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PugTalk: Pearls of Wisdom - 10+10=100

10 Management & 10 Marketing Metrics That Spell Success

### Management Metrics

Metrics are essential tools for monitoring performance, identifying trends, and making informed decisions to drive improvement and achieve strategic goals.





# 10 Management Metrics That Spell Success



Same Store Sales Increase

**NOI Increase** 

Gross Potential & Street Rates

Insurance Sales Box Sales Per Lease

Discount %

Fees Waived %

**Delinquent %** 

Expense %

Economic
Occupancy &
Customer
Rates

# 10 Marketing Metrics That Spell Success



Conversion
Calls-Walk

Ins- Leases

% of Reviews Per Move-Ins

Cost Per Lease

Web / Smartphone %

Email # Sent & Open Rate

Marketing Visits #

Referrals #

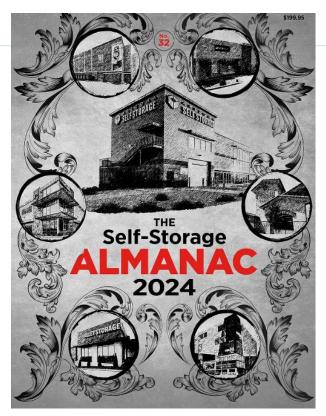
Online Visitor & Reservations #

Net Gain Rentals

Source %
DB, INT,
RREM, ADS,
and Other

# 2024 Almanac Updates



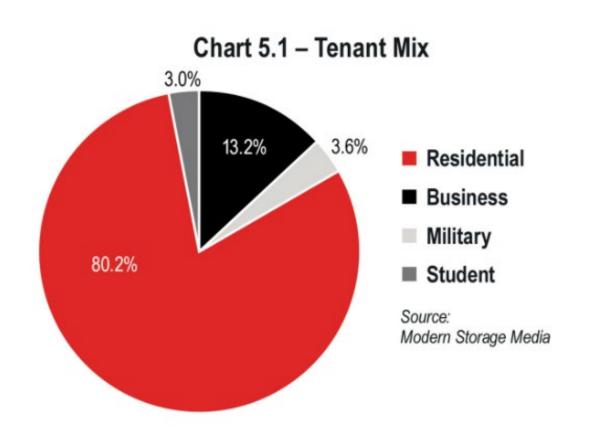


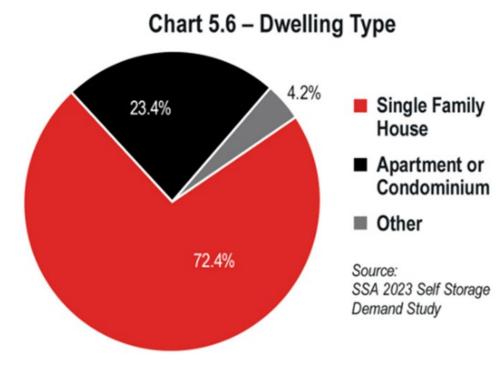
52,301	Total Facilities (+1082)
40,139	Average SF Per Store
2.099	Billion Total Net S.F.
6.32	Avg. S. F. Per Person
All Rates A	re Thru Q2
\$114.51 -	National Avg. 10 x 10 Rate
\$119.27 - s	outh Avg. 10 x 10 Rate
\$145.09 -	National Avg. Climate 10 x 10
\$145.69 -	South Avg. Climate 10x10

National Rates	PSF	5x5	5x10	10x10	10x15	10x20
Climate		\$2.55	\$1.90	\$1.46	\$1.27	\$1.25
Non-Climate		\$2.17	\$1.52	\$1.15	\$0.98	\$0.87



# 2024 Self Storage Almanac







# 2024 Self Storage Almanac

#### Table 5.4 – Owners vs. Renters

 Own
 59.7%

 Rent
 37.2%

 Neither
 3.1%

 TOTAL
 100.0%

Source: SSA 2023 Self Storage Demand Study

#### Table 5.1 – Renters by Generation

 Gen-Z
 13.9%

 Millennials
 38.1%

 Gen-X
 26.5%

 Boomers
 19.3%

 Greatest
 2.2%

 Total
 100.0%

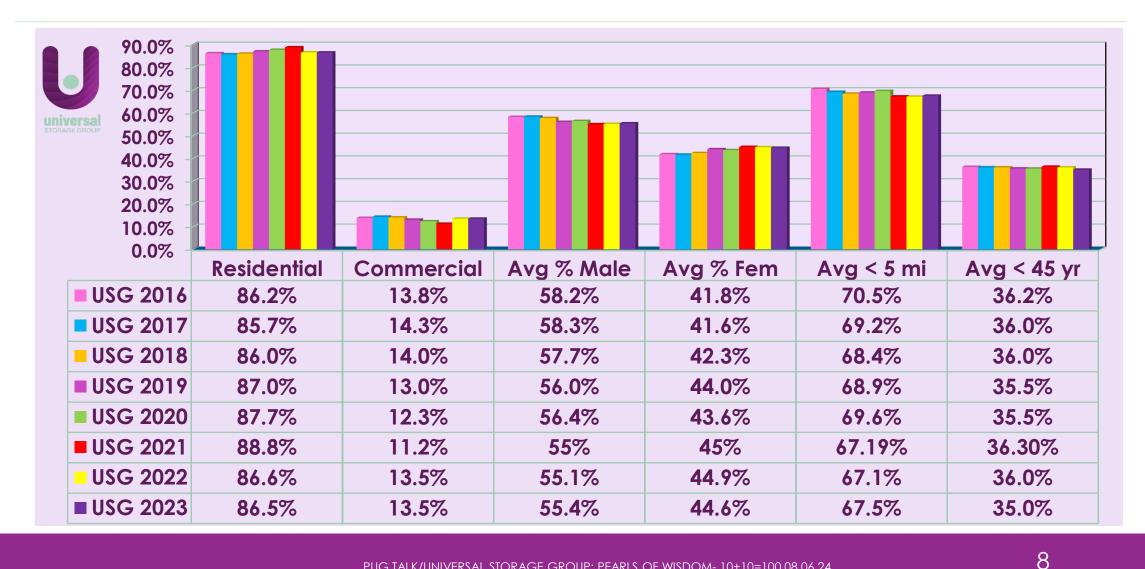
Source: SSA 2023 Self Storage Demand Study

#### Table 5.2 – Renters by Household Income

Less than \$20,000	10.6%
\$20,000 to < \$30,000	8.7%
\$30,000 to < \$40,000	8.2%
\$40,000 to < \$50,000	7.2%
\$50,000 to < \$60,000	8.1%
\$60,000 to < \$75,000	10.0%
\$75,000 to < \$100,000	12.1%
\$100,000 to < \$125,000	13.7%
\$125,000 or more	21.4%
Source: SSA 2023 Self Storage Demand Study	

## USG – Who Is Renting, What's Being Stored?

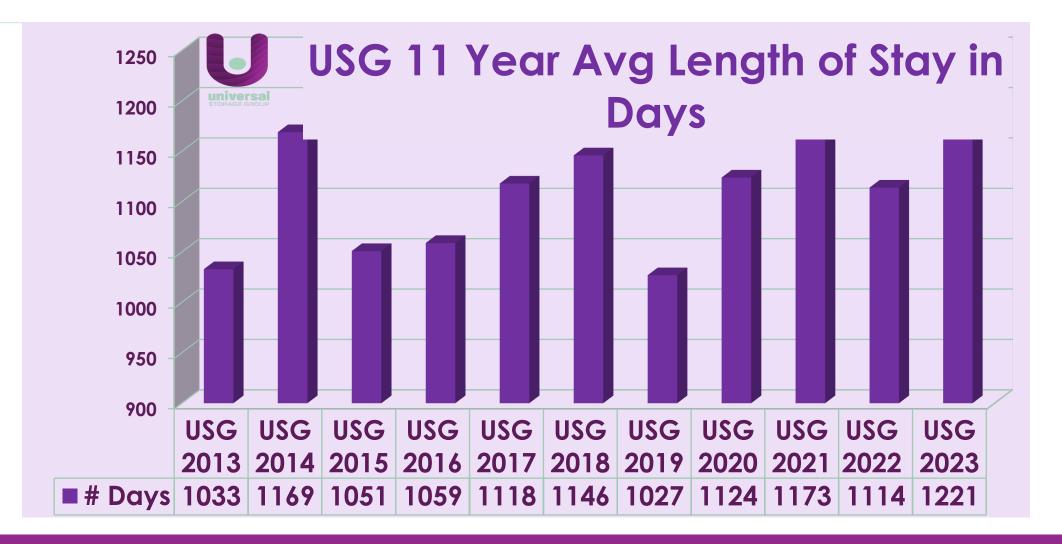




# USG - Average Length Of Stay



Do you know your average length of stay?

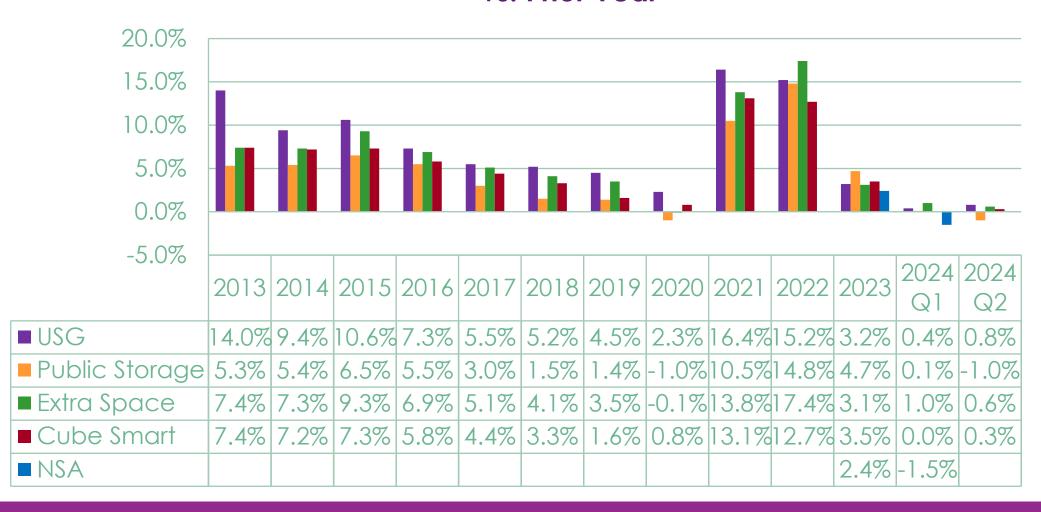




### USG vs. the REITs



## Same Store % Sales Increase vs. Prior Year



USG
Continually
Beats the
REITs
and
We Can Help
You Beat

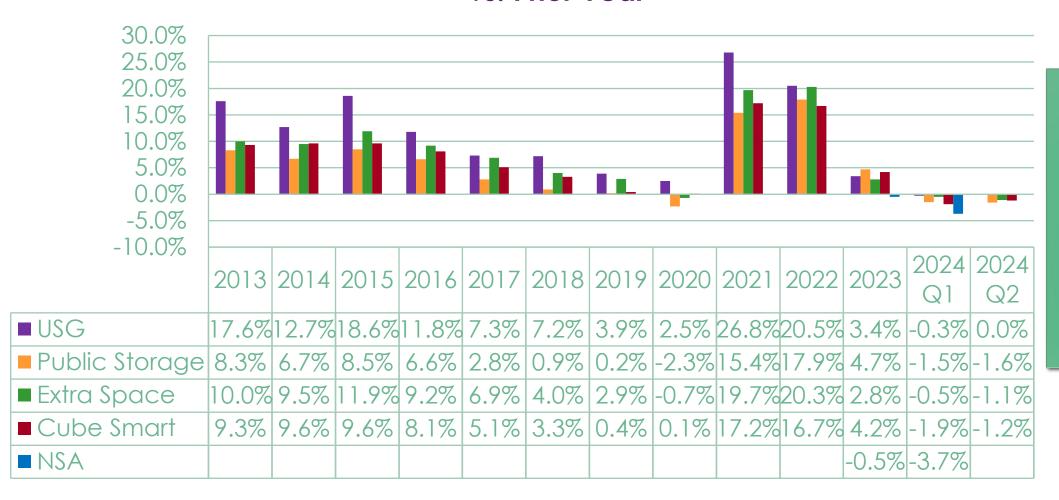
Them, too!



