

MAXIMISING EFFICIENCIES
ONE PROJECT AT A TIME

PAUL ALEXANDER

Rebate Management Programme

Prepared By :
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Prepared For :
CLIENT



Table of Content

ABOUT THE AUTHOR	03
INTRODUCTION	04
THE SURVEY	05
THE FACTS	06
THE POLICY	07
THE COST	08
IN CLOSING	14

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About The Author



PAUL EATON

Founder & CEO of Paul Alexander

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As a leader and an innovator in his field, Paul Eaton is an expert in telecommunications within the construction / build to rent / build to sell residential market.

Having built internet service based businesses and brands worth millions from start up to success and becoming a dominant player in the market against well known, bigger brands and against strong competition, Paul has gained huge insights into the utilities and technology industry.

A corporate trailblazer, motivator, product and service marketer and world class team builder, he is renowned for his professionalism, his honesty, his knowledge and expertise in helping organisations get the best out of what they have, develop further through innovation and smarter thinking and having the courage to be different in the market to make a difference in companies and clients he has worked for and with.

As the Founder and CEO of Paul Alexander, Paul has enjoyed huge success in the telecoms / utilities sector developing technology propositions, marketing, procurement work, data analytics, client workshops, continual professional development training, partner management, team building, strategy planning and business planning.

Passionate about the development of leadership skills, team motivation, educating clients and being passionate about your work, this is the driving force he brings to his company. This is what makes Paul and his team sought after individuals in their market along with their specialised market knowledge.

His presentations, workshops, company services are structured to meet the specific needs of the client and delivered in a practical style providing audiences with the tools, techniques and knowledge to make informed choices for their projects.



Introduction

AT LEAST £3.6 MILLION OF REBATES ARE BEING LEFT UNCLAIMED EVERY YEAR

We recently conducted an in-depth survey across **1,000 housebuilders throughout the UK**. From this extensive outreach, our team achieved a remarkable **32% response rate, with 320 housebuilders actively participating** and providing valuable insights into their current practices and experiences.

As part of the survey, we posed **five key questions to these respondents**, each designed to uncover significant trends and behaviours in the industry. **One result, in particular, immediately caught our attention due to its substantial implications.**

It turns out that over **58% of the housebuilders who responded admitted they do not claim either part or all of the rebates that they are rightfully entitled to from their chosen Internet Service Provider (ISP).**

These rebates are to reimburse housebuilders for the installation of infrastructure, such as broadband and telecommunications systems, within their developments.

This statistic is surprising, given that **these rebates are designed to compensate for the investment housebuilders make in ensuring their homes are fully equipped with modern connectivity.**

By not claiming these funds, a significant portion of housebuilders are missing out on a valuable revenue stream that could significantly improve their project profitability.

“

Having been a client of Pauls for over 10 years now, the list of contacts he has in the industry is phenomenal. We required a solution for our apartments to track energy usage, EV chargers, achieve a decent revenue share with a trusted partner and Paul introduced us to three to present to our board. Needless to say, we found a perfect partner in one of them which saved us a ton of time. Great work.

