

DEVCOM

HOME OF THE GOLDEN KPI™

OCTOBER 2026

Construction Pre-Sale Connection Strategy

Connected Customers On Day One Of Network Activation

PREPARED FOR

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PURPOSE IS PRODUCT. MISSION IS MINDSET.

01 · THE OPPORTUNITY

Win The Community Before The Network Lights Up

Construction Is The First Brand Impression

Boring easements and rights of way can mean main hits, torn-up yards, busted mailboxes and cracked concrete. Residents meet WOW! through the disruption before the message or the product. Handled with world-class care and resolution, they become WOW!'s most loyal brand ambassadors in a new community.

Locates Expire, Doubling The Wait

A sale made after construction's locates expire waits another 3 to 5 days for new locates. Sometimes a needed bore isn't caught until the tech arrives to splice, triggering a bore ticket and a longer wait. Every delay sharply raises cancellation odds. This strategy removes that risk and protects the customer experience.

Competitors Strike At FCC Filings And Activation

Incumbent retention teams like Spectrum's, and overbuilders like T-Fiber, target the same homes with D2D force. With WOW! fiber already installed, DevCom's premier Community Branding and a price-for-life promise, customers become far more willing to let us follow through before testing another provider or returning to the incumbent.

Eliminating the traditional window between construction and sale is what makes this hybrid strategy **market disruptive**.

02 · THE MODEL

Protect. Penetrate. Pre-Wire. Activate.

STEP 1 · LEAD-OUT**Protect****Ground QA/QC**

DevCom force works with WOW! Construction, Tech Ops and the community in real time to resolve damage and control the Brand narrative. WOW! shows up as the trustable neighbor who makes it right.

STEP 2**Penetrate****Every Door In The Radius**

Leading in with QA/QC, we touch every door and transition to sale with every customer in a mobile radius around the moving construction teams. Powered by the goodwill and word of mouth our QA/QC outcomes build within the community, our radius grows.

STEP 3**Pre-Wire****Drop & ONT On Live Locates**

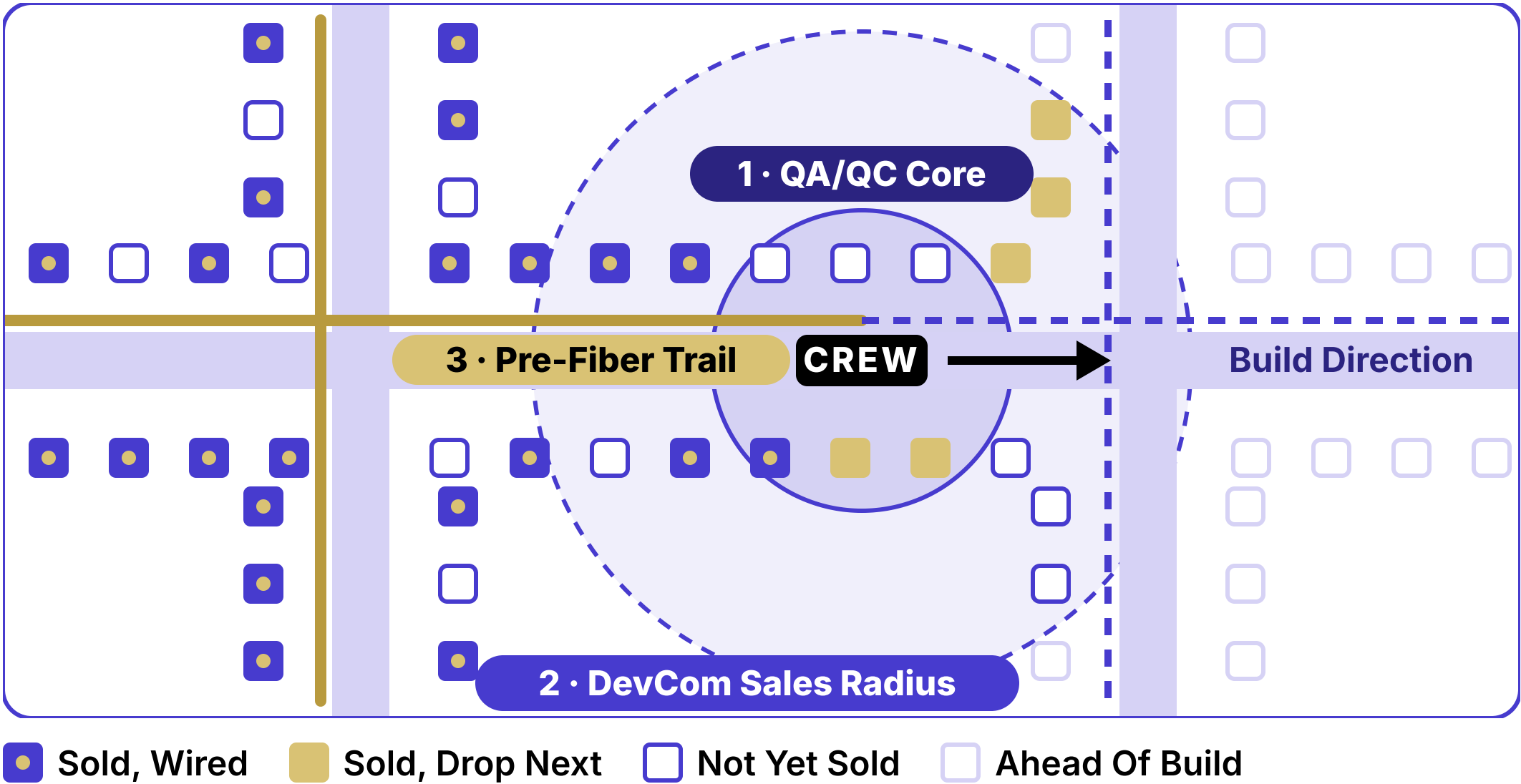
Use the locates and permits construction already holds to run the pre-sale fiber drop and install the ONT ahead of activation. No second 3 to 5 day locate wait.

