



VERIZON FiOS®

CONNECTED GUIDE

Brought to you by Verizon Enhanced Communities

TOGETHER, WE CAN BRING THEM HOME TO STAY.



Partner with Verizon to add vitality and profitability to your property.



Verizon FiOS presents you with an opportunity to future-proof your property, allowing you to begin to profit today from tomorrow's changing technology.

When Verizon launched the Verizon FiOS network, we decided to do things differently.

Rather than make do with legacy technology, we chose to invest in an advanced all-fiber-optic network to best position you for tomorrow's future broadband demands. We also decided to partner with you in the process, rather than take the "wire and walk" approach that other Internet, video and voice providers sometimes do.

The results of this new approach have been dramatic. FiOS is now the top-ranked broadband services provider in America, available to more than 1 million apartment units — and growing. And as your residents' demand for streaming music and video over the Internet and advanced high-definition TV viewing continues to increase, FiOS will remain the network best positioned to keep your property competitive.

We recognize that today's marketplace makes even a seemingly simple business decision critical. In this brochure, we want to provide you with the basics of how FiOS can benefit you, including:

- **FiOS is an opportunity for you to build equity.** Don't take our word for it. Take a look at the results of an independent study inside this brochure.
- **Verizon covers the deployment costs and minimizes disruptions.** We recognize that a clean, hassle-free installation is essential.
- **FiOS helps you "do what's right" for your residents.** Whether you own 100 units or 10,000, your business depends on being responsive to resident demands. FiOS makes it easy to give residents what they want.

The next generation in connectivity is here — and we can't wait to take advantage of this opportunity with you.

A handwritten signature in black ink that reads "Eric D. Cevis". The signature is fluid and cursive, with a long horizontal stroke at the end.

Eric D. Cevis
Vice President
Verizon Enhanced Communities



When It Comes to Speed, CABLE CAN'T COMPETE

Verizon FiOS is the only major network to deliver 100 percent advanced fiber-optics straight to your multifamily property. So, while your residents have a lot of choices for Internet, TV and voice services, only FiOS delivers the high-tech features that are increasingly important to their lifestyles, including the fastest upload and download speeds and 100-plus HD channels.

Most important, FiOS future-proofs your property, positioning it perfectly to adapt to tomorrow's technology needs. Here's a snapshot of what the Verizon FiOS state-of-the-art all-fiber-optic network offers:

FiOS Internet is the top-rated broadband service in America, delivering mind-blowing performance, including:

- The fastest upload connection speeds available. Cable simply can't keep up.

- A virtually unlimited ability to expand bandwidth to accommodate tomorrow's demand.

FiOS TV delivers game-changing entertainment with the most channel choices and on-demand content.

- From the hottest video-on-demand to international programming, FiOS TV delivers programming tailor-made for multifamily resident demographics.
- Do a lot of your residents have flat-screen TVs? FiOS TV delivers the best HD experience.
- With FiOS TV's Interactive Media Guide "Widgets," your residents can easily view local information, see what's hot on TV in a given moment, or access sports and headline news with the touch of their remote.

FiOS voice services, carried over the Verizon FiOS fiber-optic network, offer crystal-clear sound quality and reliability, with all the services and features your residents want, including:

- Unlimited Nationwide calling plan packages.
- An extensive selection of our most popular voice features, such as Caller ID, Call Waiting and Voicemail.

Verizon FiOS is, quite simply, the most exciting Internet, TV and phone service available.

3 THINGS YOU SHOULD KNOW ABOUT FiOS

- 1 It's superior to cable.**
The Verizon FiOS network delivers America's top-rated Internet, with speeds up to 50 Mbps.
- 2 It boosts your bottom line.**
An independent survey shows residents will pay more for a rental unit that offers FiOS. (See next page.)
- 3 It's perfect for properties of any size.** Verizon will custom-create an installation plan for you.



Residents estimated the rental value of an apartment with Verizon FiOS services to be an average of 5 percent more per month than one offering DSL, satellite or cable.

The Best Thing FiOS Delivers? **BUILT-IN EQUITY**

The digital revolution has fundamentally changed the way residents search for — and value — apartments. Put simply: Outside of location, size and appearance, there's nothing your current and prospective residents value more than in-unit technology.

"Perfect," you might be thinking, "my properties are *already* wired for cable or DSL, so I'm all set."

Well, not exactly.

The results from a 2008 Parks Associates Study of 1,300 residents of multifamily properties are clear: When it comes to broadband, "good" isn't good enough. If you're offering second-best broadband at your properties, you may be leaving money on the table.

Participants in the Parks study estimated the rental value of a standard (two-bedroom, two-bath, 1,000-square-foot) apartment offering Verizon FiOS services to be an average of 5 percent more per month than one offering DSL, satellite or cable services. They also were more interested in renting the FiOS unit. Perhaps best of all, residents reported a willingness to pay an additional \$20 per month, on average, in rent to obtain access to fiber-optic services such as FiOS. (More traditional amenities, such as a pool, were only valued at \$12 to \$13 per month, according to the Parks study.)

