



EXIT



# WHAT'S IN A NAME

The name “EXIT” is branding genius. Millions and millions of EXIT signs across North America point to the way.

You see EXIT everywhere you go. Think about it...

- EXIT is the most advertised name in the world.
- EXIT signs are always strategically located.
- EXIT signs must be illuminated by law.
- EXIT signs are paid for with other people's money!
- The word EXIT suggests “safe passage”.
- The Seller is making an “EXIT”.
- Everyone is looking for an EXIT strategy!
- EXIT has a tremendous subliminal effect.
- EXIT is memorable with four letters and two syllables – the real purpose of advertising.

EXIT is illuminated above every corporate door in North America!

[www.exitrealty.com](http://www.exitrealty.com)