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gettingacquainted



Signs by Tomorrow

6610 Folsom-Auburn Road, Folsom
916-990-9777

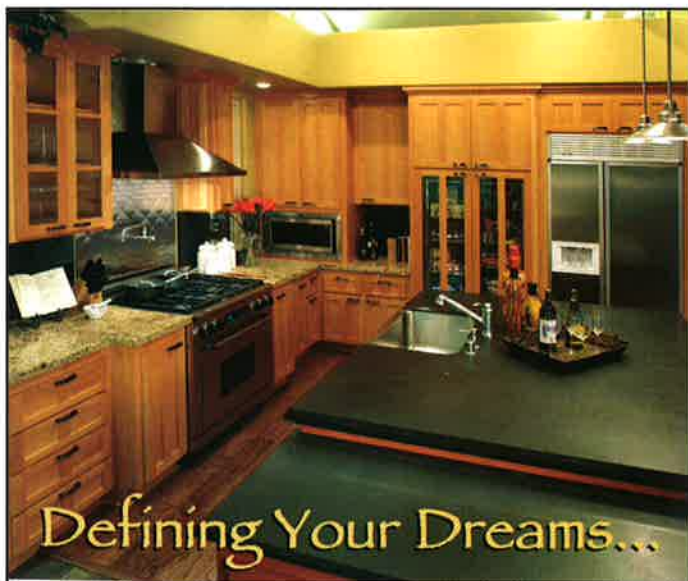
Signs are something that we store patrons take for granted. We don't think about how they got there – just that they distinguish one business from another.

One of the newest sign stores in Folsom is Signs by Tomorrow, which opened in September 2003 and is located in the Folsom Pavilions. Signs by Tomorrow doesn't just "make" signs – they use the latest technology to create all forms of visual communications. They create anything from real estate signs, graphics, car magnetics, logos, trade show displays, menu boards, event signage, stickers, and vehicle lettering to little league and soccer team banners and signs for special occasions such as a birth or military homecoming.

So, what sets this sign store apart from the rest? Well, the credit goes to owners David and Lisa Caesar who consistently go the "extra mile." For example, they offer complimentary popcorn and water, send thank-you notes to every customer, and will personally deliver a sign if their customer runs into a problem picking it up. David attends most installations, which definitely sends a positive message. Thanks to their excellent service, they have customers from as far away as the Bay Area. Signs by Tomorrow also ships nationwide.

David and Lisa bring over 15 years of regional and national marketing and sales experience to this family-owned and operated business. David is the front man and responsible for bringing business into the store. Lisa handles the bookkeeping and assists with the sales. Their design guru and store/production manager, Jason Snyder, handles the design process. This team's goal is to "create what the customer wants, not what we want." They do offer their clients suggestions and constructive input. Isn't that what we all want?

— E.M.



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