



**The
Landlord's
Blueprint:**

**Ultra-Fast
Internet &
Satisfied
Tenants**

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Why Openreach Isn't Prioritising Fibre Upgrades for Business Areas

In recent years, many landlords have been frustrated with the slow roll-out of fibre broadband upgrades in business areas. The reason behind this delay is simple: **Openreach is focusing its resources on encouraging businesses to invest in leased lines.**

Unlike standard fibre broadband, leased lines offer **dedicated, high-speed internet** that is more reliable and suitable for business needs.

As a result, Openreach has shifted its priorities towards providing leased line solutions instead of expanding fibre broadband coverage in business districts. This means that businesses, including landlords, who rely on high-speed internet may face longer wait times for fibre upgrades unless they opt for the more immediate and premium option — a **leased line**.

Leased lines are the best way to ensure your tenants have reliable and ultra-fast internet access, without relying on Openreach's uncertain upgrade schedule. By **investing** in a leased line, landlords can avoid waiting for fibre broadband to reach their area and **guarantee the quality of service** their tenants need to thrive.



Why Slow Internet is the #1 Tenant Complaint in Office Spaces

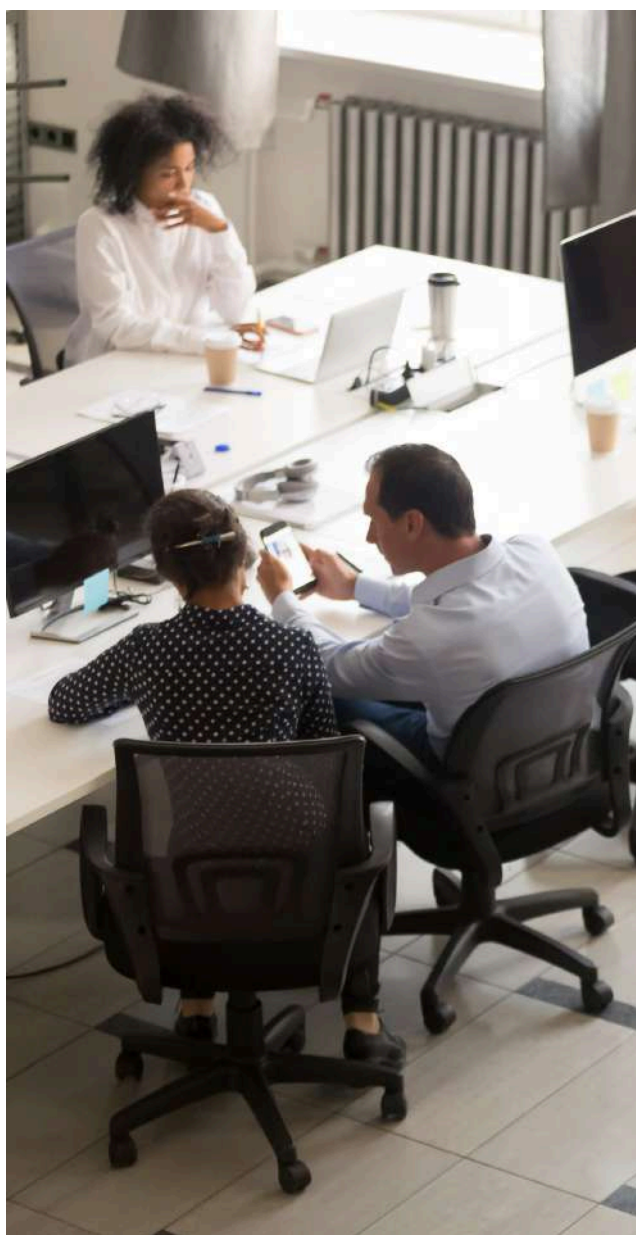
Businesses today depend on fast, reliable internet to keep operations running smoothly and efficiently. When office tenants experience slow speeds, dropped connections, or inconsistent service, frustration quickly builds. Studies show that poor internet is a top complaint among tenants and can lead to higher churn rates.

How This Affects Landlords:

- **Increased tenant turnover:** Businesses may leave for better-connected offices.
- **Longer vacancy periods:** Prospective tenants prioritise offices with reliable internet.
- **Lower rental value:** Poor connectivity can make a property less attractive, forcing landlords to lower rents.

The Solution:

Investing in a high-speed, dedicated internet service not only improves tenant satisfaction but also protects your rental income and property reputation.



Why Co-Working Spaces & Modern Offices Demand High-Speed Connections



The rise of hybrid work and remote collaboration has made high-speed internet non-negotiable. Co-working spaces and serviced offices attract professionals, startups, and enterprises looking for seamless connectivity to run their businesses.

Actionable Tip: Conduct a tenant survey to assess their internet needs and use this data to justify upgrading your office's broadband infrastructure.

The Benefits for Landlords:

- **Attract premium tenants:** Businesses seek office spaces that enable seamless remote collaboration.
- **Higher footfall & occupancy:** More professionals using your space increases revenue opportunities.
- **Future-proof your property:** Demand for high-speed connectivity is only increasing.



