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## INSIDE SELF-STORAGE WORLD EXPO

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# Making the Leap: Taking Your Small Self-Storage Operation From Tech-Free to Tech-Savvy

## **Presented by:**

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# Download This Presentation

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# What You'll Learn

- Differences between low-tech and tech-savvy facilities
- Benefits of a streamlined, health-conscious, tech-savvy facility
- How to convert a low-tech facility to tech-savvy
- The cost of going tech-savvy
- ROI opportunities available

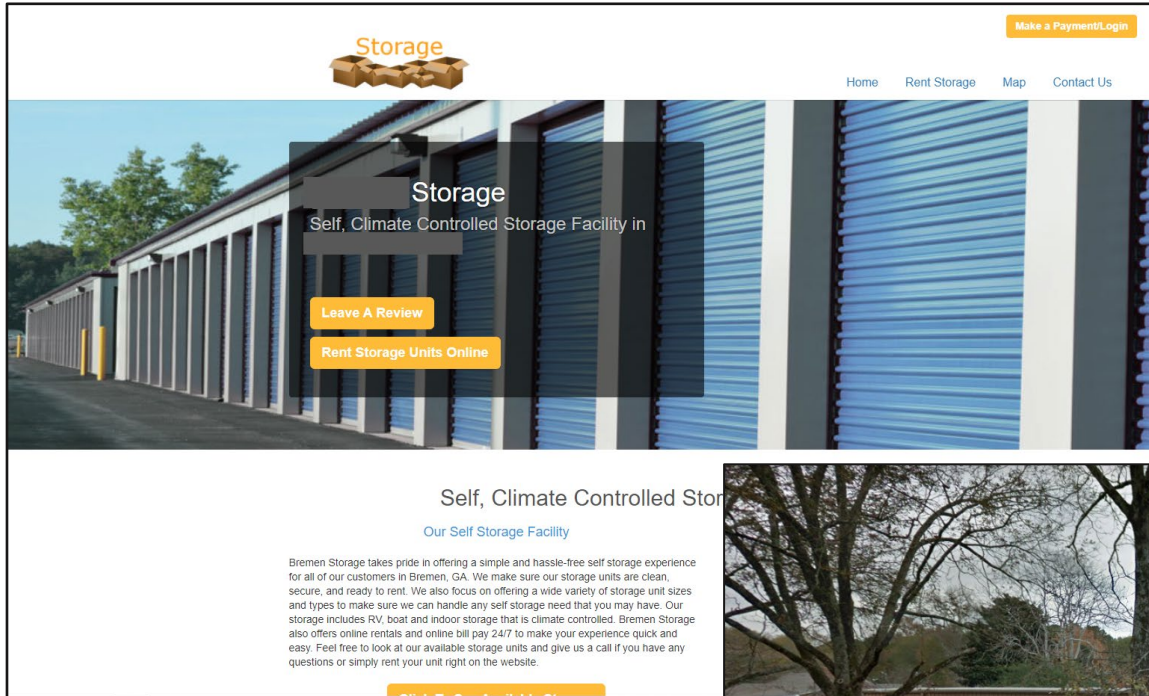
# No- or Low-Tech Facility

- May or may not have onsite manager
- Sign with phone number
- Minimal security (gate? fence? razor wire?)
- May have an expensive kiosk, but otherwise uses very little technology to automate the onboarding and rental process
- Manual and lengthy onboarding process
- Outdated website
- Minimal customer interaction and service

# Outdated Website



# Bait and Switch



The screenshot shows the homepage of a storage company. At the top left is the logo "Storage" with a stack of boxes. To the right is a navigation menu with "Home", "Rent Storage", "Map", and "Contact Us". A "Make a Payment/Login" button is in the top right. The main image is a row of blue storage units. A dark overlay on the image contains the text "Storage Self, Climate Controlled Storage Facility in" and two buttons: "Leave A Review" and "Rent Storage Units Online". Below the image, the text "Self, Climate Controlled Stor" is visible, followed by "Our Self Storage Facility" and a paragraph of text.

