



Human Directional Program

Human directional signs are an effective way of getting your community noticed, particularly at busy intersections. Studies have shown a 40-50% increase in traffic with the use of a human directional sign. We provide everything you need to drive more traffic to your community.

This is a cost effective way of getting more potential buyers in your model home. We have teams all over the country to help drive sales.

Trust Artisan Direct with all of your human directional sign needs.



Human Directional Signs



Human directional signs are a very cost effective tool for today's homebuilders. These signs will help increase the flow of traffic to your models, thus increasing your sales.

Test your present signage on someone who has never visited your development. If he or she cannot find it, or becomes frustrated with searching, you can bet your prospects will be too. With Artisan Direct,

we will assist you in directing buyers and renters accurately and effectively to your sales centers.

Increase Your Traffic.

- Attracts more attention at busy and important intersections
- Creates additional impressions for your brand
- 5' arrows with custom digitally printed graphics

Saturday and Sunday Service.

- 4-Hour shift windows during peak business hours on weekends
- Daily check-ins with a designated contact before and after shifts
- Nationwide coverage

Flexible Pricing.

- \$360.00 one-time setup
- \$400.00 per weekend



Experience.

With over 30 years in the sign industry, we know what works, and more importantly, what doesn't. Our weekend directional sign programs are tailored to your individual needs and locations. At Artisan Direct, we take pride in creatively promoting your brand. We understand the importance of displaying your company to your customers in a professional and innovative manner. Our staff will always ensure the accurate representation of your brand and company message. Here are just a few:

- Graphic design support
- Full color digitally printed signs. Don't limit your brand to 1 or 2 colors!



These are our current coverage areas with assigned territories. We ensure perfect execution, production and installation in all of our territories by assigning a market manager to oversee the operations in each region.

■ **Regional Manager**
David Keith:
980-253-7106
dkeith@artisandirect.us

■ **Regional Manager**
Mark Bray:
919-244-1939
mbray@artisandirect.us

■ **Regional Manager - Midwest**
Kerry Griffith:
614-374-6018
kerry@artisandirect.us

Other Services:

➔ Weekend Directional Signs

National leader in providing weekend directional sign placement.

📍 Weekend Informational Signs

Drive new customers to your business with informational signs –placed only on weekends.

🚩 Feather Flags

Increase visibility with sign implements and let us handle the placement.

📹 Video Production Services

Contact us to let our professional videographers record remarkable video.

🔍 Video Mystery Shopping

Wonder how your sales people are performing live? Contact us to record interactions as a prospective shopper.