



With over 35 years of billboard industry experience, **Grace Outdoor Advertising** provides professional, expert billboard services that span across all owner concerns including structure development, sign services, accounting, and sales.

## SALES STRENGTH

- ▶ Our national sales presence elevates owner inventory to numerous national agencies with the opportunity for **premium rental rates**. GOA employs sales staff whose dedicated, primary focus is to pursue national agency buys along with digital partner relationships to expand the reach of GOA inventory.
- ▶ Operating in the outdoor advertising industry for **over 35 years**, Grace Outdoor management possesses valuable experience and knowledge.
- ▶ Our sales team lives locally which translates to **solid local sales and community engagement**.
- ▶ Our **core competencies** increase sales opportunities. These competencies include rotary options, strategic placement, flexible scheduling, day-parting, dynamic content, information feeds, social media integration, vinyl production and installation.
- ▶ Our typical occupancy is one of the highest in the industry.
- ▶ Our experienced on-staff graphic design team produces **high quality creatives** whose attractiveness and effectiveness encourage renewals from clients.
- ▶ Our **PerView** auditing measures provide billboard impressions allowing our boards to be nationally competitive.
- ▶ Our numerous certifications allow **preferential contracting** with state and federal agencies including Woman Owned Small Business, SBE for Charleston County, City of Charleston Minority and Women Business Enterprise Program, Carolinas-Virginia Minority Supplier Development Council.
- ▶ Grace Outdoor has partnered with Screenverse for **programmatic sales**, allowing Screenverse to promote our locations to national buyers in the marketplace.

## SUPERIOR SOFTWARE

- ▶ Our dynamic website with automatic quote request option provides information on each sign we manage. Check it out at [www.graceoutdoor.com](http://www.graceoutdoor.com).
- ▶ Our website earned **second place in the 2020 Out of Home Website Rankings** conducted by Billboard Insider, beating out larger, national organizations.
- ▶ Our billboard management software, **Apparatix**, allows us to sell both vinyl and digital boards through a national network in order to bring in additional revenue for remnant space.

## **REGULATION & ACCOUNTING SUPPORT**

- ▶ Our staff and contractors proactively monitor **OSHA requirements** and changes, thus saving thousands of dollars in fines while simultaneously protecting our workers.
- ▶ Our **customized accounting software** integrates with our billboard management software to provide seamless, timely invoicing to our advertisers based on contract specifications. This software tracks all revenue and expenses on a cash and accrual basis for each billboard and owner.
- ▶ Our **experienced, professional staff** manages contracts, precisely invoices advertisers, follows up on payment, coordinates and applies cash receipts, processes all expenses, remits payment to vendors, and produces monthly owner statements and monthly financial reporting.
- ▶ Our accounting team adheres to the **GAAP**.
- ▶ Our management services include, but are not limited to, the following:
  - Managing utility payments
  - Managing insurance policies
  - Maintaining necessary DOT permits
  - Managing all monthly, quarterly, and annual ground lease payments

## **PROACTIVE MANAGEMENT**

- ▶ Our **highly experienced contractors** install vinyls and perform maintenance and repair work on signs. These “eyes high up in the air” keep us informed of any problems or issues with our signs. As a result, we address issues proactively before bigger and more expensive problems arise.

## **INDUSTRY AWARENESS**

- ▶ Grace Outdoor stays abreast of **industry trends and outdoor advertising legislative concerns** at the state, regional, and national level.
- ▶ GOA holds membership in and/or actively engages with the following organizations:
  - The Outdoor Advertising Association of America (OAAA)
  - The Independent Billboard Operators (IBO)
  - Per View Auditing
  - Outdoor Advertising Association of South Carolina (OAASC)
  - North Carolina Outdoor Advertising Association (NCOAA)
  - System for Award Management (SAM)
  - Small Business Administration (SBA)