### USG vs. the REITs



## Net Operating Income % Increase vs. Prior Year



It's Not a Fluke.

We Continually Outperform Them

Year After Year,

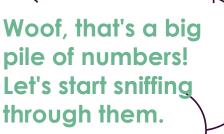
After Year.

### **Your Management Summary:**

8 of 10 **Key Metrics For** 

Success

pile of numbers! Let's start sniffing through them.



#### Management Summary Saturday, December 31, 2022

	Daily	Month-To-Date	FiscalYTD
From	Dec-31-2022	Dec-01-2022	Jan-01-2022
To	Dec-31-2022	Dec-31-2022	Dec-31-2022
Deposits:			
Cash	0.00	0.00	1,759.07
Check	375.00	3,359.00	44,587.93
ACH Debit	0.00	0.00	0.00
Debit Card	0.00	0.00	0.00
Charge Card	909.99	63,661.56	718,597.05
SubTotal	1,284.99	67,020.56	764,944.05
Misc Deposit	0.00	0.00	0.00
Total	1,284.99	67,020.56	764,944.05
Payment Receipts			
(Note: Receipts will o	nly match deposi	its made within the	same period.
Deposits are based of	n fiscal dates. Re	eceipts are calenda	r based.)
Rent	1,232.90	64,621.99	738,202.23
Descriptor	0.00	0.00	0.00

(Note: Receipts will on	ly match deposits	made within the s	ame period.
Deposits are based on	fiscal dates. Rec	eipts are calendar	based.)
Rent	1,232.90	64,621.99	738,202.23
Recurring	0.00	0.00	0.00
Late Fee	0.00	491.50	2,148.40
NSF Fee	0.00	0.00	25.00
Admin Fee	20.00	220.00	4,460.00
Insurance	20.32	1,383.71	14,330.20
Other	0.00	0.00	2,289.41
Misc Deposit	0.00	0.00	0.00
Security Deposit	0.00	0.00	0.00
Merchandise	11.00	283.50	3,168.92
Tax 1	0.77	19.86	319.89
Tay 2	0.00	0.00	0.00

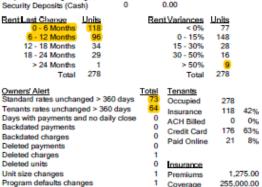
Total	1,284.99	67,020.56	764,944.05
Collections (Receipts co	ollected towards	rent and late fees.	)
Prepaid Rent	692.90	2,453.23	•
Current Rent	540.00	60.648.76	
Past Due Rent	0.00	1.520.00	
Total	1,232.90	64,621.99	
Current Late Fee	0.00	298.50	
Past Due Late Fee	0.00	193.00	
Total	0.00	491.50	
NSF Reversals	0	0	1
	0.00	0.00	224.11
Concessions (Credits Is	sued)		
Rent	0.00	0.00	4,823.53
Rent (Bad Debt)	0.00	2,350.00	26.005.37
Late Fees	0.00	303.00	3,976.55
Taxes	0.00	0.00	0.00
Other	0.00	60.00	1,354,13
Total	0.00	2,713.00	36,159.58
Discounts: (Variances	from standard	rates.)	
Rent (Expiring)	0.00	254.00	12,661.64
Rent (Non-Expiring)	0.00	7,409.58	122,629.49
Bad Debts	0.00	0.00	0.00
Activity			
Move-Ins	2	17	318
Insurance	1	11	168
Move-Outs	3	19	219
Transfers	0	0	7
Rented Area Increase	-180	-1,655	12,945
Collection Notes	0	15	153
Auctions	0	0	0
Leads			
SpareFoot Leads	0	0	0
Phone Leads	0	23	338

Web Leads

Walk-In Leads

Leads Converted

	As of 3a	iturd	ıy. C	Secember 1	31. 2	022	
Occupancy		U	niis	%Units		Area	%Area
Occupied			278	59.7%		47,440	67.8 %
Vacant*			172	36.9%		21,530	30.8 %
Unrentable			16	3.4%		950	1.4 %
Complime	ntary		3			600	
Total		4	166	100.0%		69,920	100.0 %
Waiting List		12	Au	tobilled**		221	
Overlocked*	•	0	Ins	urance**		117	Per Area
Gross Potential	Rates			104.7	15	100.0%	1.50
Gross Unrentab	ole Unit Rate	95		2,6	60	2.5%	2.80
Gross Vacant U	Init Rates			30,9	40	29.5%	1.44
Gross Occupied	d Unit Rates			71,1	15	67.9%	1.50
Gross Complim	entary Unit	Rate	s	7	15	0.7%	1.19
Actual Occupie	d Unit Rates	· -		65,9		63.0%	1.39
Occupied Rate	Variance			5,1	22	4.9%	0.09
Effective Rate a	after Conces	sions	3	65,7	39	62.8%	1.39
Unpaid Charge	s (Current t	enan	ts)				
Days	Amount	Ur	nits	%Units	%Gr	rossPot	%Actual
0-10	0.00		0	0.0		0.0	0.0
11-30	981.00		0	0.0		0.9	1.5
31-60	880.00		1	0.4		8.0	1.3
61-90	44.00		1	0.4		0.0	0.1
91-120	0.00		0	0.0		0.0	0.0
121-180	0.00			0.0		0.0	0.0
181-360 >360	0.00		0	0.0		0.0	0.0
>300 Total	1.905.00		2	0.0		1.8	2.9
	.,					1.0	2.5
Delinquency (C		118 >					4.45
Rent Other	700.00 224.00		2	0.70		0.70	1.10
Taxes	0.00						
Total	924.00						
Liabilities		U	nite		ounit		
Prepaid Rent			21	8,36			
Prepaid Insuran			10		0.00		
Prepaid Recurri			0		0.00		
Cocurity Denoci	to (Cook)		0		0.00		





- (\*) Vacancies do not include unrentable units.
- (\*\*) Reported values reflect the current tenant status.
- Gross Pot. Rent = sum of Std.Rental Rates as of the report date
- (2) Actual Occ Rate = sum of actual rental rates for occupied units (3) Effective Rate = Actual Occupied Rate - Credits Issued (Rent) -
- Expiring Discounts (4) Leads Converted is a count of unique tenant move-ins



### **Management Summary Rent Collected**



1/1

Do your rents collected = your contract totals?

#### Management Summary

Saturday, December 31, 2022

	<u>Daily</u>	Month-To-Date	Fiscal YTD	As of	Saturda	ay, D	ecember 31,	2022	
From	Dec-31-2022	Dec-01-2022	Jan-01-2022	Occupancy	U	nits	%Units	Area	%Area
To	Dec-31-2022	Dec-31-2022	Dec-31-2022	Occupied		278	59.7%	47,440	67.8 %
Deposits				Vacant*		172	36.9%	21,530	30.8 %
Cash	0.00	0.00	1,759.07	Unrentable		16	3.4%	950	1.4 %
Check	375.00	3,359.00	44,587.93	Complimentary		3		600	
ACH Debit	0.00	0.00	0.00	Total	-	466	100.0%	69,920	100.0 %
Debit Card	0.00	0.00	0.00						
Charge Card	909.99	63,661.56	718,597.05	Waiting List	12		tobilled**	221	
SubTotal	1,284.99	67,020.56	764,944.05	Overlocked**	0	Ins	urance**	117	Per Area
Misc Deposit	0.00	0.00	0.00	Gross Potential Rates			104,715	100.0%	1.50
Total	1,284.99	67,020.56	764,944.05	Gross Unrentable Unit Ra	ates		2,660	2.5%	2.80
Payment Receipts				Gross Vacant Unit Rates			30,940	29.5%	1.44
(Note: Receipts will o	anly match donor	ita mada within tha	asma paried	Gross Occupied Unit Rat	es		71,115	67.9%	1.50
(Note: Neceipts will o Deposits are based o				Gross Complimentary Un	nit Rate	s	/15	0.7%	1.19
			baseu.)	Actual Occupied Unit Rat	tes <sup>2</sup>		65,993	63.0%	1.39
			0.00	Occupied Rate Variance			5,122	4.9%	0.09
				Effective Rate after Cond	ession	s <sup>3</sup>	65,739	62.8%	1.39
<mark>Rent</mark> Recurring Late Fee	1,232.90 0.00 0.00	64,621.99 0.00 491.50	0.00 2,148.40			s <sup>3</sup>	5,122 65,739	4.9% 62.8%	

# Management Summary Late Fees and Concessions

Late Fees +
Other Collected
Here \$4,437

Waived ÷
Collected



Fees + Other Waived, Should Be Less Than 10% Here \$5,330 = 120%!!



#### Payment Receipts

(Note: Receipts will only match deposits made within the same period. Deposits are based on fiscal dates. Receipts are calendar based.)

Doposito are basea on	moodi datoo. i too	oipto are calendar	Daooa.,
Rent	1,232.90	64,621.99	738,202.23
Recurring	0.00	0.00	0.80
Late Fee	0.00	491.50	2,148.40
NSF Fee	0.00	0.00	25.00
Admin Fee	20.00	220.00	4,460.00
Insurance	20.32	1,383.71	14,330.20
Other	0.00	0.00	2,289.41
Misc Deposit	0.00	0.00	0.08
Security Deposit	0.00	0.00	0.00
Merchandise	11.00	283.50	3,168.92
Tax 1	0.77	19.86	319.89
Tax 2	0.00	0.00	0.00
Total	1,284.99	67,020.56	764,944.05

Collections	(Receipts collected towards	rent and late fees.
Prepaid Rent	692.90	2,453.23

Current Rent	540.00	60,648.76
Past Due Rent	0.00	1,520.00
Total	1,232.90	64,621.99
Current Late Fee	0.00	298.50
Past Due Late Fee	0.00	193.00
Total	0.00	491.50

NSF Reversals	0	0	1
	0.00	0.00	224.11

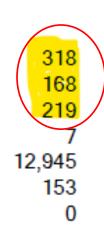
Concessions (Credits Is	ssued)	
Rent	0.00	0.00
Rent (Bad Debt)	0.00	2,350.00
Late Fees	0.00	303.00
Taxes	0.00	0.00
Other	0.00	60.00
Total	0.00	2 713 00

# Management Summary Activity



- Net gain/loss YTD +99
  - 90% Insurance sold
     YTD 52.8%
- Check your monthto-date and year-todate numbers vs. last year

Activity		
Move-Ins	2	<mark>17</mark>
Insurance	1	11
Move-Outs	3	19
Transfers	0	0
Rented Area Increase	-180	-1,655
Collection Notes	0	15
Auctions	0	0



## Management Summary Three Types of Occupancy



- Are your 3 types of occupancy in balance?
- Which number is the largest?



