

# Strategic Relocation and Sale of a T-Mobile Equipment Tower

## BACKGROUND

A developer embarked on a redevelopment project involving the relocation of T-Mobile communication equipment from a church steeple to make way for a multi-family mid-rise development project. The development required a newly constructed stealth tower be completed before the building could be razed. This move was strategic and paved the way to ensure continuity of service and compliance with aesthetic and zoning requirements. The stealth tower design minimized visual impact, aligning with community standards while maintaining optimal telecommunication service quality.

## CHALLENGE

The primary challenge was executing the seamless transition of T-Mobile's equipment without disrupting service. This involved meticulous planning and coordination with various stakeholders, including T-Mobile, the developer, the church, local authorities, and construction teams. Additionally, upon successful relocation and operation of the tower, the property owner aimed to sell the tower lease to maximize investment return.

## SOLUTION

The developer hired NAI Global Wireless, a firm specializing in wireless infrastructure and telecommunications real estate. NAI Global Wireless provided consultation, including:

1. Feasibility Analysis and Planning: Review lease documents and negotiate a relocation agreement with T-Mobile. Conducted initial assessments to ensure the relocation site, (new tower) was viable and beneficial from technical and financial perspectives.
2. Stakeholder Coordination: Facilitated communication and negotiations between T-Mobile, the church, the church's broker and local authorities to obtain necessary approvals and ensure all parties' interests were addressed.
3. Marketing and Sale: Upon successful equipment relocation and broadcasting of the tower, NAI Global Wireless implemented a strategic marketing plan to attract potential buyers. They leveraged their network and industry expertise to submit the site through a bid process to 13 known buyers in the telecommunications space. Choosing the right buyer was the highest priority because the length of easement term combined with the long-term hold of the development was the most critical component of the sale.

## OUTCOME

The strategic relocation and sale process resulted in multiple competitive bids, enabling the property owner to obtain the best possible value for the cell lease. The sale was executed smoothly, with the property owner extremely satisfied with the outcome. The successful project completion and financial gain underscored NAI Global Wireless's expertise and commitment to their clients' success.

The property owner publicly praised NAI Global Wireless for their exceptional service and results, stating, "NAI Global Wireless's efforts over the years have been nothing short of exemplary. Their strategic approach, industry knowledge, and dedication have significantly contributed to the success of this project. I highly recommend NAI Global Wireless to all wireless tower owners looking to maximize their investment."

## CONCLUSION

This case study exemplifies the importance of strategic planning, expert partnership, and stakeholder collaboration in the telecommunications real estate sector. NAI Global Wireless's role was pivotal in navigating the complex processes involved in equipment relocation, tower construction, and lease sale, ultimately leading to a highly satisfactory outcome for the property owner.