



VerticalConsultants

We Know Cell Towers

1.877.456.7552

Atlanta • Cincinnati • Denver • Houston • Nashville • Pittsburgh

www.vertical-consultants.com

WORD FROM THE PRESIDENT



Hugh Odom, President

Our primary objective at Vertical Consultants is to ensure that property owners make informed decisions about their land when negotiating existing cell site leases with AT&T, Verizon, T-Mobile, Sprint, and others by creating structured agreements that reflect the current and potential value of their land for the life of the agreement.

We are proud to represent a diverse group of clients located across North America. Vertical Consultants has a proven track record of getting results, as evidenced in 2014, securing over **343% immediate rent increases for our clients.**

After working inside AT&T as an attorney for more than a decade, it was apparent that a significant gap existed between property owners and the resources they needed to effectively negotiate their cell site agreements with the specialized personnel who represented global telecom companies.

I founded Vertical Consultants in 2010 to bridge this gap. Vertical Consultants advocates for clients, which translates into results. Therefore, property owners are able to maximize the value of their land for the short-term, and more importantly, over the life of any agreement they sign.

We welcome the opportunity to learn more about you and discuss the benefits of partnering with Vertical Consultants. Our team will assist with any new cell site agreement you have been presented or by increasing the value of your existing cell site agreement.

“ I chose to go with Vertical Consultants because of Hugh Odom’s long track record in the industry, and I felt comfortable that he would represent my interests well.
– Plaza Owners Association ”

WHO WE ARE

Vertical Consultants represents landowners who have been given an opportunity to lease a portion of their land to a wireless provider or tower company. Our team also represents landowners who have existing cell tower or rooftop leases. Vertical Consultants provides professional counsel and support to all of our clients, AND we get proven, unparalleled RESULTS!!

EXPERTISE

The Vertical Consultants team comprises a group of financial, legal, real estate, site development, and telecom industry experts, who have the professional credentials and educational background to provide the most comprehensive representation for our clients. Vertical Consultants is truly a "one stop shop."

EXPERIENCE

We believe that every client deserves to be represented by seasoned professionals. Our team has over 50 years of combined experience. Vertical Consultants is staffed with not only industry insiders, but also former decision makers for the largest telecom companies in the world. Experience is the key to our clients' success.

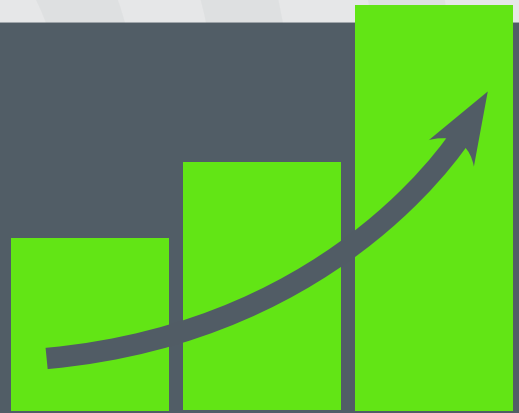
EXCELLENCE

Excellence has many definitions. We define excellence as getting unrivaled results for our clients. Vertical Consultants' mission is to empower clients through advocacy, by securing the optimal value for the use of their property, and establishing terms that protect clients and their property from unforeseen hazards, which may have been overlooked otherwise.

WE GET RESULTS

343%

Immediate Rent Increase (2014 Average)



\$150,000,000

In Rent Secured For Our Clients



\$40,000,000

In Cell Tower Buyout Deals Completed



OUR SERVICES



New Cell Site Leases: Collecting the maximum amount of rent from a new cell site lease is important to property owners just like you. Vertical Consultants can provide the structure you need to receive optimal rent, not just today, but over the life of the lease. We have negotiated thousands of new cell site leases across North America. When hiring a consulting firm, actions speak louder than words. Vertical Consultants continues to demonstrate unmatched RESULTS.



