

Renting or selling? Enhance your property value with fiber internet. (Part 1)

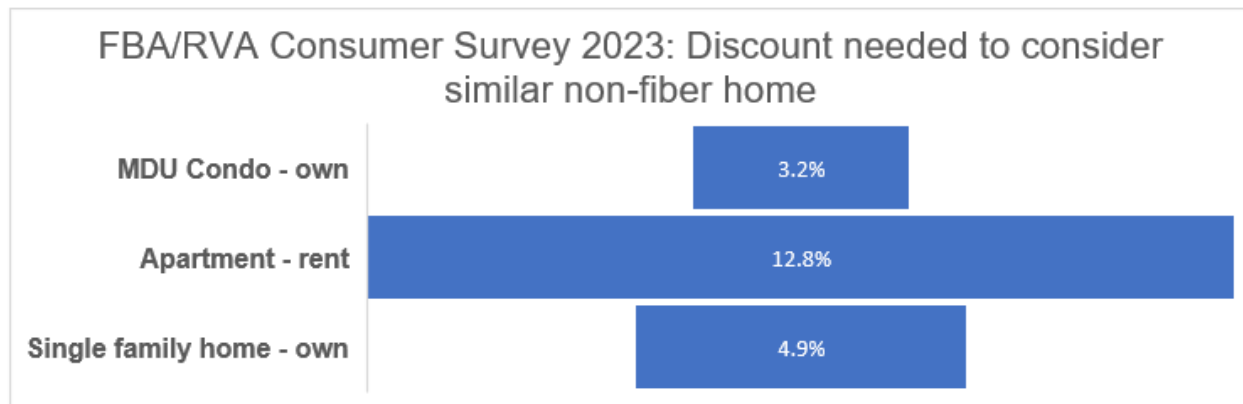
By Alice LaPlante



When it comes to property value, fiber internet—a highly sought-after broadband solution—can make a significant difference, whether fiber-to-the-home or fiber-to-the-unit. Fast connectivity is now an essential requirement for everyday life for most Americans. Whether working, playing games, or streaming, U.S. consumers expect high-speed broadband at home.

According to a 2023 consumer study by [Fiber Broadband Association \(FBA\) and RVA LLC Market Research and Consulting](#), shows that fiber-optic internet is the preferred connectivity technology for almost two-thirds of all internet users, outpacing both cable and wireless.

Not having fiber internet will negatively impact property value, according to additional insights from the same [study by FBA and RVA](#) showing that, on average, U.S. consumers would require a 4.9% reduction in price for a non-fiber-connected house, a 3.2% discount for a non-fiber condo, and 12.8% off for a non-fiber rental apartment.



Additionally, [fiber internet is the second most important feature buyers and renters look for in multifamily communities, according to the study:](#)

1. Laundry room / washer and dryer in unit
2. **High-speed fiber broadband**
3. Hardwood floors
4. Granite kitchens

[A 2023 study on Multifamily Living Trends Report](#) by Allegion, found residents of multifamily communities prefer free WiFi as the number one amenity over affordability and proximity to work and school. And 45 percent said free WiFi was a must-have amenity at their future residency. (Read more about rental income opportunities in [Part 2.](#))

Why is fiber in-demand?

Multifamily community owners and management firms, as well as homeowners understand [fiber's value as a long-term, future-proofed solution](#). Consumers themselves are [increasingly opting for fiber internet because of its ultra-fast speeds and reliability](#).

In fact, consumers who've tried other communications technologies opt for fiber internet as it becomes available in their areas. Of the 17% of consumers who switched internet providers over the past 24 months, **fiber had a net gain of 15 market share points, whereas cable had a loss of 14 share points**, as found by the FBA's report, [Fiber is Preferred by Nearly Two-Thirds of U.S. Consumers According to New Fiber Broadband Association Research](#). This is true even though cable services are two-times more available than fiber throughout most regions of the United States.

The reality is that not all internet connectivity technologies are created equal. [BroadbandNow](#) compares DSL, cable and fiber upload and download speed ranges. These speeds are non-symmetrical and do have an upload speed range of 20 Mbps for DSL and 50 Mbps for Cable. Yet no upload speed reaching 1Gig.

As Zachary Ebner, senior manager of product at [Quantum Fiber](#), explains, "Quantum Fiber offers residents the fast, reliable, and symmetrical internet speeds essential to their lifestyle on

our global fiber network. The term ‘fiber is future-proof’ can be seen in action today as we continue to enable residents to access even [more bandwidth – up to 8 Gig](#) in select locations. And, our fiber network is on the leading edge of what equipment and technology is capable of in the residential space today, and ready for the fast-approaching advancements of tomorrow.”