Storage  
Self, Climate Controlled Storage Facility in

Leave A Review  
Rent Storage Units Online

Self, Climate Controlled Stor

Our Self Storage Facility

Bremen Storage takes pride in offering a simple and hassle-free self storage experience for all of our customers in Bremen, GA. We make sure our storage units are clean, secure, and ready to rent. We also focus on offering a wide variety of storage unit sizes and types to make sure we can handle any self storage need that you may have. Our storage includes RV, boat and indoor storage that is climate controlled. Bremen Storage also offers online rentals and online bill pay 24/7 to make your experience quick and easy. Feel free to look at our available storage units and give us a call if you have any questions or simply rent your unit right on the website.



# Tech-Savvy Facility

- Signage
- Website
- Integrated property-management software system
- Access control
- Video surveillance
- Tenant communications





# What Is a Tech-Savvy Facility?

- Signage
  - Electronic and informative
- Website (mobile responsive)
  - Enhance marketing
    - Content, SEO, easily updated, dashboards and analytics
  - Lead generation
  - Tenant engagement
- On-boarding
  - Tenant-driven, unit sizing, pricing, auto payment, tenant insurance, electronic lease
  - Online reservations, rentals and mobile move-in

# What Is a Tech-Savvy Facility?

## Tenant mobile app used to access property and unit

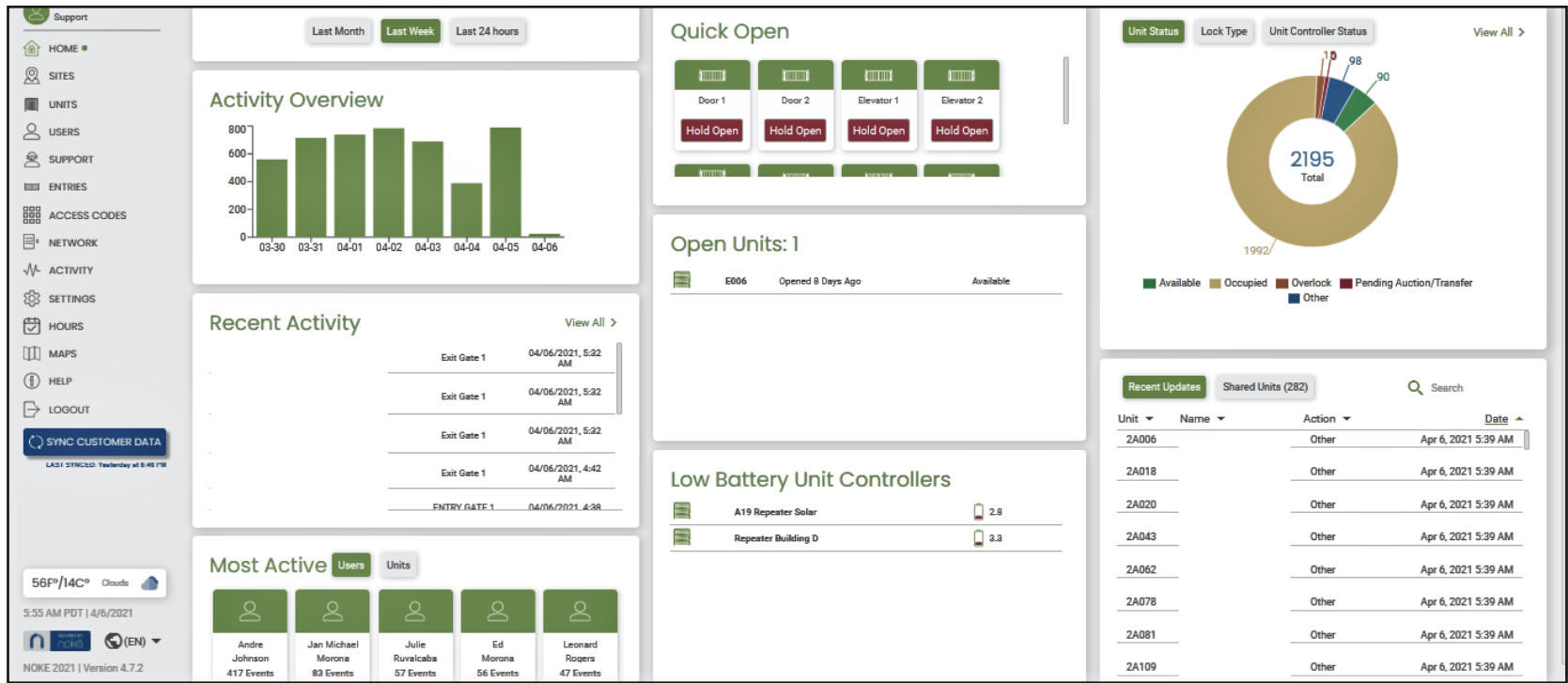
- Tenant convenience
- Entry points/units
- Digital key sharing
- Activity awareness
- Move-out

