SOTHEBY'S INTERNATIONAL REAL ESTATE FAQ

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GENERAL FAQ

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Shipping Method	For Orders weighing less than 150 pounds , automatically ship via UPS. For Orders weighing from 150 to 800 pounds , compare UPS Hundredweight, Fed Ex Freight, and Conway Southern for the best rate. For Orders weighing over 800 pounds , compare Fed Ex Freight and Conway Southern for best rate. (Only get rates for Conway Southern if shipping to the 11 states west of Texas (Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, and New Mexico).
	If shipping via UPS or Hundred Weight, fill order out showing appropriate UPS zone. If shipping via Fed Ex Freight or Conway, fill order out showing this, and print regular pick ticket (do not print Bill of Lading).
Shipping Quantity	Most frames ship 5 per box, whether assembled or unassembled. The maximum weight per box when shipping via UPS is 70 lbs.
Color Scheme	Standard colors for use on Sotheby's sign panels are PMS 2757 Sotheby's Blue background and White text. Most (not all) of our Sotheby's frames are also powder coated in PMS 2757, except for the FCROSSARMG Cross Arm Post which is powder coated in PMS 431 Dark Gray.
Layout	Please review the Sotheby's Corporate Standards guide to ensure compliance with the most up-to-date standards.
Materials	Aluminum has a high gloss finish, hangs perfectly straight, and won't rust, fade, chalk, or break and is guaranteed five years under normal conditions. It has scratch characteristics similar to a steel sign. Poly is a popular material due to its durability and long life. It will always bow, especially in hot climates and has a matte finish. It will not break, rust, chalk, or fade. It will not typically tear, so grommets are not required.
Frames	All of our Angle Iron frames now come as Slide-In / Bolt-In combinations. Make sure to specify whether panel and frame combinations will be assembled or not.
Custom Holes	If customer does not want standard holes in additional to custom holes, the order becomes a custom screen printing job and should be priced using the Independent Brochure.
Graphic Standards	For non-standard panel layout/text, panel/frame sizes, or colors, orders must be approved by the Broker/Owner AND jobs must be quoted/priced using the independent brochure.

BUCKEYE UNIT 24" X 24"

Overview	This is a complete sign unit (S-31U_B) with a 24" x 24" sign panel printed on 2
	sides, and a Blue ¾ "angle iron frame (F31NBRSLBL).
Panel Materials	.040 Aluminum
	.100 Polyethylene
Color Scheme	Standard imprint colors are:
	White when printing on PMS 2757 Blue powder coated Aluminum,
	PMS 2757 Blue when printing on Polyethylene
Layout of Panel	ALL imprint information should be aligned left.
(corporate	
standard)	DBA name and/or logo (Upper & lower, or all UPPER – depending on office
	standards)
	Sotheby's INTERNATIONAL REALTY (case is just as written)
	Office Phone Number (no dashes, only spaces between number segments)
	website, if applicable (case depends on office standards)
	Agent personalization (must use 30" x 24" panel to personalize, not this one)
	"Each Office Is Independently Owned And Operated" (case as written)
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	CASE of imprinted text and logo
	Must use all UPPER case or both UPPER and LOWER case, depending on the
	standard for a particular office and as dictated by Sotheby's.
Frame	Units come with an F31NBRSLBL frame. This is a ³ / ₄ " Angle Iron Frame, powder
	coated PMS 2757 Blue, with a 6" Bottom Rider slot, with top & bottom holes at 16"
	OC and $2 \frac{1}{2}$ " from each edge. Overall height is 42" tall and 24" wide.
Holes	Standard Holes
110100	Each panel comes with our standard Oakley hole pattern. There are four holes at the
	top and bottom located at 16" O.C. & $2 \frac{1}{2}$ " from each edge.
	Custom Holes
	Custom holes are not applicable. Our panels and frames have our standard hole
	pattern.
Grommets	Grommets are not used with bolt-in or slide-in frames.
Corners	All panels come with ³ / ₄ " rounded corners.
Hardware	These Complete Units come assembled with all necessary hardware (assembled
Taruware	with nuts and bolts in the top $2\frac{1}{2}$ holes only).
	with huts and boits in the top $2/2$ holes only).
	Additional Hardware:
	H-PSCREWS, Plastic Screws
	H-PNUTS, Plastic Nuts
	H-NUTS/BOLTS, Steel nuts & bolts
Packaging/Shipping	Units are shipped assembled.
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	For individual items:
	Aluminum panels ship 25 per box max, slip-sheeted, and weigh 2.3 lbs each.
	Poly panels ship 25 per box max and weigh 1.9 lbs each. Frames shipped 5/box and weigh 8 lbs each.
	Frames shipped 5/box and weigh o lbs each.
	For unito:
	For units: Units shipped 5/box.
	Units assembled with aluminum panels weigh 10.3 lbs each.
	Units assembled with Poly panels weigh 9.9 lbs each.
	Shipping Mothod
	Shipping Method
	For Orders weighing less than 150 pounds, automatically ship via UPS. For Orders
	weighing from 150 to 800 pounds , compare UPS Hundredweight, Fed Ex Freight, and Conway Southern for the best rate. For Orders weighing over 800 pounds ,
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compare Fed Ex Freight and Conway Southern for best rate. (Only get rates for Conway Southern if shipping to the 11 states west of Texas (Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, and New Mexico).
If shipping via UPS or Hundred Weight, fill order out showing appropriate UPS zone. If shipping via Fed Ex Freight or Conway, fill order out showing this, and print regular pick ticket (do not print Bill of Lading).

