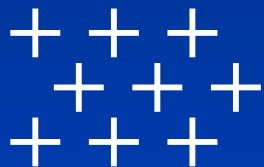




After the Ink Dries: A Playbook for the First 90 Days Following a Self-Storage Closing

Presented by:

Alese Johnston, Cofounder, StorageTrader



Education: April 7-10, 2026 · **Exhibits:** April 8-9, 2026
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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.

THANK YOU!

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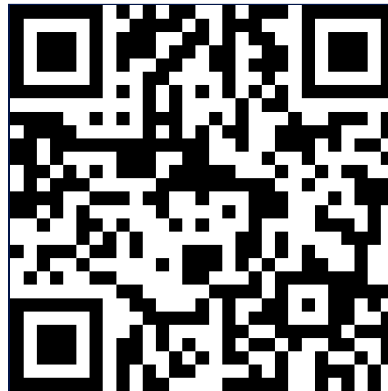




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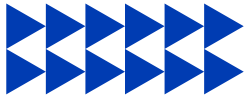


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Now It's Yours...

- What's next?



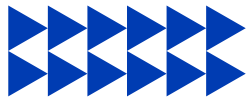
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Why the First 90 Days Matter

- I've **never** seen a self-storage deal fail because of underwriting in the first 90 days.
- I **have** seen money lost by new owners who didn't know how to handle the acquisition.



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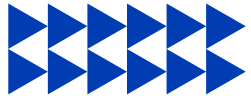




Why the First 90 Days Matter

The honeymoon ends fast!

- Business gets real
- Switch from “projections” to “actuals”
- Seller stops taking your calls



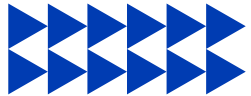
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Why the First 90 Days Matter

- Your reputation is forming *right now*.
- Tenants are watching.
- Staff is uncertain.
- Murphy's Law



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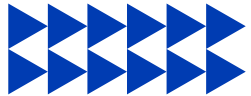




From Buyer to Boss: The Mindset Shift

Transitioning from underwriting and capital raising to leading a team and serving customers:

- Staff
- Customers
- Broader community



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From Buyer to Boss: The Mindset Shift

What changes on day one?

- Shift from working with bankers and lawyers to working with staff and customers
- Shift from shuffling paper in your office to being present on site



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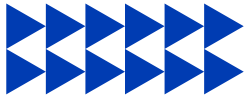




What to Do ASAP

Make it clearly yours!

- Update signage, plant your flag.
- Launch communications.
- Lock down payments.
- Sweep it clean.
- Secure the digital keys to the kingdom.



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Inaction = Incompetence!



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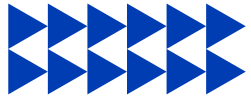




Communication Keeps Customers

Tenant confusion is the silent killer.

- No. 1 reason for early move-out
 - How do I pay my rent?
 - How do I get help?
 - What is changing?



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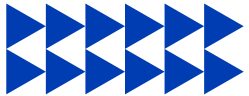




Communication Keeps Customers

What great owners communicate early:

- Who we are
- What's changing (and what isn't)
- How to reach us
- What happens next



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Communication Keeps Customers

Simple wins:

- Clear signage
- Introduction email (who we are, what to expect)
 - Video?
 - Confirms data quality
- Welcome letter
- Newsletter on regular cadence
- Staff talking points



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Own your own story!



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Fixes, Flags and Fast Wins

The first physical walkthrough matters.

- Would your grandmother feel safe?
- Does anything look broken or dirty?
- Are the bathrooms clean?
- Do the gates work?



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Fixes, Flags and Fast Wins

The first data walkthrough matters, too.

- Bounced emails
- Returned mail
- Missing/unsigned/outdated leases
- Sweetheart deals
- Below-market rates



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Fixes, Flags and Fast Wins

Early red flags:

- High first-payment delinquency
- Staff defensiveness
- Customer complaints
 - Too many?
 - Not enough?
- Bad ratings on Google or Yelp



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Avoiding the Planning Traps

Where new owners get stuck:

- The software trap
- The website trap
- The staffing trap



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Pulling It Together: The Keys to Success

- Communicate early and often.
- Meet the staff.
- Fix obvious things fast.
- Make sure the utilities work.
- Lock down payment processes.
- Support your customers.



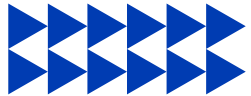
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In Conclusion

- **Recap:** The first 90 days set the trajectory.
- **Final thought:** You're impacting real people's lives during their transitions. Make their experience seamless and you secure your investment.
- **Call to action:** Communicate, communicate, communicate!



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SUBMIT
FEEDBACK!



Alese Johnston

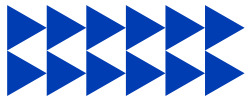
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