



Smarter Capital: How Technology Will Redefine Self-Storage Investment Performance

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This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

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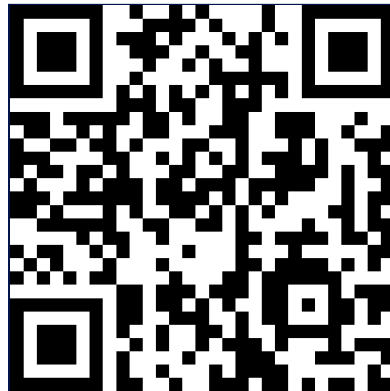


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What We'll Discuss Today

- Using *technology* to **boost cash flow, reduce overhead** and **drive strong returns** and ultimately **increase asset value**
- The **efficiency** and **scalability** of *vertically integrated platforms*
- Analyzing the **operational model** to evaluate an *investment opportunity*
- *Key questions* every investor should ask an **operator** or **sponsor**

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The Operational Vacuum

Thesis: Technology is no longer an “amenity.”
It’s the primary driver of NOI.



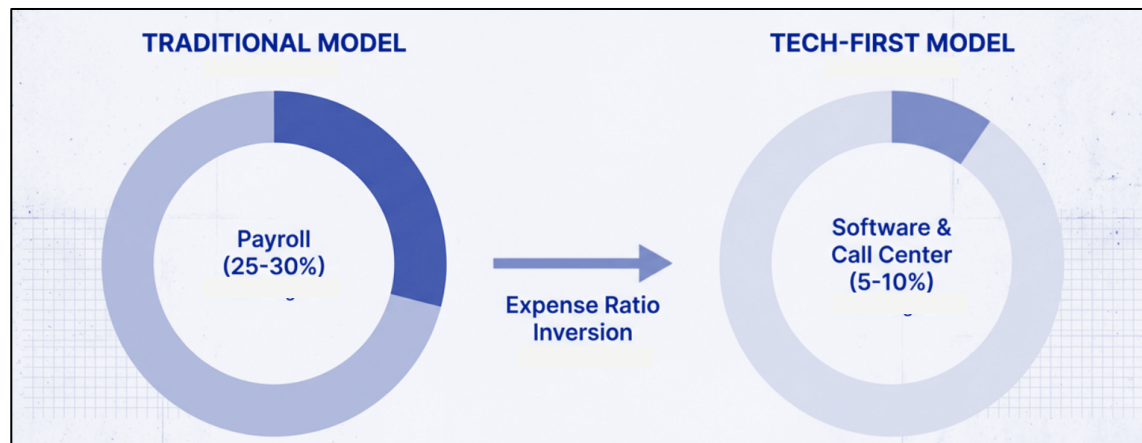
The *modern middle market* must deploy **institutional-grade technology** with the **agility of a startup**.

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Deconstructing the Expense Ratio

Remote and hybrid management isn't a gimmick; it's margin.



Takeaway: Reducing the largest controllable expense line item immediately widens the spread between gross income and NOI.

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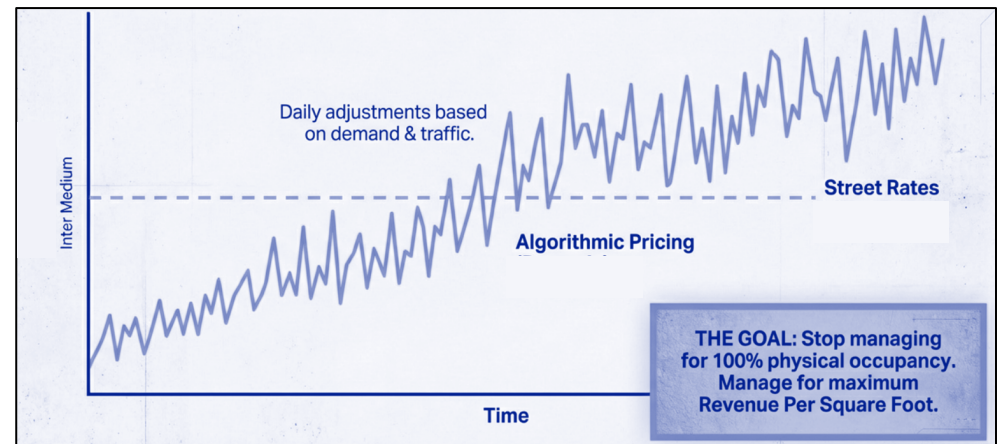


Revenue Management vs. Rental Rates

Static rates are for amateurs. Dynamic pricing is the standard.