HOOSIER UNIT 24" X 24"

Overview	This is a complete sign unit (S-32UB) with a 24" x 24" sign panel printed on 2 sides, and a Blue ¾ "angle iron frame (F31NTBRSLBL).
Panel Materials	.040 Aluminum
	.100 Polyethylene
Color Scheme	Standard imprint colors are:
	White when printing on PMS 2757 Blue powder coated Aluminum,
	PMS 2757 Blue when printing on Polyethylene
Layout of Panel	ALL imprint information should be aligned left.
(corporate	
standard)	DBA name and/or logo (Upper & lower, or all UPPER – depending on office
	standards) Sotheby's INTERNATIONAL REALTY (case is just as written)
	Office Phone Number (no dashes, only spaces between number segments)
	website, if applicable (case depends on office standards)
	Agent personalization (must use 30" x 24" panel to personalize, not this one)
	"Each Office Is Independently Owned And Operated" (case as written)
	CASE of imprinted text and logo
	Must use all UPPER case or both UPPER and LOWER case, depending on the
	standard for a particular office and as dictated by Sotheby's.
Frame	Units come with an F31NTBRSLBL frame. This is a ³ / ₄ " Angle Iron Frame, powder
	coated PMS 2757 Blue, with a 6" Top Rider slot and a 6" Bottom Rider slot, with top
	& bottom holes at 16" OC and 2 ½" from each edge. Overall height is 48" tall and 24" wide.
Holes	Standard Holes
10105	Each panel comes with our standard Oakley hole pattern. There are four holes at the
	top and bottom located at 16" O.C. & $2 \frac{1}{2}$ " from each edge.
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	Custom Holes
	Custom holes are not applicable. Our panels and frames have our standard hole
	pattern.
Grommets	Grommets are not used with bolt-in or slide-in frames.
Corners	All panels come with ¾" rounded corners.
Hardware	These Complete Units come assembled with all necessary hardware (assembled with nuts and bolts in the top 2 $\frac{1}{2}$ holes only).
	with this and boils in the top $Z/2$ holes only).
	Additional Hardware:
	H-PSCREWS, Plastic Screws
	H-PNUTS, Plastic Nuts
	H-NUTS/BOLTS, Steel nuts & bolts
Packaging/Shipping	Units are shipped assembled.
	For individual items:
	Aluminum panels ship 25 per box max, slip-sheeted, and weigh 2.3 lbs each. Poly panels ship 25 per box max and weigh 1.9 lbs each.
	Frames shipped 5/box and weigh 9 lbs each.
	Tames shipped 5/box and weigh 9 bs each.
	For Units:
	Units shipped 5/box.
	Units assembled with aluminum panels weigh 11.3 lbs each.
	Units assembled with Poly panels weigh 10.9 lbs each.
	Shipping Method
	For Orders weighing less than 150 pounds, automatically ship via UPS. For Orders
	weighing from 150 to 800 pounds, compare UPS Hundredweight, Fed Ex Freight, and Conway Southern for the best rate. For Orders weighing over 800 pounds
	and Conway Southern for the best rate. For Orders weighing over 800 pounds , compare Fed Ex Freight and Conway Southern for best rate. (Only get rates for
	Conway Southern if shipping to the 11 states west of Texas (Washington, Oregon,
	California, Nevada, Idaho, Utah, Arizona, Montana, Wyoming, Colorado, and New