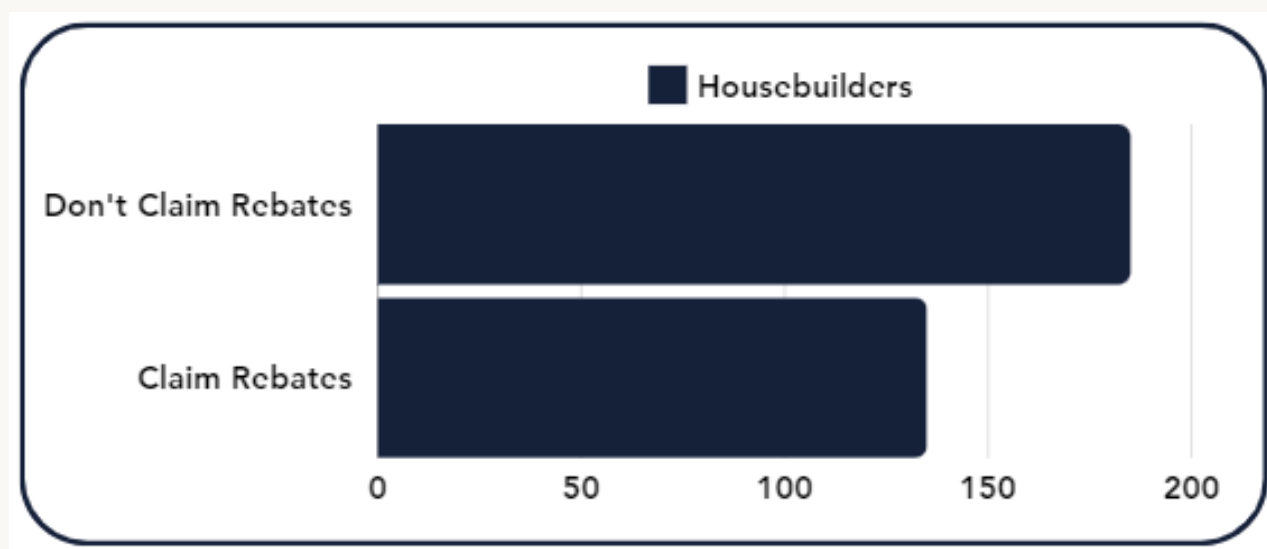
- Dominic Martin, GAA

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The Survey

AT LEAST £3.6 MILLION OF REBATES ARE BEING LEFT UNCLAIMED EVERY YEAR



The response was for a number of reasons **all of which are very valid reasons** as we know from our own experience of dealing with these companies;

1. "My ISP is difficult to deal with and their rebate claim process appears complex"
2. "Our projects run for that long (3 – 10 years some of them) we sometimes forget to put in the claim because of that length of time and people have moved on in the business"
3. "The person who is responsible in our company for the rebate claims no longer works for us and we haven't replaced them"
4. "We don't know who to speak within our ISP and find it very difficult to find the right contact"

“

We found Paul and his team to be highly professional, extremely knowledgeable and helping us find a solution that was the right fit for our business.

- Ralph Davies, Berkeley Homes

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The Facts

AT LEAST £3.6 MILLION OF REBATES ARE BEING LEFT UNCLAIMED EVERY YEAR

While **these are all valid reasons for not claiming rebates**, it's crucial to consider the situation from The ISP's perspective to fully understand the reality behind their **Rebate Programmes**.

By examining some key facts, we can gain a clearer view of what's at stake and why it's so important for housebuilders to take action.

Fact One : Each rebate that you don't claim **keeps on average £140.00 per unit in the bank of the ISP.**

This might not seem like a large amount initially, but when you consider the number of units involved in typical housing developments, this can quickly add up.

Fact Two : You have with the larger, more well know ISPs **12 months from the end of your project to claim your £140.00 per unit rebate**, after that, the rebate claim window has gone – **you will never get that money back.**

Its a very strict cut-off in our opinion considering how long a lot of these projects last.

Fact Three : You can **ONLY** claim your rebates **when ALL of your houses are built** in most cases.

This is when your '**Quality Certificate**' is issued to you from Openreach for example. The start of your 12 month claim submission window.

“

I like the fact that we can deliver a full fibre solution to every one of our homes and Paul Alexander takes care of the project - managing the delivery of the services to site and each home, manages the service provider to deliver on programme and makes sure we get 100% of our £500 per plot rebate as per our agreement with our provider.

- Timothy Hayes, Regal London

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The Policy

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As part of our work we carried out an extensive amount of research and we got access to a lot of interesting literature - one key document was Openreach's "Single Site" Contract for Developers of New Sites Infrastructure Solutions.

This is effectively Openreach's Terms and Conditions under their Rebate Programme.

