

About Us

As industry experts with extensive experience and strong relationships in the competitive provider market, we empower your community to make the most well-educated decisions about their entertainment, connectivity and Infrastructure options. Our comprehensive approach focuses on creating a hyper-competitive environment, securing the best value, and educating the Decision Makers and, ultimately the community to achieve optimal outcomes that enhance resident satisfaction.



Contact Us

**Innovative
Infrastructure
for
Modern Senior
Living**



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Broadband Advisors

Transforming
Infrastructure,
Enhancing
Senior
Living

What We Do

Assess community cable TV, internet, and infrastructure needs

Educate Decision Makers on the qualified provider landscape

Develop Requests for Proposals (RFPs)

Manage and evaluate provider bids with Decision Makers

Set up and manage provider presentations

Advise Decision Makers on the strengths and weaknesses of providers and bids

Educate and keep community Residents informed

Narrow the competitive field using extensive industry knowledge

Enable Decision Makers to make the most well-informed provider selections

Lead contract negotiations

Oversee infrastructure upgrades

Support communities throughout the life of their new provider agreements



Meet Our Founder



Broadband Strategies Group Ltd. (BSG), founded in 2024 by Eric Cole, brings over 30 years of experience in the telecommunications and technology industries. For more than a decade, he has specialized in the broadband and cable industry, serving much of his time as a subject matter expert and consultant for Homeowners Associations (HOAs), Condominiums (COAs), Real Estate Investment Trusts (REITs), National Homebuilders and Senior Living Facilities.

Why Choose Us

- > **Hyper-competitive Negotiations**
- > **Provider Agnostic**
- > **Streamlined Decision Making Timeline**

