



Fresh Revenue Streams: Ancillary Product and Service Strategies for Today's Self-Storage Operations

Presented by:

Darren Kelley, President, Right Move Storage



Education: April 7-10, 2026 · **Exhibits:** April 8-9, 2026
Caesars Forum Conference Center · Las Vegas

issworldexpo.com



Download this Presentation

Please note that all seminar-track PowerPoint presentations, including this one, are available for download in PDF format.

Please visit www.issworldexpo.com/seminars to access these supplementary education materials.

April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Overtime With the Experts

If you have questions and would like to speak to the presenter(s) at the end of this seminar, please follow them over to Alliance 305 for “Overtime With the Experts.”

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!

April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Your Feedback Is Important!

We'd love to hear about your experience with this seminar.

If you scan the QR code below, you can complete a very short and simple feedback survey, so we know how you feel about this topic, presenter, PowerPoint presentation, etc. (You'll see this code again at the end of the seminar, too.)

We appreciate your input!



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





The \$1 Question

\$1

Per unit

Per month

April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





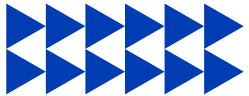
The Multiplier

600 units

$\$1 \times 600 = \$600/\text{month}$

$\$600 \times 12 = \$7,200 \text{ NOI}$

At 6% cap = \$120,000 value



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Engagement No. 1

What is your current ancillary revenue per unit per month?

<\$5

\$5-\$10

\$10-\$20

\$20+



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





The Real Market

- Rent growth slowing
- Expenses rising
- New supply in many markets
- Margin compression



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

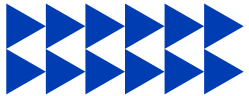




The Old Model

- Rent
- Tenant insurance
- Late fees
- Trucks
- Merchandise

THAT'S IT!??



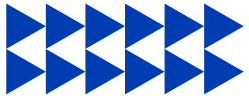
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





The New Model

- Tenant protection
- Access
- Tech
- Retail
- Logistics
- Payment strategy



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

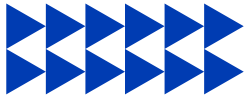




The Strategic Shift

Self-storage is becoming:

- A tech platform
- A logistics node
- A service business
- A data business



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Smart Units

- Motion alerts
- Climate monitoring
- Security integration
- App-based monitoring



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Smart Units: Revenue Model

- 20% adoption
- \$15/month premium
- 600 units
- = \$21,600 annual



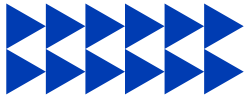
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Smart Units: Value Creation

$\$21,600 / .06 = \$360,000$ in value



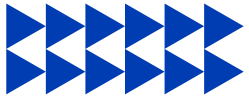
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Technology Add-On Charges

- Admin fees
- Online convenience fees
- Premium reporting
- Climate verification



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Payment Strategy: Stop Paying for Rewards Points

ACH/debit = free

Credit Card = 3% fee

April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

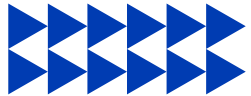




Payment-Strategy Math

- 600 units
- \$150 average rent
- 3% processing

Expense reduction + fee pass-through =
\$29,160 NOI improvement



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Payment Strategy Value

$$\text{\$29,160} / 0.06 = \text{\$486,000}$$

value creation



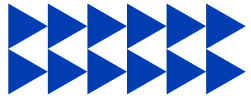
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





24-Hour Access Premium

- Standard access: included
- 24-hour access: \$30 premium
- 15% adoption



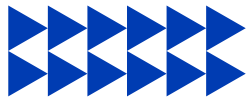
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





24-Hour Access Math

- \$32,400 NOI
- \$540,000 value



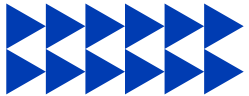
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Tenant-Protection Programs

- 80%-85% participation goal
- 40%-60% margin
- Tiered coverage



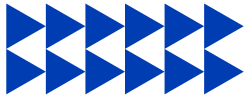
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Tenant-Protection Math

- \$34,272 annual NOI
- Value: \$571,200



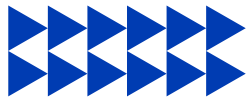
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Smart Locks

- Hardware upgrade
- Monthly tech fee
- Lower delinquency
- Lower labor



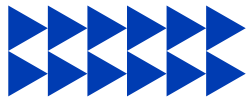
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Gate Access Via App/Smartphone

- Convenience upgrade
- \$5-\$10 tech fee
- Data capture
- Reduced keypad maintenance



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Virtual P.O. Boxes

- Remote workers
- Small businesses
- \$25/month average



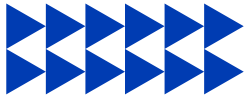
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Virtual Mail Math