Maximising ROI with Leased Lines

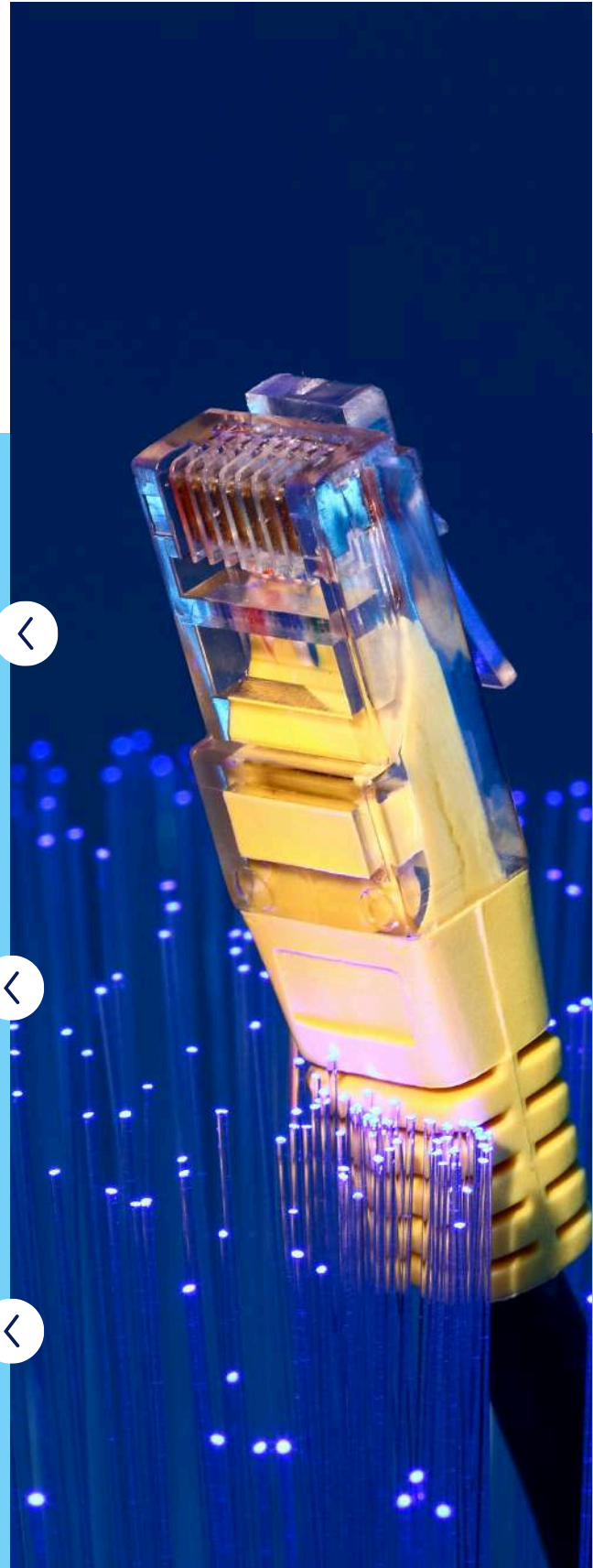
A dedicated leased line ensures tenants get uncontended, ultra-fast internet, unlike standard broadband that fluctuates based on usage. This investment leads to a strong return:

ROI for Landlords:

- **Higher occupancy rates:** Businesses actively seek offices with guaranteed internet speeds.
- **Longer lease agreements:** Happy tenants sign longer leases, reducing turnover costs.
- **Attract corporate tenants:** Larger businesses require robust, stable connectivity.

ROI Calculation Example:

If a leased line costs £400/month but enables you to increase rent by £2 per sq ft, a 5,000 sq ft office could generate an extra **£10,000 per year**, delivering a significant net gain.



How Premium Internet Boosts Property Value & Justifies Higher Rents



Increased Tenant Demand

Properties with high-speed internet attract tech-focused businesses, startups, and remote workers, increasing demand. This makes the space more desirable to potential tenants. As a result, landlords can enjoy higher occupancy rates.



Higher Occupancy Rates

Reliable, high-speed internet can boost occupancy rates by 20-30%, attracting tenants who depend on strong connectivity. This results in fewer vacancies and more stable revenue, with tenants valuing tech-enabled spaces. Ultimately, it enhances the long-term value of the property.



Premium Rental Rates

Offering fast, high-quality internet enables landlords to charge higher rents, as tenants prioritize seamless connectivity. The convenience and productivity benefits make the property more desirable. This allows landlords to justify premium rental rates.



Real Success Stories: Our Case Studies



A property management business in Essex struggled with slow internet speeds across its residential properties, leading to tenant dissatisfaction and difficulty justifying higher rents.

We installed a leased line to provide fast, reliable internet, enhancing tenant satisfaction and the overall appeal of the properties

After the upgrade, rent prices **increased by 5%**, and tenant retention improved. The faster internet attracted tenants who valued reliable connectivity. Here's what our client says:

"The leased line upgrade has made a real difference. We've been able to increase rent while keeping tenants happy with fast, reliable internet. The service has been excellent, and it's definitely been worth the investment"

— Property Manager



How Our Temporary Internet Pod Can Keep Tenants Online Instantly



Instant Connectivity Setup

Via Wire delivers a portable, satellite-based internet pod that can be deployed on-site within hours, providing fast and reliable internet access. This immediate solution allows tenants to stay connected from day one, avoiding the typical wait for broadband installation, which can take weeks.



Seamless Transition

The pod provides stable internet with a seamless connection, allowing businesses to continue operations without interruption. While it serves as a temporary solution, the service is designed to handle the demands of everyday business activities, ensuring that tenants can access email, video conferencing, and other online tools right away.



Ongoing Support

Throughout the waiting period for permanent internet installation, Via Wire offers continuous monitoring and support to ensure the pod remains fully functional. This guarantees that tenants experience minimal downtime and can focus on their work without worrying about connectivity issues, providing peace of mind during the transition.



Boost Your Property's Appeal with Ultra-Fast Internet

Want to learn more about equipping your office space with high-speed internet? Contact us today to discuss the best solution for your property.



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