

The Sign Association of Canada Presents

2016 Cross  Canada Road Show

# The Price is Right

Proper Job Estimates and pricing techniques to maximize profitability



**Nick Hansen**  
President  
Hansen Signs Ltd.

As third generation to the family business Nick grew up around signage. He has an education in Graphic Design, Marketing and Business. He has been an integral part of the growth of the company over the years. Today Hansen Signs is one of the most technologically advanced and organized sign companies in Canada. He was in charge of estimating for 6 years, developed the systems used by the company today for all their estimating needs and has trained their estimator to use these systems. Nick is also a member of the 2016 Estimating Software Symposium helping drive the development direction of their estimating software.

Presented by:

