

Course ID

SITEACQ

Course Duration

2-3 days

Course Title

Site Acquisition: Where to Hang All Those Antennas!

(Duration varies from 2-3 days, depending on the emphasis and depth.)

Related Courses

- State-of-the-art of Wireless Communications for Non-engineering Professionals, Managers, and Executives (WIRELESS-EXEC, 2 days)
- Win-Win Negotiations (NEGOTIATE, 1 day)
- Getting More Done in Less Time: Time and Priority Management (TIMEMGT, 1 day)
- Project Management Workshop (PROJECT2, 2 days)

Aimed At

Personnel involved with acquiring base station cell sites including leasing, zoning, and permitting specialists, deployment managers, and network design engineers who work alongside the site acquisition specialists.

Group Size

5-25

Prerequisites

While there are no formal prerequisites, some real estate or site deployment experience will be helpful. (Site acquisition personnel are required to obtain real-estate licenses in some states.)

Course in a Nutshell

Finding the right cell site can be like finding a pot of gold at the end of the proverbial rainbow. Not only can the perfect location save your company thousands of dollars, it can also shorten the zoning and permitting process, allowing the general contractor to build the site on time and on budget.

This course will take you step-by-step through the process of identifying and acquiring quality cell sites. You will learn the most effective way to review, research, locate, negotiate and acquire the best cell sites. You will learn how to handle search rings with ease and avoid zoning troubles. You will learn to deal with small property owners as well as large property management companies and tower owners. You will also gain expertise in the important areas of antenna collocation, raw land builds, and roof-tops. All along the way, you will receive tips on what works and what doesn't, helping you close more deals in less time!

Customize It!

- Customize it to your job. We offer versions of this course tailored to the distinct needs of:
 - Real estate professionals entering the world of wireless site acquisitions
 - Wireless network design engineers who work alongside the real-estate professionals to locate, evaluate, and select sites
 - Managers in site development, operations, or engineering who need an overview of the site acquisition process

- Pick up some technology literacy before diving into the site acquisition process. Add a special one-day version of our State-of-the-art of Wireless Communications for Non-engineering Professionals, Managers, and Executives (WIRELESS-EXEC, normally 2 days) at the front-end.
- Learn how to negotiate effectively with site owners, small and large. Add Win-Win Negotiations (NEGOTIATE, 1 day) at the back-end.

Ask us about our 'combo discounts'.

Learn How To

- Review network design for more efficient planning and execution of the entire site acquisition process
- Utilize search rings effectively to quickly screen out the bad sites and zero in on the good ones
- Approach prospective landlords and negotiate with ease
- Learn about the city, county, state and federal jurisdictions and policies
- Smooth the way to a fully-executed lease and a buildable site
- Master the zoning and permitting processes!

Course Outline

- An Overview of Wireless Telecommunications and the Network
 - Wireless basics
 - A comprehensive look at the network
 - Construction cycle
 - Base station cell sites
- Search Rings: Doing Your Homework
 - Local jurisdiction
 - Online research
 - Ride the ring
- Candidates: Back to the Computer
 - How many and where
 - Ordinances or not
 - Physical aspects of the parcel
 - Existing structures or new build
- The Deal: The Lease
 - Terms and who dictates them
 - Behavior breeds behavior
 - Required documentation
- Due Diligence
 - Do your homework
 - Finding the right location on the property
 - Don't forget the easements
- Turnover Package
 - Is that address correct?
 - Get out that camera
 - The perfect package
- The Selection Process

- Who has the final say?
 - Priorities
 - The choice
- The Power of “No”
 - The lease negotiation
 - When to walk away
 - When there is no alternative
- Architectural and Engineering
 - Working with the A/E firm
 - Details, details, details
- Zoning and Entitlement Process
 - Overview
 - Application process
 - The dog and pony show
 - The jurisdiction
- General Contracting and Permitting
 - Construction drawings
 - The building department
 - Notices to proceed
 - The contractor of record

How You Will Learn

- A seasoned instructor will present this course in interactive lecture format
- You will practice the lease negotiation dos and don'ts through in-class role plays
- You will receive a printed Participant Handbook which will help you remember and retain what you learned in class.
- Bonus materials: You will also receive planning worksheets, sample site plans, sample lease document and other job aids that will help you take what you learned back to your workplace to use on the job!

Revised

Oct. 18, 2005