

# 7 TIPS FOR GETTING A CELL TOWER ON YOUR PROPERTY

A GUIDE TO GENERATING ADDITIONAL RENTAL REVENUES



### **FIND OUT WHERE TOWER AND ROOFTOP SITES ARE LOCATED IN YOUR AREA:**

Knowledge is power. You can go to a website called AntennaSearch (dot) com and find most if not all of the cell towers/rooftop sites within a 4-mile radius of a given street address. From there you can identify areas where towers are located. If you are far enough away (at least 2-mile distance) in a suburban or rural area, or a 1/8th of mile in an urban area, and your cell phone does not have very good coverage, chances are that your site has at least the minimal characteristics of a property that could be suitable for have a cell tower built on in.

### **CALL YOUR LOCAL PLANNING DEPARTMENT TO SEE IF THERE ARE ANY PENDING CELL TOWER PROPOSALS IN YOUR TOWN:**

Familiarize yourself with who is leasing or building cell towers in your area, in your local town, county or adjacent counties. The names of the real estate consultants, tower developers and architectural engineering firms will appear on documents filed with the planning board, zoning board or building department. Usually where one tower is built, multiple towers are being developed in a geographic area. With a little research you can find out who these entities are and attempt to contact them and tell them about your property. This is a bit of a rogue tactic but it pays to be proactive.

### **POST A BANDIT SIGN ON YOUR PROPERTY “PROPERTY FOR LEASE”:**

We first published this idea and strategy for putting a custom Bandit Sign on your yard that says “Cell Tower Wanted” along with your phone number. You can go to the king of “we buy houses” type ugly bandit signs and have several made for yourself. They will likely get stolen so get more than one. BanditSigns (dot) com. In general you want to have an easy way for somebody to get in contact with you about your property. If you have parcel of land, make sure that in the county records you don’t just have a PO Box listed that you check once a year for your property tax, but there is contact information such as a phone number. If you don’t want to give out your cell phone number you can get a free number from Google Voice.

### **READ THE LOCAL NEWSPAPERS TO FIND OUT WHERE CELL TOWER COMPANIES ARE HAVING DIFFICULTIES GETTING A SITE APPROVED:**

Find out about where cell tower companies are having trouble getting zoning approval. Then read your local cell tower zoning ordinance. See what zoning determination your property falls under. Then pitch them your property if it qualifies and it’s nearby.

### **REGISTER ON LINKEDIN AND SEARCH FOR REAL ESTATE SITE ACQUISITION AGENTS IN YOUR LOCAL AREA:**

This is also a rogue strategy. You need to think of yourself as a recruiter or headhunter. The local cell tower professionals in your area are almost all listed on the career website LinkedIn (dot) com. Register yourself there if you are not on it yet, and start to search for “Real Estate Site Acquisition”, “Cell tower technician”, “RF Engineer”, “Cell tower zoning”, “Cell Tower Construction” and your state or city. Find the names of those people and start to track them down and contact them about your property.

## JOIN YOUR STATE WIRELESS ASSOCIATION:

Join your state local wireless association. Most of the members of these groups work in wireless infrastructure network development and leasing and you can network with them to find out what is going on locally in your area. The associations have regular meetings that you can attend where you will network with the industry decision makers in your geographic area. Access to these individuals can expedite the review of your property for wireless development. Keep in mind that the 5G network has barely been deployed in the USA as of the time, and in addition to the approximately 350,000 cell sites / cell towers in the USA that will eventually have 5G capability, the wireless industry estimates that approximately 1 million new 5G antenna node and 5G small cell locations will be needed to be deployed in the United States to make the network operate at full efficiency over the next few years. Many of these new 5G sites will be installed on telephone poles and on street lamps on public or municipal right of ways (ROWs) but many communities will oppose 5G and when carriers can't utilize existing wood poles or light poles, they will look to place 5G sites on the rooftops and properties of thousands upon thousands of commercially owned properties. Don't miss the boat on the 5G rollout that will take place between 2021 and 2025.

## YELL FROM THE MOUNTAIN TOP... SEND OUT LETTERS:

Every six months mail out letters to local elected officials, including your local mayor, town supervisor, appointed officials such as land use boards, town attorney and the like. Let them know you have a property suitable for developing a cell tower.

The letter should include:

- Property Address
- GPS Coordinates (Latitude / Longitude)
- Map Showing the Location
- Your Contact Information

In the body of the letter express your desire to make your property available for wireless leasing and stress the benefits associated with having improved cellular coverage in your geographic area. If you are in near a school or medical facility make sure that you stress the importance of developing and improving cellular service in your geographic area to improve public safety and to assure the general community that they are not put at a disadvantage from an educational or safety standpoint by limiting access to cutting-edge telecommunications technologies.

