

An Introduction to the True Install Franchise Opportunity



THE OPPORTUNITY

True Install is an emerging franchise concept built by a network that knows the sign and print industry inside and out. Alliance Franchise Brands, with over 45 years of sign and print franchising experience, recognized a critical gap in the market: businesses need consistent, high-quality sign installation partners, and no franchise model existed to meet that demand.

True Install is the first franchise opportunity focused exclusively on sign and graphics installation services. We founded the brand to fill a growing niche — one that requires local expertise, skilled labor, and professional project coordination. As the sign industry continues to grow, so does the need for qualified installers who can deliver quality, speed and reliability.

Unlike traditional start-ups, True Install gives you a head start with the power of an established franchise family behind you. You're not building alone — you're stepping into a proven system with dedicated support, ongoing training, and built-in demand from national clients.

This is your chance to get in early with a franchise model designed to scale. If you're ready to build a business with real industry backing and first-mover advantage, True Install offers a clear path forward.





WHAT YOU'LL OFFER

True Install connects local expertise with national demand. As a franchise owner, you'll deliver:

- Interior and exterior sign installations
- Vehicle graphics installation
- Large-format graphics mounting
- Site surveys and permitting coordination

How the Business Works

- Start with a van and trusted installer. Scale up with more vans and team members as your business grows.
- Build a strong community network – as your reputation in the industry grows, so will the business and repeat revenue.
- Utilize True Install's technology platform to quote, track, schedule and manage jobs efficiently.
- Focus on business growth, hiring, and client relationships—not doing the installs yourself

This is an opportunity designed for driven business owners, not solo technicians. Our model is built to scale.



SUPPORT THAT SCALES WITH YOU

Every True Install Franchise Member is backed by over 100 Home Office Team Members, who are there to support in all aspects of the business—from launch to expansion. Your support team is just a call or email away, ready to help with any aspect of your business.

Onboarding & Training: We provide in depth startup training that covers everything from operations and customer service to technician standards and scheduling.

Marketing Support: Access strategic marketing campaigns tailored to your local territory to drive brand awareness and attract new clients.

Customer Service & Sales Expertise: Learn proven methods for delivering exceptional customer experiences and closing sales.

We designed our support to evolve as you grow, so whether you're launching your first van or scaling into new territories, you're never on your own.

TRUE INSTALL: Built for Growth

- Fleet-Focused Model: Scale across multiple markets by building a fleet of vans and technicians.
- Turnkey Startup Support: From business setup to technician training, we guide you every step of the way.
- Lead Qualification Services: Our team helps you seed your client database by assisting in qualifying leads, giving you a head start in your local market.
- High-Demand Market: Tap into the growing need for skilled install services in a \$39+ billion sign industry.
- Local Ownership Advantage: Big brands prefer working with local owners who understand their markets.
- Advanced Systems: Streamlined job tracking, quoting, scheduling, and customer service tools.
- 50% Franchise Fee Discount available for veterans and first responders.

At True Install, we work with you, because we've been in your shoes. We know the industry and our main goal is to help you succeed. Our systems, resources, and network help you move faster, grow smarter, and take control of your future.

WITH TRUE INSTALL, 
**YOU CAN DO WORK
YOU LOVE**
 **AND RUN A
SUCCESSFUL
BUSINESS**

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