



## *Importance of Wireless coverage to Homeowners and Buyers*

*October 2017*

Around 52 percent of American households are now wireless only for voice service. (CDC's 2016 Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, July-December)

90% of US households use wireless service. With this increase in demand from users at home and those who work from home comes the need for more facilities to meet the customer needs. Citizens need access to 911 and reverse 911 and wireless may be their only connection. (CTIA, June 2015)

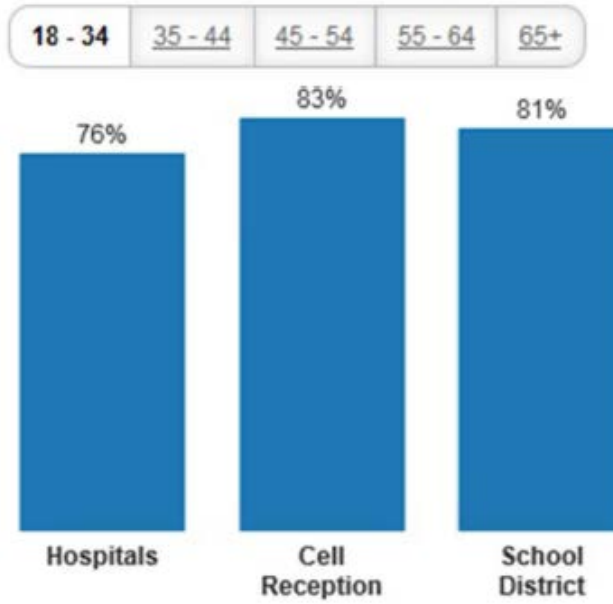
Across income levels, a significant majority of Americans now have smartphones. 93 percent of people earning more than \$75,000 a year own smartphones. And 64 percent of people making less than \$30,000 a year are smartphone owners – which marks a 42 percent growth in ownership at this income level since 2011. (2017 CTIA Wireless Snapshot, May 2017 & Pew Research Center, "Mobile Fact Sheet" (Jan. 12, 2017), available at <http://www.pewinternet.org/fact-sheet/mobile/>)

A 2015 survey found that cellular service is of major importance to homebuyers. It was more important than schools when looking for a home (cellular service ranked 76% versus 60% for schools). Cellular coverage trailed only crime rates (96%), local taxes (90%), and amenities like parks and shops (84%). Among Millennials, 83% said cell service was the most important fact in purchasing a home. (RootMetrics & Money, June 2, 2015)

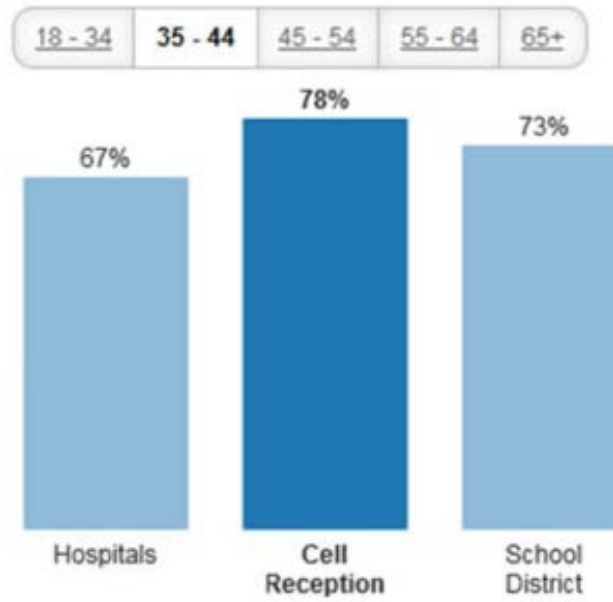
"..the fastest type of high speed Internet available, can add \$5,437 to the price of a \$175,000 home—about as much as a fireplace, or half the value of a bathroom." (WSJ, "How Fast Internet Affects Home Prices", June 30, 2015")

**The Surprising Thing Home Buyers Care About More than Schools**

(RootMetrics/Money, June 2, 2015)



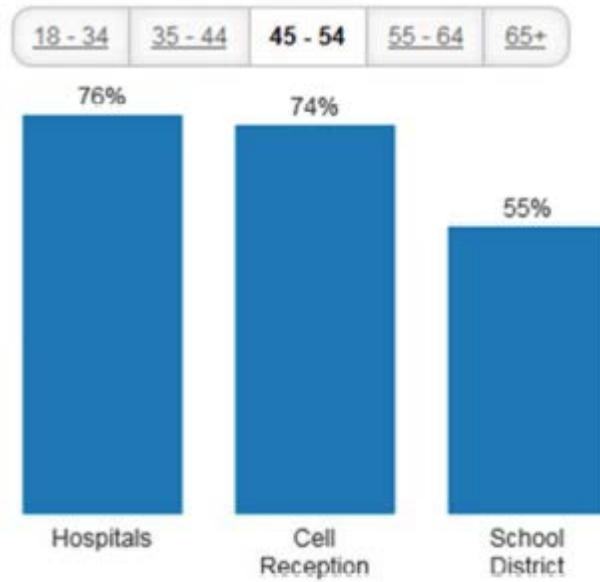
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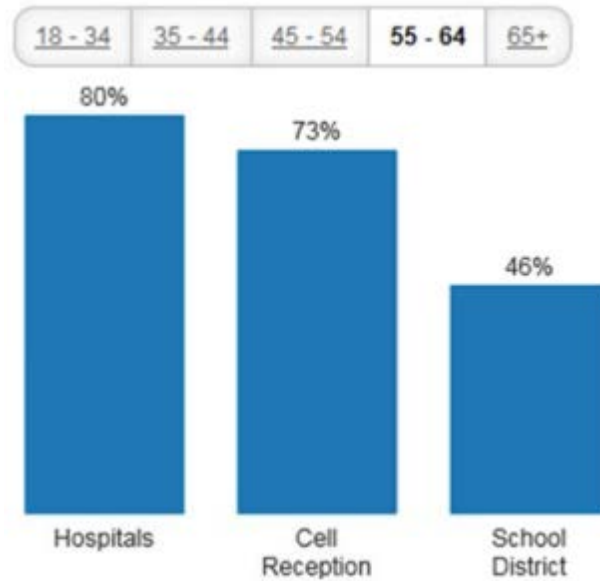
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# The Surprising Thing Home Buyers Care About More than Schools

(RootMetrics/Money, June 2, 2015)



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# 11 must-haves to sell to millennial homebuyers

<http://www.bankrate.com/finance/real-estate/must-haves-to-sell-to-young-homebuyers-7.aspx>

## Technology

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## Technology

A generation ago, buyers didn't care about a home's technological capabilities. Either it had cable hookups or it didn't. Today, buyers want to know about tech. They want to hear about wireless service and internet, not cable and telephone.

"Most young homebuyers laugh at a landline phone, and even if they buy a house that has a jack, it is rarely used," Cardillo says.

In some cases, a house's appeal can be increased or diminished because of the strength of a mobile carrier's signal or its internet service provider options. While cellphone and internet services are out of the seller's hands, Cardillo says sellers or their agents should be prepared to field questions on that front.

"Internet and cell service matters a lot to this generation, and they're going to ask, so you need to have answers," he says.