Occupancy	U	nits/	%Units	<u>Area</u>	%Area
Occupied		278	59.7%	47,440	67.8 %
Vacant*		172	36.9%	21,530	30.8 %
Unrentable		16	3.4%	950	1.4 %
Complimentary		3		600	
Total		466	100.0%	69,920	100.0 %
Waiting List	12	Aut	tobilled**	221	
Overlocked**	0	Ins	urance**	117	Per Area
Gross Potential Rates			104,715	100.0%	1.50
Gross Unrentable Unit Rate	S		2,660	2.5%	2.80
Gross Vacant Unit Rates			30,940	29.5%	1.44
Gross Occupied Unit Rates			71,115	67.9%	1.50
Gross Complimentary Unit I	Rate	s	715 <i>(</i>	0.7%	1.19
<b>Actual Occupied Unit Rates</b>	4		65,993	63.0%	1.39
Occupied Rate Variance			5,122	4.9%	0.09
Effective Rate after Conces	sion	s <sup>3</sup>	65,739	62.8%	1.39

As of Saturday, December 31, 2022



## Management Summary Delinquency

- No 60-90 day+ money
- Should be less than 3-5% of gross potential
- Process 30 day past dues every month

Unpaid Charge	s (Current te	nants)				
Days	Amount	Units	%Units	%GrossPot	%Actual	
0-10	0.00	0	0.0	0.0	0.0	
11-30	981.00	0	0.0	0.9	1.5	
31-60	880.00	1	0.4	8.0	1.3	
61-90	44.00	1	0.4	0.0	0.1	
91-120	0.00	0	0.0	0.0	0.0	
121-180	0.00	0	0.0	0.0	0.0	
181-360	0.00	0	0.0	0.0	0.0	
>360	0.00	0	0.0	0.0	0.0	
Total	1,905.00	2	0.7	1.8	2.9	

## Management Summary Customer Rate Increases



- Add 0-6 & 6-12 = 214
- Does that number equal your total occupancy?
- There are 64 without an annual increase. Why?

_	
Rent Last Change	/Units
0 - 6 Months	118
6 - 12 Months	96
12 - 18 Months	34
18 - 24 Months	29
> 24 Months	1
Total	278

Rent Variances	<u>Units</u>
< 0%	77
0 - 15%	148
15 - 30%	28
30 - 50%	16
> 50%	9
Total	278

\*Those Getting More Than 50% Discount Should Equal The Total Company Or Complimentary Spaces.

## Management Summary Street and Customer Rates



Do you have street or customer rates that have not increased in over a year? If so, it's time to raise the rent.



Standard rates unchanged > 360 days Tenants rates unchanged > 360 days Days with payments and no daily close Backdated payments Backdated charges Deleted payments Deleted charges	73 64 0 0 0 1	Tenants Occupied Insurance ACH Billed Credit Card Paid Online	278 118 0 176 21	42% 0% 63% 8%
Deleted units Unit size changes	1	Insurance Premiums	1.2	75.00
Program defaults changes	1	Coverage	255,0	

# Management Summary Complimentary Units



As of Saturday, December 31, 2022								
Occupancy Occupied Vacant* Unrentable Complime	ntary	2	78 72 16	%Units: 59.7% 36.9% 3.4%	Area 47,440 21,530 950 600	%Area 67.8 % 30.8 % 1.4 %		
Total		4	66	00.0%	69,920	100.0 %		
Waiting List Overlocked**		12 0		o illed** ur. nce**	221 117	Per Area		
Gross Potential Gross Unrentab Gross Vacant U	le Unit Rat nit Rates			104,715 2,660 30,940	100.0% 2.5% 29.5%	1.50 2.80 1.44		
Gross Occupied Gross Complim Actual Occupied	entary Unit d Unit Rate	Rates	;	71,115 715 65,993	67.9% 0.7% 63.0% 4.9%	1.50 1.19 1.39		
Occupied Rate Effective Rate a		ssions	3	65 <b>7</b> 39	62.8%	0.09 1.39		
Unpaid Charge Days	<u>(Current t</u> Amount			%Units %0	GrossPot	%Actual		
0-10 11-30 31-60	0.00 981.00 880.00		0	0.0 0.0 0.4	0.0 0.9 0.8	0.0 1.5 1.3		
61-90 91-120	44.00 0.00		0	0.4 0.0	0.0	0.1 0.0		
121-180 181-360 >360	0.00 0.00 0.00		0	0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0 0.0		
Total	1,905.00		2	0.7	1.8	2.9		
Delinquency (C Rent Other Taxes Total	700.00 224.00 0.00 924.00		30 da 2	0.70	0.70	1.10		
<u>Liabilities</u> Prepaid Rent Prepaid Insuran Prepaid Recurri Security Deposi	ng Charges		21 10 0 0	Amount 8,361.23 100.00 0.00 0.00				
Rent Last Chan 0 - 6 M 6 - 12 M 12 - 18 M 18 - 24 M	onths 11 onths 9 onths 3			1	riances < 0% 0 - 15% 5 - 30% 0 - 50%	Units 77 148 28		
> 24 M		1			> 50% Total	9 278		

Is your total # of complimentary units?

Equal to

The number over 50% discounted

# Site Inspection Report:

# **Key Numbers** From The Last 4 Months At A Glance

Site Inspection saturday, December 31, 2022					
anages:					
	Dec 2022	Nov 2022			

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

19.86

303.00

60.00

363.00

2.3%

1.5%

65.0%

Concessions (Credits applied to reporting period's charges)

(Variances from standard rates.)

(Receipts collected towards rent.)

283.50

220.00

1,383.71

491.50

3,359.00 4,774.00

516.50

0.00

0.00

0.00

0.00

0.00

0.00

0.00

0.00

169.25

0.00

910.00

158.25

11.03 69,051.29 73,315.03 70,432.97 75,497.85

166.80

296.57

3.5%

61.1%

0.9%

69.3%

40.00

7,663.58 7,876.62 7,657.71 8,290.82

68.065.43 72.477.95 69.954.45 74.562.02

288.50

0.00

72.10

97.10

2.0%

58.8%

66.9%

20.32

806.00

120.00

946.32

60.9%

71.3%

253.00

260.00

1,427.01

Cash

Check

**ACH Debit** 

Debit Card

Charge Card

Misc Deposit

Payment Receipts

Recurring

Late Fee

NSF Fee

Admin Fee

Insurance

Misc Deposit

Merchandise

Prepaid Rent

Current Rent

Charges

Other

Taxes

Late Fee

Other

Discounts

Ratios(%): Rent

Prepaid Collect/GrPot

Current Collect/GrPot

Past Collect/GrPot

Rent Charges/GrPot

Late Fee

Past Due Rent

Tax 1

Security Deposit

2022

0.00

0.00

0.00

0.00

0.00

99.50

0.00

140.00

40.00

0.00

0.00

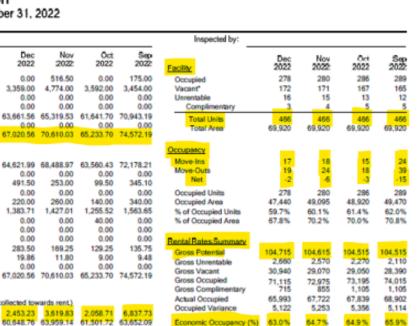
9.00

0.00

129.25

1,255.52

3,592.00





#### Report Explanation

"Vacancies do not include unrentable units. Complimentary units are counted as rented.

GrPot = Gross Potential

Economic Occupancy = Actual Occupied Gross Potential rates.

# Site Inspection Report: Unit Counts



- Have the number of units changed?
- Do ins/outs/complimentary look correct?

Facility	Dec 2022	Nov 2022	Oct 2022	Sep 2022
Occupied	278	280	286	289
Vacant*	172	171	167	165
Unrentable	16	15	13	12
Complimentary	3	4	5	5
Total Units	466	466	466	466
Total Area	69,920	69,920	69,920	69,920
Occupancy Move-Ins Move-Outs	17 19	18 24	15 18	24 39
Net	-2	-6	-3	-15

## Site Inspection Report: Monthly Totals



#### Are your:

- ✓ Monthly totals correct?
- ✓ Total units the same?
- ✓ Sf the same?

Site Inspection Saturday, December 31, 2022

Managers:				
	Dec	Nov	Oct	Sep
Receipts	2022	2022	2022	2022
Cash	0.00	516.50	0.00	175.00
Check	3,359.00	4,774.00	3,592.00	3,454.00
ACH Debit	0.00	0.00	0.00	0.00
Debit Card	0.00	0.00	0.00	0.00
Charge Car	d 63,661.56	65,319.53	61,641.70	70,943.19
Misc Depos	it 0.00	0.00	0.00	0.00
T.	otal 67,020.56	70,610.03	65,233.70	74,572.19

Inspected by:				
Facility	Dec 2022	Nov 2022	Oct 2022	Sep 2022
Occupied	278	280	286	289
Vacant*	172	171	167	165
Unrentable	16	15	13	12
Complimentary	3	4	5	5
Total Units	466	466	466	466
Total Area	69,920	69,920	69,920	69,920

Occupancy

\*If you use unrentable, it will change your occupancy and vacancy percentages.
Use unit notes instead.

1/1

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# Site Inspection Report: Gross Potential



If you are increasing your rates, both standard and customer rates, your gross potential should grow each month.

#### Rental Rates Summary

Gross Potential	104,715	104,615	104,515	104,515
Gross Unrentable	2,660	2,570	2,270	2,110
Gross Vacant	30,940	29,070	29,050	28,390
Gross Occupied	71.115	72.975	73,195	74,015
Gross Complimentary	715	855	1,105	1,105





Use your prepaid rents to reach goals but not more than 50% of GP in December each year.

Collections (Re	(Receipts collected towards rent.)								
Prepaid Rent	2,453.23	3,619.83	2,058.71	6,837.73					
Current Rent	60,648.76	63,959.14	61,501.72	63,652.09					
Past Due Rent	1,520.00	910.00	0.00	1,688.39					





Review key occupancy statistics for the last four months.

