

# Why we decided on Fiber at KELLSWATER BRIDGE

A DEVELOPER WITH TECHNICAL SAVVY BUILDS THE FUTURE INTO A NEW NORTH CAROLINA COMMUNITY

By George L. Kiser, Jr. ■ *Kellswater Bridge Development*

I come from an odd background, in both technology and residential development. I began my career in technology and worked for IBM before entering real estate. The Charlotte area is home to many high-technology organizations attracting workers who crave connectivity. So when my partner, Don Wagstaff, and I decided to create Kellswater Bridge, we wanted to build a community that would offer homeowners the latest amenities, including the best communications technology.

After nearly a decade of research and evaluation of fiber to the home business models and systems, we chose to partner with Connexion Technologies. Connexion has the right technology and the right partners, and has the capital to invest to make the system reliable. Connexion partners with various service providers to offer a great lineup of services at significant savings to the homeowner.

Kellswater Bridge residents get a bundle of FTTH services including phone, TV, high speed In-

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ternet access and security monitoring, at significant savings compared to buying the services separately.

We aim not only to offer a great amenity but also to future-proof our community. Residents will be able to embrace future services we can't even imagine, using the virtually unlimited bandwidth available only with fiber. Bandwidth availability is critical to future applications such as movies on demand, HDTV, IPTV, teleconferencing, VoIP, interactive gaming, and real-

time communications.

Because of the FTTH program, we believed Kellswater Bridge will be more attractive than other communities in the area. We were right. Our new and prospective homeowners are pleased and excited about the convenience, savings, services and future of our network.

Indeed, fiber has quickly become an amenity homebuyers are seeking out in communities across the country.

## Integrated into the Plan

We started by thinking about the past. From the beginning, our goal was to build a neighborhood that would offer homeowners more than a place to live. Our community invokes a real sense of nostalgia. We selected home plans that feature traditional southern architecture, including front porches and outdoor living areas. The houses are being placed in a village layout with rear entry alleys, tree-lined streets and miles of sidewalks to encourage a real sense of community.

Kellswater Bridge also features an upscale clubhouse, a combination lagoon and lap pool, athletic fields, tennis courts and over 40 acres of open space and parks.

We are planning a 30-acre town center with neighborhood commercial and retail services with additional residential-over-office and retail spaces. Adjacent

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to the site will be a larger commercial center, Kellswater Commons, with office space, more regionally oriented shopping options and multifamily housing.

In short, we are striving to create a place where our residents can live, work and play. FTTH makes it possible. We decided to partner with Connexion Technologies for reasons that go beyond its nearby headquarters (it is based in Cary, North Carolina). Its national reputation, vision, and financial strength won us over. And of

course we were impressed by its CEO, Glen Lang, who was once mayor of Cary. He clearly knows what real estate developers need to be successful.

Connexion Technologies offers us a one-source solution for entertainment and communication services at Kellswater Bridge. Its staff designed, built and will manage the entire FTTH network for our residents. Its engineers, led by Alan Williams, Executive Vice President of Engineering and Construction at Connexion Technologies, have worked closely with us, on our schedule, from the beginning.

We chose to offer a complete entertainment and communications package to the residents at Kellswater Bridge. Our aim was not only to save them money but also to streamline service delivery. They will pay for these

four services all in one bill along with their Association dues.

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Buyers are impressed to be moving into a community that is ready for virtually unlimited bandwidth.

As Glen Lang said to me, "This system is built to grow. As new technologies like IPTV and Video on Demand become commonplace, these residents

are already living on a network built for them. It's amazing the possibilities packed into these networks."

**Promotional Program**

To promote FTTH to potential buyers, we opted to use multiple avenues. We added detailed information about Fiber to the

Home to the Kellswater Bridge brochure, Web site and sales center signage. We created DVD and PowerPoint presentations that include information about the many benefits of FTTH and what buyers can expect when living in a fiber-connected home. We also have site signs, television and newspaper ads, and special inserts running in publications across the area that promote both the neighborhood and fiber as a key amenity.

All of our efforts are designed to serve one purpose: To get the word out to potential homebuyers that Kellswater Bridge is a unique community in a wonderful area with the latest amenity designed for their lifestyle.

We believe the FTTH network offers Kellswater Bridge a distinct advantage over other communities in the area – and our belief is confirmed every day in our sales center with prospective buyers. **BBP**

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**About the Author**

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*Master plan for Kellswater Bridge development, in Kannapolis, near Charlotte, North Carolina. The community has many "new urbanist" features including a range of housing styles, moderate density, porches, a planned community commercial center, and sidewalks.*

