height equal to A

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POINT SIZE OF THE MAJORITY

4. In the fourth advertising illustration, the point size of the majority of letters in the name of the Licensee is compared to the point size of the tallest word in the name of the Firm. Here, while the point size of the first and last name of the Licensee is not the same, the point size of the last name is used for comparison purposes because that word has the most letters. Similarly, while all of the words in the Firm name are not the same point size, the point size of “Acme Brokerage” is used because those letters are taller than the letters in “Capital City Firm”. Since the point size of “Licensee” is equal to the point size of “Acme Brokerage” – both at 240 points – this advertising illustration is in compliance with the second test.

5. The fifth advertising illustration includes both the name of an individual Licensee, “Simone Licensee”, and the name of a team, “Simone Team”. Under the advertising rules, both the name of the individual Licensee and the name of the team is compared to the name of the Firm. Since the point size of both the name of the individual and the team are equal to the point size of the Firm name, the advertisement is in compliance with the second test. Note again that for purposes of comparison, we look at the tallest word in the Firm name. In this case, “Acme Brokerage” at 180 points.

6. In the last advertising illustration, the agent uses large stylized lettering for the first letter of both her first and last names. Under the second test, the focus is on the size of the majority of letters in the Licensee’s name – so, the relevant point size here is 210 points, not 420 points. Since the letters in the name of the Firm are also 210 points, this advertising illustration is in compliance with the second test.



Simone Licensee
(517) 555-5554 (c)

ACME BROKERAGE
Capital City Firm
(517) 555-5555 (o)

A 240pt point size equal to “Acme Brokerage”

B 240pt point size equal to “Licensee”



Simone Licensee
(517) 555-5554 (c)

SIMONE TEAM

ACME BROKERAGE
Capital City Firm
(517) 555-5555 (o)

A 180pt point size equal to C (Minion Pro Semibold Italic)

B 180pt point size equal to C (Arial Narrow Bold)

C 180pt point size equal to A and B (Bell MT Bold)

140pt



SIMONE TEAM
(517) 555-5554 (c)

ACME BROKERAGE
Capital City Firm
123 Main Street, Capital City

A 210pt

A 210pt point size equal to B

“S” 420pt initial caps not included in comparison

B 210pt

B 210pt point size equal to A

In summary, the requirement is that the size of the name of the Firm must be greater than or equal to the size of the name of the Licensee. This requirement can be met by comparing either block height or point size. An advertisement that satisfies either test is compliant. It is not necessary to satisfy both tests. The purpose behind having two separate tests is to preserve the goal of the advertising rule – that is, to make sure that the advertising makes clear what company is doing the advertising – while at the same time, providing licensees with creative flexibility. Remember that these are minimum requirements. A Firm can always adopt more stringent requirements than the law dictates.

31126 W. Eight Mile Rd.
Farmington Hills, MI 48336
Phone: (248) 478-8687
Fax: (248) 478-7390
americansignonline.com

Terms and Conditions

1. Sign posts are owned and maintained by this company. A sign post rental includes installation and removal. We will store and maintain your sign panels at no cost.
2. All phone, web, and fax installation orders **must** include simple directions relative to **main** cross streets. (Example N of, W of, etc.)
3. Please call the sign down before closing and instruct the sellers not to lock it in the garage or make it inaccessible.
4. We cannot be responsible for damage to underground utilities or sprinkler systems. If in doubt, please call Miss Dig or have property owner select the placement. Posts are often painted when installed. Beware of wet paint.
5. Agents are responsible for riders, boxes, etc., and should retrieve them before sign is removed. If they are left on the post, we will leave them at the property.
6.

