

Case Study
March 21, 2012

Keys Cove



Special points of interest:

Demographics: Condos & Townhomes located in Homestead, Florida.

Number of Units: 880

Objective:

Bulk Cable TV & High Speed Internet

Solution:

70 channels including all available high definition local broadcasts, plus high-speed internet upgrade options.

Inside this issue:

| | |
|--------------------------------|---|
| Why Choose Bulk? | 1 |
| What is Bulk video & Internet? | 2 |
| Why Bulk works? | 3 |
| Keys Cove Offers Bulk to | 4 |

Why Choose Bulk?

What is Bulk video and internet service?

Bulk video and internet services are when the property contracts with a reputable service provider to install, maintain and service video and internet for 100% of your property. The property makes one payment each month to the service provider and residents can typically order and pay for upgrades directly to the service provider.

Keys Cove Offers Bulk to Residents

"We have been OpticalTel customers for several years now. They provide all of our cable and Internet. The overall quality of their service has been great. We are very satisfied and would highly recommend OpticalTel to other MDU's." **Carlos Yero, Keys Cove**

All residents receive a base "bulk" package that can consist of video, phone or internet, or a combination of each. The service provider is responsible for providing these services and delivering top-notch customer service so that your residents get a better experience than just calling a provider out of the telephone. Typically services are "hot" when the resident moves – meaning no long waits for the cable guy or missing work.

Why Bulk works.

A property that chooses to purchase bulk services gets better pricing. If a building association or an owner developer can offer a provider an opportunity to provide services on a bulk basis, the services can oftentimes be offered at rates which are more competitive than those offered by other providers, or can offer more bundled service than basic cable companies.

Condo Association, Homestead

Many communities are deciding to go with bulk services. It is great way to add value to the property, as well assure that every residents that they have

the best access to the best customer service possible.

"It's a win-win situation for everyone involved," says **Carlos Yero**.