In this contract it states the following;

*"Openreach's Policy Document section 13.6 - If a Developer is eligible for a Service on Demand payment, the Developer must claim any payments owed to the Developer by BT within 12 months of the date of the **Quality Certificate issued** by raising an invoice with BT and on receipt of a valid invoice, BT will raise the requisite Purchase Order as agreed by the parties **before commencement of the Developer Works.***

If the Developer does not make a claim for a Service on Demand payment within 12 months of the date of the Quality Certificate then their right to make any claim lapses and any claim for payment will be invalid".

The Cost?

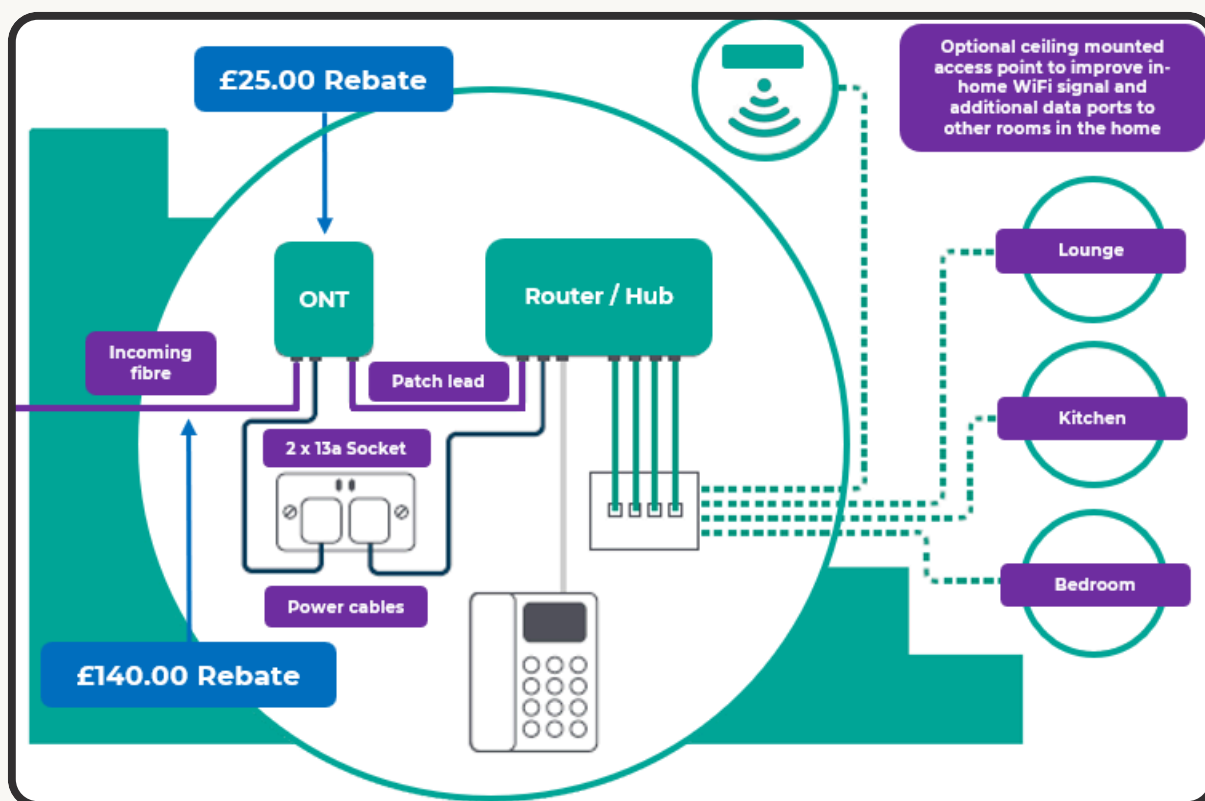
AT LEAST £3.6 MILLION OF REBATES ARE BEING LEFT UNCLAIMED EVERY YEAR

So what does this cost I hear you ask, there is always a cost?