A) Basic rental (6 months), renewable at that time	\$29.00
B) Basic rental with personalized sign or credit card payment	\$30.00
C) Six month rental renewal	\$14.00
D) Sign posts not recovered intact	\$34.00
E) Repairs (not our fault), Refusals by homeowners, wasted trips (posts Locked in garage, wrong address, etc.), ordered delivery stops	\$18.00
F) If a broker or his/her salesperson moves a post from one location to another	\$29.00
G) Per Post Discount (computed by our office) for accounts paid in full at the time of billing	\$1.00
7. Rentals that go past 6 months will be automatically renewed and rebilled at that time.
8. One bill will be sent to each office. We do not invoice individual agents, however we do accept individual credit card payments. Bills are sent out monthly and are due net cash upon receipt of invoice. Delinquent payment will cause an interruption in service. A pink copy of each work order is sent to you with your monthly bill. If kept, in expiration order, they will assist your office in maintaining a current record of all your signs.
9. Office hours: 9:00 a.m. to 12 p.m. and 1 p.m. to 5 p.m., Monday through Friday.

Thank you
American Sign Co.

C & D SIGN, INC.
27024 WESTLAND RD.
REDFORD, MI 48240

ESTABLISHED IN 1981

OFFICE TELEPHONE# 313-535-8888

EMAIL ADDRESS: cdsign1981@gmail.com

WEB ADDRESS: www.cdsign1981.com

COMPANY INFO

- Established in 1981. In the industry since 1975.
- We install residential 4 X 4 wood sign posts for real estate companies.
- Sign posts are a rental item and shall remain the sole property of C & D Sign, Inc.
- Any sign post moved/relocated by others are subject to standard installation fees.
- Black posts are a custom color and carry a higher cost.
- Our trucks are on the road 6 days a week. Installation begins as early as 6:30 A.M.
- **CAUTION: All posts are painted upon installation, year round. Be aware of possible "WET PAINT".**
- C & D Sign assumes no responsibility for damage to clothing or otherwise due to wet paint.
- For your convenience we store your panels for you.
- Any agent with more than one type of sign panel will be charged \$1.00 more per installation.
- Posts are tracked by using an expiration date that you provide.
- Installations are good for up to 1 year at the same location with no additional renewal fees. After 1 year basic installation fees apply.
- We do not automatically use a 1 year expiration date as it is too long of a period without any attention paid to a listing.
- Notifying our office of removals or the extension of an expiration date is your office or the individual agents responsibility.
- Online ordering is now mandatory. We no longer accept emailed or phone orders. If our front desk is asked to manually input an order there would be an additional \$5.00 fee.
- Online ordering is available from your smart phone.
- You have online access to your current sign inventory 24/7.

- For a demo of our online service go to www.cdsign1981.com enter login # C0446-8888 with the password "newcustomer" and place a sample order & or click "Demo Videos" then "Overview" for a quick rundown on some of the features.
- Orders are completed within 2 working days after it is received (provided it is in our standard servicing area).
- We accept orders weekdays until 5 P.M. and process weekend orders on Sundays before 5 P.M. as well.
- If there is a specific location on the property where the sign is to be installed, it should be clearly marked before our arrival.
- Relocation of a post after the initial installation is subject to a service call charge.
- All staked locations must bear in mind the location of underground utilities, sprinkler systems, invisible dog fences and local sign ordinances.
- If staking a location and underground information is not known, Miss Dig or the local sign ordinance officer may have to be contacted by the agent.
- **C & D Sign assumes no responsibility/liability for damage to underground sprinklers or invisible dog fences. A safe location must be staked.** We can however repair them upon request for a fee.
- **IMPORTANT NOTICE:** Salespeople are responsible for attaching and removing any sign paraphernalia such as sign riders and info boxes. **Anything remaining on the post at the time of removal will be left at the property.**
- **C & D Sign assumes no responsibility for the loss or damage of **any** accessories attached to the post.**
- Individual agent invoicing is available with automatic credit card payment.
- Please be reminded that you must call to set up an account PRIOR to placing your 1st order.
- Individuals will need their cell phone number, email address and credit card info ready when calling to set up an account.
- All invoices are payable on or before the due date posted on the monthly invoice.
- Past due accounts may be subject to an interruption of service and the possible removal of any existing installed posts.
- Any panels left at our shop for more than 2 years with no activity are subject to being discarded.

