

# METR NET

Northfield MN

## Introductory Presentation

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# Who is MetroNet?

- 100% fiber-optic internet, television and phone company established in 2004 in Indiana
- Serving over 90+ communities across 8 states (Indiana, Illinois, Ohio, Minnesota, Michigan, Iowa, Kentucky, Florida)
- Blazing-fast symmetrical Internet - **Upload AS FAST as you download!**
- Passion for Customer Service / over 200,000 customer base



# Your Fiber Benefit

## **QUALITY OF LIFE**

Reliably-fast broadband allowing simultaneous streaming, distance learning, tele-commuting and more

## **FUTURE PROOF**

Virtually unlimited capacity

## **LATEST TECHNOLOGY**

Ready for 4K TV, increased video streaming, telemedicine, etc.





# Fiber Benefits

- **Increase Home Value**

Increased by **3.1%** due to fiber connection<sup>1</sup>



- **Competition**

Incredible fiber services, better customer service and competitive pricing



- **Exclusive Access**

Only 20% of the homes in the United States have access to fiber<sup>2</sup>



- **Fastest Internet**

MetroNet markets have the fastest average Internet speeds<sup>3</sup>



1. Wall Street Journal, June 30, 2015, FTTH Council Study, June 29, 2015  
2. Crawford, Susan Fiber: The Coming Tech Revolution-and Why America Might Miss It (2018)  
3. MLabs Test Data

# A MetroNet community will benefit from:



- **High Level of Customer Service**

- An average of **30%+ higher** customer satisfaction scores than peers

- **Broad Availability**

- A substantial portion of city households in initial build plan

- **Local Presence**

- Local staff, community involvement, and local events

- **Superior Fiber Services**

- Best technology
- 1 Gigabit **symmetrical** speeds
- Attractive “more for the same” pricing
- No long-term contracts
- Pass-Thru video pricing
- **Redundancy route** and outage communication plan

# Neighborhood Communication

## ■ Construction Communications

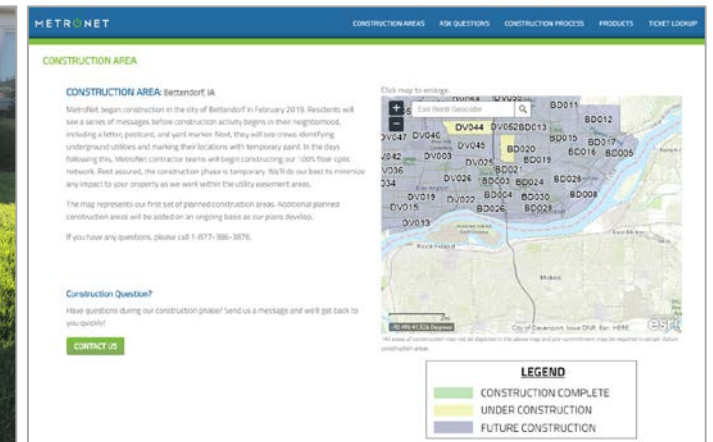
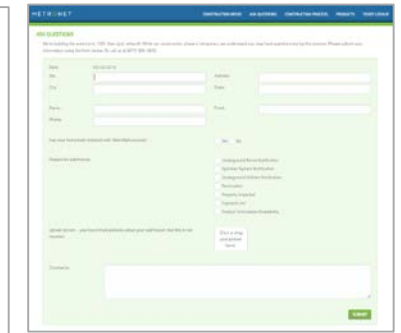
- Letter, postcard, turf signs, entrance signs, etc.

## ■ Construction Website

- Document questions or concerns
  - Yard restoration, locate underground utilities, etc.
  - See where we're working

## ■ Responsiveness

- 95%+ response rate within 24 hrs





# Restoration Process:

- **Restoration within 24-48 hours**

- Restore as we go

## Construction Website:

<https://construction.metronetinc.com/cct>

- Document questions or concerns
  - Yard restoration, locate underground utilities, etc.
  - See where we're working

- **Responsiveness**

- 95%+ response rate within 24 hrs



# The Permitting Strategy is essential:

- **DESIGN** – Community is completely designed prior to construction for review.
- **TRANSPARENT COMMUNICATION** - Continual between designated City Staff and MetroNet Project/Construction Management
- **PERMITS/DRAWINGS** – submitted all at once or separately for review as this is a large communitywide build. Sample of Drawings will be available.
- **PRECONSTRUCTION MEETINGS** – held prior to any area build with **all** parties associated with the project.





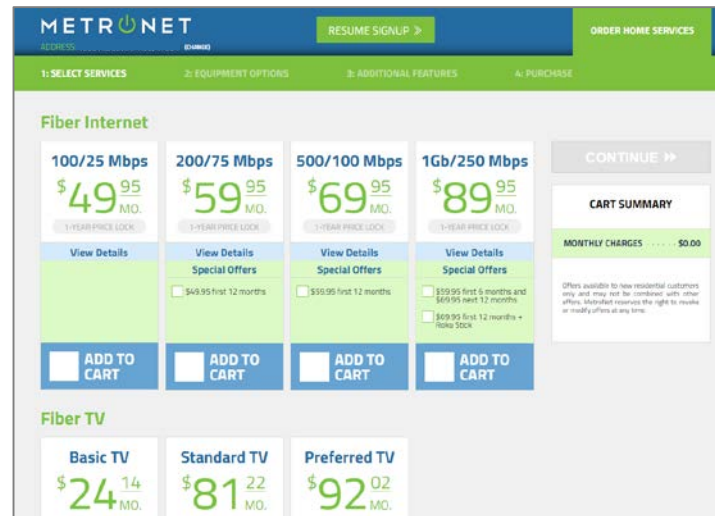
# Go-To-Market Plan

## CONSULTATIVE SALES



Helping residents understand the right fit for services

## WEBSITE



Sign up online quickly, easily, and anytime.

## CUSTOMER SERVICE



We're always available and always in our markets.

# Standard Pricing:

## Fiber Internet

100/100 Mbps

**\$49**<sup>95</sup>  
/mo

200/200 Mbps

**\$59**<sup>95</sup>  
/mo

500/500 Mbps

**\$69**<sup>95</sup>  
/mo

1/1 Gb

**\$89**<sup>95</sup>  
/mo

## Fiber TV

Basic

**\$24**<sup>14</sup>  
/mo

Standard

**\$81**<sup>22</sup>  
/mo

Preferred

**\$92**<sup>02</sup>  
/mo

## Fiber Phone

Fiber Phone 1000

**\$9**<sup>95</sup>  
/mo

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