Rental Rates Summary				
Gross Potential	104,715	104,615	104,515	104,515
Gross Unrentable	2,660	2,570	2,270	2,110
Gross Vacant	30,940	29,070	29,050	28,390
Gross Occupied	71,115	72,975	73,195	74,015
Gross Complimentary	715	855	1,105	1,105
Actual Occupied	65,993	67,722	67,839	68,902
Occupied Variance	5,122	5,253	5,356	5,114
Economic Occupancy (%)	63.0%	64.7%	64.9%	65.9%

26



## 2023 USG Store Averages

- ✓ Average Store Size 64,565 Net Rentable SF
- ✓ Average Unit Size 130 S.F. & Average Units Per Site Was 495
- ✓ Average Gross Possible Income of \$15.39 psf/yr or \$1.283 psf/month
- ✓ Box Sales Per Lease \$14.97 ALL
- ✓ USG Portfolio Same Store Sales Increases, YoY 55
  - ✓ Actual Occupied Unit Rates Up 1.48% Economic Occupancy
  - ✓ Unit Occupancy -4.5% to 84.2%
  - √ Total Insurance Sales +10.2%
  - ✓ Total Payments + 11.71%
  - ✓ Gross Potential Rates -1.39%
  - ✓ Gross Occupied Rates -4.78%
  - ✓ Admin Fees +32.7%
  - ✓ Late Fee Collected +11.71%
  - ✓ Move In Vol -12% and Move Out Vol -8.5%







Sniffing out my stats, month by month, year by year—so important!



### USG 2023-2016 Store Averages Track Year Over Year



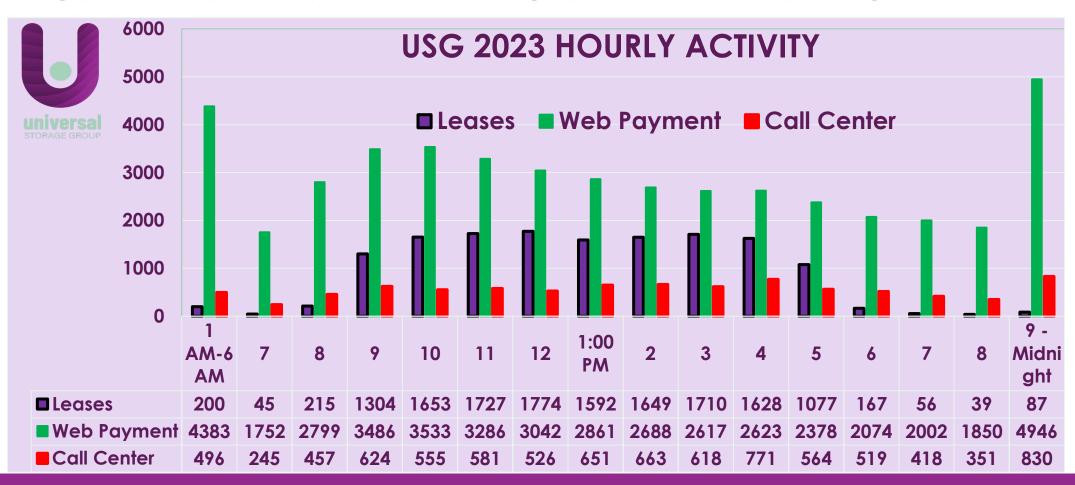
Track your monthly and annual move-ins and move-outs, year over year.



## **USG 2023 Hourly Activity**



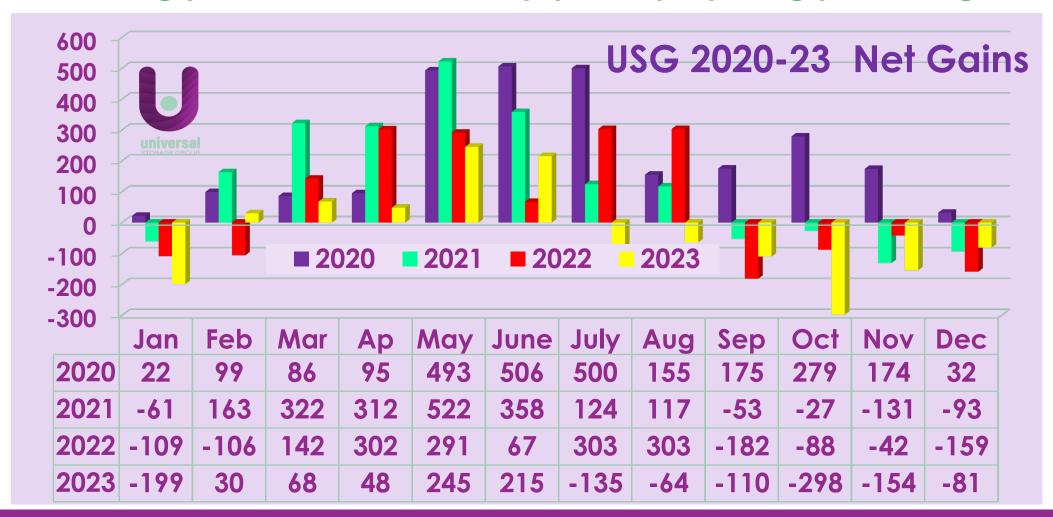
Tracking your hourly activity is vital in refining operations and improving customer interactions.



#### **USG 2020-2023 Net Gains**



#### Knowing your numbers can help you in preparing your budget.

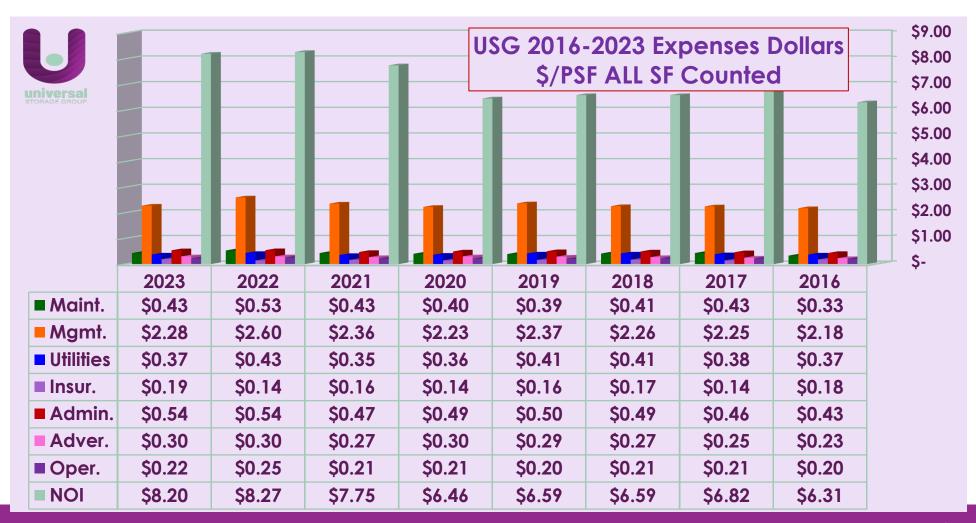


30

# USG 2023-2013 Expenses



#### Do you know what you spend in each category?



### Rate Management Standard Rate and Customer Rates



#### 1) Standard Or Street Rates

90% Occupancy by unit type or 3 or less available

#### 2) Customer Rates

240 Days the same rate need Aim for 6%-10% over the current rental rate

#### The Middle Of Every Month Is The Easiest

- » At any given opportunity
- » Down to the last one-of-a-kind
- » When your "Spidey Sense" tells you
- » When you have an exclusive



# Standard (Street) Rate Increases

#### Using The Occupancy Statistics Or Rental Activity Report

Unit sizes that are 90% or higher

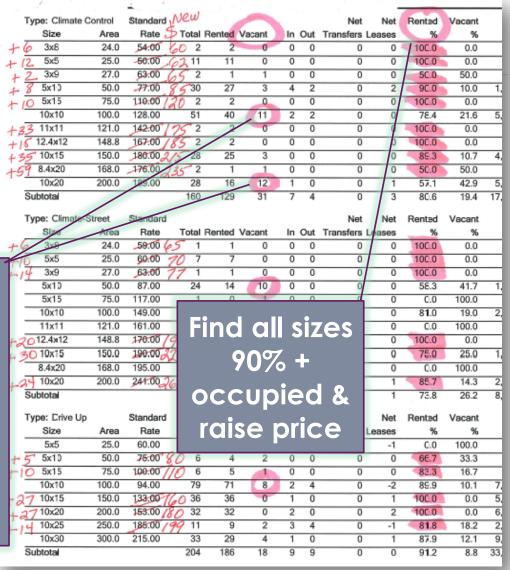
Which have three or fewer remaining in available inventory.

Even though your competitors may charge less than you for any given size, the demand for the unit at your facility is the only thing that matters.

High Demand = Raise Rent
The Market Price Leader Has The
Highest Occupancy

# Street or Standard Rate Rental Activity Report

Leave sizes with lots of vacancies at the current price and raise prices of full sizes above and below, this creates a perceived discount.





### How Do We Create a Perceived Discount

- Don't lower the price on the ones available; create a perceived discount instead.
- Raise prices on sizes full above & below what's vacant.
- Create a large bump from the vacant size to the next size up, and little difference between the vacant size and the next one down or smaller.





#### How Do We Create a Perceived Discount



Type: Cl	imate Cor		nits		3	or less			Monthly	Rent		9	0% or	greater	000	pancy	
1231	101	Total	120cm 11000	K	A 1000	Total	Standard	Gross	Gross	Actual	10022	000020	(0.0000000		_	3553	Economi
Size	Area	Area	Occupied	Vacant	Unrentable	Units	Rate	Potential		Occupied	VACC	VARC	VCOMP	Income -	Units	Area	Occupano
5x5	25.0	150.0	4	2	0	6	85.00	510	340	285	170	55	0	83.8%	66.7%	66.7%	55.99
5x10	50.0	500.0	10	0	0	10	100.00	1,000	1,000	829	0	71	100	82.9%	100.0%	100.0%	82.99
10x5	50.0	1,350.0	20	7	0	27	100.00	2,700	2,000	1,830	700	70	100	91.5%	74.1%	74.1%	67.89
5x15	75.0	900.0	10	2	0	12	129.00	1,548	1,290	1,161	258	129	0	90.0%	83.3%	83.3%	75.0
15x5	75.0	150.0	2	0	0	2	129.00	258	258	248	0	10	0	96.1%	100.0%	100.0%	96.11
10x10	100.0	9,400.0	84	10	0	94	155.00	14,570	13,020	11,389	1,550	1,166	465	87.5%	89.4%	89.4%	78.29
10x15	150.0	11,700.0	73	5	0	78	180.00	14,040	13,140	12,113	900	667	360	92.2%	93.6%	93.6%	86.3
10x20	200.0	13,400.0	62	5	0	67	215.00	14,405	13,330	12,476	1,075	854	0	93.6%	92.5%	92.5%	86.69
		37,550.0	265	31	0	296		49,031	44,378	40,331	4,653	3,022	1,025	90.9%	89.5%	91.2%	82.39
				Occupied	Area	34,250.0				Occupied	1 1	Vacant Unn	entable	Total			
				Vacant	Area	3,300.0			Average Area/Uni	t 129.2		106.5	0.0	126.9			

Which one on this list needs A perceived discount to rent it out?