C & D SIGN, INC.
27024 WESTLAND
REDFORD, MI 48240

ESTABLISHED IN 1981

OFFICE # (313) 535-8888

EMAIL ADDRESS: cdsign1981@gmail.com

WEB ADDRESS: www.cdsign1981.com

PRICE SCHEDULE FOR SERVICES RENDERED

Online service.....Free

Basic post rental includes: Installation (for up to one year at the original location)
and removal of a sign post.....\$28.00

Custom color black post.....\$33.00

Yearly renewal fee.....\$28.00

Installation and removal of metal framed signs provided by your office
.....\$28.00

Sign and post moved from one location to another by someone other than C & D
Sign.....\$28.00

Sign post not recovered or destroyed at the time of pick up or repair.....\$36.00

Service calls such as: Changing or hanging a new panel, rehang an existing
panel, wasted trips for incorrect addresses, more than 1 attempt for recovering a
sign post, refusals by residents, office stops or any other miscellaneous trip to
perform a service.....\$17.00

Service calls such as: reinstalling or relocating a post at an existing
location.....\$18.00

Subcontract Services:
depending on location, for out of our area listings.....\$30.00 - \$85.00

Prices are subject to change without prior notice

Name Riders

MARK'S
SIGNS

Mark's Sign Company

4358 Lahring Road

Linden, MI 48451

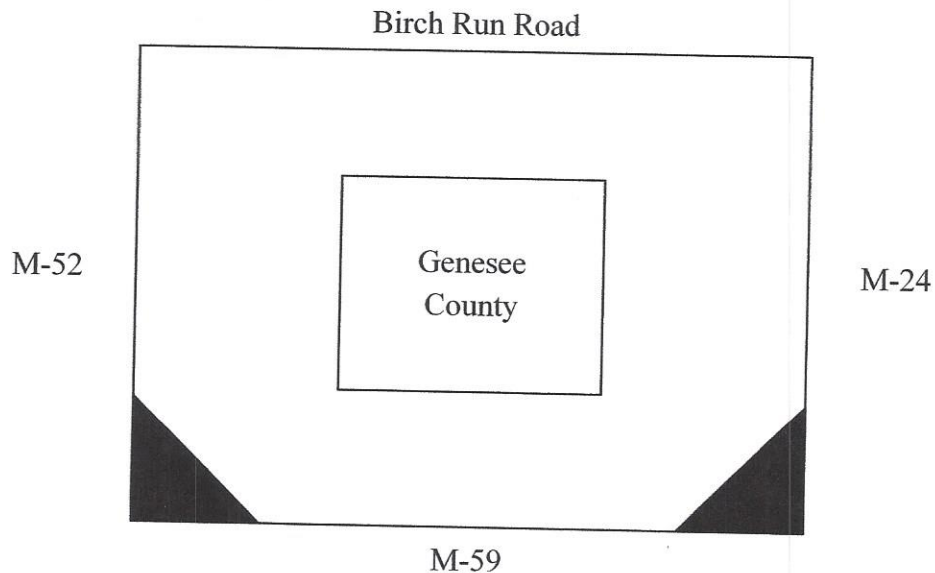
Phone: 810.735.5877

Fax: 810.735.7237

Email - marksigns84@gmail.com

PROVIDING SIGNS SINCE 1984

Three day turn around – six days a week
4x4 construction
Serving over 40 Realtors



\$25.00 In & Out

Pride Pro Installations

Informational Letter/Pricing Chart

Here is some information that will be useful to each and every one of our clients. I have put this letter together, so you know what to expect from us, and how this business works, pricing, and sign specifics.

