

# KONNECT BY kroo

## Monetize Your Rooftops with 5G

Partner with Kroo to turn your rooftop into a cash producing cell site.

FCC deregulation in 2021 unlocked 5G Decentralized Wireless (DeWi) and the ability for property owners to deploy cell sites on multi-story buildings across the US

Property owners stand to benefit from investment in 5G infrastructure.

The benefits of deploying a cell-site tower when the property owner is the owner of the Cell Site include:



High ROI potential



Increase NOI and Property Value



Option to Own or Lease



Connect your Community

You provide the property, upfront capital\* and Kroo does the rest.

### High-level Deal Structure

**CAPEX** - Average cost of \$200,000 per cell site

**Lease Option\*** – zero upfront capital required, 5, 7 or 10 year terms

**Rev Share** - 80% to building owner, 20% paid to Kroo for management

**Average Network Utilization (3.5%)** – Can generate \$80k in new NOI

**Increase in Asset Value** – \$800k - \$1.6m increase in building value

**Timeline** – Sign up today with no risk, construction to start in Q4 2022, with Revenue Generation in Q1 2023

**Request A Complimentary Revenue Projection  
by emailing  
KONNECTSALES@KROO.US**

# Get In the Know with kroo

## **CBRS is an opportunity for owners of Real Estate to add \$700b in value to their existing holdings**

Citizens Broadband Radio Service (CBRS) is a newly enacted deregulation that allows operation of cellular networks without costly spectrum licensing. In effect, the US Government has made available \$100b of airwaves for free. Owners of real estate are in the prime position to take advantage of this change in regulation and generate substantial revenue, net operating income, and asset value by turning their rooftops and building exteriors into 5G cell sites.

## **Upgrading the relationship between The Wireless and Real Estate Industries**

Changes in technology and the need for network densification is pushing wireless carriers to seek new partners to develop and operate wireless infrastructure. This need has the potential to change Real Estate's relationship with the wireless industry and command a much larger share of the \$311B in annual revenue the wireless industry produces in the United States. This can be accomplished by becoming an infrastructure partner instead of the traditional landlord-tenant relationship.

## **Existing Buildings Will Be The Cost Leader in Wireless Infrastructure**

Utilizing a rooftop or building exterior instead of constructing a purpose-built structure or adapting a utility or light pole for wireless infrastructure saves 65% on the cost of deployment. As a network infrastructure owner, a building owner saves the rental expense that other network operators will have to incur to place their equipment in desirable locations, and because real estate is occupied by tenants, other cost associated with wireless network operations can be shared in ways that are unavailable to other network operators.

## **To Realize This Opportunity Real Estate Needs a Partner**

Deployment, maintenance, and operation of cell sites isn't the domain of real estate property managers. Kroo was created to lend the expertise gained deploying and operating networks for the likes of AT&T, Verizon and T-Mobile to the community of real estate owners so they can realize this opportunity and better connect our nation.

**TO LEARN MORE  
CONTACT US AT [KONNECTSALES@KROO.US](mailto:KONNECTSALES@KROO.US)**