Answer:

There are 7- 10x5s, the only size unit that is not full.

Size	Current Rate	New Rate
5x5	\$85	\$95
5x10	\$100	\$115
10x5	\$100	\$100
5x15	\$129	\$139
10x10	\$155	\$170

36

### **Customer Rate Increases**





#### Find using the occupied units report sorted by days rate unchanged

Customers whose rent is 240 days or more at the same rate

- Find prepays and ensure they get more than 30 days notice—90 days is okay. Give RIL the month after they prepay or at the time of prepay.
- Move-in specials- give RIL at move-in.
- Auction customers- need your lease to say they will go to the standard rate if past due for 30 days. Loss of discount clause
- Charge for the privilege- bothersome customers, auction customers, special locations, special features like power, etc.

Rate increases should be at least 6%-10%, a necessary adjustment to keep up with market trends and maintain profitability.

# **DRM In District Manager**



- This sheet shows
  their unit size, type,
  days the same,
  current street rates,
  your customer's
  current rate, and if
  their tenant rate is
  over or under your
  street rates.
- This is how DRM determines the % of rate increase.







								270+ Days the Same						
Type: Self Sto Unit	<mark>rage</mark> Name	Company	Туре	Size	Area	Standard Rate	Rental Rate	Variance	Var%	Lease Date	PaidThru	Days Same	Scheduled Rate	Scheduled Date
404	Cavitt, C		Self Storage	10x15	150.00	149.00	139.00	10.00	6.7%	5/16/2015	2/29/2016	207		
720	Hanna, C		Self Storage	10×15	150.00	149.00	139.00	10.00	6.7%	5/9/2015	2/29/2016	274		
502	Johnson, J		Self Storage	10×20	200.00	169.00	159.00	10.00	5.9%	5/8/2015	2/29/2016	274		
606	Faughtenberry, J		Self Storage	10×25	250.00	204.00	194.00	10.00	4.9%	5/9/2015	2/29/2016	274		
417	Monigold, R		Self Storage	10×15	150.00	149.00	139.00	10.00	6.7%	5/7/2015	2/29/2016	276		
303	Krueger, J		Self Storage	10×10	100.00	124.00	108.00	16.00	12.9%	8/4/2012	2/29/2016	282		
437	Jones, J		Self Storage	10×15	150.00	149.00	130.00	19.00	12.8%	6/18/2014	2/29/2016	282		
704	Bevard, B		Self Storage	10×15	150.00	149.00	130.00	19.00	12.8%	6/21/2014	2/29/2016	282		
505	Cook, R		Self Storage	10×20	200.00	169.00	150.00	19.00	11.2%	6/1/2014	1/31/2016	282	The	se were
518	Labadie, J	Labadie Construction	Self Storage	10×20	200.00	169.00	140.00	29.00	17.2%	6/4/2014	2/29/2016	282		
203	Wiley, T		Self Storage	10×25	250.00	204.00	178.00	26.00	12.7%	6/16/2013	2/29/2016	282	incr	eased l
446	Linn, S		Self Storage	10×25	250.00	204.00	175.00	29.00	14.2%	6/18/2014	2/29/2016	282	moi	ath
222	Glanz, S		Self Storage	10×25	250.00	204.00	131.00	73.00	35.8%	2/4/2015	2/29/2016	282	11101	
530	Hardy, M		Self Storage	10×25	250.00	204.00	180.00	24.00	11.8%	4/18/2015	2/29/2016	294	195.00	3/1/2016
524	Sanchez, A		Self Storage	10×20	200.00	169.00	150.00	19.00	11.2%	4/7/2015	2/29/2016	306	169.00	3/1/2016
414	Short, J	Springpoint	Self Storage	10×15	150.00	149.00	130.00	19.00	12.8%	6/1/2013	2/29/2016	312	145.00	3/1/2016
508	Talton, J		Self Storage	10×15	150.00	149.00	130.00	19.00	12.8%	5/14/2014	2/29/2016	312	145.00	3/1/2016
521	Callegari, B		Self Storage	10×15	150.00	149.00	130.00	19.00	12.8%	5/6/2014	2/29/2016	312	145.00	3/1/2016
426	Westermann, G		Self Storage	10×20	200.00	169.00	150.00	19.00	11.2%	5/28/2013	1/31/2016	312	165.00	3/1/2016
616	Gibson, A		Self Storage	10×20	200.00	169.00	150.00	19.00	11.2%	7/9/2011	2/29/2016	312	165.00	3/1/2016
519	Logan, J		Self Storage	10×20	200.00	169.00	128.00	41.00	24.3%	6/22/2012	2/29/2016	312	148.00	3/1/2016
424	Powell, D		Self Storage	10x25	250.00	204.00	178.00	26.00	12.7%	5/31/2013	2/29/2016	312	190.00	3/1/2016
433	Taylor, M		Self Storage	10×25	250.00	204.00	178.00	26.00	12.7%	4/29/2014	2/29/2016	312	190.00	3/1/2016
435	Roach, J	Bixby Community Ch	Self Storage	10×25	250.00	204.00	178.00	26.00	12.7%	4/26/2014	2/29/2016	312	190.00	3/1/2016
443	Marshall, K		Self Storage	10×25	250.00	204.00	178.00	26.00	12.7%	5/29/2013	2/29/2016	312	190.00	3/1/2016
534	Roye, A		Self Storage	10×25	250.00	204.00	178.00	26.00	12.7%	4/25/2013	2/29/2016	312	190.00	3/1/2016
201	Fiveash, L		Self Storage	10×25	250.00	204.00	179.00	25.00	12.3%	3/31/2015	2/29/2016	313	190.00	3/1/2016
702	Cunningham, M		Self Storage	10×15	150.00	149.00	139.00	10.00	6.7%	3/30/2015	2/29/2016	314	149.00	3/1/2016
115	Dixon, S		Self Storage	12×20	240.00	195.00	0.00	195.00	100.0%	5/20/2011	2/29/2016	1,724		
116	Dixon, S		Self Storage	12×20	240.00	195.00	0.00	195.00	100.0%	5/20/2011	2/29/2016	1,724		
227	Garage, M		Self Storage	10×20	200.00	169.00	0.00	169.00	100.0%	2/7/2008	2/29/2016	1,773		
Subtotal	171				34,110.00	29,803.00	26,933.75	2,869.25						
Total Explanation	436				68,360.00	74,181.00	67,264.75	6,916.25						

Explanation

1) Days Same = number of days since the rental rate was last changed.

<sup>2)</sup> Standard Rate = the monthly standard rate if the tenant is billed monthly, or the weekly standard rate if the tenant is billed weekly, or the daily standard rate if the tenant is billed daily.

### Increased Income = Increased Value



Unit Size	Base Rate	Monthly Income	Increased Rate (7%)	NEW Monthly Income
5 x 5 (40/50 Occupied)	\$40.00	\$1,600.00	\$43.00	\$1,720.00
5 x 10 (85/100 Occupied)	\$60.00	\$5,100.00	\$65.00	\$5,525.00
10 x 10 (80/100 Occupied)	\$100.00	\$8,000.00	\$107.00	\$8,560.00
10 x 20 (45/50 Occupied)	\$150.00	\$6,750.00	\$161.00	\$7,245.00
Combined Total (250/300 Occupied)		00/Month Increase)	<b>\$23,050.0</b> (With 7%	00/Month Increase)

\$1,600 More Each Month = \$19,200 More Per Year!

\$19,200 ÷ 6% Cap Rate = \$320,000 Added Property Value!

### Which Letter Do You Use?



If the rent variance for a particular customer is 10-15% or less, use a rent increase letter (RIL)

- Some states require verified or certified mail
- Some states allow email notifications
- Either way, place a copy in their file.

omer service for your money. Due to rising costs and our desire to cont
se your rental rate.
ntal rate increase on your unit noted above. Your monthly rent for the see effective starting with your payment due on or after
vill continually work to provide the best in self storage products and servi
Please let us know if we can assist in any way.

### Which Letter Do You Use?



If the rent variance for a particular customer is 16% or more, use a Discount Reduction Letter (DRL)

- Create and place a copy of the DRL and the RIL in their file.
- Only the DRL is mailed, but there will be two letters in their file.

#### **Notice of Discount Reduction**

Tenant Company Address City, State, Zip	Date of Notice Unit Number
Dear	
	the best possible storage rental value and customer service. Due to rising costs and our desire to continue e store, it has become necessary to reduce your monthly discount.
discount on your uni	ly discount is
We very much appre to you and your frier	eciate your business and referrals and will continually work to provide the best in self storage products and services ands.
We thank you and w	elcome your comments and feedback. Please let us know if we can assist in any way.
Sincerely,	
Manager-Universa	ll Storage Group





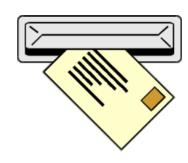
Must give 30 days' notice before the new rate takes effect for rate increases

Notice must be in writing; mail or email

Mail letters by the 22<sup>nd</sup> of each month to be effective the month after next.

Example: work on rates in March for May effective dates.

Keep a copy of all letters in the tenant file. RIL, DRL, new lease terms, etc.





# Once the Letters Go Out...

Put on A smile and be ready to answer the phone!

It's your chance to work with the customer, should he or she reach out or be upset.

Discuss the situation to **find a middle ground**. Always check their file first.

Ask them what they think is fair.

"If I could \_\_\_\_\_, would you be happy?"

Remember that you are trying to reach your budget and income goals to improve property value.



# Miscellaneous Unit Types

### Complimentary units- need rate management, too!

Ex: A charity unit might be free for the first year or two, then 25% increased, then 50% increased. Always make sure you are getting something in return.

- Ask owners at move-in how long they want to give complimentary units.
   Use reminders and notes.
- Owner, company units, manager units, and complimentary unitsall units must have a lease
- Company units: these units will show up at the end of the occupied units report because they are not subject to the DRL/RIL process. You will see very high "days the same" with these units....

Don't change their rent.





Find out how long the unit has been vacant.

Print the vacant units list sorted by individual units and find the ones with long vacancy days.

Put notes on these units.
Don't change standard
rates on single units ever.
These units should be
assigned to people who get
discounts.