1. New installs are \$28.00, which includes removal fee.
2. Adding a flyer box to a sign is \$2.00, and adding a rider is \$1.00
3. Charge for a missing post is \$35.00 (if a post is missing upon removal time) I ask that you please encourage home owners to leave the posts in the ground. I do call to let you know if the post is missing the day we go to remove.
4. Office stops are typically \$10-\$15 depending on how far the office is from us. Those will show on invoices as "Office Stop".
5. The first year you have the sign up is the standard \$28.00 charge. Every 6 month segment after the initial year is \$15.00 to renew the listing. We will call once posts "expire" (after the one year term) to advise if we should leave the sign installed or remove it.
6. Invoices are to be paid within two (2) weeks of receiving. If you need to extend, or have questions with invoices please call. I can work with you with payments/prices if necessary. I will not know there is an issue without communication.
7. We do charge a "TRIP CHARGE" if a panel falls off, or comes up missing. We do not charge for a sign to be fixed if the eye bolts themselves come out of the post, we take responsibility in replacing those if they break. We will fix a sign that is falling over, that has a noticeable appearance issue. Send a picture of the sign to my e mail address pridesigns10@gmail.com and we will get a sign fixed on an individual order basis. I would hate to charge a trip charge to fix a sign that has nothing visibly wrong with it.
8. Last but not least, if you ever have questions about the shape/ or amount of panels you have please let me know, and I can get that information to you as well.

Price Chart for Out Of Area Charges:

(Our boundaries cover 8 mile, to 32 mile, and Lake Saint Clair to Rochester road)

These are extra charges, additional to the \$28.00 install fee.

Anything that is N 32 mile road is \$2 a mile, and an OUT OF AREA once/twice a week area.

Detroit \$20.00 (subject to change depending on area of install)

Romeo - \$12.00

Armada - \$12.00

Richmond - \$6.00

There could be more out of area cities, however I will call before we install if there is an extra charge.

Depending where these signs are actually located the price may change. This is just a general area price.

Signs will be installed within 24-48 hours depending on the area and route, not including day the sign was initially ordered.

Please try and refrain from placing "SOLD" stickers on the posts. Most of the time, we cannot get them off. If you would like to place them on your personal panels, that is up to you, and we request that you remove them. We are not liable for damaged panels due to stickers.

We have an online system that we anticipate all of our clients will start using. The website is www.trakitsp.com/pridesign if you do not have a log on, or have questions with the site please give me a call. I will be glad to assist.

If there is any additional information that I did not cover in this letter, please reach out to me, and let me know. I look forward to working with you.

My cell phone is available during the day until 6pm every night, and I am available for questions by text/ e mail as well.

My cell phone is 586-610-1364 . Our e mail is pridesigns10@gmail.com.

Thanks for doing business with us!