Most operators set a “street rate” and leave it, **leaving money on the table** during high demand and **losing occupancy** during low demand.

The solution:
Airline-style
algorithmic pricing



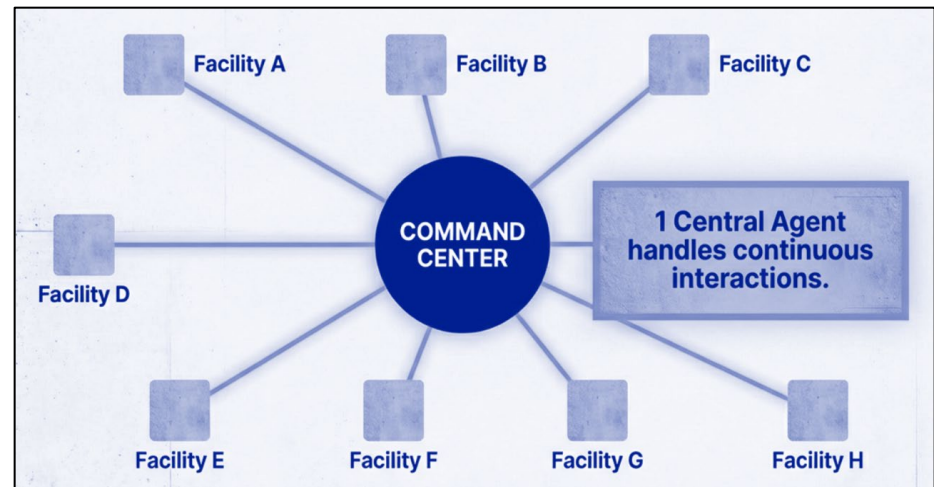
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The Command Center Model

Decoupling service from location

- Efficiency
- Brand-voice consistency
- Higher conversion
- Eliminate idleness
- A centralized agent continuously handles customer interactions

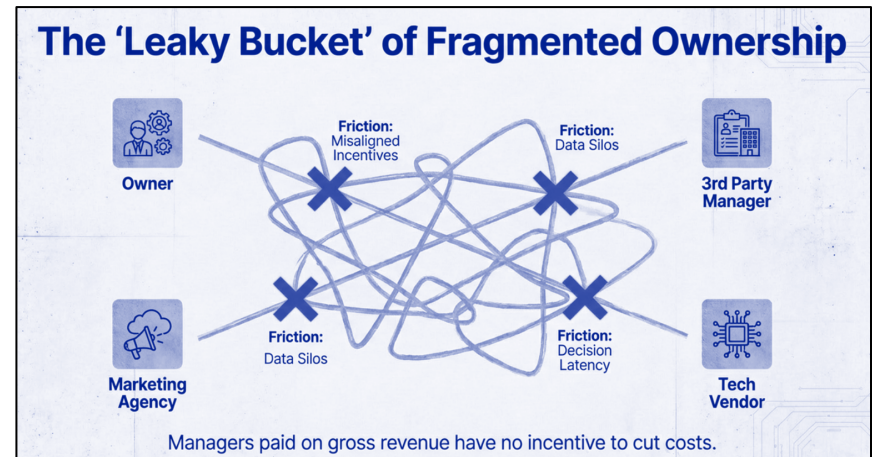


Scalability without linear cost growth

The Fragmented Model

The friction:

- **Misaligned incentives:** Third-party managers have no incentive to cut costs if it increases their workload.
- **Data silos:** Marketing data doesn't talk to the management software.