There is, but essentially, I would say its free due to how the industry works, however, we offer far more value than what we charge.

1. The Fee Based Model: We charge a 20% fee of all rebates that are claimed, so of the £140.00 per unit rebate, that's £28.00 per unit cost to you.

However, most housebuilders do not install the ISP's **ONT** on the wall (the box at the end of the fibre – see schematic below) which will get you a further £25.00 if you install it for them.



The Cost?

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The installation costs of the ONT costs you pennies to install as you are already installing their fibre at that point for them.

It quite literally is a two-minute job, plug and play, whereas the ISP would need to send an engineer to site and would cost them a lot more than £25.00 per unit hence the offer of an additional £25.00 as a further incentive for you to assist them installing their services for them.

So for a two-minute outlay of your staffs work putting the ONT on the wall in the home, your fee with us is covered.

If your team already install the ONT, you will be receiving a £165.00 per unit rebate and our fee will still be £28.00.

Negotiable for a Group Agreement of course (see our rate card on the following page for volume agreements)

2. The Service Based Model - Is a 'Retainer' based on Unlimited Rebate Claims within bandings.

For example, if you build 500 - 999 homes a year, our Service Model Charge is £1,000 per month + VAT retainer.

Our Retainer Charges which include full Account Management and all administration and communication works with your Service Provider(s) along with full statement details as per the Fee Based model;

“

Having worked with Paul for years since 2015 when I initially started in the industry, I found Pauls approach to his profession a breath of fresh air. He is trustworthy, technically and commercially astute, hugely supportive and hard working. Nothing was too much trouble. We felt he very much understood our business of which most of his competitors did not, and this made a huge difference to us in managing our clients projects.

- Executive, Allsop Property Management

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The Cost?

**AT LEAST £3.6 MILLION OF REBATES ARE BEING
LEFT UNCLAIMED EVERY YEAR**

If you are serious in ensuring, like our other clients, **that you get your maximum rebates back from your ISP partner of choice and on time for the work you have carried out on their behalf**, as well as free up your internal resource, why don't we work together on a volume arrangement.

This is much greater than the sum of its parts. We can report into one individual within your business so as not too take up your resource and be totally responsible for collecting 100% of your rebates due as your projects go live and complete.

Rate Card for Fee Based Model :

Units	Fee
25 to 100	£28.00
51 - 200	£27.00
201 - 500	£26.00
501 - 1,000	£25.00
Over 1,000	£24.00



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Rate Card for Service Based Model:

Units	Fee
Building 500 - 999 Homes per year	£1,000 per month + vat retainer
Building 1,000 to 1,999 Homes per year	£2,000 per month + vat retainer
Building 2,000 to 2,999 Homes per year	£3,000 per month + vat retainer
Building 3,000 to 3,999 Homes per year	£4,000 per month + vat retainer



In Closing

AT LEAST £3.6 MILLION OF REBATES ARE BEING LEFT UNCLAIMED EVERY YEAR

If this doesn't appeal to you and you would prefer a **different solution all together...**

Wouldn't it be great if you could find a **national competitor to Openreach** who offer;

- Rebates that are **four times greater**
- Rebates that are **paid out every 25 units built**
- Full fibre to the home **with faster speeds**
- Broadband that is **live the very day the resident moves in**

None of which Openreach, Virgin, Talk Talk or Sky can compete with as of today...

Well, we have such a partnership, get in touch if you want further details.

I sincerely hope that this report has been enlightening and you see value in **how we can help you as a 'free-ish resource', we do try to bring a disproportionate amount of value to the investment you make – small investment, big return.**

Call us now on 0330 229 1141 or text / WhatsApp 07803 484417 if any of our services can be of help to you and your business.

We look forward to working with you.

Best wishes

A blue ink handwritten signature, appearing to be 'Paul', with a long horizontal stroke extending to the right.

Paul

Founder & CEO