	Mexico).
	If shipping via UPS or Hundred Weight, fill order out showing appropriate UPS zone. If shipping via Fed Ex Freight or Conway, fill order out showing this, and print regular pick ticket (do not print Bill of Lading).

PERSONALIZED BUCKEYE UNIT 30" X 24"

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If shipping via UPS or Hundred Weight, fill order out showing appropriate UPS zone. If shipping via Fed Ex Freight or Conway, fill order out showing this, and print regular pick ticket (do not print Bill of Lading).

THE OPEN HOUSE TENT SIGN

Overview	This sign is a 24" x 24" tent shaped sign used mostly for promoting and directing customers to open houses.
Panel Materials	. 100 Polyethylene, printed on 1 side (is folded over a frame, creating a tent).
	S-420PENTENT, imprinted with office DBA.
Color Scheme	Standard signs come with white DBA & text on PMS 2757 Blue background. Arrow is
	white with OPEN HOUSE printed Blue.
Layout	ALL imprint information should be aligned left.
	DBA name and/or logo (Upper & lower, or all UPPER – depending on office standards)
	Sotheby's INTERNATIONAL REALTY (case is just as written)
	OPEN HOUSE in arrow (UPPER case)
	"Each Office Is Independently Owned And Operated" (case as written)
	CASE of imprinted text and logo
	Must use all UPPER case or both UPPER and LOWER case, depending on the standard for a particular office and as dictated by Sotheby's.
Frame	Each sheet of .100 Polyethylene is scored, folded and riveted to four white steel channel legs. Printed area on each side is 24" x 24" with 4" of channel leg below the panel.
Holes	Holes for Tent Sign are used only for assembly.
Grommets	None.
Corners	No rounded corners.
Hardware	None required.
	Additional Hardware
	H-OHTSH, Replacement plastic handles, package of 25.
	H-CPSH, Clear plastic sign holder, to put rider on top of Open House Tent Sign.
Assembly	No holes, no grommets, no rounded corners, and ALWAYS assembled.
Packaging &	Individually poly bagged and packed in boxes of 5, weight is 8.0 lbs each.
Shipping	

