Signage

Signage plays a powerful role in my overall marketing strategy—it’s often the first impression a potential client or buyer will have with my brand. This section outlines the standards and systems I use for all physical signage, including For Sale signs, Open House signs, directional arrows, riders, and custom installations. Consistency in branding, placement, and messaging is key. My signage isn’t just about marking a property—it’s a silent salesperson, working 24/7 to attract attention, generate leads, and build local recognition. Every sign is a reflection of my professionalism and the quality of service I deliver.

- Resource

Resource

Signage

Professional, Compliant, and Brand-Aligned Signage for Every Listing

Your signage is often the first impression a potential client or buyer will have — it needs to be bold, clear, compliant, and on-brand. This section outlines everything you need to know about ordering, installing, and maintaining Century 21 Heritage Group Ltd. signage.

What's Included:

For Sale, Open House, and Directional Signs

Access high-quality, professionally branded signs that meet both **Century 21 standards** and **local by-law requirements**.

Sign Orders & Installation

Place orders through marketing.c21hg.com. Installations and removals must be requested in writing through the front desk or designated admin portal.

Custom Name Riders & Inserts

Personalize your signs with custom name riders, QR codes, or specialty inserts while keeping within our brand guidelines.

Municipal Compliance

Every municipality has its own rules for sign placement. Agents are responsible for understanding and complying with local sign by-laws.

Maintenance & Responsibility

Once installed, it's your responsibility to maintain the condition of your signs, including removal at the end of the listing term or upon sale.

Need help with sign orders or design? Contact the **Marketing Department** at marketing.support@century21.ca or call 905-895-1822 and ask for Marketing.

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