



Since 2004, Steel in the Air has served thousands of private landowners, small businesses, independent tower owners, and municipal governments nationwide. We provide ethical, data-driven, fair market valuations of cellular assets, and specialize in assisting our clients with lease negotiations, and lease buyout transactions.

**Our reputation speaks for itself, and unlike other lease consultants, our numbers make sense.**

We are an independent company that strongly believes in the rights of landowners, and our true successes involve helping our clients to achieve peace of mind. We do not represent public tower companies or wireless carriers, which means that our final assessments are always fair, exclusive and unbiased.

**If you have decided to sell** the rights to your lease, we can ensure that you receive maximum value and the best terms and conditions with the right company.

**If you are undecided,** we can help you achieve an outcome that suits you now, and benefits you well into the future.

***“Your assessment is very informative and thorough - one of the few times we’ve received real value for our money, especially considering your assistance in sourcing and evaluating competing offers.”***

**Drew, Newport Beach  
Third Party Lease Buyout**

## HERE'S WHAT WE CAN DO FOR YOU:

- Help you get the best financial terms in a deal that’s right for you.
- Bring you up to date on current lease buyout and brokerage dynamics, and explain how these trends are likely to affect the value of your lease going forward. We’ve been tracking lease buyouts for longer than most other consultants have been in business, and our cellular asset database contains the largest and most accurate spread of private cellular data in the country.
- Help you to make an informed decision based on the intangible aspects of the lease buyout, such as the right time to sell (and for how long), and whether you should agree to revenue sharing (and for how much), as well as the tangible aspects, like the final purchase price. We can explain your options (e.g. long-term easements, assignments of lease or non-recourse loans), and help you determine your best move.
- Use our well-positioned network of industry professionals to ensure that you receive every last dollar for your lease. Not only is Steel in the Air trusted and well-connected, we also know who the players are, and what motivates them. We know which buyers are likely to close (and which aren’t), for how much, and how soon.
- Make you a priority. We can provide you with a thorough, objective and expeditious assessment, enabling you to focus on what you do best.

***“You noticed a problem with Verizon’s lease payments relating to the CPI increases, and this morning we received a check for \$10,811 in back lease payments - a 300% ROI! Thanks for all you’ve done helping us!”***

**Rev. Jeff, OH  
Third Party Lease Buyout**

***“As always, we appreciate your professional insight, and continue to value the site assessments you have done for our School District over the years, which have resulted in higher lease rates, better escalation clauses, and greater control of the sites by the District.”***

**Mike, WA**

***“We would never advise you to sell your lease simply to line our own pockets if we believed that holding onto your lease would be better for you in the long run.” - Ken Schmidt, President***

Ken Schmidt started Steel in the Air a decade ago. It was the first landowner-centric cell tower lease consultancy firm in the United States. Ken is well-respected in the industry for his ethical, no-nonsense approach to cellular lease negotiations and cellular asset valuation. Since 2004, SITA has been a trusted resource for private and public landowners, municipalities, investors, attorneys and educators.