THE LOKQUIK

Overview	This patented directional sign uses the simple design of folding a scored panel and
	sliding it into a slotted metal stake, quickly locking the panel to a stake without any
	tools. Panels can not blow out of stake. It comes with standard messages "OPEN
	HOUSE" and "FOR SALE". Customers can only get this at Oakley Signs & Graphics.
	Panels are printed on 2 sides.
Panel Materials	Comes standard as a 12" x 12" .100 polyethylene panel, and has a scored flange for insertion into stake
Product Variations	Complete Units: OPEN HOUSE (S-LOKOH) or FOR SALE (S-LOKFS)
	Panels Only: OPEN HOUSE (S-LOKOHPO) or FOR SALE (S-LOKFSPO)
	Stakes only: (FLOKQUIK) – Indicate frame is to be powder coated PMS 2757 Blue.
Color Scheme	Standard signs come with white DBA & text on PMS 2757 Blue background. Arrow is
	white with either OPEN HOUSE or FOR SALE printed Blue.
Layout of Panel	ALL imprint information should be aligned left.
(corporate	
standard)	DBA name and/or logo (Upper & lower, or all UPPER – depending on office
	standards)
	Sotheby's INTERNATIONAL REALTY (case is just as written)
	OPEN HOUSE or FOR SALE in arrow (UPPER case)
	"Each Office Is Independently Owned And Operated" (case as written)
	CASE of imprinted text and logo
	Must use all UPPER case or both UPPER and LOWER case, depending on the
	standard for a particular office and as dictated by Sotheby's.
Stake	Stake is 48" high, ³ / ₄ " steel tube, and powder coated PMS 2757 Blue.
Holes	No holes.
Grommets	No grommets are needed since there are no holes.
Corners	All panels come with ³ / ₄ " rounded corners.
Hardware	No Hardware needed. To view the installation instructions or video, click here:
	http://www.oakleysign.com/lokquik.php3
Packaging & Shipping	Units shipped assembled.
C	Units ship 10 per box and weigh 3.5 lbs each.
	Panels ship 25/box max and weigh .5 lbs each.
	Stakes are packed in boxes of 10 and weigh 3.0 lbs each.

AGENT NAME RIDERS

Overview	Riders are used to supplement the information already printed on a main sign panel.
	Riders can be imprinted with 1 or 2 lines, with Agent Name & Phone Number, or just
	Agent Name. For standardized messages, view selection under the STOCK RIDER
	section.
Rider Materials	Double-sided 6" x 24" riders are available in .040 Aluminum and .100 Polyethylene.
Product Ordering	If customer places an Agent Name (or custom) rider order without a Rider Order Form
	(via web, fax, verbally whether as a stand alone order or as part of a larger order),
	the customer needs to obtain this form either via fax, email, or web site download.
	Once this Rider Order Form has been received, the rider order will be entered by the
	rider department.
Layout	ALL imprint information should be aligned left.
Color Scheme	Standard rider color choice is:
	White text with PMS 2757 Blue background.
Holes	Standard Oakley hole pattern – 16" O.C. and 2 ½" from edge of panel.
	Custom Holes
	Other holes can be <u>added to</u> our standard hole pattern. The fee for custom holes is
	\$0.25 each and we need a custom hole layout form filled out. This form is available on
	the Links Page.
Grommets	Grommets not included. Grommets can be added for \$0.25 each.
Corners	All riders come with ³ / ₄ " rounded corners.
Hardware	Hardware not included.
	Additional Hardware
	H-PNUTS, Plastic Nuts
	H-PSCREWS, Plastic Screws
	H-SHOOKS, S-Hooks zinc coated silver, to hang panels and/or riders
	H-SPCLIPS, Safety Pin Clips, to hang panels and/or riders
Packaging &	Packed in flat boxes as ordered, minimum 5/box, maximum 25/box.
Shipping	
	Aluminum riders weigh 0.6 lbs each.
	Poly riders weigh 0.8 lbs each.