Cell Site Lease Extensions: Vertical Consultants has negotiated and structured lease extensions with AT&T, Verizon, Sprint, American Tower, Crown Castle, and others. Advocating for our clients is our foremost objective at Vertical Consultants. We deliver RESULTS that maximize rents received by our clients, while protecting your property from unforeseen risks that could be detrimental to you in the future.



Cell Site Lease Evaluations: Vertical Consultants understands that the so called "market rates" don't apply to cell site rents. Vertical Consultants can determine the true value of your cell site lease. While the telecom companies maintain strict confidentiality of their valuation process, our team has the insider expertise and experience needed to level the playing field. Vertical Consultants has a proven track record of getting our clients unrivaled RESULTS.



Cell Site Lease Buyouts: More than likely, you have been inundated with unsolicited offers from companies who want to purchase your cell site lease. Vertical Consultants can evaluate any offer that you receive and determine the true value of your cell site lease. Vertical Consultants has the telecom, real estate and legal experience you need to get the most money for your lease. We give you the peace of mind you deserve knowing that you and your property are protected.



Rooftop Cell Site Assessments: Our team at Vertical Consultants specializes in assisting property owners who have rooftop leases. If you have been approached for a new lease, have an existing rooftop lease, or simply want to attract new rooftop tenants, Vertical Consultants gets RESULTS. With over 50 years of expertise and experience in the telecom industry, our team can negotiate and structure a roof top agreement, securing the maximum amount of rent for you, while protecting you and your property from unforeseen hazards that are often overlooked.

WHO WE ASSIST

Vertical Consultants is proud to represent a diverse group of property owners across North America. Our mission is to provide excellent service, while empowering, advocating, and ultimately achieving optimal results for our clients.

Individuals - Vertical Consultants assists individual property owners in all 50 states to ensure that their most important investment, their land, is protected throughout the term of any lease they are asked to sign.

Self-Storage - Vertical Consultants advises over 20 of the Top 100 self-storage operators in North America, and over 4000 self-storage sites nationwide.

Shopping Centers - The team at Vertical Consultants represents shopping center developers that control over 500 properties nationwide, focusing on increasing revenue and protecting their core assets.

Churches/Non-Profits - The Vertical Consultants team advocates for churches and non-profit organizations across the United States to ensure optimal outcomes whether it be the installation of a new tower on their land or the placement of cellular antennas in their steeple.

