

## 29 Concord Ave Condo Building — Cambridge, MA



Retrofitting old buildings with modern infrastructure usually means invasive construction, but that's not the case with Starry Internet. We were the first broadband option in this older condo building in Cambridge, delighting residents with speed, affordability and white-glove service.

“Starry provided consistent reliable service from day one and worked diligently to address any questions or concerns. I've heard nothing but positive reviews from residents regarding their internet service.”

— Mark T., Property Manager

### Building Facts

Completed in

1965

Building size

103

condo units

### Starry Stats

Median Speeds

239 / 233

Mbps down    Mbps up

Residents who  
subscribed

31%

Average rating

4.9



## Antique wiring, advanced internet

This property was only wired with copper Cat. 3 cable, rather than the ethernet many modern buildings have. While most other ISPs would need to open up the walls to install the infrastructure, our next-generation technology can deliver 200 Mbps upload and download speeds over the existing wiring. Starry's equipment is lightweight, with a small footprint, and we were able to install our rooftop receiver without needing to penetrate the building's roof. The entire process took around seven weeks and didn't interrupt any of the residents' normal activities.

## The Starry impact

Residents of legacy buildings like 29 Concord are often forced to accept less-than-stellar internet service. Starry was able to modernize the building and provide residents with a cheaper, high-speed plan that functioned as a true, upgraded amenity, setting them apart from other buildings.

We worked closely with the condo board to build awareness by hosting pizza receptions in the building's lobby, and we even made Starry Experts available for on-demand installation to make the process as simple as possible.

The property management organization was so pleased with Starry's service that they have since brought Starry to many of their other properties and even include our service as part of their owner handbook.

### From the residents

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"I would highly recommend them for anybody in the building!"

Nick



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"Great customer service."

Pedro



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"The best. Love Starry thus far!"

Susan



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"Very happy so far!"

Chris

