

Towering Expectations: Subcarrier Communications maximizes profits from rooftop telecommunications

BY BRANDI SMITH



Have you ever noticed the telecommunication antennas on the top of your city's tallest buildings and wondered, "Who takes care of those?" In many cases, the answer is Subcarrier Communications, a leading tower site management and telecommunications infrastructure support company.

"We work with building owners and managers to plan for the efficient use of building rooftop space then leasing it to the telecommunications industry," says Greg Weger, Operations Manager for the company's Houston office. "We also handle the management of existing and future wireless infrastructure."

An important feature of Subcarrier's services is negotiating with telecom providers on behalf of property owners. An in-depth knowledge of PUC Rules and Regulations, Building Rules and Standards and industry standards are

critical to protecting the properties while also recognizing the highest possible revenue.

There is an abundance of contractual process involved with many rooftop tenants and fiber providers. And even after agreements are reached, there are ongoing technical responsibilities and access issues at hand. There are renewals, there is expansion of equipment, and there are escalation clauses, as well as many other technical contractual clauses to be mindful of. We monitor and deal with all of these issues which allow property managers the time needed for a myriad of other crucial tasks.

Access is one of the primary issues Subcarrier addresses for property owners. "Security and safety have always been paramount for property owners,

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“Security and safety have always been paramount for property owners, but in these turbulent times access control has become even more critical. Subcarrier works with the property managers to develop access control procedures to ensure that the personnel requesting entrance into properties are verified and have the proper insurance.” Weger explained.

Weger further adds, “Subcarrier provides telecommunications management support to more than 1000 properties around the country.”

Subcarrier doesn't just step up to manage existing rooftops and fiber providers. It's best if the company is involved before construction even begins.

It helps that Subcarrier has a broad base of existing network users that have worked with the company for decades. They include data, wireless internet, PCS, microwave, broadcast, government, federal, state, and local business users.

While Subcarrier's Houston office focuses on rooftop management, the company also builds and places antenna structures to promote wireless services for a diverse portfolio of institutions, including wireless carriers, military and assorted institutions requiring advanced telecommunication needs. Subcarrier owns more than 300 towers throughout the U.S.

To learn more about Subcarrier Communications, visit Subcarrier.com, email greg@subcarrier.com or call 281-788-0741.

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