# What Is a Tech-Savvy Facility?

## Operator tools

- Remote open of entries and vacant units
- Automated overlocking and auction processing
- Digital-lock checks
- Secure vacant units
- Tenant activity tracking

# What Is a Tech-Savvy Facility?



# What Is a Tech-Savvy Facility?

## Property-management software (PMS)

- Tenant communications
- Rate management
- Reporting and analytics

## New marketing opportunities

- Digital key share
- Referral incentives (mobile-device banners)
- Surveys

# What Is a Tech-Savvy Facility?

- Wi-Fi enhanced
- Cloud-based video surveillance
  - Artificial intelligence (AI)
  - Notifications
  - Efficient past event look-up capability
  - Two-way audio
- IoT (Internet of Things) sensors, lighting and HVAC
- Site maps

# Site Map

Support
MASTER STORAGE 365
Refresh, Home, Back icons

- HOME
- SITES
- UNITS
- USERS
- SUPPORT
- ENTRIES
- NETWORK
- ACTIVITY
- SETTINGS
- HOURS
- MAPS
- HELP
- LOGOUT

SYNC CUSTOMER DATA  
LAST SYNCED: Yesterday at 6:58 PM

Map:

312  
Building  
4000

57  
Lockers  
1000

208  
Building  
5000

Unit Status:

- Rented
- Available
- Pending
- Gatelock
- Overlock
- Not Assigned

Unit:

None Selected

Status:

N/A

Temperature:

N/A

Signal Strength:

N/A

Edit

53F°/12C°

Clear

# Video: Keylock Storage





# How Does It Help You Streamline?

## Tenant perspective

- Onboarding
  - Renting units after hours
- Visits
- Digital key share
- Contact
- Move-out

## Operator perspective

- Remotely managed
- Remote unlocking
- Lock checks
- Automated overlocking and removal
- Move-out

