



# PROPERTY DEVELOPERS.



**MAXIMIZE VALUE  
WITH FULL FIBRE**

In the fast-paced digital age, high-speed internet connectivity has transitioned from a luxury to a necessity. For property developers, integrating full fibre broadband into new developments is not merely an optional amenity but a critical component that significantly enhances the value and appeal of properties.

This whitepaper explores the benefits of full fibre broadband, the current fibre boom in the UK, and how property developers can leverage this technology to increase their market competitiveness and profitability.



# THE IMPORTANCE OF FULL FIBRE BROADBAND FOR PROPERTY DEVELOPERS



## ENHANCED MARKET APPEAL

Properties equipped with full fibre broadband are highly attractive to potential buyers and tenants who prioritize fast and reliable internet connections. This feature is essential for work, education, entertainment, and the integration of smart home technologies.



## INCREASED PROPERTY VALUE

High-speed full fibre broadband is considered a premium feature that can significantly increase the market value of residential and commercial properties. It provides a competitive edge in the real estate market, making properties more desirable and potentially leading to faster sales and higher prices.



## MEETING BUYER EXPECTATIONS

Modern buyers expect high-speed internet as a standard feature. Offering full fibre broadband helps meet and exceed these expectations, enhancing buyer satisfaction and fostering positive word-of-mouth.



## SUPPORTING SMART HOME INTEGRATION

Full fibre broadband provides the necessary infrastructure to support smart home devices and systems, which are becoming increasingly popular among tech-savvy consumers. This capability makes properties more attractive to a growing segment of the market.



# THE FULL FIBRE BOOM IN THE UK

The UK is experiencing an unprecedented fibre broadband boom, with hundreds of new networks emerging to meet the growing demand. This expansion presents a unique opportunity for property developers to integrate cutting-edge full fibre infrastructure into their projects.

## + KEY BENEFITS OF THE FIBRE BOOM

- **Diverse Options:** The surge in new full fibre networks provides developers with a wealth of options, ensuring they can find a provider that meets their specific needs.
- **Competitive Pricing:** Increased competition among full fibre providers can lead to more competitive pricing and better deals for property developers.
- **Enhanced Services:** The growing market encourages providers to enhance their services, offering higher speeds and more reliable connections.

# FINANCIAL INCENTIVES FOR PROPERTY DEVELOPERS

Partnering with the right full fibre provider can offer significant financial benefits. Developers can earn up to £500 per home from the provider who lays the infrastructure in their new development. Best of all, this process typically comes at no cost to the developer, making it a win-win situation.



## HOW INCENTIVES WORK

- **Incentive Payments:** Many full fibre broadband providers offer financial incentives to developers for including their infrastructure in new builds. These payments can be as high as £500 per home.
- **Cost-Free Installation:** Providers often cover the costs of installing full fibre infrastructure, eliminating any financial burden on the developer. This means developers can offer a highly desirable feature without incurring additional expenses.
- **Long-Term Benefits:** Beyond the immediate financial incentives, integrating full fibre broadband increases property value and attractiveness, leading to long-term financial gains.



## BENEFITS OF COST-FREE INSTALLATION

- **Zero Upfront Costs:** Property developers do not have to invest in the installation of full fibre broadband, as providers handle all associated costs.
- **Maximized Profitability:** With no installation costs, developers can maximize their profitability while offering a premium feature.
- **Simplified Planning:** The responsibility for installation and coordination lies with the full fibre provider, simplifying the planning process for developers.



# HOW FIBRE NEWS CAN HELP

Navigating the complex full fibre broadband market can be challenging. At Fibre News, we specialize in connecting property developers with the best full fibre providers in the UK. Our team of experts understands the intricacies of the full fibre market and can help you find the ideal solution for your development.



## OUR SERVICES

- **Needs Assessment:** We work closely with developers to assess their specific needs and match them with a provider that offers the best solutions for their projects.
- **Provider Identification:** Our team identifies the most suitable full fibre providers based on the unique requirements of your development.
- **Negotiation and Coordination:** We negotiate the best deals on your behalf and coordinate the installation process to ensure a seamless experience.
- **Ongoing Support:** We provide ongoing support to ensure that the full fibre infrastructure continues to meet the needs of residents and enhances property value.



## WHAT WE CHARGE

- Our goal is to provide exceptional value to property developers by ensuring they get the best full fibre broadband solutions with significant financial benefits. Our fee structure is straightforward and performance-based:
- **Fee Structure:** We charge a 15% fee based on the earnings we generate for you.
- **Performance-Based Payment:** We only get paid after you have received your payment from the broadband provider.
- **Example Calculation:** If you are developing 500 homes and receive £500 per home, your total payment would be £250,000. Our fee would be 15% of this amount, which equals £37,500.

