

How to Eliminate the chaos of Commercial Real Estate Signs!

Amy Schiffman
Colliers



InstallMySigns Showcases Partnership with Colliers Through Commercial Real Estate Sign Project Management Software

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InstallMySigns has maintained a partnership with Colliers for over 15 years, supporting the firm's commercial real estate signage needs through its specialized project management platform. This collaboration enables Colliers to handle complex sign orders across multiple markets, ensuring timely installations and consistent branding. The platform, operational since 2004, continues to facilitate efficient sign management for major real estate organizations.

The partnership began when Amy Schiffman, Marketing Director for Colliers International Michigan, first adopted the InstallMySigns platform during her tenure at previous firms. Over the years, the software has managed thousands of sign orders for Colliers, including high-volume projects that require coordination among brokers, installers, and marketing teams. One notable example involved the installation of over 50 signs in Southeast Michigan within three weeks as part of a rebranding initiative in 2015. This project demonstrated the platform's capacity to handle urgent, large-scale demands while maintaining accuracy in design approvals and compliance with local regulations.

InstallMySigns functions as a centralized hub for commercial real estate sign project management software, allowing users to submit orders, track progress, and communicate with installers in a single interface. Features such as automated workflows, real-time updates, and integrated mapping tools help reduce delays commonly associated with traditional email-based processes. For Colliers, this means brokers can focus on client services rather than overseeing sign logistics, with the platform providing install photos, timelines, and invoice records for internal audits.

The software supports national operations by connecting real estate offices with a network of local installers, ensuring coverage in diverse markets like Chicago and Metro Detroit. This scalability has proven essential for Colliers as the firm expands its presence. The platform's communication tools, including threaded discussions and file uploads for branding guidelines, minimize errors and foster collaboration among stakeholders.

In addition to order management, InstallMySigns incorporates tools for permit tracking, proofing, and photo galleries, all accessible via a unified dashboard. This integration addresses common challenges in the industry, such as inconsistent artwork approvals and missed deadlines. By consolidating these elements, the platform has tracked over 35,000 orders for leading firms, including Colliers, CBRE, and JLL.

Amy Schiffman, Marketing Director at Colliers Detroit, explained the platform's role in daily operations. "The ability to submit sign requests in under two minutes and receive automatic updates has transformed how our team manages projects, allowing us to maintain high standards across numerous listings," said Schiffman.

Craig Lemke, Owner of Signarama of Glen Burnie, highlighted the installer perspective. "Working with InstallMySigns enables precise coordination on commercial real estate projects, ensuring that installations meet client expectations efficiently," said Lemke.

The platform's design prioritizes security and accessibility, with features like shared dashboards and reporting tools that allow multiple users to monitor progress without compromising data. For Colliers, this has resulted in reduced administrative time and improved accountability, as every step from order placement to final installation is documented.

InstallMySigns also offers an installer app that provides checklists and status updates, further streamlining the process for partners like Signarama. This end-to-end visibility has been particularly valuable during peak periods, when Colliers manages over 100 signs monthly across dozens of brokers.

The ongoing partnership underscores InstallMySigns' commitment to the commercial real estate sector, where signage plays a critical role in property marketing. By addressing pain points like communication silos

and manual tracking, the platform supports firms in achieving operational efficiency.

Beyond Colliers, InstallMySigns serves a range of organizations, from boutique brokerages to national networks. Its AI-powered automations and unlimited order capacity make it adaptable to varying scales of operation.

InstallMySigns originated as a solution to connect commercial real estate professionals with sign services, evolving into a comprehensive software platform. Based on years of industry experience, it provides tools tailored to the unique demands of real estate signage, including location tracking and billing logs.

The platform's longevity reflects its reliability, with users reporting consistent performance over decades. This stability has built trust among major players in the field.

InstallMySigns operates as the world's first dedicated commercial real estate sign platform, focusing on improving project outcomes through technology. It connects offices directly with installers, eliminating intermediaries and enhancing speed.

The company's background includes serving thousands of orders for prominent firms, demonstrating its established position in the market. InstallMySigns continues to support the industry by offering features that align with evolving needs, such as mobile access and integrated communications.

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For more information about InstallMySigns, contact the company here: InstallMySignsBobChapasupport@installmysigns.com

InstallMySigns

We connect busy Commercial Real Estate Offices directly to their local sign installers, ?improving communication, speeding up the ordering process and tracking every step along the way!

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