

A Fiber Connection Can Increase Home Value



A 2015 study commissioned by the Fiber to the Home Council Americas (FTTH) found that the impact of fiber on property values can be more than three percent. On a \$300,000 home, that's a \$9,000 boost.

A fiber connection has an impact on home prices similar to other home improvement projects. Many homeowners opt to renovate and upgrade their homes and properties. These improvements, like redoing the kitchen, putting in hardwood floors or investing in landscaping, can be attractive features to prospective homebuyers.

The increase calculated by the FTTH study was \$5,437, based on the value of an average US home. To put that boost in perspective,

it's equal to adding a fireplace, half of a bathroom or a quarter of a swimming pool. Not literally, of course; no one wants a quarter of a swimming pool.

Today, people are shopping for more than just curb appeal. They're looking for a quality Internet connection.

What makes fiber attractive?

How we value the Internet has shifted. It's not all that long ago the Internet was looked upon as new-fangled technology. Today, it's a utility that you probably can't imagine life at home without.

Fiber Internet benefits all the things that newcomers ask about when they're considering a new neighborhood like schools, hospitals, the local economy, opportunities for kids and overall quality of life. Increasingly, fast, reliable Internet service is one of the things on the homebuyer's checklist.

With the number of telecommuters and self-employed Americans ever on the rise, people are demanding better Internet at home. The fastest Internet around is the kind of thing that can tip the balance for a buyer.

Fiber access will play an increasingly important role in home sales. It's a great tool for families, business owners and telecommuters to use and enjoy. Today, the availability of fiber Internet is a major differentiator for communities. Fiber is an exciting utility for entrepreneurial, creative and techie types to invest in.

Fiber to your home is not only a utility that improves your quality of life today, it also brings significant value to one of your most significant assets — your home.

