Data and video demands from wireless devices are exploding for mixed use and residential properties. Today, in both master planned communities and planned urban communities, prospective homeowners have high expectations for seamless wireless connectivity in their residences and throughout the community.

Aesthetics, Connectivity and Technology

Real estate developers that incorporate wireless infrastructure in the initial planning of their communities can benefit by offering superior broadband connectivity, one of the top features that prospective buyers want, while enabling developers to create a balance between the desire for aesthetics and the demands of technology.

By proactively incorporating wireless infrastructure sites, the aesthetics of the proposed infrastructure can better align with community goals and future development plans. When wireless infrastructure is developed as an afterthought, the results are often haphazard and unsightly – and can result in more costly solutions that are not harmonious with the community.
Expertise Matters

By working with an experienced partner, like SBA, developers can align their wireless development goals with an owner and operator of wireless infrastructure, who:

30 years of experience as a leading owner and operator of wireless infrastructure

Has available capital, which means no cost or hassle to the property developers. SBA funds the infrastructure and negotiates directly with all wireless carriers. We represent the property and handle the entire deployment process, as well as the ongoing maintenance and monitoring of the infrastructure system.

Offers a way to future proof your planned community and provide for greater public safety. Your communities will stay modernized with an advanced communication system that can handle additional new frequencies as carriers license new spectrum and as FirstNet public safety channels come online.

Provides a neutral host, infrastructure that can accommodate all wireless carriers and Mobile Network Operators, such as AT&T, T-Mobile, Verizon, Sprint, as well as a host of regional carriers, government agencies and first responders.
Essential Infrastructure: Wireless Connectivity

Just as cable and Internet are indispensable to your master plan, wireless coverage is equally essential for property developers to compete in the wireless world. SBA offers a range of solutions to fit the long-term wireless goals of your master plan and will market your property for all traditional wireless infrastructure offerings:

Traditional Towers

When coverage requires a tower and your master plan requires that all structures be visually appealing, concealment towers are the solution. SBA has expertise in working with RF (radio frequency) transparent antenna concealment to include antennas for flagpoles, trees, clock towers, water tanks, and more. SBA can also ensure that local site development professionals are assigned to handle all contract negotiations, execution, zoning and permitting, among other services.

Distributed Antenna Systems (DAS) & Small Cells

Working with SBA as a strategic partner, communities can efficiently utilize light poles for DAS or small cells. These installs enable operators to offer coverage and support capacity requirements in places that the macro network cannot reach – providing needed connectivity in the community and utilizing already existing infrastructure for improved wireless capacity.

Rooftop Installations & Site Management

We can complete a rooftop wireless installation on the shared architectural resources in your community that you continue to manage. We have contracted with developers throughout North America to market and manage their rooftop properties to wireless carriers – the same wireless carriers that lease on SBA owned tower sites nationwide. We will leverage our expertise and experience to promote your property to those carriers that are looking to expand and enhance their networks, providing a potentially new monthly revenue for your property.
New Revenue Opportunities for Real Estate Developers

Assigning wireless technology planning to existing phone or cable companies allows them to develop systems that meet their financial interests, not those of your community. More importantly, when developers leave mobile technology planning to telecom providers, they are excluded from participating in potentially new wireless revenue opportunities.

Advances in technologies for mobile communications, together with the demand for new types of mobile services, have created new revenue opportunities for residential real estate developers. Working with wireless infrastructure providers to ensure the “last mile” for telecommunications services, or adding new towers, rooftop installations, DAS or Small Cells, allows developers to leverage wireless assets for potential new revenue from fixed rent, revenue sharing or lump sum payment opportunities.

Broadband and mobile connectivity have become key differentiators in all planned communities. Wireless, as a critical amenity, is all about keeping a community’s residents and businesses connected through a focused and planned use of advanced mobile technologies – meeting the broadband communication needs of today and the emerging mobile technology requirements of tomorrow.