Look, if having your site selected and getting a cell tower built on your property was easy, you probably wouldn't be reading this. Find out more about steps you can take to get a tower built on your land. Visit our website for more information about a service that we offer:

# GetACellTower.com



**KEVIN F. DONOHUE**  
MANAGING PARTNER

## **TOWER GENIUS, LLC**

550 Mary Esther Cutoff  
Suite 18-223,  
Fort Walton Beach,  
Florida 32548



**TOWERGENIUS LLC**

Kevin is a telecom infrastructure professional who has held various executive positions with both major Fortune 500 wireless telecom firms as well as developing multi-million dollar consulting firms that have serviced the top names in the telecommunications industry throughout the United States. He is one of the top experts in both the Wireless Telecom Infrastructure Industry as well as the Vertical Real Estate Business.

His expertise has been sought by major publications such as the Wall Street Journal, The New York Times, Crain's NY Business and the Gannett Newspapers regarding changing market trends in wireless infrastructure as well as writing municipal codes that are used nationwide. Mr. Donohue is a graduate of Iona College, with a Degree in Marketing with concentrations in Finance and Psychology.

Kevin Donohue began his wireless infrastructure career in 1987, working for NYNEX Mobile (now Verizon) where he held numerous Management positions including being responsible for the Real Estate, Zoning, Construction and Equipment Engineering Departments for the New York metropolitan area. Kevin was also a leader of the NYNEX Mobile Emergency Response Team that handled setting up emergency cell phone coverage to assist rescue personnel in times of emergency situations.

In 1996, Mr. Donohue formed Integrated Wireless Alliance (IWA) and served as its Executive Vice President of Network Development, to meet the growing needs of the new wireless carriers that were looking to implement their networks. Kevin has built networks for Verizon, T-Mobile, Bell South Mobility, Cricket and Sprint PCS throughout the United States. In addition, IWA was contracted to work with many Fortune 500 companies to assist them with various wireless projects.

In 2008 he left IWA to become a partner in Airwave Management LLC, which evolved into Tower Genius, LLC, the premiere wireless landlord advocacy company in the United States. In his position he is involved in all aspects of the business relating to representing property owners and maximizing the value of their telecommunications related real estate holdings. He is also responsible for providing guidance to municipalities and government agencies regarding telecom ordinance development and valuations of existing and/or proposed telecom sites.

Stephen has worked in the wireless infrastructure industry since the year 2000. He is a telecommunications professional who specializes in mobile telecommunications development, project management, tower leasing, cell site valuations and rooftop site management. Spending six years living in Hungary, he has previously been employed by Habitat for Humanity International as an International Partner in Budapest, to develop new Habitat affiliates throughout that country. He is a fluent Hungarian speaker, and has interpreted for President Jimmy Carter, the US Secret Service, Hungarian political figures, and multiple Fortune 500 CEO's in Hungary and Central Europe. Mr. Kazella has been quoted in The New York Times and multiple publications on matters pertaining to the cell tower industry and graduated from Montclair State College with a Bachelor of Science Degree in 1993.

Mr. Kazella joined Integrated Wireless Alliance in 2000 as a Real Estate Project Manager, providing consulting services for Sprint PCS in Westchester, Rockland and Putnam Counties, for Verizon Wireless in Bronx, Queens and Manhattan, and for T-Mobile in Northern New Jersey, Orange and Ulster Counties. He was responsible for the identification, procurement, reporting and initial zoning coordination for wireless communication sites involving Radio Frequency and Architectural Engineers, Construction Managers and Attorneys, and staffing of outsourced telecommunications projects.

Mr. Kazella conducted wireless infrastructure site surveys on 95 sites in San Diego and Houston. Between 2000-2002, Steve negotiated over 100 cell tower leases in the New York Metropolitan area worth between \$600,000 and \$2,000,000 each, managing sites from initial search and negotiation through site design, environmental assessment, zoning, through construction of cellular site.

In 2008 he co-founded Airwave Management LLC which morphed into Tower Genius, LLC, the premier cell tower lease consultancy for wireless landlords in the United States. Mr. Kazella has reviewed thousands of new cell tower lease proposals, rooftop lease compliance audits, lease valuations, lease extensions, antenna modifications, lease purchase agreements, has provided expert witness testimony pertaining to telecom lease values and has successfully assisted thousands of cell tower landlords in maximizing the value of their wireless telecommunication leases in all 50 states.



**STEPHEN L. KAZELLA**  
MANAGING PARTNER

## **TOWER GENIUS, LLC**

550 Mary Esther Cutoff  
Suite 18-223,  
Fort Walton Beach,  
Florida 32548