STOCK RIDERS

Overview	Stock Riders are used to supplement the information already printed on a main sign
Overview	panel. Our stock riders provide the most popular choices on long lasting aluminum or
	super durable poly for unbeatable wear.
Rider Materials	
Rider Materials	6" x 24" Stock Riders are available in .040 Aluminum or .100 Poly. Riders are printed
	on 2 sides.
Layout	ALL imprint information should be aligned left.
	Sotheby's graphic standards state the following:
	Riders being placed on TOP of a sign must be in UPPER case, and
	Riders being placed on the bottom of a sign must be in UPPER & LOWER case.
	We DO NOT stock riders in ALL UPPER case. Orders requesting a "Stock Imprint" in
	ALL UPPER case must be quoted as a name rider and handled accordingly.
Color Scheme	Standard rider color choice is:
	White text with PMS 2757 Blue background.
Imprint Information	For imprint information other than what we have in stock, refer to the Agent Name
	Rider section.
Holes	Standard Oakley hole pattern – 16" O.C. and 2 1/2" from edge of panel.
	Custom Holes
	Other holes can be <u>added to</u> our standard hole pattern. The fee for custom holes is
	\$0.25 each and we need a custom hole layout form filled out. This form is available on
	the Links Page.
Grommets	Grommets not included. Grommets can be added for \$0.25 each.
Corners	All riders come with ³ / ₄ " rounded corners.
Hardware	Hardware not included.
	Additional Hardware
	H-PNUTS, Plastic Nuts
	H-PSCREWS, Plastic Screws
	H-SHOOKS, S-Hooks zinc coated silver, to hang panels and/or riders
	H-SPCLIPS, Safety Pin Clips, to hang panels and/or riders
Packaging &	Packed in flat boxes as ordered, minimum 10/box, maximum 25/box.
Shipping	
Cimpping	Aluminum riders weigh 0.6 lbs each.
	Poly riders weigh 0.8 lbs each.

CROSS ARM POST

Overview	This is a powder coated PMS 431 Gray 1" tube cross arm 2-piece steel stake
	(FCROSSARMG) used for hanging a 24" X 24" panel. The frames and panels are sold
	separately, no UNIT pricing. If frames & panels are purchased at the same time, they
	can not be assembled. The panels are simply hung from the stake by the customer.
Stake	The total height of the stake is 55" tall, 44" above ground. The cross bar is 28" long and
	has 2 holes at 16" O.C. on the bottom to accommodate up to a 24" wide panel. The
	cross bar also has 2 holes at 16" O.C. on the front to attach a top rider.
Hardware	Stakes include the following hardware at no additional cost:
	3 Stainless U-Clips (H-SUCLIPS) per unit will be included.
	Additional Llardwara
	Additional Hardware: H-PSCREWS, Plastic Screws, used to attach rider to cross arm.
	H-PSCKEWS, Plastic Sciews, used to attach her to closs ann. H-SPCLIPS, Safety Pin Clips, to hang panels and/or riders.
	H-SUCLIPS, Stainless U-Clips, to hang panels and/or riders.
	H-SHOOKS, S Hooks zinc coated silver, to hang panels and/or riders.
Packaging/Shipping	Stakes are shipped, 5 per box and weigh 7.5 lbs each.
r dokuging/ompping	
	Shipping Method
	For Orders weighing less than 150 pounds, automatically ship via UPS. For Orders
	weighing from 150 to 800 pounds, compare UPS Hundredweight, Fed Ex Freight, and
	Conway Southern for the best rate. For Orders weighing over 800 pounds, compare
	Fed Ex Freight and Conway Southern for best rate. (Only get rates for Conway Southern
	if shipping to the 11 states west of Texas (Washington, Oregon, California, Nevada,
	Idaho, Utah, Arizona, Montana, Wyoming, Colorado, and New Mexico).
	If shipping via UPS or Hundred Weight, fill order out showing appropriate UPS zone.
	If shipping via Fed Ex Freight or Conway, fill order out showing this, and print regular
	pick ticket (do not print Bill of Lading).