#### Vacant Units

Printed on Tuesday, February 16, 2016 6:52:21PM

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Tuesday, February 16, 2016

PGA - STORE Self Storage, 11010 North Military Trail, Palm Beach Gardens FL 33410 TEL: 561-627-8444

	thru 5th Storage		Oi	Arran	Climate	Inside	Floor	Days	Noned Bu	Security	Data	Rate	Descrip	Pro +
Jnit	Reserved By	Company	Size	Area	Power	Alarm	Floor	vacant	Need By	Deposit	Rate	+ Tax	Prorata	_ +
F14			10x10	100.0	X	X	4	200		0.00	283.00	299.98	136.62	14
F19			10x10	100.0	X	X	4	197		0.00	283.00	299.98	136.62	14
IG02			10x10	100.0	X	X	4	145		0.00	283.00	299.98	136.62	14
G22			10x20	200.0	X	X	4	44		0.00	400.00	424.00	193.10	2
IG25			10x15	150.0	X	X	4	109		0.00	335.00	355.10	161.72	1
IG31			10x25	250.0	X	X	4	22		0.00	490.00	519.40	236.55	2
IG33			10x15	150.0	X	X	4	116		0.00	335.00	355.10	161.72	1
A02			10x15	150.0	X	X	5	460		0.00	335.00	355.10	161.72	1
B03			10x10	100.0	X	X	5	160		0.00	283.00	299.98	136.62	1
B09			10x10	100.0	X	Х	5	27		0.00	283.00	299.98	136.62	1
B11			10x10	100.0	X	Х	5	249		0.00	283.00	299.98	136.62	1
B12			10x10	100.0	X	X	5	142		0.00	283.00	299.98	136.62	1
B16			10x10	100.0	X	X	5	25		0.00	283.00	299.98	136.62	1
B20			10x15	150.0	X	Х	5	167		0.00	335.00	355.10	161.72	1
B21			10x15	150.0	X	Х	5	352		0.00	335.00	355.10	161.72	1
B25			10x15	150.0	X	X	5	173		0.00	335.00	355.10	161.72	1
G09			5x5	25.0	X	Х	5	296		0.00	130.00	137.80	62.76	
G21			10x15	150.0	X	X	5	449		0.00	335.00	355.10	161.72	1
G23			5x10	50.0	X	X	5	36		0.00	175.00	185.50	84.48	
G24			10x15	150.0	X	X	5	354		0.00	335.00	355.10	161.72	1
G25			10x15	150.0	X	Х	5	471		0.00	335.00	355.10	161.72	1
G26			10x15	150.0	X	X	5	2,735		0.00	335.00	355.10	161.72	1
G28			10x15	150.0	X	X	5	1,062		0.00	335.00	355.10	161.72	1
Subtotal	95		nie	13,485.0			-	1,000		0.00	31,379.00	33,261.74	15,148.48	16,0

# One Set Of Rules For Everyone



Why Is It Important To "Vanna White" Each Move In?

Have your rules posted digitally for everyone to see. You can use a TV, digital photo frame, or tablet on the desk.



#### **Customers Please Note:**

- You Must Supply Your Own Lock and You Keep the Keys.
- You Must Obtain Your Own Insurance. (Both locks and insurance are available here.)
- Minimum Rent Period is One Month. Please Remember,
   No Refunds; Rent is Charged Until Your Lock is Removed.
- \$10 Late Charge on All Payments Received After 6pm on the 5th Day of Each Month. An additional \$40 Late Charge Will Be Assessed After 6pm on the 14th Day of Each Month.
- \$25 Service Charge on All Returned Checks, Plus Applicable Late Charge; NSF Checks Are Unpaid Rent And All Late Charges Will Apply Until Check is Made Up.
- Your Property Will Be Processed For Public Auction When Rent is a Full Month Past Due; \$100 Sale Fee Will Be Assessed At That Time.
- Management Reserves The Right To Inspect Each Vehicle Entering The Property.
- You Must Maintain a Current Address and Contact Information With Us at All Times.
- You Must Abide By All Posted Signs, Rules, & Regulations.
- You Must Enter Your Access Code Upon Entry & When Exiting.

### Thank You For Your Business and Referrals!

Proudly Managed By UniversalStorageGroup.com 770-801-1888

# Cheap Tricks Make For Great Income Improvements



- 1. StorTrack Daily price Scraper \$10+
- 2. District Manager Street and Customer Rev Management \$100+
- 3. Storage Collections Delinquent collections \$20+ or Express Collect
- 4. Constant Contact Email \$65
- 5. SiteLink Software \$>300+
- 6. Open Tech Call Center >\$300
- 7. Ring Doorbell \$100+
- 8. Cellphone vs Landline \$60
- 9. QR Codes \$50-99/year for Dynamic Codes with Analytics
- 10. DaVinci Locks for remote management \$15 Each

# Most Of These Vendors Help Make Their Process Easy.



- 11. NOKÉ digital Locks \$250+ by bid for remote management
- 12. Software Texting subscriptions \$+ by bid
- 13. Free Videos & Drone Videos
- 14. Online Digital Ads Facebook \$50+
- 15. Social Media Free, Facebook, Instagram, TikTok, YouTube, LinkedIn
- 16. Sparefoot Aggregator by Bid X/Monthly rent
- 17. GoTo Connect VOIP Phone System \$30+ answer calls remotely
- 18. Log Me In, \$80/month 25 comp. remote management
- 19. Zoom Free less than 45 min.
- 20. Bill.com \$45+/month electronic bill pay interfaces to QuickBooks

# Most Of These Vendors Help Make Their Process Easy.

- 21. PPC Pay Per Click Campaign
- **22. Website** Photos, Prices, Rent, Take Payments
- 23. Al Lean, Automated Auction Processing by bid
- 24. StorPass Digital Wallet App, gate code and communications
- **25. Blogs** are Free
- 26. Dropbox \$15/month/user
- 27. Tablet as a Brag Book, Digital \$40
- 28. Online Auctions, StorageAuctions.com more viewers
- **29.** Canva Pro \$12.99/month
- 30. Cameras as IP address, remote and online views

# Management Expectations



- 1. Expect A daily close and balance, bank deposit
- 2. Expect cleanliness everywhere, no matter how old
- Expect concise written or digital instructions for all processes; otherwise, everyone is guessing "how to"
- 4. Expect standards and goals to be provided for all areas, not just "do good" as instruction!
- Expect to measure performance daily, weekly, monthly annually, and & provide at least annual performance evaluations
- Expect to succeed with consistent <u>inspections</u> of all areas you deem important: monthly supervisor & auction coordinator
- 7. Expect marketing and rate management every week or month
- 8. Expect to see at least A 10% improvement!



# Self Storage Marketing



# 10 Marketing Metrics



Conversion
Calls-Walk
Ins- Leases

% of Reviews Per Move-Ins

Cost Per Lease

Web / Smartphone %

Email # Sent & Open Rate

Marketing Visits #

Referrals #

Online Visitor
& Reservations
#

Net Gain Rentals

Source %
DB, INT,
RREM, ADS,
and Other



# Self Storage Marketing

- 1. It's about building your brand awareness
- 2. Back out on the streets now!
- 3. Making it easy to market outside the office
- 4. Set some simple goals
- 5. A little each day is the way
- 6. 4 areas of involvement
- 7. Everyone can do this
- 8. Measure results monthly for A great year

## What Are Your Marketing Source Numbers?



What is your % from drive-by, internet, marketing, events, repeats, referrals, and ads/other?

Additional leases are considered repeats and are subtracted from that source added to RREM.

#### Tenant Leases By Marketing Category

	Move-Ins 1/1/2022 - 12/31/2022				All Tenants as of Report Date					
	First L	ease <sup>1</sup>	Additional <sup>2</sup>	Total	First	Lease <sup>1</sup>	Additional <sup>2</sup>	Total		
Marketing Category	Commercial	Residential	Leases	Leases	Commercia	Residential	Leases	Leases		
Drive-by	11	97	35	143	17	91	28	136		
Internet	2	66	<b>11</b>	79	7	51	10	68		
Previous Tenant		11	11	22	3	9	9	21		
Unknown		24	(1)	25		19		19		
Referral	1	14	3	18	1	12	2	15		
Other		14	1	15		9	1	10		
Website		7	(1)	8		5	1	6		
Loopnet Lead	1		2	3	1		1	2		
Yellow Pages		5		5		1		1		
Facebook										
Sparefoot	·									
Totals	15	238	65	318	29	197	52	278		

This Example:

**Drive By- 33.96%** 

**Internet- 23.58%** 

Other- 13.85%

RREM- 28.61%





	Exit Survey	- Move-Outs	1/1/2022 -	12/31/2022
--	-------------	-------------	------------	------------

Reason	For Lea	ving
No Longer Need Storage	17	7.8%
Consolidating Units	2	0.9%
Other	1	0.5%
Rate Increase	1	0.5%
Cannot Afford	0	0.0%
Closing Business	0	0.0%
Moving	0	0.0%
Renting at Another Store	0	0.0%
Too Expensive	0	0.0%
Vacated Without Notice	0	0.0%
Total	21	9.6%

Would Yo	u Rent A	gain?
Yes	20	9.1%
Unknown	1	0.5%
No	0	0.0%
Total	21	9.6%
nterested in Sp	oecial Of	fers
No	0	0.0%
Unknown	0	0.0%
Vec	0	0.0%

Total



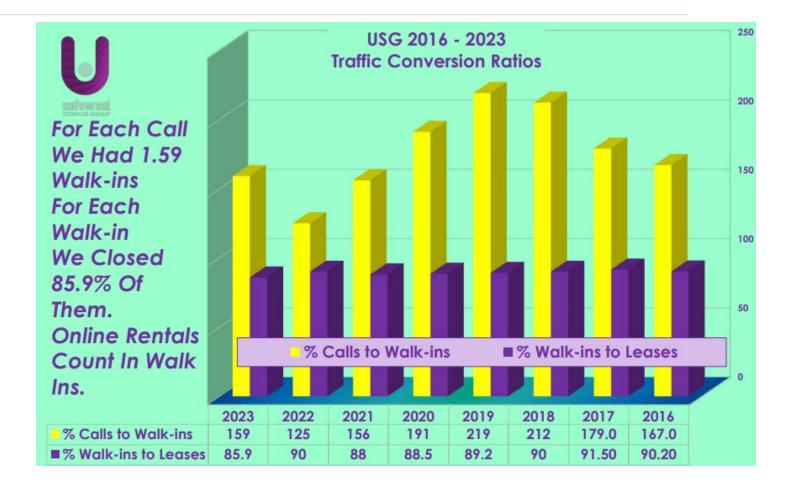


Send move-out surveys from your operating software and track the responses.

### USG 2023-2016 Traffic Conversion Ratios



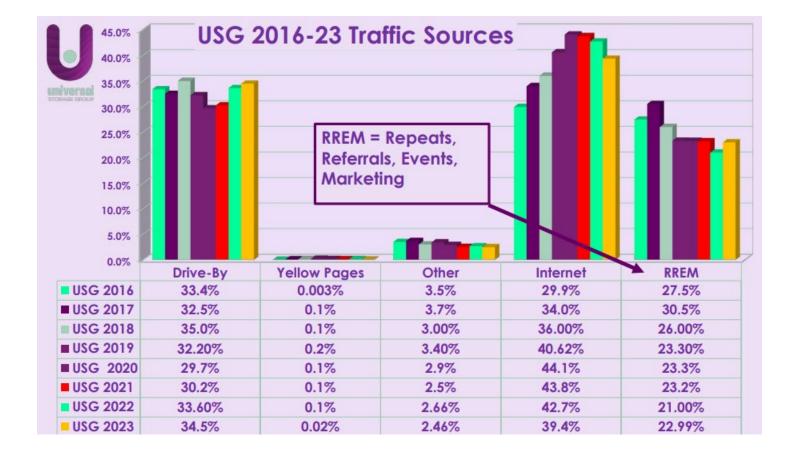
How effectively are you converting site visitors into customers—on the web, in person, and over the phone?