- 50 customers
- \$25/month
- \$15,000 NOI
- Value: \$250,000



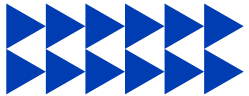
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Shipping and Postage Services

- UPS/FedEx partnerships
- Margin on labels
- Cross-selling



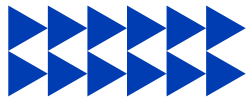
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Shipping Supplies (Retail and Online)

- 25%-50% margins
- Impulse add-ons
- Move-in kits
- Online fulfillment option



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Retail Revenue Example

- Add \$3 per move-in
- 500 move-ins annually
- = \$18,000 revenue
- = \$12,000 NOI
- Value: \$200,000



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Story No. 1: The 700-Unit Reset

- Stagnant property
- Five ancillary streams
- \$92,000 NOI
- Sold 18 months later



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

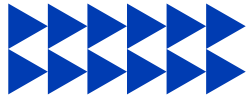




Engagement No. 2: Quick Exercise

- Take your unit count
- Multiply by \$8/month
- Multiply by 12
- Divide by cap rate

That's hidden equity!!



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Financial Impact



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com



Consolidated Revenue Impact

Conservative Assumptions

| Revenue Stream | NOI |
|------------------|------------------|
| Smart units | \$21,600 |
| Payment strategy | \$29,160 |
| 24-hour access | \$32,400 |
| Protection | \$34,272 |
| Virtual mail | \$15,000 |
| Retail | \$12,000 |
| Total | \$144,432 |

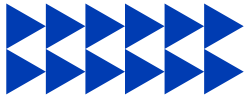
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Valuation Impact

- $\$144,432 \div 0.06 = \$2,407,200$ value creation



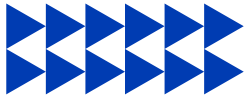
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Refinance Impact

- 70% loan-to-value
- \$2.4M x 70% =
- \$1.68M potential proceeds

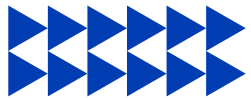


April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com



Internal Rate of Return Enhancement

- If implementation cost = \$150K
 - NOI increase = \$144K
 - Payback ~ 12 months
- Massive equity, multiple impact



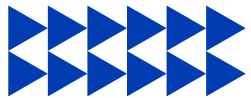
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Stabilized vs. Value-Add Exit

- Without ancillary:
 - Cap compression required
- With ancillary:
 - You manufacture value.



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Implementation



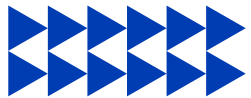
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





90-Day Roll-Out

- **Days 1-30:** Audit and vendor
- **Days 31-60:** Install and train
- **Days 61-90:** Push adoption



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

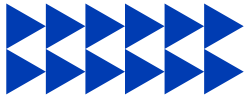




Quick Wins

- Credit card fees
- 24-hour access
- Retail

- Immediate lift



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

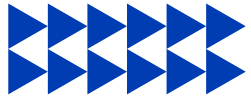




Infrastructure Plays

- Smart units
- Smart locks
- Virtual mail
- App integration

Long-term moat



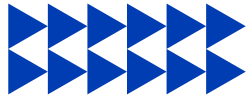
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Key Performance Indicators to Track

- Ancillary revenue per unit
- Protection participation
- ACH adoption rate
- Revenue per square foot
- NOI margin



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

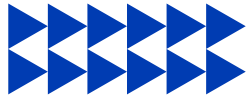




Story No. 2: The Refinance Surprise

Owner believed asset was maxed

- Added \$110K NOI
- Pulled \$1.2M cash out
- Still owns property



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Engagement No. 3

- If you add \$10 per unit per month...
- What happens to exit value?



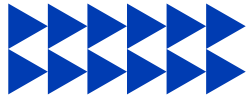
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





5 Key Takeaways

- \$1 matters.
- Margin protection is strategy.
- Tech enables premium pricing.
- Adoption beats rent increases.
- NOI is manufactured.



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Big Picture

Your facility isn't just a storage property. It's a revenue platform!



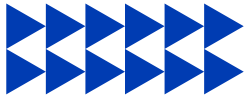
April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com





Big Picture

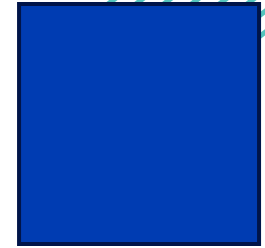
If you're only raising rent,
you're leaving equity on the table!



April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com



Contact the Presenter



**SUBMIT
FEEDBACK!**



Darren Kelley

President

Right Move Storage

619.368.5215

dkelley@rightmovestorage.com

www.rightmovestorage.com

right  move
STORAGE

April 7-10, 2026 ♦ Las Vegas ♦ issworldexpo.com

