

Proposal: Opening an East Valley Branch of Christy Signs

Objective

Launch a low-overhead, high-impact branch office on the east side of the Phoenix Metro area.

This pilot location serves as a trial run for future regional expansion — driven by technology, a renewed corporate culture, and streamlined service models via **Skyesoft**.

Key Drivers & Strategic Benefits

- Culture-First Expansion

Embed the *Skyesoft* and *Lead or Sell* values into a new site from the ground up — prioritizing ownership, clarity, and continuous improvement without legacy habits.

- Local Service = Faster Response

A distributed service model allows techs to respond quickly to client needs without relying on the central Phoenix hub, cutting travel times and improving customer experience.

- Night Patrol → Sales Engine

Using *Skyesoft*'s Night Patrol tools, field teams can identify service issues in the wild and create instant work tickets or proposals — turning observation into revenue.

- Fast, Affordable Surveys

On-demand surveys performed by local techs reduce project costs and accelerate the permit and production pipeline.

- Scalable for Multi-Site Work

Branch offices form a regional install network capable of handling multi-location rebrands, ship-in jobs, and retail refreshes with consistency and scale.

Lean Model, Big Impact

Trial Run for Scalable Growth

This East Valley branch is a **pilot site** — designed to validate the model before replicating it in other regions. We aim to learn, refine, and expand strategically.

Nimble & Low-Cost by Design

- Operated by a single field tech equipped with a smartphone and a Skyesoft login
- Vehicles stored at technician homes or low-cost yards — no dedicated warehouse needed
- No permanent office space required
- All scheduling, documentation, and reporting handled digitally in real-time

Built on Skyesoft's Backbone

Skyesoft removes the need for traditional infrastructure — enabling full operations with minimal physical overhead, while maintaining centralized visibility and coordination from HQ.

Competitive Asymmetry

Competitors tied to legacy office-heavy models can't match this speed or cost-efficiency. We create value for clients and margin for ourselves.

Repeat Business Magnet

A local presence, fast service, and smart workflows drive client loyalty and referrals, making the branch a self-sustaining growth engine.