STEP 4 · DAY ONE**Activate****Provision & Go**

When the network lights up, pre-wired customers need only a self-install kit delivered the day before, or professional provisioning and YouTube TV activation where sold. More connects per tech per day, more capacity for rescues and trouble calls, and faster connect velocity.

03 · IN THE FIELD

The Mobile Radius Around Construction



- 1 · QA/QC Core**

WOW! fixes resident issues in real time as DevCom routes critical construction conditions to the right teams.
- 2 · Sales Radius**

Every door around the moving crews, worked while WOW! is the visible neighbor.
- 3 · Pre-Fiber Trail**

Sold homes get the drop and ONT on live locates, same or next day.

04 · ACTIVATION DAY

Hundreds Connected On Activation Day

Launch Factor	Standard Launch	Construction Pre-Sale
When The Sale Happens	After activation	During construction
Locates	New request, 3 to 5 day wait	Already live from construction
Install Day Work	Drop, ONT and in-home setup	Eero provisioning, plus YouTube TV where sold
Installs Per Tech Per Day	Capped by full installs	More, on shorter jobs
Customers Connected At Activation	None until sales and installs begin	Hundreds per market, on day one
Quota Visibility	Known day of, techs scramble	Weeks ahead, install partners staffed to match

With hundreds of installs in quota for launch day, management is given weeks in advance to secure the resources to meet that install demand, same day. **Market-winning ROI velocity.**

05 • DEFEND

Defend The Footprint Before Incumbents Respond, Competitors Arrive



Incumbent Retention

Follow-on direct force retention efforts from incumbents like Spectrum meet a customer who has already chosen WOW!, with the fiber line installed and price for life waiting.



Overbuilder Races

When an overbuilder beats WOW! to activation or lights up at nearly the same time, our pre-sold homes are already wired for WOW!, creating a much harder switch sale at the door for competitors.



The Follow-Through Shot

A customer with fiber in the home and a locked price has every reason to wait for activation, giving WOW! the follow-through shot to connect and keep them.

Line In. Price For Life. Awaiting Activation.

06 • THE TARGET

25% +

Penetration On Node Activation

A market that opens with more than a quarter of its homes already connected. A disruptive launch, before the competition can react.

Target. Builds on DevCom's historical 35%+ penetration on first-second-choice new-fiber homes passed.

07 · FOR DISCUSSION

Where It Fits, What It Takes

Build Types

Underground

Missile/directional boring in easements and rights of way

Proactive QA/QC Needed Prime Pre-Sale Environment

Rear Aerial

Pole-lines through residents' back yards

Proactive Outreach Needed Ideal Pre-Sale Environment

Front Aerial

Pole-lines through residents' front yards

Proactive Outreach Optional Ideal Pre-Sale Environment

To Pilot With WOW!

- A GIS process with construction that maps conduit and strand placement to a live map shared with DevCom, updating homes passed by address and syncing points of construction impact
- A pilot build area with its construction schedule and crew locations shared daily
- One QA/QC escalation path with construction leads for resident issues
- Authorization to place drops and ONTs on construction's live locates
- A pre-sale offer with price for life, held until activation
- An agile and polished Tech Ops team
- Agreed pilot success metrics: penetration at activation, install time, retention
- An agreed commission structure for QA/QC pre-sales

08 · OUR COMMAND

Let's Build



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Co-Founder & CEO



Brett Sobeck
Co-Founder &
COO/CFO



Erik Moreira
President



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Vice President of Sales
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