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Airwave Developers Aggressively Marketing Partner Properties to Wireless Carriers for Cell Site Expansion as Network Demand in 2020 Explodes

“Congestion is higher. We’re all at home, and the activities we’re doing in this unprecedented time are not low-bandwidth usage, which means a lot of activity on a network.” - Adriane Blum, broadband speed testing service Ookla, New York Times, 3/26/2020

Wireless carriers have long been concerned about the stress on their networks and their capacity to accommodate increased traffic expected in the future. **Today’s “new normal”** (or “next normal,” as McKinsey & Co. has coined the phrase) has compressed the growth curve of wireless demand and the [need for innovative solutions](#) from years to weeks and months.

As we expected, now that the T-Mobile/Sprint merger has closed, the three new behemoth carriers (and Dish as a new 4th carrier) have started **moving aggressively** to deploy new sites and increase cellular coverage. Since the merger was first announced, most carrier expansion was



delayed as the competition landscape remained uncertain, but the merger approval brings an increase in carrier willingness to invest that coincides with an unleashing of pent-up demand as users work, play and learn at home using bandwidth-heavy apps

Airwave Developers (AWD) is **currently engaged** with carriers about using the properties represented in our portfolio for cell site expansion, and we are experiencing immediate-term interest in many of these properties. We encourage you to be sure we have your **most up-to-date list of properties** so you don't miss any revenue or opportunity to ensure your property's wireless reception for years to come at this critical time. We also advise property owners with existing Sprint and/or T-Mobile site leases to prepare for calls to renegotiate site leases under the pretense of consolidation. Some renegotiations may be initiated to lower rents under the premise that a current cell site is "no longer needed." AWD can help assess whether an existing cell site is truly no longer required by a wireless network and/or whether the site is one Dish Network may require.

The airwave rights associated with your properties are very valuable, and we realize it is difficult for property owners to be wireless industry experts in addition to managing their core portfolio of assets. Our data-driven methodology is proprietary and unique in the industry, and our goal is to give your properties the competitive advantage to be leased by the wireless carriers at the highest possible value.

Contact us today by replying to this email or calling us at (202) 602-1000 x 101.



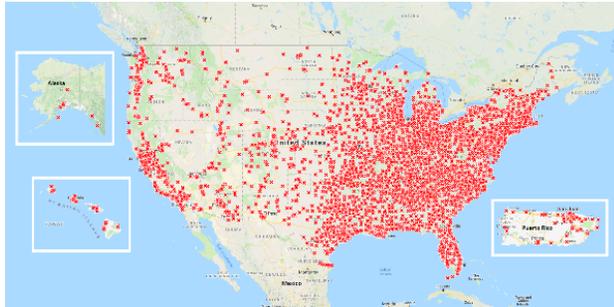
Founded in 2015 by telecom executive Rudy Geist and national CRE developer Brian Friedman, AWD was established to address the lack of useful information available to property owners concerning the value of rooftop cellular sites.

Our analysis and execution for property owners is supported by proprietary data and software developed over the last 15 years.

Airwave Developers' portfolio of more than 20,000 properties nationwide maximizes pricing leverage for wireless sites.

[Contact us today to discuss your properties' needs.](#)

PROPERTIES REPRESENTED



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