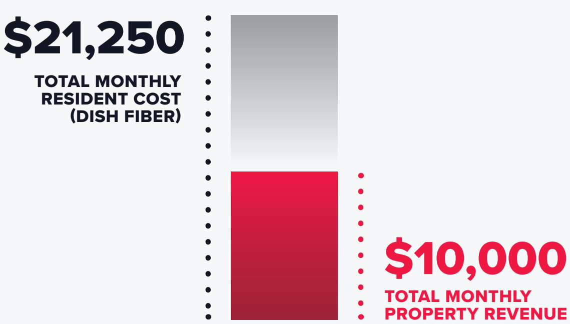
Managed Wi-Fi vs. Traditional Revenue Sharing

Most in the MDU space are familiar with the traditional revenue share model, in which one or multiple providers offer services to residents. In exchange, the property receives a negotiated percentage of that revenue. However, many savvy multifamily professionals have recognized the opportunity to significantly increase revenue by transitioning to a managed Wi-Fi solution and offering high-speed connectivity as an amenity to residents. With managed Wi-Fi, property owners are able to significantly decrease overall property costs for Wi-Fi through bulk pricing. This allows them to determine their own margins while offering residents a premium solution at a similar, or often lower, rate compared to individual market prices. As a result, the property earns more while residents pay less for higher quality service. Plus, the property realizes additional savings by leveraging the same network to support staff and property needs.

Managed Wi-Fi with DISH Fiber®

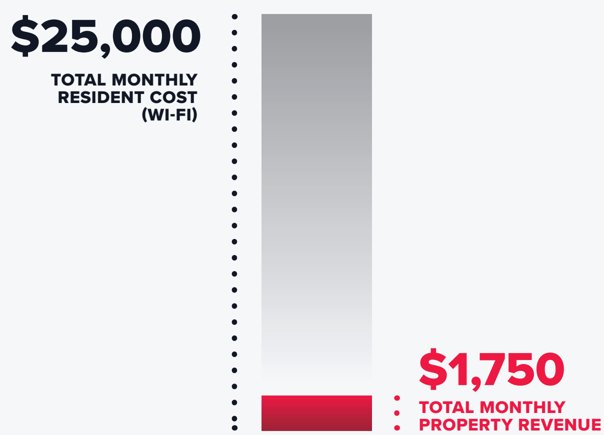
vs.

Avg. Monthly Resident DISH Fiber Cost $85
Avg. Monthly Revenue per Unit $40
Total Monthly Property Revenue..................... $10,000
Monthly DISH Fiber Revenue Gain $8,250
(For a 250-unit property)



Traditional Revenue Sharing

Avg. Monthly Resident Wi-Fi Cost $100
Avg. Monthly Revenue per Unit 7%
Total Monthly Property Revenue $1,750
(For a 250-unit property)



For illustrative purposes only. Rates and revenue opportunities will vary by property.

Property managers can approach billing options for generating this kind of revenue in different ways

1. **Base Rent**
   Include high-speed internet access within the rental rate. The all-inclusive rate can be a way to differentiate a property, attract and retain tenants and support a higher rent structure.

2. **Technology Fees**
   Include broadband costs into a separate technology fee that covers other in-unit or on-site technology features, such as smart appliances, thermostats or security systems. The technology fee can be equal to or less than what a resident would pay directly to a provider, deliver a better experience and generate additional revenue for the property.

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Managed Wi-Fi with DISH Fiber vs. Traditional Revenue Sharing

Managed Wi-Fi with DISH Fiber		Traditional Revenue Sharing
Property owners can **make money** by contracting for broadband at a property-wide level	vs.	Property owners provide access to competing internet providers or telcos
Renters get a **trusted and seamless service experience**	vs.	Renters get inconsistent service experiences; neighbors experience interference with rival systems
Remote management, 24/7 customer service and built-in redundancies to ensure **consistent service**	vs.	Properties manage contracts with multiple service providers; technicians from multiple companies require access to the property and resident units
Property owners can charge a technology or amenity fee that is lower than the market rate but still **delivers higher revenue** than traditional percentage-based revenue share from other companies	vs.	Property owners get small, percentage-based revenue share based on what residents pay
One property-wide network to support staff, property-managed smart devices and residents	vs.	Properties have to pay separately for common area networks, staff networks and networks to support property-managed smart devices

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