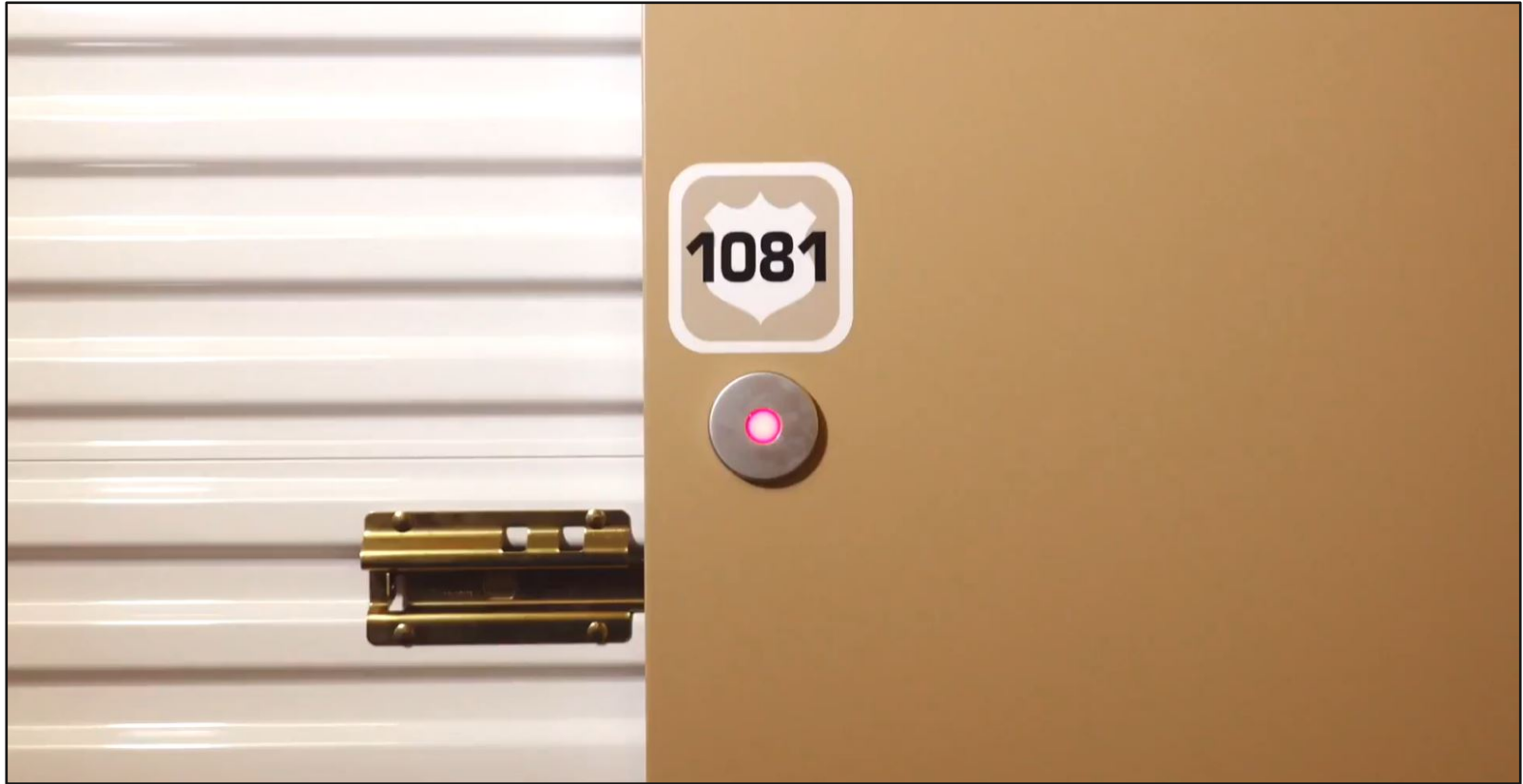
# Implementing a Health-Conscious Facility

- Contactless rentals and entry points
  - Stay out of the elements
- Safe and secure environment
  - Mental assurance
- One-touch
  - Carrying package
- Digital key share

# Conversion Considerations

- Website
  - Lead generation
  - Unit size determination
  - Onboarding process
- PMS software
- Retrofit access control
  - Broadband connection
  - Doors (may be time to upgrade)
  - Entry points
  - Units
  - Video surveillance
  - Lighting and HVAC control

# Video: What Do Your Customer's Want?



# Cost

- **Website:** Development and ongoing costs vary.
- **PMS:** \$150-\$250 per month
- **Access control:** \$215-\$250 per door
- **Roll-up doors:** \$250-\$500 per door

# ROI

- Technology fee
- Reduced labor (remote-managed facility)
- New doors and technology
- Capture more rentals and lease up more quickly
- Insurance (or tenant-property protection) discounts
- Cost segregation
- Rate management
  - Raise rental rates to street rates or above.
  - Identify frequent users.

# Review

- Differences between low-tech and tech-savvy facilities
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# Contact the Presenter



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