



Since 2004, Steel in the Air has provided accurate, fair-market valuations of cellular assets, including cell towers and the wireless telecom lease agreements tied to them.

**Our valuations are accurate and complete because our comparable data is unparalleled.**

We are an independent company that strongly believes in the rights of landowners, small businesses and local governments. We provide proprietary, comprehensive and up-to-date Tower Sales data to independent tower owners and municipalities. We do not represent large, public tower companies or wireless carriers, which means that our conclusions of value are always fair, unbiased and reliable.

If you have decided to sell your tower or portfolio, we can broker the deal for you by facilitating a competitive bidding process with trusted buyers.

If you simply want to know the value of your tower(s) for estate, tax or other purposes, we will provide you with the true market value based on recent sales data.

*"We are experts at evaluating the little details that influence the true value of cell towers. Nobody understands the historic and contemporary tower acquisition market better than we do."*

Ken Schmidt, President

## HERE'S WHAT WE CAN DO FOR YOU

- **Review Your Tower Portfolio.** We will evaluate your portfolio of towers and cellular assets, including any wireless leases tied to your towers, to determine your portfolio's true market value.
- **Review Pending Amendments, Proposals & Offers.** We will review any requests by wireless carriers and tower companies to modify existing lease agreements. We will also review any purchase offers you've received to date.
- **Explain Wireless Industry Dynamics.** The wireless telecom industry is one of the major players in U.S. economics today. Company mergers, FCC policy and technological innovations affect the ever-changing landscape by encouraging new entrants and influencing infrastructure build strategies. Industry dynamics result in modifications to existing leases, such as equipment upgrades and ground space expansions. All of these metrics have a direct impact on the value of towers and the leases tied to them. Steel in the Air understands the intricacies of the wireless telecom industry better than anyone.
- **Provide Fair Market Valuation.** Steel in the Air has the most comprehensive, reliable and up-to-date independent cellular asset database in the nation. Each cell tower is unique based on characteristics such as location, type of tower and remaining operational capacity, present and future tenants, current and planned coverage strategies, tower owner cash flow and industry dynamics, including carrier deployment strategies, potential company mergers and upcoming spectrum acquisitions. We have been tracking nationwide tower sales for 17 years, using these metrics and more, to provide you with the true, fair-market value of your tower(s).
- **Broker the Sale.** Should you decide to sell, we will advise you on how to favorably position yourself in negotiations. We can broker the transaction on your behalf by facilitating a competitive bidding auction process with trusted buyers to ensure that you receive the highest price for your assets. Our vast industry knowledge and expertise enables us to not only determine the value of your tower(s), but also advise you on when the appropriate time to sell might be in order to maximize your returns.
- **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.