### USG 2023-2016 Traffic Sources



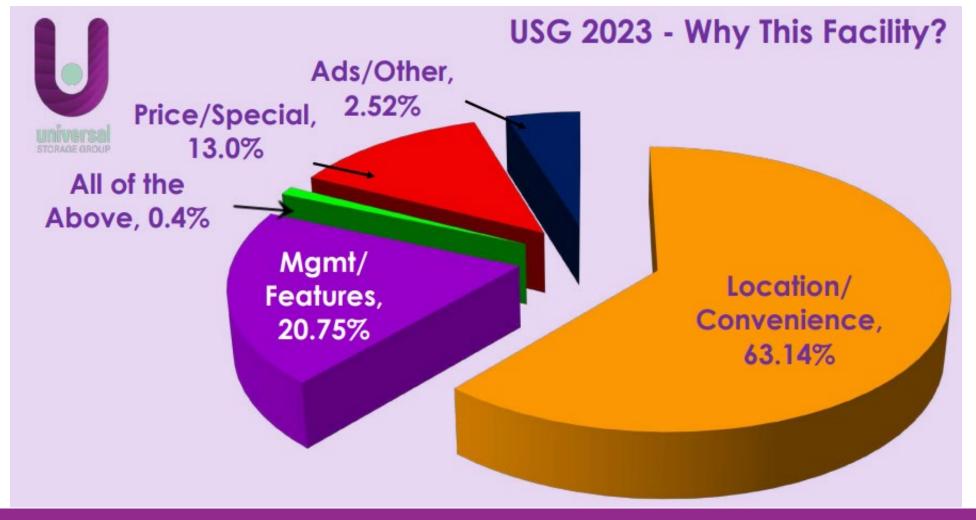
Track the sources of your leads to allocate your marketing budget more effectively.



# USG 2023 Why This Facility?



Hint:
It's not all
about the
price or the
special offer!!



# USG 2023 Reasons For Storing



By knowing your customers' reasons for storing, you can sell to their "WHY"!



# USG 2023 Top Six Types Of Businesses



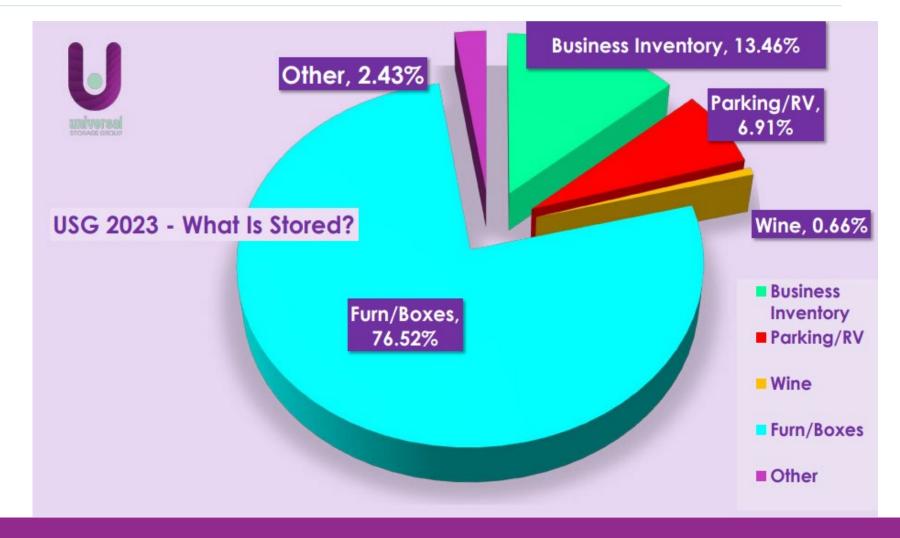
**Knowing your** most common business types for storage usage allows you to craft specific, targeted messages to attract these customers.



## USG 2023 What Is Being Stored



Knowing what is stored helps you refine your product offering to meet demand.



# USG 2023 How Many Stores Customers Contacted



90%% of all **USG 2023** Storage **Customers** didn't contact any other facilities before deciding to rent with us!

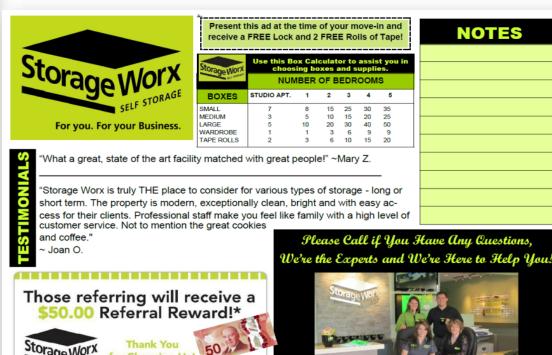


## Show That You Are The Best Value





### A Powerful Selling Tool!



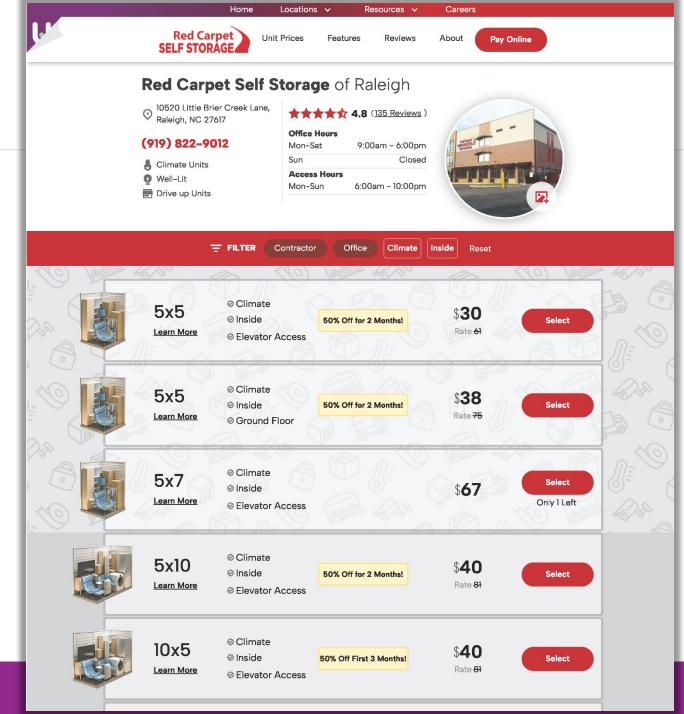


# Website Metrics to Track and Why



# To Win On The Web, Your Website Must:

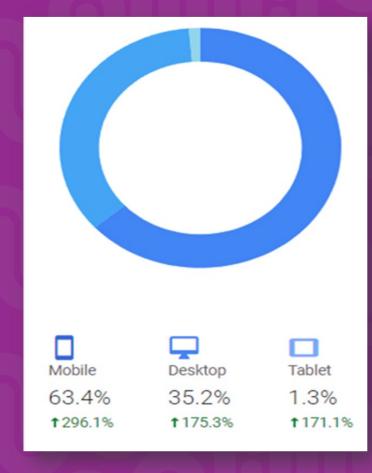
- 1. Show Pricing
- 2. Take Payments
- 3. Rent and Reserve Units
- 4. Manage Promotions
- 5. Effective PPC Campaign
- 6. Work on Phones/Tablets
- 7. Provide Directions/Map
- 8. Click to Call on Mobile
- Show Large Photos & Size Guides
- 10. Show Google Reviews



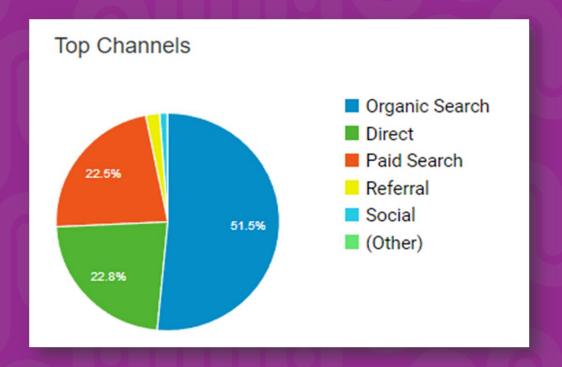


# Website Results





What devices are your customers using to find you?



What Internet Marketing programs are working best for you?

# Website Traffic: Inquiries





**2022 Inquiries** 

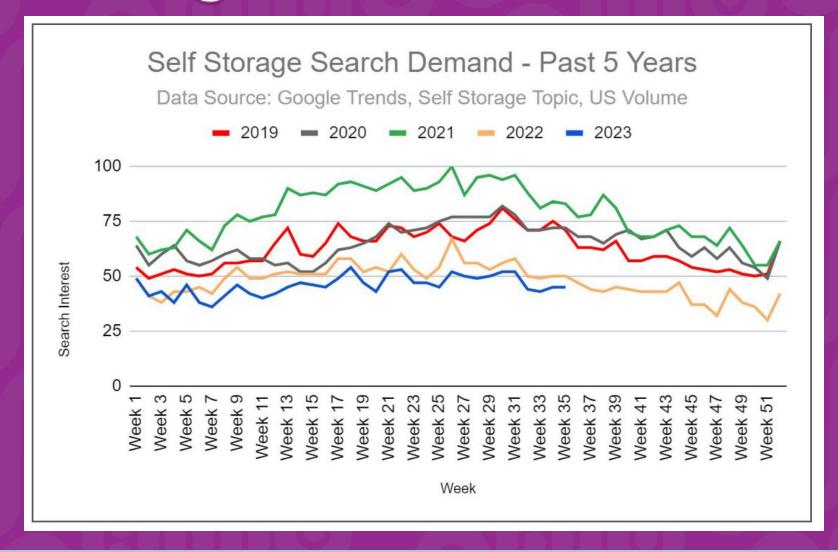
Make sure you are getting feedback from your website provider.

All Stores									
	Reservatio	ons	Rentals						
Total Inquires	4,613		1,757						
Total Phone Calls*	58,146								
Same Store									
	Reservations	Rentals		Calls*					
Total Inquires	2,474	2,441		2,941					

Cost/Lead \$36

Data is pulled from 1/1/22 - 12/31/22 Rentals & Reservations are website only

# Storage-Related Searches



Storage-Related Searches are down compared to the peak in 2021, and still falling below **2019 trends.** 

# Grassroots Marketing: Generating Our Own Traffic

Now up to each of us to generate our own onsite traffic in the community.

#### Tools we use are:

- 1) Community involvement
- 2) Visits to all local retail & other organizations
- 3) Follow up & market electronically
- 4) Host events that your community is interested in attending

Note: we will not be able to outbid REITS for PPC so we have to come up with a different plan to rank higher in the organic results & local mindset.



There is FAR less competition to be Noticed in Grassroots/Inter-personal Marketing Tactics

We can take the game to our OWN FIELD & maximize the opportunity that most others are ignoring!