HARDWARE

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Overview	All of our products come with hardware that is necessary to hang, assemble, clip or finish our sign units and accessories. Many sign shops and competitors buy our hardware – it's the best designed and most well thought out in the business. Many of our customers will need additional hardware to supplement their sign inventory with U Clips, Safety Pin Clips, nuts and screws and other items. What follows is a brief description of what each item is used for.
Clear Plastic Sign Holder H-CPSH	These are to hold a rider atop a tent sign or miscellaneous sign stake. Adhesive base sticks to sign or stake and plastic sleeve allows riders to slide in and be removed as needed.
Steel Nuts/Bolts in sealed bag H-NUTS/BOLTS	Plastic Nuts & Bolts are typically used instead of steel to prevent rusting, but steel may be used for the same applications.
Open House Tent Sign Handles H-OHTSH	Replacement handles for Open House Tent Signs.
Plastic Nuts, no rusting H-PNUTS	Plastic nuts are used in many of our frames if customers choose to bolt in their panels. They are typically used in conjunction with plastic screws.
Plastic Screws, no rusting H-PSCREWS	Plastic nuts are used in many of our frames if customers choose to bolt in their panels. They are typically used in conjunction with plastic screws.
Plastic Pull Ties H-PTIES	These standard ties are to hold a brochure box to an angle iron frame.
S-Hooks zinc coated silver H-SHOOKS	Used in place of Safety Pin Clips.
Safety Pin Clips H-SPCLIPS	Hang riders from panels.
Stainless U-clips H-SUCLIPS	Hang a panel from our Cross Arm post. Three are included with each post.
Steel U-bolts with 2 hex nuts H-SUBOLTS	These are used to bolt a brochure box to a Cross Arm Post.

BROCHURE BOXES

Overview	Plastic Brochure Boxes are imprinted with "Please Take One" (BBOX). A version with
Overview	
	Sotheby's INTERNATIONAL REALTY Logo is not available yet, but is coming soon.
Color Scheme	Generic Sotheby's BLUE logo OR generic RED "Please Take One"
Size	Holds approximately 150 8 1/2" x 11" sheets.
Hardware	All Brochure Boxes include the following hardware at no additional cost:
	Wood screws and two plastic wire ties included with each brochure box. The wood
	screws are used to attach the Brochure Box to a wooden post, mailbox, or tree. The
	wire ties are used to attach the brochure box to a frame or stake.
	Optional Items & Hardware
	FAISW; can mount brochure box to FAISW stake.
	Steel nuts & bolts (H-NUTS/BOLTS) can be used to attach to FAISW stake.
	Steel U-Bolts with 2 hex nuts (H-SUBOLTS) can be used to mount brochure box.
Deckering 9	
Packaging &	Brochure Boxes packed in boxes of 6 and weigh 2.0 lbs each.
Shipping	FAISW stakes ship 12/box and weigh 2.5 lbs each.

DESKTOP SIGN

Overview	PVC panel on a wooden miniature colonial post. Comes with "Sold" rider. Great for
Overview	incentive awards, Open Houses, or for desks in an office.
Panel Materials	Comes standard as a 5" x 5" .050 PVC panel, digitally printed on 2 sides.
Color Scheme	Standard color choice is White text with PMS 2757 Blue background.
Layout of Panel	ALL imprint information should be aligned left.
	DBA name and/or logo (Upper & lower, or all UPPER – depending on office standards)
	Sotheby's INTERNATIONAL REALTY (case is just as written)
	Office Phone Number (no dashes, only spaces between number segments)
	website, if applicable (case depends on office standards)
	"Each Office Is Independently Owned And Operated" (case as written)
	CASE of imprinted text and logo
	Must use all UPPER case or both UPPER and LOWER case, depending on the
	standard for a particular office and as dictated by Sotheby's.
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Stake	Post is 10" high and made of wood. Post only comes in white, not Sotheby's grey.
Holes	Standard hole pattern to fit desktop frame.
Grommets	No grommets are needed since there are no holes.
Corners	All panels come with rounded corners.
Hardware	None required. Brass hooks included.
Packaging &	Panel & Post ship together.
Shipping	
	Poly bagged, maximum 2 per box. Each unit weighs 2.0 lbs.