



Procedure for Installing Marketing Signs on Jobsites

Objective: The installation technicians are encouraged to promote our products and services by adding yard signs to successfully completed projects and product delivery. By doing this, we hope to enhance brand visibility and encourage future workflow by marketing our brand. This will be paid one time per quarter. Sticking to the outlined guidelines is crucial for the success of this program. Please consider that adding job signs to your projects will create future job security and support a healthy marketing plan. We can only gain by doing this!

General Guidelines:

1. **Where:** Position signs in highly visible locations, such as ends of long lanes or back side of properties close to the road, to maximize exposure to traffic.
2. **When:** Place signs on-site at the earliest opportunity during the specified visits:
 - a. OHD: During pre-wire or install is the most ideal time. If things are coming together during the measure up and the structure is almost ready for materials, that works too.
 - b. RED / CED - During the delivery trip is most ideal. Signs must be put out when the product arrives onsite.
 - c. Shower - During Measure (customer will hopefully allow the sign until install is complete)
3. **Proven Steps:** If you are claiming any cash stipends, you must do the following:
 - a. Document the installed sign by filling out this form: <https://tinyurl.com/3kwunzrm>
 - i. The link can be found on the MDW app.
4. Signs don't need to be returned by customers, and techs won't need to revisit the jobsite for retrieval.
5. Ensure an adequate supply of signs are in your vehicle; the excuse of not having one is not acceptable. Recommended to keep signs behind your seat.
6. Service jobs are not eligible for the sign stipend.

New Construction Jobs:

1. Install a sign on every new construction job with our products onsite or on the way.
2. Permission from the owner or contractor is not required, but respectful communication is encouraged, when possible.
3. Should it be found that a sign was not placed as required, a \$20 deduction will be made from the weekly performance bonus for all individuals present at the point of discovery.
4. **More than 1 technician at jobsite:**
 - o If there is more than 1 person on the jobsite, only one person can claim the stipend per jobsite. Please be fair with each other in determining who gets to do this.
5. We won't actively seek out these offenses, but should we come across them, appropriate penalties will be imposed.

Replacement Jobs:

1. Politely ask homeowners for permission before placing a sign. You can say something like "Would you mind if we placed a yard sign in your yard? It's a great way for us to showcase our work and could serve as a helpful reference for your neighbors."
2. There is no penalty for not placing a sign on a replacement job.
3. To receive a stipend, see Proven Steps above.



YARD SIGN

Installing Signs on Job sites

General Guidelines

NEW CONSTRUCTION JOBS

REQUIRED
Install a sign on every new construction job.

PERMISSION
Is not required, but respectful communication is encouraged.

PENALTY
If found that a sign is missing, a \$20 deduction will apply to the weekly performance bonus

MULTIPLE TECHS
Only one person can claim the stipend per job site. Please be fair with each other.

STIPEND
Take a photo on Razor to prove a sign was placed to dispute the penalty or to claim the stipend.
See Proven Steps.

WHERE
Place signs in highly visible locations.

WHEN
At earliest opportunity.

OHD
During pre-wire or install

ENTRY
During delivery

SHR
During measure

RETRIEVAL
Signs do not need to be returned or picked up.

STOCK UP!
Stock your vehicle with enough signs.

SERVICE JOBS
Service jobs do not qualify for the sign stipend.

PROVEN STEPS
To receive cash stipends, you must:

DOCUMENT
Document the installed sign by filling out the form on fast field.

REPLACEMENT JOBS

NOT REQUIRED
No signs needed, but are encouraged to promote our products/services.

ASK PERMISSION
Politely ask homeowners for permission before placing a sign.

NO PENALTY
There is no penalty for not placing a sign.

STIPEND
To receive a stipend, see PROVEN STEPS