Curissa Parmann

Pride Pro installations

Cell phone: (586) 610-1364

P.O. Box 3253
FARMINGTON HILLS MI 48333

SIGN'S IN, LLC

OFFICE: 248-939-SIGN (7446)
FAX: 248-363-3617
EMAIL: signsin-gayle@hotmail.com

WE APPRECIATE THE OPPORTUNITY TO DO BUSINESS WITH YOU

- * OUR EXPIRATION DATE FOR INSTALLS ARE FOR A PERIOD OF ONE YEAR FROM DATE OF INSTALL OR WHEN THE LISTING EXPIRES, WHICHEVER COMES FIRST
- * INSTALLATIONS ARE WITHIN ONE TO THREE BUSINESS DAYS OF FAXED OR EMAILED ORDERS. EXCEPTIONS WOULD BE AN OUT OF AREA SUBCONTRACTED INSTALL OR INCREASE IN FUEL CHARGES, AT WHICH TIME CERTAIN AREAS MAY NOT BE DRIVEN TO AS OFTEN
- * WE WILL CALL THE AGENT TO CONFIRM COMPLETED INSTALLATIONS, IF REQUESTED. PLEASE INCLUDE A DIRECT NUMBER ON THE ORDER FORM
- * A COURTESY PHONE CALL OR EMAIL WILL BE GIVEN TO THE AGENT TO INFORM THEM OF ANY INSTALLS DUE TO EXPIRE. AGENTS WILL HAVE THE OPTION TO RENEW FOR 6 MONTHS, ONE YEAR, OR HAVE US REMOVE THE POST
- * WE ACCEPT VISA, MASTERCARD OR DISCOVER
- * IF PAYMENT CAN NOT BE COLLECTED, AND EVERY EFFORT HAS BEEN MADE BY US TO CONTACT THE AGENT, ALL ACTIVE POSTS WILL BE REMOVED
- * AN ADMINISTRATION FEE OF \$5.00 WILL BE CHARGED IF IT IS NECESSARY TO CALL MORE THAN ONCE FOR UPDATED CREDIT CARD INFORMATION THAT HAS NOT BEEN UPDATED PRIOR TO ORDER BEING PLACED AND CREDIT CARD HAS BEEN DECLINED

SERVICE FEES

POST INSTALLATION INCLUDING REMOVAL	\$28.00
ONE YEAR RENEWAL	\$23.00
SIX MONTH RENEWAL	\$12.00
POST RE-INSTALL	\$15.00
STICKERS LEFT ON POST / MISSING RINGS	\$ 3.00
SECOND TRIP POST REMOVAL **	\$15.00
MISSING OR DAMAGED POST **	\$35.00
RUN FEE, AGENT REQUESTED PANEL CHANGE, ETC.	\$15.00

**** IT IS THE RESPONSIBILITY OF THE AGENT TO SEND REMOVAL REQUESTS UPON SALE, EXPIRATION OF LISTING OR IF THEY LEAVE AN OFFICE. ALSO, PLEASE INFORM THE HOMEOWNERS TO LEAVE POSTS VISIBLE SHOULD THEY DECIDE TO REMOVE THEM. THIS PRACTICE WILL HELP ELIMINATE ADDITIONAL COSTS TO THE AGENT FOR LOST POST AND SECOND TRIP CHARGES.**

SIGN'S IN ORDER FORM

**P.O. BOX 3253 FARMINGTON HILLS, MI 48333-3253
248-939-7446**

FAX ORDERS TO 248-363-3617 or E-MAIL signsin-gayle@hotmail.com

PHONE NUMBER ON PANEL _____

AGENT NAME _____

E-MAIL _____ **CELL NUMBER** _____

COMPANY NAME & CITY _____

DATE _____ **EXPIRATION IS ONE YEAR FROM INSTALL DATE**

INSTALLATIONS **** IF WE DO NOT STORE YOUR PERSONAL PANELS, PLEASE INDICATE:**
() POST ONLY () AGENT TO HANG PANEL () PANEL WILL BE AT HOUSE

Address: _____ City: _____

Directions: N S of _____ E W of _____

Sprinklers, Cable, Invisible Fence, etc. Y N **** HOMEOWNER WILL BE LIABLE IF NOT MARKED****

Special Instructions: _____

Address: _____ City: _____

Directions: N S of _____ E W of _____

Sprinklers, Cable, Invisible Fence, etc. Y N ****HOMEOWNER WILL BE LIABLE IF NOT MARKED****

Special Instructions: _____

REMOVALS _____ POST ONLY _____ POST & PANEL _____ # OF POSTS

Address: _____ City: _____

Directions: N S of _____ E W of _____

Address: _____ City: _____

Directions: N S of _____ E W of _____

REPAIR

Address: _____ City: _____

Directions: N S of _____ E W of _____

Reason for repair: _____

****NEW AGENTS MUST SET UP AN ACCOUNT PRIOR TO SUBMITTING AN ORDER****

By filling out the form, I acknowledge the fees & policies for installations and removals by Sign's In, LLC **PLEASE CALL IF YOUR CREDIT CARD HAS BEEN UPDATED**