COMMUNICATIONS CONSULTING GROUP

HOA CONNECT NORTH TEXAS

Telecommunications & the HOA Budget

How retail and bulk agreements can create revenue, reduce costs and protect community interests

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HOA Board & Property Manager Education

Communications Consulting Group (CCG): Telecommunications Negotiation Experts

Since 2004, CCG has represented over 5,500 properties nationwide comprised of 2 million residential units which has yielded more than $800M in negotiated revenue and infrastructure investments for our clients.

Our Guarantee: CCG will positively impact our communities by establishing new revenue opportunities, future-proofing the infrastructure, obtaining the best possible services, establish services and contractual protections or our clients pay nothing.

Negotiating Team
Industry experts negotiating the best possible telecommunication contracts; ancillary revenue, service provider choices, technology advancements, infrastructure enhancements and contractual protections.

Legal Team
In-house attorneys with expertise in telecom contracts, real estate law, access laws, and contract negotiation support.

Account Management Support Team
Customer point of contact supporting client needs and requirements; CRM, vendor management, contract management and renewals.

Revenue Assurance Team
Revenue assurance, timely invoicing and financial reporting.

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LIVE AUDIENCE CHALLENGE

How strong is your Telecom IQ?

Scan. Take seven questions. Spot the hidden risk, leverage and value.

Community Telecommunications Contracts

Two fundamentally different ways to improve an HOA budget

Most community telecom strategies fall into one of two financial models.

$ RETAIL AGREEMENTS

Generate Revenue

- Upfront door fees
- Ongoing revenue share
- Non-dues income
- Resident choice remains

Financial lever: NEW INCOME

– BULK AGREEMENTS

Reduce Cost

- Communitywide purchasing
- Lower per-unit pricing
- Budget predictability
- Higher resident value

Financial lever: LOWER EXPENSE

Different structures. Same objective: strengthen the community's financial position.

Retail Telecommunications Agreements

Three levels of partnership — and three different value propositions

Retail agreements preserve individual resident purchasing while defining provider access and marketing rights.

1. ACCESS ONLY

Foundation level

- Legal right to enter private property
- Defines basic access terms
- Fewest provider obligations
- Typically lowest compensation

2. NON-EXCLUSIVE MARKETING

Balanced partnership

- Access + marketing rights
- Multiple providers may market
- Competition remains visible
- Greater compensation opportunity

3. EXCLUSIVE MARKETING

Highest marketing partnership

- Access + exclusive HOA-sanctioned marketing
- Other providers may still serve residents
- No competing on-site marketing rights
- Typically strongest compensation potential

Greater provider commitment → greater revenue opportunity

Important: exclusive marketing is NOT exclusive access.

Why Private Property Matters

The infrastructure is physical — and access to private property has value

Telecommunications equipment is often sitting on, attached to, or routed through association-controlled property.


Garrett Krings, CC0

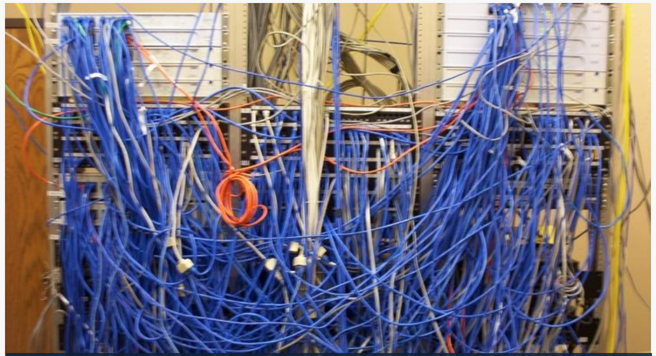
Pedestals / handholes


Radiotrefoil, CC BY-SA 4.0

Nodes / cabinets


N. Stojković, CC BY 2.0

Exterior boxes / cabling


Brian Hankins, public domain

Telecom closets / pathways

When the association controls the property, it may be able to define the terms of provider access.

Private streets • common areas • utility easements • closets • chaseways • building pathways

That control is what can create the opportunity to formalize access, protect the property — and potentially monetize the relationship.

Access rights vary by recorded easements, existing agreements, governing documents and applicable federal, state and local law. Each community should be evaluated individually.

What Communities Typically Qualify?

A practical screening framework — not a one-size-fits-all rule

H

PRIVATE-STREET COMMUNITIES

Gated or ungated

- HOA owns / maintains private roads
- Association controls relevant common areas or easements
- Provider infrastructure crosses private property

C

CONDOMINIUM ASSOCIATIONS

Shared infrastructure

- Telecom closets / utility rooms
- Shared chaseways and building pathways
- Provider equipment in common areas

Typical screening factors

75+ units is a useful starting threshold

24–36 months from existing contract expiration

PRIVATE property / common-area control

Actual qualification depends on title/easement review, existing agreements, provider interest and market conditions.

Common Misconceptions

Three myths that often stop boards before they evaluate the opportunity

01

MYTH

“Exclusive marketing means no other provider can serve us.”

REALITY

Exclusive marketing is not exclusive access. Other providers may still serve residents where they have lawful access rights.

02

MYTH

“The provider will just raise resident rates to pay the HOA.”

REALITY

Association compensation does not inherently require a property-specific surcharge. Agreements can expressly prohibit pricing premiums tied to HOA compensation.

03

MYTH

“Residents will be forced to use the contracted provider.”

REALITY

Retail agreements preserve individual choice. Residents continue selecting the provider and package that works for them.

Retail agreements should formalize the relationship — without reducing resident choice.