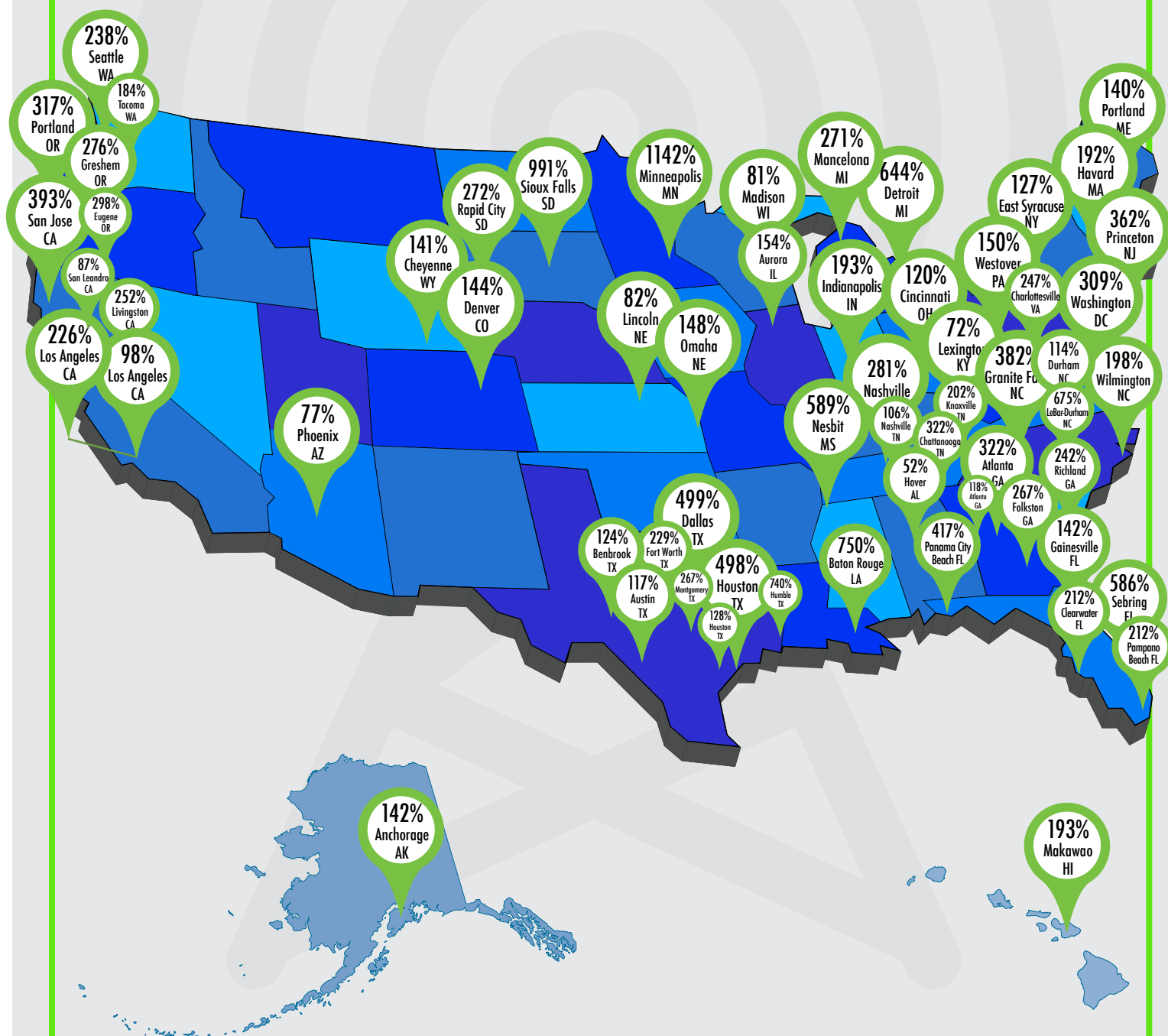
Commercial Property/Hotel Developers - Vertical Consultants represents commercial developers including hundreds of hotel sites across North America including Sheraton, Hilton, Westin, Marriott, and Holiday Inn properties.

Municipalities - Vertical Consultants advises city, county, state and federal organizations to ensure that the maximum value is obtained for the use of their land today and throughout the term of their lease.

Golf/Mountain Resorts - The Vertical Consultants team provides consulting services to golf and mountain resort properties across North America, including Bandon Dunes Golf Resort, currently ranked as the No. 2 golf resort in the nation.

ARE YOU NEXT?

As the nation's leading cell tower consulting firm, Vertical Consultants has the experience and expertise to get our clients results. In 2015, as shown below, we secured rent increases and exceeded client expectations. Partner with Vertical Consultants, and let our team ensure that you are next on the map in 2016.



TESTIMONIALS



Vertical Consultants took on Verizon, and thanks to the Vertical Consultants team, our rent increased 174%.

- David, Golden State Properties



Vertical Consultants didn't try to "sell us" on their company. It was evident they really wanted to help our city, and got better lease terms for us, and increased our rent over 100%.

- City of Elizabethton



We were able to get 991% more rent because of Vertical Consultants. They definitely know the cell tower business.

- Adele, South Carolina



Hugh Odom was more than just a consultant, he was an advocate for us. He went over and beyond to make sure we got results.

- Stu, Sand Creek Properties



Vertical Consultants got our company 664% more cell tower rent. Results matter.

- Kelly, Venture Landholdings



When looking for a consulting firm to help us with our cell site leases, Vertical Consultants had the expertise and experience we wanted, and they were definitely the right choice.

- Michael, HEI Hotels and Resorts

OUR CLIENTS





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