



Property Values & Wireless Sites

Property owners often wonder whether proximity to cell sites or wireless network infrastructure may have a negative impact on the value of their residential property or neighborhood.


While there is no research-based evidence that having a cell site in your neighborhood negatively affects residential property values — there is evidence that access to a strong mobile signal has become a deciding factor for homebuyers and renters alike.


Even before the pandemic, 80% of mobile traffic started and ended in buildings. Now more than ever, poor wireless connectivity, dropped calls, and slow speeds have become unacceptable — especially at home.


Enhancing property value.

A recent study¹ of four major U.S. markets concluded that wireless communication facilities had no measurable impact on residential property values. Yet the value of seamless wireless connectivity to prospective residents is clear — and this connectivity requires wireless network infrastructure.

Home buyers weigh many factors when deciding where to live, including how strong their signal is on their mobile devices.

 **>62%**
of U.S. households
have replaced
landlines with
mobile phones²

 **45%**
of Americans
surveyed complained
about poor mobile
signal at home³

 **67%**
of home buyers value
wireless service over
home price when
buying a home⁴

“We studied the impact cell towers have on property values, and our appraisals indicated there was no statistically significant impact. A majority of the property values in neighborhoods with cell towers are in line with a majority of the property values in areas without cell towers.”


Karl Finkelstein, VP marketing and business development for Valbridge Property Advisors




Connectivity at home. Now more than ever.

We've seen more of life's day-to-day tasks move online — from work and school to shopping, food delivery, and even doctor's visits. Since March 2020, there has been a 154% increase in the use of telehealth services and a 60% increase in mobile hotspot usage.⁵ More people are depending on cell phones for safety, and using "smart home" technology to manage everything from security to environmental controls to entertainment. It's clear the way we live, work and play has changed for good.

 **67%**
of companies expect work-from-home to be permanent or long-lasting⁶

 **78%**
of 911 calls are placed from a wireless home⁷

 **54%**
of all US households contain at least one smart home device like Echo, Nest, Alexa, or smart appliances, security, or entertainment systems⁸

“The argument that property values are affected by wireless sites (positively or negatively) has very little documentation other than anecdotal sources. City staff is aware of arguments on both sides of this issue.”

*City of Portland, OR
www.portlandoregon.gov*

Increased mobile use from home means increased demand on our nation's wireless infrastructure, and wireless carriers like T-Mobile are working across the country to ensure every neighborhood has the coverage they need. By growing our national network, we can help expand and improve wireless capabilities for schools and underserved communities across the country, helping to close the digital divide.

¹ *Does Proximity to a Cell Tower Impact Home Values?*, Valbridge Property Advisors, Sept 2018

² *Digital Information World*, May 2021

³ *Morning Consult Poll*, CTIA.org, April 2017

⁴ *CDC National Center for Health Statistics*, Dec 2020

⁵ *Use of Telehealth During the COVID-19 Pandemic*, CDC.gov, March 2020

⁶ *COVID-19 Shakes Up the Future of Work*, S&P Global, June 2020

⁷ *National 911 Progress Report*, 911.gov, 2019

⁸ *Smart Home Market Update*, Strategy Analytics, July 2021