

Steven Bankler, CPA, Ltd.

Client Spotlight:

Signarama San Antonio NW

To succeed in business, you need to know how to read the signs. Matthew and Kelly

Mattingly learned this lesson early on when they worked for her family's longstanding vehicle leasing business. The company provided shuttle vehicles to the hotel industry. Part of the service was to wrap each shuttle with a hotel's brand.

"Working for my family, we learned about graphics and vehicle wraps. Helping businesses advertise themselves was a fun part of the leasing business," Kelly says.

When the couple searched for a new venture, they recognized the overlap of what they grew to love about the family business in a seemingly unrelated opportunity: a custom sign franchise.

They started Signarama San Antonio NW, which joined two other San Antonio Signarama locations in June 2019. It quickly became one of the brand's fastest-growing franchise spots and, within six months, outgrew its small facilities.

The secret to their success seems to hinge on three critical business attributes: a collaborative mindset, an ability to pivot, and great imagination.

"We chose Signarama because even though they're a global leader, they're a caring, family-



owned business. We love collaborating with other Signarama business owners

throughout the country. They've become like family to us," Kelly says.

The COVID-19 pandemic struck when the business was taking off, which could have stopped them in their tracks (thankfully, it didn't). The go-getters were quick to pivot and help their clients however they needed.

"We started making Plexiglass barriers, floor stickers for distancing—whatever we could to help other businesses," Kelly explains.

The couple was introduced to Steven Bankler, CPA, Ltd., years before Signarama San Antonio NW took shape. Matthew's always been a visionary, and they learned that having a reliable team on their

side—including a talented CPA—can help those visions become a reality.

"My husband has grand ideas, and then he leaves it to Steven and me to figure out where to go with it," Kelly laughs. "The Bankler team was doing our books before we opened this business, so they were a huge help in setting us up and choosing the

right business structure. We wouldn't have known how to structure it the way they did."

Learn more about Signarama San Antonio NW at signarama-sanantonionw.com



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