



BLACK CREEK REAL ESTATE AND NEW CONSTRUCTION SIGN GUIDELINES

To minimize visual noise and maintain a consistent and professional appearance, Black Creek has implemented the following new guidelines regarding the use of real estate property signage used within neighborhood boundaries.

Important Notes Regarding these Guidelines:

- These sign guidelines are **effective as of January 1, 2024**
- Signs are permitted along street frontage only. No signs are permitted adjacent to or in view of the golf course without express permission from Black Creek.
- **Open House Signage:**
 - Any open house or similar event directional signage may be placed in the neighborhood on the day of the open house and must be promptly removed at the conclusion of the event.
- **Sign Removal After Close:**
 - Signs must be removed within 72 hours after home/land close.
- **Black Creek reserves the right to change these guidelines with proper notification.**
- **Black Creek reserves the right to remove and discard any real estate signage that does not follow the guidelines outlined in this document.**
- The older 3-tier, black-framed signs are no longer permitted.

To order signs, please contact:

Madison McMahon
Guest Experience Coordinator
signs@blackcreekliving.com
(423) 822-2582, ext 1

Please feel free to contact us with any questions regarding the use of these signs.

Thank you for your partnership.

Sincerely,

Black Creek

www.blackcreekliving.com

BLACK CREEK REAL ESTATE AND NEW CONSTRUCTION SIGN GUIDELINES

Overall Guidelines

- All signs should be black print on a white background.
- No other colors are permitted.
- The top rider should be 6' x 24" and feature the **Black Creek Chattanooga logo** in black on both sides
 - Additional top riders that read **Sold / Pending / Under Contract / Model Home** are permitted when appropriate (but not included in cost).
 - No other top riders are permitted
 - No other language permitted on top rider (features etc.)
- The lower section content should be one of the following sizes
 - 24" x 24"
 - 24" x 30"
 - 24" x 36"
- The lower section is permitted to contain the content shown in the chart below depending on specific need
- Prices are not permitted on signs
- BlackCreekLiving.com is the only website approved for use on new construction signs
 - QR codes may be used on the signs, which lead to a builder webpage
- Resale or real estate broker signs may contain their brokerage website
- All sections should be double-sided (front & back)

Example



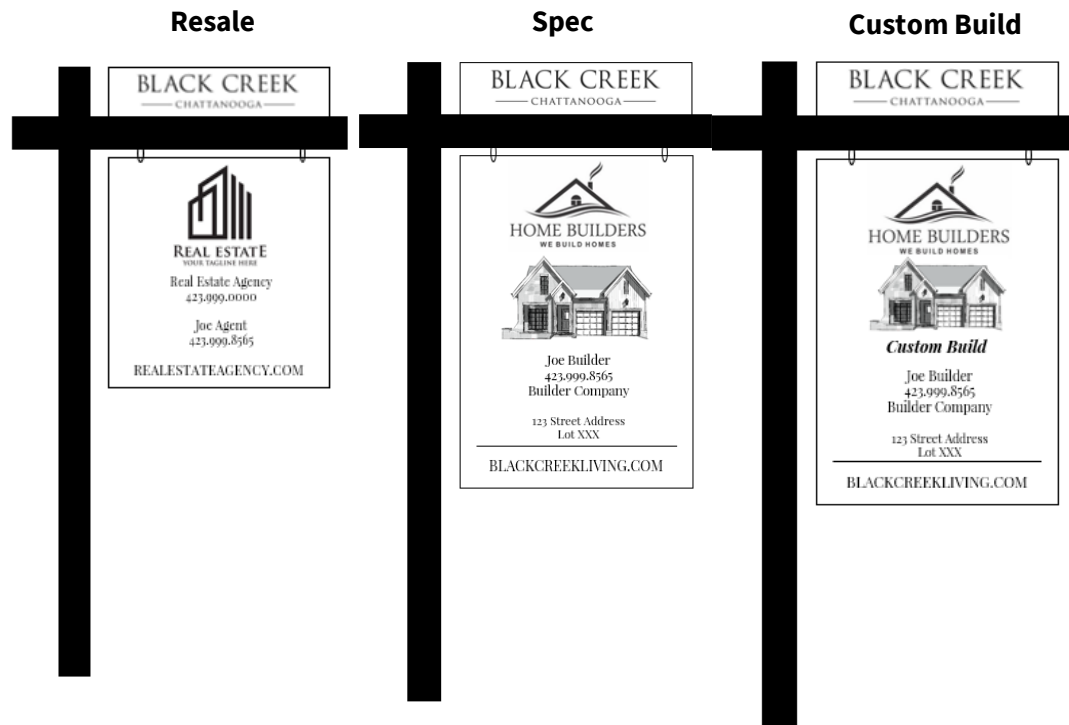
	Resale: Agent / Owner Sale	Spec Home / New Construction Sale	Custom Build: Marketing / Prospecting
Top Rider	Black Creek Logo	Black Creek Logo	Black Creek Logo
Lower Section	Your Logo (in black) Office Name & Phone # Agent Name & Phone # Agent/Agency Website	Your Logo (in black) B&W Home Elevation Image Key Contact Name & Phone # Company Name Street Address Lot # Separator Line BLACKCREEKLIVING.COM	Your Logo (in black) B&W Home Elevation Image (may use example home if actual home not available) Key Contact Name & Phone # Street Address Lot # Separator Line BLACKCREEKLIVING.COM

Please see next page for ordering and cost information

ORDERING AND COST INSTRUCTIONS

- The cost of each sign is **\$175** which includes the metal frame kit, upper rider, and artwork
- Frames and top rider can be reused
 - Replacement artwork cost is \$75
 - Replacement post cost is \$100
- To order a sign, please email Black Creek all necessary info and logo files @ signs@blackcreekliving.com or call (423) 822-2582, ext 1 – Ask for Madison
- Payment is due by check at the time of order or we can invoice you via ACH or Credit Card. Credit card users please add \$5 to the cost of the sign.
- Make checks payable to MBSC Black Creek
- **Please allow 7-10 business days for signs to be completed**
- **Completed signs can be picked up at:**
 - Black Creek Tiny Home Sales Office
 - 1230 Leconte Circle, Chattanooga, TN 37419
- Deluxe signs can be installed with a small hammer/mallet, a small wrench (optional) and will require some light assembly. All necessary parts are included with the kit.

Example Signs



Please see next page for additional information

LOT MARKER SIGNS

The City of Chattanooga permitting requires builders to mark their lots with a sign indicating address and lot number.

If not using a Deluxe Sign with address and lot number (recommended), Black Creek requires the use of a small one-sided 18" x 12" black corrugated plastic sign with white lettering and the Black Creek Chattanooga logo as follows:



Please note: Handwritten or other lot marker signs that do not comply with the above design are not permitted

The cost of these signs are ~ **\$15** and can be purchased directly from:

Chattanooga Printing & Design

509 E. Main St. STE 4
Chattanooga, TN 37408
jed@chattanooga-printing.com
423.619.3360