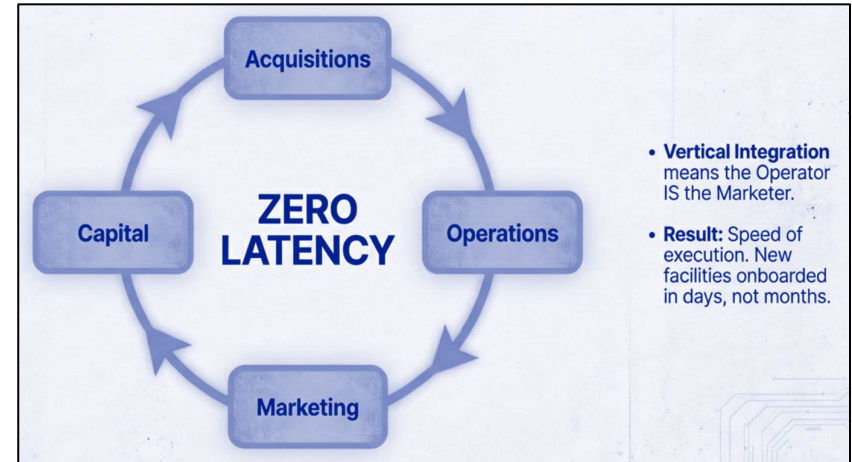


Poor reactions to market changes

The Ecosystem Model

The fix: vertical integration

When **the operator** is the marketer and the tech implementer, decision latency drops to zero.



The advantage:

Total control of value chain. No leakage. 100% alignment.

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Systematized Scalability

Why “empire building” requires uniformity:

- **Concept:** You cannot scale chaos.
- **Growth:** This structure supports rapid accumulation of assets without breaking the operational machine.
- **The standard:** Every facility must run on the exact same hardware (gates/locks) and software stack.
- **Benefit:** This allows a single operational manager to oversee up to a dozen properties effectively, vs. just one or two.

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'Dirty' Metrics vs. Real Metrics

Buy "operational turnaround." Stop obsessing over cap rates.

Lesson: Purchase based on operational delta and the inefficiency of the current business model rather than simply the T12 financials.

$$\begin{aligned} & \$1,000 / \text{month savings} \\ & \quad \times 12 \text{ months} \\ & = \$12,000 \text{ Increase in NOI} \\ & \div 6\% \text{ Cap Rate} \\ & = \mathbf{\$200,000} \\ & \quad \text{ADDITIONAL ASSET VALUE} \end{aligned}$$

Point: Every \$1 saved in OPEX = \$15 to \$18 in asset value (or more). Technology implementation is the highest ROI activity available to an owner—often higher than renovations or expansion.

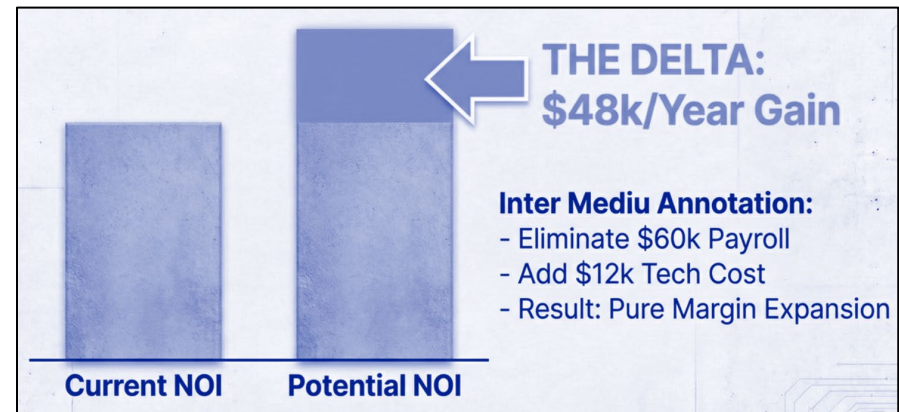
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The 'Tech Debt' Audit

Assessing system readiness. Buying operational turnaround.

- Due-diligence checklist:
 - Connectivity
 - Hardware
 - Building systems integration



The cost of "smart": You must budget the capex for smart systems upfront. This isn't an upgrade; it is the business plan foundation.

