



# YOUR Residential Video/ Internet Guru!

**The Builder/New Construction Telecom Needs Analysis, Ensuring the best mix of Cable/Telecom Providers for New Construction Apartments, Senior Housing, and Condominium Associations!**

A key discovery from the Study of Broadband Access, completed for the City of Seattle by CCNG in 2017, found that high income residents DEMAND access to multiple High Speed Internet Providers. To protect against functional obsolescence and lowering asset values, New Construction Projects MUST ensure choice for their residents.

**Identify all potential Video and Internet providers (Cable, Telecom, Satellite or Fiber)**

- a. What Providers can offer service versus what Providers can't (or won't)?
- b. What are the offerings of viable Providers and are they positioned for the future?
- c. Which Providers can, or are willing to, share internal wires? And which Providers will not share with other Providers? Why will they or why will they not?

**Analysis of Resident Demand**

- a. What telecom Providers and options are being used and/or desired by residents?
- b. What mix of Providers will help to obtain and retain residents?

**Financial considerations**

- a. What is the range of money that can be received from Providers in exchange for access to the building?
- b. How can the costs paid to Providers be lowered and/or service improved?

**Strategic Telecom Game Plan**

- a. Three (3) different specific plan options for the ownership to implement to maximize community experience and facility value
- b. These plans are written so as to be executed by the ownership without additional input from any outside sources. CCNG is available to execute these plans if the association or owner requests.

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**A \$31,000 cost changed to a \$60,000 gain:  
A 105 unit facility in Washington State**

A new construction owner contacted CCNG to review the cable and telecom agreements presented to the ownership. The ownership did not know how many sets of wires to install, and what was required for communications rooms. If the owner had signed the agreements as presented, one set of wires would have been given to two (2) different providers for "Exclusive Use" and Marketing Rights would have been given to both providers—setting up a \$100,000 + liability for the owner. CCNG was engaged to advise and negotiate new agreements with the providers. Final result: Instead of paying \$31,000 to bring in one (1) provider, the owner received over \$30,000 combined from two (2) providers, was given wire material from two (2) providers for installations, and brought three (3) total providers into the building. Now residents have greater choice, increasing building value, and the budget has more to cover other expenses while providing residents an incentive to stay. [A Big Win!](#)

**\*\*NOTE\*\*** Understanding how the "Right of Entry" (ROE) Agreements affect a building's long term value, specifically how each ROE effects access to the building's internal wiring, is crucial for long term viability. Building the plan to ensure insufficient wiring infrastructure doesn't prohibit future providers is the key to minimizing functional obsolescence. Having the provider deliver wire and money in order to offset the owner's cost is a bonus! Contact CCNG regarding how to obtain a builder's report on your new building!

**EMAIL US**  
[info@CCNGPRO.com](mailto:info@CCNGPRO.com)

**CALL US**  
**425-249-9613**

*\*\*Please email or call us with any questions. CCNG places a very high priority on educating stakeholders about what these agreements mean and how they can positively and/or negatively affect your facility's value. Call CCNG.\*\**