

# Educating Your Residents on the Benefits of Bulk Telecom Services

When considering a bulk telecom agreement for your community, one of the most important steps is educating residents about the process. Ensuring they have a clear understanding of what a bulk agreement means—and how it benefits the community—builds trust and encourages constructive conversations. A well-informed community is more likely to support the initiative and engage meaningfully in discussions.

## How to Effectively Educate Residents

### 1. HOST INFORMATIONAL MEETINGS & Q&A SESSIONS

Schedule in-person or virtual meetings where residents can learn about bulk agreements directly from board members. This fosters transparency and allows for real-time Q&A.

### 2. DISTRIBUTE EDUCATIONAL MATERIALS

Many residents will have similar questions. A well-prepared FAQ document can clarify common concerns and misconceptions. You can send via newsletter or email blast. You can also post on the community website or on a community social media page.

### 3. ENCOURAGE TWO-WAY COMMUNICATION.

Open Office Hours. Designate times when board members or community leaders can be available to discuss the process and answer individual questions. Or you can establish a telecom committee -- a small group of engaged residents to serve as community liaisons, helping to relay information and address concerns.

**Just make sure you have information on the benefits of bulk available as well as answers to some frequently asked questions. See below for some examples we see coming up often at communities who are looking to incorporate fiber bulk telecom services in their community!**

#### **Q: WILL I HAVE TO PAY FOR SERVICES I DON'T USE?**

**A:** In a bulk agreement, all residents contribute to the cost of services, similar to how HOA fees cover amenities like landscaping or clubhouse maintenance. However, due to the community coming together to negotiate, the deeply discounted rates make this much more affordable than purchasing services individually!

#### **Q: WHAT IF I ALREADY HAVE A CONTRACT WITH ANOTHER PROVIDER?**

**A:** If the community moves forward with bulk services, residents may need to transition at the end of their current contracts.

#### **Q: WILL THIS INCLUDE TV AND PHONE SERVICE, OR JUST INTERNET?**

**A:** Bulk agreements can be customized to include internet, TV, and phone services. The board and management team will request input from residents and then evaluate options that best fit the community's needs.