The latest outlook for the United States’ growing fiber network

Fiber internet deployments are on a sharp rise as the U.S. government, internet service providers (ISPs), and local cities and jurisdictions are determined to bring fiber to homes and offices across the country. Savvy homeowners and community builders will take note if not clued in already.



- In December 2023, the FBA shared the highlights of its [2023 North America Fiber Provider Survey](#), which found that the previous year had set a new record for the fastest annual fiber-to-the-home growth in history.
 - In the United States alone, this represented an increase of 13%, or 78 million homes.
- Billions of dollars are being spent on residential fiber networks.
 - The [Broadband Equity, Access, and Deployment \(BEAD\) program](#) is designed to upgrade “unserved” households and businesses with connectivity speeds of at least 100 Mbps.

- [A paper published in 2023 by the SSRN Journal](#) pointed out that the U.S. government has recently been pushing a fiber-first infrastructure policy across all 50 states, devoting \$42.45 billion to that effort.
- This move to fiber will inevitably increase the value of homes, [according to the SSRN Journal paper](#).
 - Estimates show that, nationally, the aggregate increase in housing value from fiber will add up to more than \$36 billion by the end of 2024.

Fiber is a gift that keeps on giving at rental communities. To find out how installing fiber-optic broadband can specifically improve community property rental income, read [Part 2](#).

Renting or selling? Enhance your property value with fiber internet. (Part 2)

By Alice LaPlante



Fiber-optic broadband is a boon for community property homeowners and builders. In [Part 1](#) we discuss how property value and fiber demands of consumers are on the rise. The expansion of fiber network infrastructure in the U.S. is fueled by fiber's future-proof capabilities, significant reliability, and durability.

What about landlords, property managers, and rental agents? Can they capitalize on fiber internet? The answer: A big affirmative. And even though the rental market has softened considerably in recent months. [According to Buildium's 2024 Property Management Industry Report](#), property managers still plan to increase rental revenues in the short term, despite a declining pool of qualified renters and an increasing supply of vacant properties.

Here are five ways they hope to do it:

1. 62% say by increasing rents/resident paid fees
2. 48% say by leveraging technology to drive efficiency
3. 40% say by expanding service offerings
4. 39% say by making value-add updates to properties
5. 38% say by increasing rates/client-paid fees

Investing in fiber-optic high-speed broadband plays a part in each of these rent-boosting tactics says Dan O'Connell, vice president of mass markets for Quantum Fiber.



"Community managers can hit all of these revenue-raising strategies with just a single action—choosing Quantum Fiber for end-to-end services. This starts with securing a bulk agreement for deploying fiber and pre-installing equipment to every home or unit to provide ongoing resident connectivity."

-Dan O'Connell, vice president of mass markets for Quantum Fiber

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This means that installing fiber is one of the easiest—and most cost-effective—ways for property owners, HOAs, and management firms to add value to homes and apartments, both for sale and for rent.

The many ways fiber adds value to multifamily community properties

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Here are some of the reasons why fiber-connected dwellings command a premium:

- **Functionality.** A home's communications infrastructure must support residents' increasing digital requirements—whether due to work, leisure, healthcare, education, or other lifestyle considerations. [Fiber's high symmetrical speeds](#) enable multiple household users to stream high-definition video, download and upload large files quickly, and easily work and play from their homes.
- **Reliability.** [Fiber internet is reliable](#). That's because fiber is buried underground, protected from damage against weather and other surface risks. Further, Quantum Fiber is built on a 99.9% reliable, based on network uptime or availability.
- **Low latency.** Latency is how long it takes for a packet of data to travel from one point to another. [Fiber internet has very low latency](#). This results in little lag when uploading large files, streaming video, or playing online games.
- **Sustainability.** [The Fiber Broadband Association estimates](#) that the performance of fiber-optic internet makes it possible for more people to work from home, resulting in a carbon-footprint savings equivalent to taking 11 million cars off the road every year. [With approximately 35% of Americans being offered the opportunity to work remotely](#) as of 2024, fast, secure, and reliable internet has become a must-have home amenity.
- **Future-proofed.** Currently, what fiber can do for consumers is limited based on today's technology of TVs, computers, laptops, and smart-connected devices. But as technology advances, fiber networks will be ready and capable of carrying more data at even faster speeds.

Fiber is a gift that keeps on giving, whether owning property in a multifamily community or a rental property. For more information about what Quantum Fiber can do for sales and rental values in your community, [contact a Quantum Fiber Connected Communities expert](#) to learn about connectivity solutions tailored to your multifamily community.

Check out these related resources:

- [Renting or selling? Enhance your property value with fiber internet. \(Part 1\)](#)
- [Why choose fiber internet for retrofitting commercial real-estate into residence](#)
- [Learn how WiFi 7 is a leap into next-gen community living.](#)