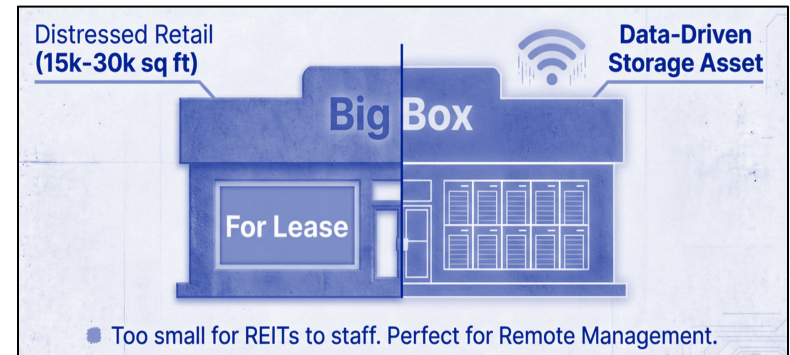
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Conversion and Adaptive Reuse

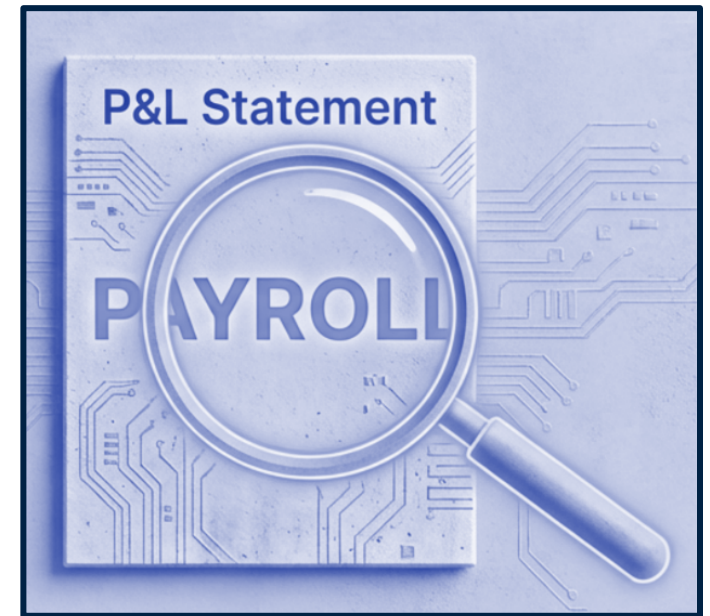
Making “unusable” assets profitable

- **Context:** Vacant retail or small industrial buildings are often ignored by REITs because they are “too small to staff.”
- **The edge:** Tech allows for profitable operation of the small, high-margin facilities legacy operators ignore.
- **Outcome:** Repurpose distressed retail in high-traffic areas, provides lower construction risk, faster speed to market, higher yield.



Interrogating the Expense Line

- **Question 1:** Is your management model **staff-dependent** or **system-dependent**?
- **Question 2:** Do you use **dynamic** revenue-management software, or **manual** price adjustments?
- **Question 3:** What happens to the asset if the site manager quits **tomorrow**? (The answer should be: "Nothing.")



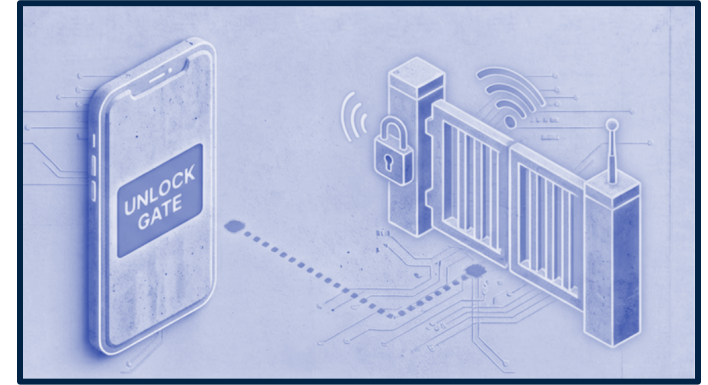
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Auditing the Infrastructure

“Is the asset future-proof?”

- **Question 4:** Is the facility 100% accessible via QR code or mobile app?
- **Question 5:** How integrated is your marketing funnel with your management software?
- **Question 6:** Do you own your data, or does a third-party manager or vendor control the relationship with your tenant?



Conclusion

The window for analog storage has closed.



- Today's returns belong to those who treat self-storage as a technology business with a real estate component.
- Future winners will not be the ones with the most properties, but the ones with the most efficient operating systems.

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