

Cable Agreement and Roof-Top/Cell Tower Management

New & Improved Ancillary Revenues. Cutting Edge Technologies. More to the Bottom Line.

Value Add - maximize revenues from cable/internet agreements and cell antennas.

Worth will audit and renegotiate existing cable & cell antenna agreements, secure proposals for new cable & cell antenna agreements and provide ongoing management of the providers and revenue shares/leases.

Reduce expenses from cable/internet agreements

Where TV or Internet is included in the rent ("bulked"), Worth will reduce fees and add value. Sample: The Reserve @ Providence; Worth reduced the monthly expense while increasing the channel line-up and adding premium channels along with a \$100K signing bonus.

Keep properties current with technology (i.e. fiber, gigabit speeds & community-wide WiFi).

Our negotiations include managing fiber deployments, including Verizon FIOS, Google Fiber & ATT Fiber - helping you avoid potential conflicts and also reviewing and managing amenities such as community-wide WiFi.

Create agreement templates to save time and money.

For cable and cell agreements, Worth will work with your legal to create a template for subsequent deals.

Getting started is simple

- Schedule a 15-minute call to discuss the details of our program
- Review our one-page agreement
- Send us a list of your properties
- Worth will secure copies of all current agreements from the providers directly and provide you a contract repository with a summary of current terms, expiration dates, etc.
- Worth will utilize our 8000+ property portfolio to added leverage and vet proposals against our database of 18+ year's worth of agreements.
- Worth will submit proposals for your approval
- Worth ensures you get paid on time and accurately for the duration of the agreement
- Worth is 100% performance based. No new revenues = No fee

Most of our clients invest less than two hours to join the program, see an average of \$2000 per month per cell agreement and \$100-\$200 in additional cable door fees and \$1-\$3/door in additional monthly revenue shares...while saving hours of time chasing providers.

Frequently Asked Questions

Why it Works?

We have a tremendous amount of scale (8,000+ properties of all types). This is all we do. It's also about 18 years of relationships in the industry and our unique approach of combining cable and cell negotiations, which is where the telecom industry has evolved. See Cable Industry / Cell Article.

What is Your Fee?

No fee. We are performance based only. No new revenues or improvement to existing revenues = no fee.

Do we Lose Control?

No. You are always in control. Our relationship is non-binding. We secure proposals on your behalf. You retain the sole-decision making role through-out the process.

What is My Risk?

None. Worth completes all of our work on a contingency basis. If we can't create new revenue or if the proposed terms are not agreeable, you are not obliged to move forward.

Why can't we do it Ourselves?

As technology has progressed, many owners find they don't have the scale nor experience to manage telecom in 2017 and beyond. Beyond traditional TV and internet providers, cellular towers, WiFi, fiber-optics, etc. must be combined at the property without overlapping and creating operational and legal challenges. Additionally, negotiating with the providers often occupies limited mind-space for months, distracting from your core business. Having a dedicated expert on a contingency basis saves you time, ensures you are in front of any issues while maximizing revenues.

What are Typical Results?

Whether working with a REIT with 1600 properties and an internal ancillary revenue department or a small regional owner with 5 properties, Worth always finds additional income. **We guarantee it!** Results can vary based on property type and location but we typically improve ancillary revenue by 100% across the portfolio when adding new revenue sources such as cell antennas.

What kind of revenue and ROI are we talking about?

It typically takes less than an hour or two to enroll in our program. Cell antennas average \$2000/ month per property and our typical improvement to existing cable agreements is an additional \$100-\$200 per door and \$1-\$3 per door per month.

Can we do a Pilot?

Like any negotiation, you will want to maximize their leverage and overall position. As such, it's important for providers to see the potential of the relationship. To provide pilot-like flexibility Worth's agreement has a 7 day termination clause for any reason. This way both parties have an opportunity to perform while limiting exposure.

WORTH TELECOM ADVISORS

What if we are already in long term existing agreements? Cable or Cell?

Because of our scale and the relationships and expertise we have in this industry, we are often able to renew and improve existing agreements up to 5 or 6 years early. As we also look at cellular towers and roof-tops, we are often able to utilize interest at a property/portfolio (particularly Verizon and ATT with residential services) to leverage early renewals and preferred terms. Worth completes all of the work on a contingency basis. If no new/improved revenue or if you simply decide not to move forward, you are not obliged.

We do a pretty good job with cable agreements but we've not had any luck on the cellular side. Is a Cell engagement only an option?

No, because... as the industry has merged and all major providers have a cellular strategy (see article regarding telecom/cell mergers) not looking at both aspects would be similar to an insurance agent specializing in tires but not cars.

We do a pretty good job with cell tower/roof-right agreements but we're exhausted on the cable side. Is a Cable engagement only an option?

Yes, but for residential portfolios only.

We have an existing consultant.

We love our client's loyalty but we also expect our clients and prospective clients to demand that we maximize their revenues and keep them current with industry trends. If another consultant can out-perform us by adding revenues we've not considered, we deserve to be at risk. Considering the changes in the industry and where it is going, you have to ask yourself whether you feel you are maximizing results or simply nurturing a vendor relationship past its prime.

I'm super busy. Is this Worth my time?

Time is the key here, specifically an ROI for the time spent creating the revenue. We've never met an owner that doesn't want to see every dollar that is owed to them. Cell towers/roof rights average \$2000 per month for up to 30 years and we typically improve cable deal door fee and revenue shares by 100% which equates to \$1-\$3 per door per month plus additional door fees. Our typical client spends less than 2 hours enrolling in our program. From there, rather than taking up your mind-space spread over months if you were to RFP and negotiate with the providers, we do all of the work behind the scenes (typically 4 to 6 hours per agreement) and present you with expertly crafted and vetted 'go/ no go' decisions. Your review and approval takes less than an hour per agreement. We also create a contract template per provider saving you even more time.

What does Worth's agreement look like?

It's as close to a written hand-shake as we could make it. We are entirely at risk and 100% contingent upon results. It's one page, describes our scope of work, your sole decision making role, our compensation as tied to your receipt of revenues and a no fault termination clause that either of us can trigger if we're unhappy with the relationship. See attached.