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## **REEL: Custom LED Signage Sales & Installation Process**

Below is a step-by-step overview of our streamlined process, from consultation to installation and beyond. This guide ensures that both our team and your business are aligned on expectations and deliverables.

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### **✉ Step 1: Initial Consultation**

We begin with a conversation to understand your goals, location, and signage needs. This helps us determine the best approach and estimate a potential sign size and visibility strategy.

#### **What we need from you:**

- General idea of sign location (e.g., interior window, wall)
- Desired purpose (attract walk-ins, promotions, branding, etc.)
- Photos of the proposed area (if available)

#### **Information that REEL will inform you on:**

- Sign build options
  - “All-in-one” enclosure containing all components
  - “Separate-cabinet-to sign” separating components
    - Best model for maintaining and servicing your sign
- Electrical requirements
  - Power requirements will vary based on sign size
- REEL assumptions and responsibilities
  - REEL will build sign with aluminum and use LED panes that fit your need
    - Different panels are used for inward and outward facing signs
    - Inward facing 600-1200 nits
    - Outward (outside) facing 4000+ nits
  - REEL will install and configure your sign
  - REEL will train you to use your sign
- Customer assumptions & responsibilities

- CUSTOMER will be responsible for meeting electrical requirements before installation

## **Step 2: Site Visit & Assessment- (Done during initial consultation)**

We visit your location to evaluate key installation factors:

- Measurements and dimensions
- Power availability and access
- Mounting surfaces and visibility
- WiFi strength for content updates
- Location for housing electronic components

### **Outcome:**

- We collect detailed data and photos to build your formal quote.

## **Step 3: Estimate & Approval**

You'll receive a **preliminary project estimate** based on the expected size and scope. If you approve the estimated range, we move forward with a formal quote.

- Layout, Costs and Details/Assumptions
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## **Step 4: Formal Quote & Sign-Off**

We provide a complete quote including:

- Sign Cost
- Customer and site preparation checklist
- Estimated installation time frame

**You'll be asked to:**

- Review and approve the layout and agree with estimated installation time frame
- Sign off on the quote and checklist
- Provide a down payment of **75%** of the total project cost to confirm and initiate the build process

## **Step 5: Customer Electrical Preparation**

Before installation can be scheduled, your electrician must:

- Install a dedicated outlet or meet the provided power specs
- Ensure proper conduit and safe cable routing

**We provide:**

- Electrical scope document with clear instructions for your contractor

## **Step 6: Scheduling & Installation**

Once power work is completed, and confirmed, we schedule your installation. Most installs are completed in one day by a two-person professional crew. For larger projects installation timeframe will be communicated in the formal proposal.

**What's included:**

- Frame mounting
- Panel and component install
- Wiring and software configuration
- Initial content upload

## **Step 7: Content Setup & Training**

Our team will upload your first round of content and animations. We will then:

- Train your staff to manage content
  - Training will be done the day following the installation
- Or offer optional content creation services for ongoing support

## **Step 8: Post-Install Walkthrough**

We complete a final inspection and walk you through the completed sign.

- Review all features
- Answer questions
- Confirm install checklist is completed

## **Step 9: Optional Ongoing Support**

Need help with seasonal promotions or updated content? We offer:

- Content creation packages
- On-demand troubleshooting
- System refresh and software updates

**Contact us to learn more.**

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