What this means for you: FiOS isn't just "the next cool technology" (although, make no mistake, it *is* incredibly cool!), it's a game-changing amenity that gives you a competitive sales advantage — one that you can take to the bank.

Download the complete Parks Study at communities.verizon.com/parksstudy.



Next-Generation Broadband IS WHAT EVERY GENERATION WANTS

State-of-the-art broadband is no longer a “nice to have” amenity. It’s now as essential to residents as hot water. Traffic on the Internet doubles every year, according to the International Engineering Consortium. For owners of multifamily properties today, success increasingly comes down to a simple formula: location, location, *connection*.

This is not a kids’ game we’re talking about. You’re probably not surprised to learn that 93 percent of teens are wired to the Internet, according to a 2008 Pew Internet & American Life Project study — but you might be surprised to learn that 53 percent of 63- to 72-year-olds are.

Most important, it’s within the older demographics that technology usage is growing fastest. Today, it’s as common for a grandparent to videoconference with her grandkids as it is for a 23-year-old to start a rock band on his MySpace page.

What that means for multifamily property owners: Even if Generation Xers and Millennials don’t comprise a significant portion of your residents today, they are tomorrow’s middle-aged and senior residents. You have to position your property to appeal to evolving habits and behaviors. Nothing will be more critical to keeping your property vibrant than technology.

US Internet User Penetration, by Generation, May 2008
(% of population in each group)

Teens (12-17)*	93%
Generation Y (18-31)	90%
Generation X (32-43)	88%
Younger Baby Boomers (44-53)	79%
Older Baby Boomers (54-62)	67%
Silent Generation (63-72)	53%
G.I. Generation (73+)	24%

Note: *data is from the Pew Internet & American Life Project survey conducted during November 2007-February 2008

Source: Pew Internet & American Life Project, provided to eMarketer, October 2008



Installation Is So Customized That YOU APPROVE THE PLAN

A technology as exciting and in-demand as FiOS can lose its value quickly if installation disrupts residents. We have a simple solution: no cookie-cutter stuff. Instead, Verizon will partner with you to create an installation plan, and you'll retain final approval over FiOS design and deployment.

Boiled down to its basics, a FiOS installation goes like this:

- 1. Make a plan (and check it twice).** You'll meet with Verizon engineers to create a customized installation plan for your property, which you'll approve.
- 2. Run the fiber.** Verizon will install the fiber hub and terminals to accommodate all living units and run the fiber-optic infrastructure as required by the installation plan. Your property might be connected to the FiOS network underground or overhead, depending on a number of factors assessed during the on-site visits and shared with you before the deployment plan is finalized.

- 3. Install the ONT.** Verizon service technicians will install the optical network terminal (ONT), if necessary, in each unit that orders service.
- 4. Make the connections.** Verizon service technicians will also connect the home computer to Internet service and make sure it's working correctly, as well as set up and test TV service, and demonstrate basic FiOS TV functions. Each resident will be provided FiOS TV, Internet and phone/voice welcome materials.

Verizon covers the installation costs for properties located in areas where FiOS is available.

JUST THE FACTS

Installing FiOS is cost-effective for you.

In fact, Verizon covers the installation costs for properties located in areas where FiOS is available.

FiOS is installed with minimal impact to the existing aesthetics of your property.

New technologies, including bendable fiber and sleek moldings, make it possible for Verizon engineers to install FiOS in many existing properties with minimal visible structural alterations.

A FiOS installation is never outsourced to inexperienced subcontractors.

Verizon uses highly trained engineers and technicians who specialize in fiber on all multifamily property installations.



We don't just connect units. WE HELP YOU LEASE THEM.

We believe Verizon FiOS can provide you with a competitive advantage with renters — so much so that we're willing to help you market to them.

From materials that enhance the folder you hand over to rental prospects, to FiOS events, to local and regional advertising, Verizon will ensure that FiOS is a recognized amenity that keeps your property vibrant.

In addition, Verizon may offer you the opportunity to enter into a formal marketing agreement, whereby a dedicated Verizon Enhanced Communities account manager will work with your property staff to help promote the value of FiOS to current and prospective residents. This agreement will not prevent other voice, data and video providers from providing services to your residents — your residents will retain the freedom to choose their provider.

What this marketing agreement *will* do is help us draw prospective residents to your property and educate current residents on the benefits of FiOS by:

- **Displaying Verizon FiOS signage** in prominent areas that are visible to current and prospective residents.
- **Conducting door-to-door sales** and marketing campaigns, as appropriate.
- **Distributing promotional materials** to current and prospective residents.
- **Working with property representatives** to host on-premises promotional events.
- **Providing you with FiOS Welcome Kits** for your new residents.

**THIS IS
FiOS.
THIS IS
BIG.**





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