Retail Agreement Case Studies

Illustrative economics — actual compensation varies by property, provider and market

SINGLE-FAMILY PRIVATE COMMUNITY

350 homes

Door-fee-only example

350 × $150 = $52,500

one-time compensation

Potential budget uses

- Reserve contribution
- Capital projects
- Operating-budget relief

200-UNIT CONDOMINIUM

$25K–$35K upfront door fee ($125–$175 / unit) + **$37,440** illustrative 10-year revenue share

Revenue-share math

120	$65	4%
subscribers	avg. monthly bill	revenue share
$312	**$3,744**	**$37,440**
per month	per year	10 years

Illustrative total value: $62,440 – $72,440

FORMAL CONTRACT VALUE • repair & restoration • insurance • indemnification • access procedures • contractor accountability

Bulk Telecommunications Agreements

Reduce per-household cost through communitywide purchasing power

What is bulk?

The association negotiates a base telecommunications service for the community — typically funded through assessments or dues — and leverages the entire property for better economics.

Bulk moves an individual household expense onto the association budget — so the per-unit economics and governance fit must be right.

COMMON SERVICE STRUCTURES

W

MOST COMMON

Internet Only

The current preference for many communities

TV

Internet + TV

Connectivity plus linear/video package

☎

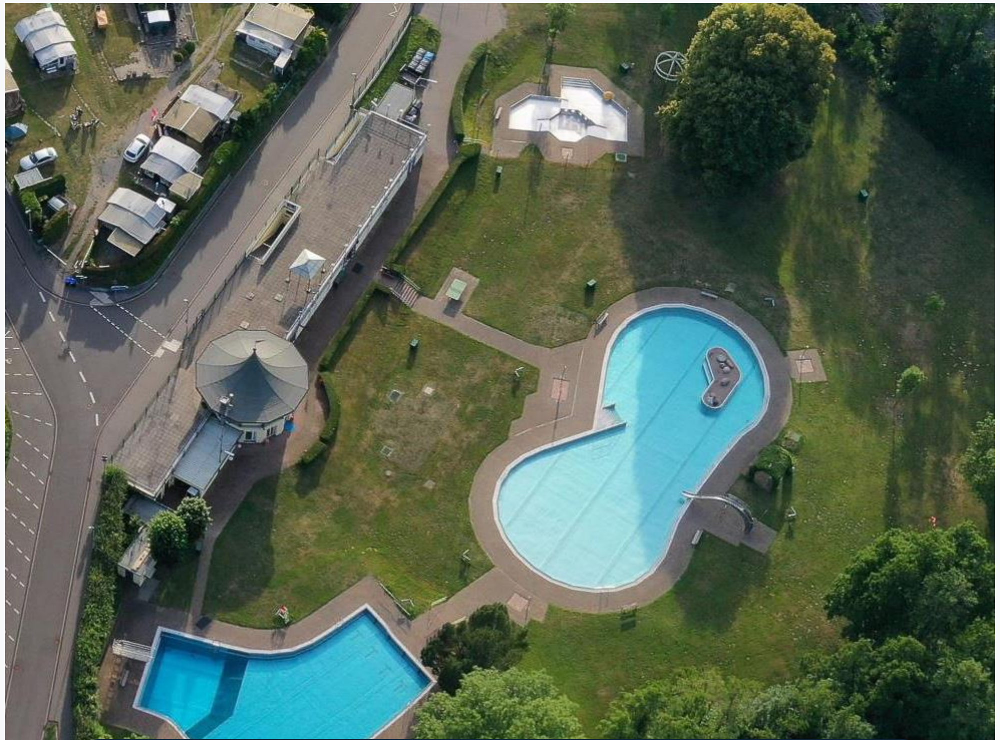
Internet + TV + Voice

Traditional triple-play bundle

Trend: boards are increasingly treating high-speed internet as the core bulk amenity, while TV and voice remain optional based on demographics and community preference.

Internet: The New Essential Amenity

Boards already fund amenities collectively — the question is which ones residents use every day



Pools • clubhouses • tennis • pickleball

Traditional amenities

Participation varies

Residents value them, but only a portion of the community may use them regularly.

Internet

Near-universal daily relevance

The amenity residents rely on for work, school, entertainment, telehealth, security and everyday life.

The point is not that internet replaces traditional amenities — it is that bulk internet can deliver unusually broad resident value for a communitywide amenity.

Why Communities Choose Bulk

The business case is broader than the monthly rate

40–60%

illustrative discount vs. prevailing retail pricing in favorable negotiated scenarios*

1 Predictable pricing

Longer-term rate visibility can simplify budgeting.

2 Infrastructure investment

Contracts may include upgrades, fiber construction or equipment refresh.

3 Service standards

SLAs, escalation paths and accountability can be negotiated.

4 Resident value

A lower per-household cost can improve the overall ownership proposition.

RETAIL		VS	BULK	
Generate Revenue	Residents buy individually		**Reduce Household Cost**	Association purchases communitywide base service

Bulk can improve household economics while increasing the HOA's budget line item. The strategy works only when the negotiated savings and community fit justify the shift.

**Actual savings vary by provider, service tier, market, term, capital commitment and current retail pricing.*

What Does Success Look Like?

Use telecommunications strategically — not simply as another vendor contract

01

Generate New Revenue

- Monetize association-controlled access
- Create non-dues income
- Support reserves and capital needs

02

Reduce Expense

- Leverage community buying power
- Lower per-household cost
- Improve budget predictability

03

Protect the Association

- Repair & restoration standards
- Insurance / indemnification
- Defined access procedures

04

Improve Resident Value

- Preserve choice where applicable
- Improve connectivity
- Strengthen the ownership experience

The objective is not simply to negotiate a better telecom agreement. It is to strengthen the community's financial position while improving the resident experience.

Thank You

Questions & Discussion

Four things to remember

- Generate revenue
- Reduce expense
- Protect the association
- Improve resident value