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REAL ESTATE & CONSTRUCTION REVIEW

The Carolinas Edition

www.constructionreviews.com

volume 9 2007 Edition



The Resource for Real Estate & Construction Decision Makers

construction  communications



RP SIGNS

SPECIALIZING IN THE DESIGN, FABRICATION AND INSTALLATION OF INTERIOR AND EXTERIOR SIGN SYSTEMS

"Ten years ago you needed very few signs to open a new building. Now, in some cases, all signs have to be in place prior to opening. Being late on a sign job is not in our vocabulary. We will get it done," says Jamie Neely of RP Sign Systems, a professional sign company dedicated to following through with every job large or small. "We're ready to assist the end user with all its sign needs and to make recommendations," adds Neely. "We're a smaller company that can do what the large national companies can but with a much higher level of personal service."



Roy Smith founded Recognition Plus, the parent company of RP Sign Systems, in 1984, selling trophies, plaques, awards and advertising specialties. Neely started the RP Sign Systems division in 1988. The two companies operate essentially as individual companies — each with its own employees.

Today, RP Signs specializes in custom interior and exterior signs. "I initially started the company myself, doing all the selling, fabrication and installation," says Neely. "Since that time, the business has expanded to include 15 additional employees involved in various areas of the business, from sales and production to installation." In addition, RP Signs subcontracts a local installation company with crane trucks and a smaller service truck.

"Approximately 80 percent of our business is in the medical community," adds Neely. "We are capable of managing a variety of jobs, from small projects to complete hospital sign systems."



TOP-NOTCH CUSTOMER SERVICE ON EVERY JOB

According to Neely, every week brings new ideas in design and fabrication, as well as more materials that can be used for signs. "We are constantly finding new ways to use materials to provide our clients with something different for a reasonable cost," says Neely. "New equipment and experience handling a variety of materials allow us to provide custom signs at a fair price."

The main goal of RP Signs is to provide top-notch customer service — an extremely critical factor, especially when dealing with its clients in the medical field. In addition to being knowledgeable on the numerous sign codes that need to be followed, RP Signs offers a turnaround time that cannot be matched, regardless of the size of the project. Explains Neely, "When a hospital or medical clinic orders a nameplate for a doctor's office, they do not want to wait weeks to receive it. Our goal is to get that sign out in one week. If it is needed sooner, then they will try to accommodate that request."

Many times, RP Signs receives calls from contractors that need signs in one or two days for a building inspection, and the large national company they originally commissioned to do the work has failed to get the signs completed in time. "We can turn an order of 100 to 150 signs around in





just a few days,” says Neely. “Our clients continue to choose RP Signs for its personal service and ability to get the job done on time, every time.”

PUTTING CLIENTS FIRST EVERY STEP OF THE WAY

RP Signs comes into a project at the planning phase, meeting with all the parties involved from corporate officers to the end user. Signage is only a part of this first meeting. The RP Sign team will then set up a meeting with the end user to determine sign needs based on the exterior elevation and the interior floor plan. “Much of what we do involves custom design to fit the space,” says Neely. “Because most of our business is repeat business, we strive to stay within the customer’s budget at all times.”

Guidance is offered to conform to necessary codes, including direction as to which interior ADA signs are required along with the correct placement, and also what city codes govern the exterior. Meeting ADA requirements is a major part of the company’s business. Changes in the styles and types of signs needed are frequent, and RP Sign continues to respond to these changes, most recently doubling its space in order to keep up with the demand for signs.

During the process of designing and fabricating the signs, the RP Signs team works closely with inspectors, electricians and other contractors. “Long after a job has been completed we continue to stay in touch with the client to determine if their needs have changed as they begin to adjust to their new space,” says Neely. “We can and often do continue to supply signs for their space for many years. We keep detailed records, including specifications of past jobs, making the prospect of additional signage easy.”



WORKING TO MEET CLIENTS’ NEEDS

To keep up with current and future trends in signage, RP Sign continues to look for better materials and products to supply its customers. It also keeps up to date on all ADA and building codes. “Since the medical field is our specialty,” explains Neely, “we constantly have to meet codes for the city and county, Joint Commission, and DFS in North Carolina. DFS will not open a space if the proper signs are not in place.” To meet these demands, RP Sign works closely with end users to determine what signs work best for them and to also advise them of what is required.

RP Sign completed an interior/exterior sign package for a new 50-bed acute care hospital in Huntersville, N.C., last year. A firm in Ohio designed the interior package, while RP Sign designed the exterior. Because the interior package fell short of meeting ADA specifications, the firm spent a good bit of time educating the end user on codes. As construction neared completion and signs were being installed, the contractor requested additional signs under extremely tight deadlines.

“We responded with same-day service in several instances,” says Neely. “We also designed, fabricated and installed a complete exterior sign package, including three sets of reverse illuminated LED letters for a tower, a large main ID sign, two large illuminated side entrance signs, seven mid-size



illuminated directional signs, multiple sets of aluminum letters and small directional signs.” In addition, RP Signs designed the interior and exterior sign package for the adjoining medical office building.

RP Signs recently finished another project — a complete sign system for a 3,000-space parking deck.

“We want to continue offering the best service possible and always follow through with what we say,” says Neely, speaking to the company’s future. “There are many companies out there that provide a good product. Our customer service makes ours a great product. We do not want to be the biggest company out there, we simply want to be the best at what we do.”

— Corporate Profile



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