# Self-Storage Marketing

### Set Goals to Fit Your Store

- How many physical marketing visits?
- Consider staffing, days available, and budget for promos/giveaways.
- Start with 40 visits a month that's only 10 a week!
- 40 a month for a year is 480 visits!
- Track the number of visits made set a goal.
- What gets measured gets done.





# Groups To Target For Your Marketing Visits That Need Storage or Can Send You Referrals



#1 - Sell Your Competitors, Share Referrals Groups To Target

- •Apartments, Real Estate Offices, Moving Companies, Building Managers, BOMA, IREM, Apartment Associations
- Doctors, Dentists, Chiropractors, Title Companies, CPA's,
- Attorneys, Banks, Professional Services
- •Service Businesses, Local Retailers, Interior Designers
- Distribution, Manufacturer's Reps, Truck Based Businesses
- •Schools, Universities, Large Employers, Hospitals
- Non Profits, Government
- RV/Boat & Motorcycle Dealers
- Homeowners Associations, Trailer Parks
- •Crisis Centers, Insurance Companies, Fire & Disaster Clean Up
- **•Chamber Members, other Club Members**
- **•Churches and Synagogues**



# Self-Storage Marketing Visits Take Something, Leave Something



Always **take** away A business card, brochure, flyer from the business you are visiting.

Always **leave** something <u>3-dimensional</u> with each contact you make:

- Not just your business card or brochure!
- Paper gets thrown away
- Pens, cups, goody bags, promo items, etc.
- Preferably something they will use
- Don't forget the power of treats!



# Personal Marketing Goals



A one-page per store annual plan & measurement tool

Easy to use and easy to understand

 Reported on the first of each month for the prior month's activity

Universal Storage Group Personal Marketing Goals CODE							*Please see Activity & Metrics Definitions at Bottom of this Excel Workheet.  Completed By (Manager): YOUR NAME																																
	20:	23						Store	Code	•																								-	DATE:				-
cial h		n Your Ev Here	vents	Туре			Туре	in Your Here	Events	Туре і	in Your E Here	Events	Туре	in Your I Here	Events	Туре	in Your Here	Events	Туре	in Your Here	Events	Туре і	in Your Here	Events	Туре	in Your I Here	Events	Туре	in Your Here	Events	Туре і	in Your Here		Туре	e in Your Here	Events	Anı	nual T	otals
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# USG Managers Personal Marketing Goals Achieved 2023



# USG MANAGERS PERSONAL MARKETING GOALS ACHIEVED 2023

68	Total STORES	Avg Per Sto./YR	Avg Per Sto/Mo.
13,166.00	VISITS	194	16
8,606.00	EVENT VISITORS	127	11
107,868.00	AWARENESS/OFFSITE EVENTS	1586	132
17,528.00	CALLS/LETTERS/POSTCARDS	258	21
2,812,077.00	EMAILS	41354	3,446
12,463.00	FACEBOOK POSTS	183	15
13,314.00	NEW LEASES	196	16
1,033.00	REFERRALS	15	1
377,358.00	FACEBOOK REACH	5549	462
3,363,413.00	TOTAL ACTIVITY	49462	4,122







- For A Successful Onsite Event You Need To Be Marketing The Event At Least 90-120 Days Prior
- Begin Marketing With A Save The Date Email
- Approximately 10% Of Those Invited
   Will Attend If They Receive Multiple Invites –
   Delivered In Person, By Mail, And Via Email.
- Get Local Businesses & Chamber Involved
- Invite Everyone, Chamber Usually Sends 2
   Email Invites For You, Businesses Do Social
   Posts/Email To Help Spread The Word!



### Self-Storage Marketing: Hosting On-Site Events

#### **Important Event Planning Considerations:**

- Traffic Flow Parking And Foot Traffic Through Site
- Staffing Make Sure You Have Enough People- Get Local Businesses To Partner With You For Extra Hands!
- Catering Drinks, Food, Tableware, Tables, Chairs
- Door Prizes Storage Unit For 6 Months, Local Businesses Donations,
   Wine/Movie Night Basket, Yeti Coolers, Etc.
- Goodie Bags To Everyone –
   Include Special Double Referral
   Cards From Event
- Don't Forget The TRASH CANS!
   (Small Box, Top Flaps Up With 50gal Liner!)





## Self-Storage Marketing Networking Groups



- Open to all free to join
- Use Facebook events to organize & collect RSVPs
- Small fee (\$2-3) at the door for refreshments, snacks
- Have A 50/50 raffle (sell tickets at the door), half to the winner, half to charity
- Introduce yourself and greet attendees
- Then introduce 1 or 2 speakers each month pick from members, give 5 minutes each to speak about their business
- Then let everyone mix & mingle for 30-45 mins.
- Conclude the event by drawing raffle & announce next month's speakers.

Building Alliances =

Mutually Beneficial

Connections:

They Refer Customers to
You, and You Refer to Them



# Self Storage Marketing Customer Referrals

- Often the lowest cost per lease.
- What do they respond to?
  - 1. Money
  - 2. Gift cards, American Express or Visa cash cards
  - 3. Gas cards or other local business gift cards/gift certificates
  - \*\*\*NOT rent credits
- No need to give anything to the new customer
- Must be enough to grab their attention!
- •Take photos of referral reward recipients for your social media and email blasts.
- •Always be sure to cover your banking info at the bottom of checks!



### Getting More Referrals & Testimonials Have Your Referrals Increased This Year?

Keep your phone ready to grab that photo, video & testimonial or referral check recipient

Post these photos & statements/captions to your social pages, emails, & website

Get passionate about referrals with every interaction put the cards in their hands

Pay referral fee to anyone, not just customers

Send out referral cards in all snail mail

Post referral program to all online sources





#### **Customer Referral Program**

Those Referring Will Receive a

\$50.00 Referral Reward!

No Expiration, No Limit! Keep This Card! See Reverse for Referral Code.



### Self-Storage Marketing Encourage Customer Reviews



#### Request Customer Feedback!

Encourage feedback by asking for Reviews

### Google Review Cards:

Design and distribute Google Review Cards

Hand them to your customers during any positive transaction, thank the customers for the great experience today, and ask them if they would mind sharing their experience in a review.

Metric to Track:
Percentage of Reviews per New Move-Ins
Our Goal is 20%, or 1 in 5





## Self Storage Marketing By Phone



Call your comps and inquire about their activity

- Are they busier or slower?
- Can you trade leads for unit types that you each have/don't have?

Call local businesses and inquire how they are doing or if you can help.

- Don't try to turn it into a sales call; they all know what you do.
- Share advice/empathize with those who need it.

Call or email your customers to simply let them know you're thinking about them.

### Self Storage Marketing **Email Ideas**



- Google Reviews: create an email to send to your customers with the Google Review Link (Copy the Link from your GBP)
- Advertise Easy Code or Other App-Based Access
- Advertise Box & Supply Curbside Pickup
- Advertise Business of the Month
- Advertise No-Contact Leasing
- Include Videos



# Self Storage Marketing Business of the Month





# You're Invited To Be Our Next Business Of The Month!

#### Here's How:

- 1. Contact us to let us know that you want to be our next Business of the Month. (Check us out online at www.yourfacilitywebsite.com, call us at 770-123-4567, or email info@yourfacilityemail.com)
- 2. Donate a Prize of the Month from your business, such as a service, product, or gift card. The Prize donated should be valued at a minimum of \$25.00. (Customer/Retail Value)
- **3.** Your Business will be featured in at least two marketing emails: One announcing you as Business of the Month, and One email announcing the winner of your Prize and our Thank You for participating.
- 4. We will display your Business Information, including your logo, business picture, a write-up about your business, and a link to your website or your contact information in our emails. (We have 700+ contacts in our data base!)
- 5. You will be mentioned during all of our marketing visits during the month, and you are welcome to provide a set of flyers or brochures advertising your business to be displayed in our office.
- 6. It's EASY—you get GREAT advertising for a small donation of just the \$25.00 valued Prize to one of our lucky customers, plus whatever flyers or brochures you wish to provide to place on display. We do all the work and you get the exposure!



**Call Us TODAY 770-123-4567** 

To Be Our Next
Business of the Month!

**Your Facility Name** 

info@yourfacilityemail.com www.yourfacilitywebsite.com 123 Your Address Rd • Your City, ST 12345

STORAGE GROUP	Business Of The Mont
Name of Company:  Address:  Phone:	INFO SUE
Phone:  Website:  Contact Name:  Opened:  History / Description of Business:	
I hereby give Your Facility	
I hereby give Your Facility Name permission to use logos, brainess and staff in advertising, including printed material and vertising for this program. I also agree to donate a prize of \$2 print Name:  Signature:  I hereby give Your Facility Name permission to use logos, brain advertising for this program. I also agree to donate and additional image print Name:  Signature:  Title:	y the 15th of the month list
Your Facility Name  info@yourfacilityemail.com • www.yourfacilityem  770-123-4567 • 123 Your Address Rd • Your City,	

BOM is a very effective way to draw attention to your facility AND to your network of local businesses – reinforcing the alliances and referral networks that you have built with visits and local involvement!

#### Self Storage Marketing **Email and Social Media**



Sign up for constant contact accounts to create, send & track email marketing messages

Managers need to attend the FREE constant contact workshops in your areas www.Constantcontact.Com – "in your area" tab or use their online learning center for training, immediate help & resources

Constant contact is CHEAP (\$65/mo. Up to 2500 contacts) & it works!

Build database with "sign up" forms on facebook, website, email signatures & more!















## Self Storage Marketing **Videos**



Create some videos to post to Facebook/Instagram/TikTok.

Shoot a series of less than 1-minute-long videos giving a tour of your property and showing off the unique features that make you the the best choice in self-storage in your market!

- Show off your neat, clean, and easy-to-use facility
- Talk about your no-contact leasing and payment options
- Boxes and packing supplies that can be ordered and paid for over the phone and set on the curb for easy pick-up!
- Easy code/access app, no-contact access, and more!

#### Anything can be made into an adventure!

You Can Post The Videos In A Series... Spread It Out And Make it Intriguing



# Self Storage Marketing Testimonials



Video testimonials from your tenants are very powerful tools!

These can be 15-20-second spots just featuring the tenant saying something nice about the facility – no script needed, just wing it!

People can sniff out ingenuine scripted ads from a mile away, but if you let your tenants speak for themselves, it will work

wonders!

These videos can be shot on-site when your customer visits

Or have the customer shoot the video themselves and send it to you





# Marketing Expectations

- 1. Must Take Some Marketing Actions Each Day
- 2. Must Measure Each Rental Source
- 3. Must Ask Marketing Questions At Move In
- 4. Learn to Meet & Greet
- 5. Visits Are Key To Success
- 6. Promote A Referral Program Everywhere
- 7. Get Your Callers To The Site
- 8. Close 90% of Your Onsite Traffic
- 9. Improve Online Conversions
- 10. Expect To See At Least A 10% Improvement!



#### Thank You



#### Guests





Sarah Beth
Johnson
Vice President of
Sales &
Development
678-896-5049



Anne Ballard
"The Hat Lady"
President



Vice President of Sales & Development 843-368-2491



It's Always the Right Time to Succeed!
Contact USG to Learn How We Can Help!