

## CASE STUDY

# Engage Management Cuts Internet Costs by 60% and Eliminates Downtime

with Brightspeed Business Fiber at Habersham Row



## OVERVIEW

Engage Management, a residential and commercial property developer based in Arkansas, recently expanded into South Carolina with Habersham Row, a multifamily community located in a rural region with limited infrastructure. To attract and retain tenants—particularly digital-first residents, remote workers, and military families—Engage Management needed a fast, dependable, and affordable internet solution. Brightspeed Business Fiber delivered on all fronts, helping position Habersham Row as a standout in a highly competitive leasing market.

## THE CHALLENGES

Habersham Row is located in a rural part of South Carolina where broadband options were unreliable, storm-prone, and expensive. The primary competitor charged \$125/month for slower service that often went down during bad weather. Engage Management needed an internet provider that could deliver fiber-fast speeds, excellent uptime, and an easy, technician-free onboarding experience for residents. This became especially critical as more tenants began working from home and demanded uninterrupted, high-speed connectivity.



## ENGINEERING SOLUTION

Engage Management partnered with Brightspeed Business Fiber to pre-wire every apartment unit during construction, enabling tenants to activate service instantly—without scheduling technician visits or dealing with setup delays. The entire building was fiber-wired at the outset, creating a seamless and centralized deployment with no retrofit challenges. Underground fiber lines were especially valuable given the property's location in storm-prone "Hurricane Alley." Brightspeed's no-contract model and dedicated local support rep simplified service for transient renters, military families, and management alike.

## BENEFITS

Brightspeed Business Fiber helped Engage Management reduce tenant internet costs by more than 60% compared to competitors—\$49/month versus \$125/month—while delivering zero reported outages since service began in September 2024. Even during peak usage or major storms, speeds remain consistent across multiple devices. The service's plug-and-play simplicity boosts lease conversion rates and resident satisfaction. By pairing reliability with cost-effectiveness, Engage Management offsets slightly higher rent with significantly lower internet costs, improving overall affordability and tenant retention.

## BRIGHTSPEED BUSINESS PRODUCTS USED



**Brightspeed Business Fiber** (pre-installed in every apartment unit)

*"In a competitive market like this, pricing can make or break a lease. Brightspeed Business Fiber gives us something rare—premium internet at an entry-level price. It's one of those amenities that renters instantly appreciate, especially when they realize it's already set up and ready to go. For us, it's not just about saving money—it's about offering real value without the headaches. That's a huge win for both residents and management."*

— **RYANE BENJAMIN**, Property Manager at Habersham Row / Engage Management



Engage Management builds and manages residential and commercial properties, primarily in Arkansas, with a strategic expansion into South Carolina through Habersham Row. The company is known for creating thoughtful neighborhood communities and for prioritizing resident experience. By partnering with utility providers like Brightspeed that minimize friction and scale effortlessly, Engage strengthens its reputation for smart, tech-enabled living. With 100 units online and another 120 planned in Phase 2, Engage continues to deliver digital-first housing solutions that meet modern lifestyle needs.

## **ABOUT BRIGHTSPEED**

Headquartered in Charlotte, N.C. and with assets and associated operations in 20 states, Brightspeed provides broadband and telecommunications services through a network platform capable of serving more than 6.5 million homes and businesses. Our 4,000 employees are committed to building a future where more communities benefit from a more connected life, deploying a state-of-the-art fiber network and a customer experience that makes being connected as simple as it should be. For more information, please visit [www.brightspeed.com](http://www.brightspeed.com).