

WZC| CASE STUDY



How B7 Properties Turned a 48-Unit Asset into a Revenue-Producing, Tech-Forward Property

Enterprise Wi-Fi Implementation by WZC Networking Delivers \$54K in New Annual Revenue and Fuels a Premium Exit

Project Overview

B7 Properties partnered with WZC Networking to upgrade the internet infrastructure at one of their Class C multifamily communities, consisting of 48 units spread across 12 buildings. The objective: deploy an enterprise-grade wireless solution that could serve as both a **marketable tenant amenity and a source of recurring revenue**.

WZC Networking delivered a turnkey solution from network design and fiber integration to tenant onboarding and billing management that not only elevated the resident experience but also directly contributed to an increase in NOI. This strategic infrastructure investment enabled B7 Properties to sell the asset at a premium, with the added Wi-Fi income acting as a lever to boost valuation.



Solution Highlights

Property-wide, high-speed wireless internet deployed from a centralized fiber point using wireless bridging

Wi-Fi coverage extended across all 12 buildings without requiring individual in-unit modems or wiring

Custom-branded billing portal and tenant onboarding system

Full white-glove support and helpdesk through WZC Networking

Service launch delayed and coordinated to align with a roof replacement project to protect infrastructure investments and avoid service disruption

