



Steel in the Air provides fair-market Cell Tower Lease Valuation services for thousands of private property owners, municipal governments and small business owners nationwide. We have the largest, independent Lease Rates database in the country. As an independent company, we advocate for property owners in cell tower lease negotiations and wireless asset transactions. Since we do not serve large, public tower companies, wireless carriers, or third-party buyout companies, our final valuations are always fair, unbiased and reliable.

Our clients believe in us - because our interactions are founded on trust and a sincere desire to help every client benefit from our expertise and experience.

If you are Party to one or more Cellular Leases, and wish to know their value - we will query our robust, independent cellular asset sales database to provide you with the true market price of your Lease(s), in consideration of metrics, such as location, operational tenants, the ease/ difficulty of zoning, future upside/ downside of the Lease(s) and comparable lease rates data.

For Appraisers, CPAs, Attorneys, Real Estate and Investment Brokers, who wish to appraise the value of one or more Cellular Leases, we will provide expert, data-driven Assessments that can be used to support cellular asset management.

Unlike our competitors who try to encourage you to sell, we look at results that are aligned to meet your individual goals with the lease(s).

Ken Schmidt, President

HERE'S WHAT WE CAN DO FOR YOU

- **Review the Telecommunications Lease(s).** We will evaluate the Terms and Language of your Lease(s) to advise you on how the terms of your Lease Agreement(s) positively or negatively impacts the value of your Lease(s).
- **Explain Wireless Industry Dynamics.** The wireless telecom industry is a major player in U.S. economics. Technological innovations emerge daily from a myriad of companies who compete to supply solutions to consumer data demand. Our wireless infrastructure knowledge base is second to none. We know who the players are, where the cell sites are located and are likely to be built, and how their deployment strategies will impact the value of your Lease(s), both now and well into the future. We follow industry mergers and consolidation closely and understand how such impacts valuation.
- **Provide a Fair-Market Valuation.** We have the most comprehensive, independent, proprietary cellular asset database in the United States. It spans all fifty states, 13,000 leases, and includes lease rates data and sales data for leases from every major wireless carrier, as well as all major tower companies. Our robust data allows us to effectively determine the fair-market value of any cellular lease in consideration of contemporary industry dynamics and other metrics, such as average comparable lease rate, location, tower type, tenant type and the ease/difficulty of local zoning.
- **Recommend a Strategy.** We will provide you with a recommendation on how to proceed based upon your specific objective - whether it be to negotiate a lease or to assess the value of your cellular asset portfolio. If you are already party to a lease and interested in selling it for a lump-sum amount, we can provide a list of top buyers and/or auction the lease on your behalf. If you are a property owner, municipality or public entity, we can help you to determine whether the sale of a lease or cellular asset is in your best interest. If your lease is undervalued, we can recommend an appropriate strategy to maximize the value of the Lease, including assessing the pros/cons of extending the Lease before the sale.
- **Give You Peace of Mind.** At Steel in the Air, our corporate values are integral to the work we do. Our team operates from a core of integrity, customer loyalty and unparalleled expertise. We are always available to answer questions and provide insight - because we love what we do - and we care about our clients.

Ken Schmidt started Steel in the Air nearly two decades 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.

