Self-Storage Pricing Optimization: Revenue-Management Best Practices for 2026

Presented by:

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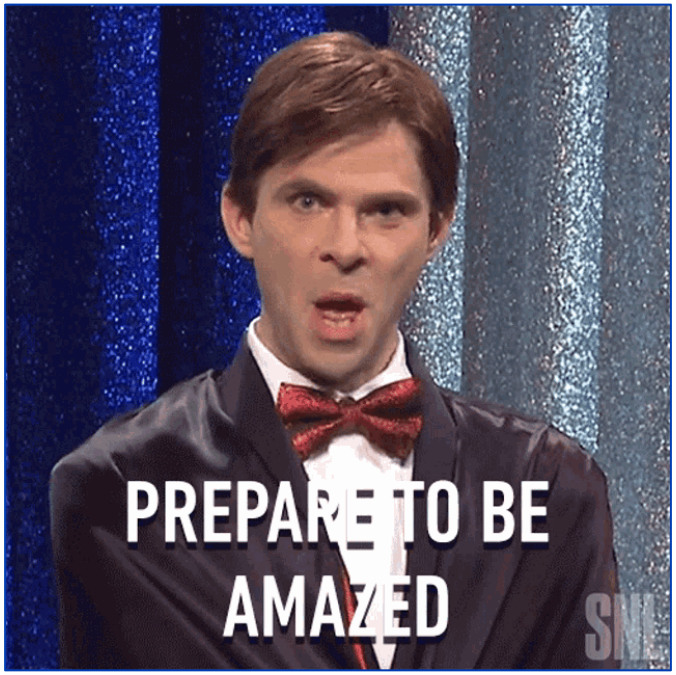
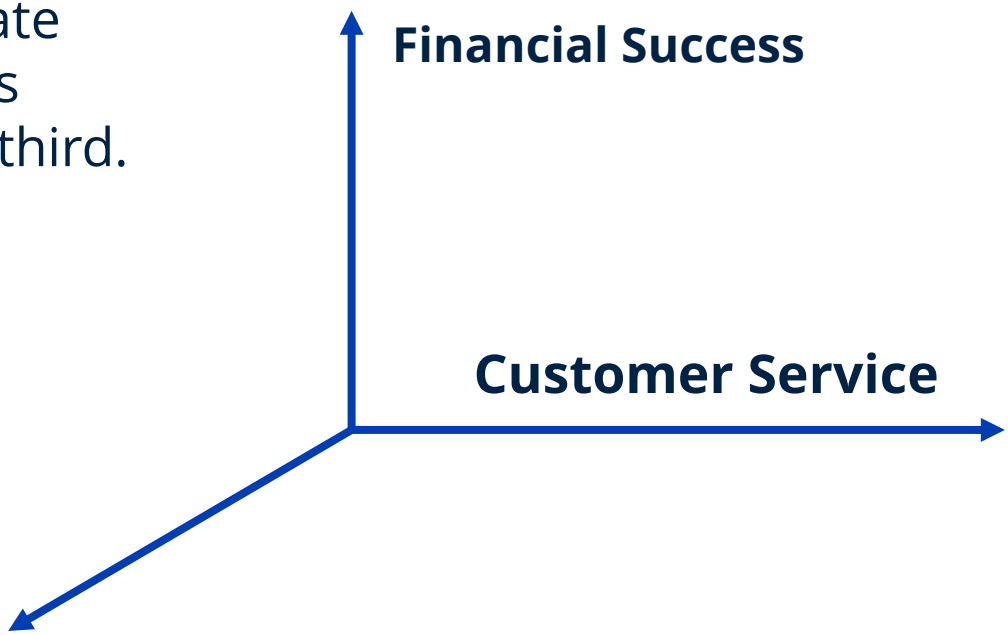
There Is More to Pricing Than You Think



How Do You Want to Operate?

Choosing where to operate on two of the dimensions will often determine the third.



Starting Rates

If your competitors are offering a very low starting rate,
do you “need” to do the same?

IT DEPENDS.

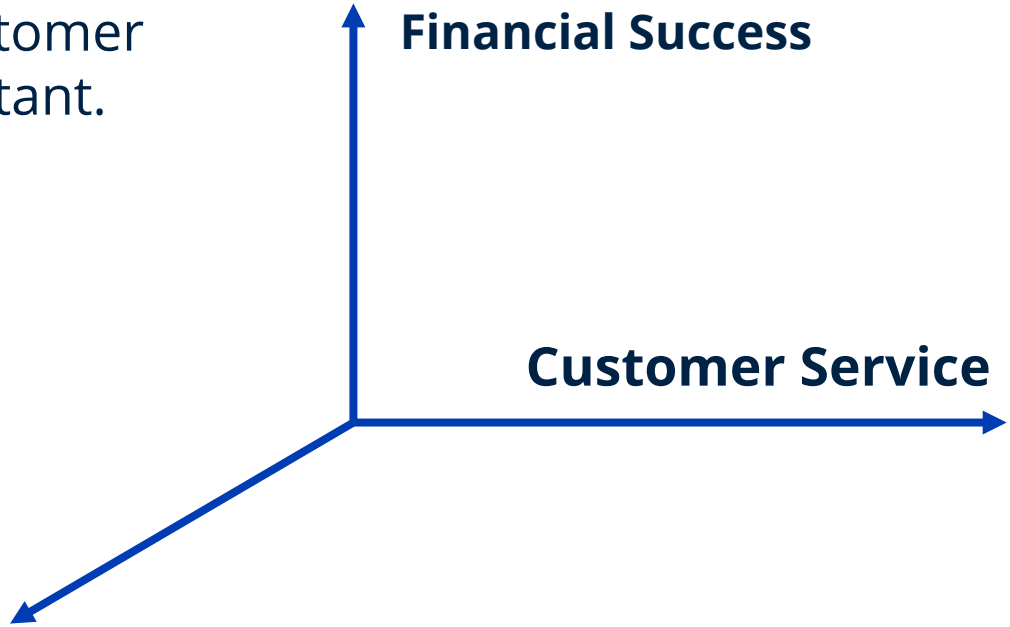
Low Pricing: Factors to Consider

- What is my unit availability?
- Can I selectively match it?
- If I offer low prices, should I revise my rent increase process?
- How much of a decline in move-ins is occurring?

How well are you able to answer the above questions?

Rent Increases

For many operators, customer service is critically important.



Existing Customer Rent Increases: Data-Driven Observations

Understanding the financial impact of rent increases requires a detailed analysis of customer behavior.

- To what extent do move-outs increase prior to the rent increase taking effect?
- To what extent do move-outs increase after the rent increase takes effect?
- How much incremental revenue is ***actually*** achieved?

Anecdotal knowledge will often lead you astray!

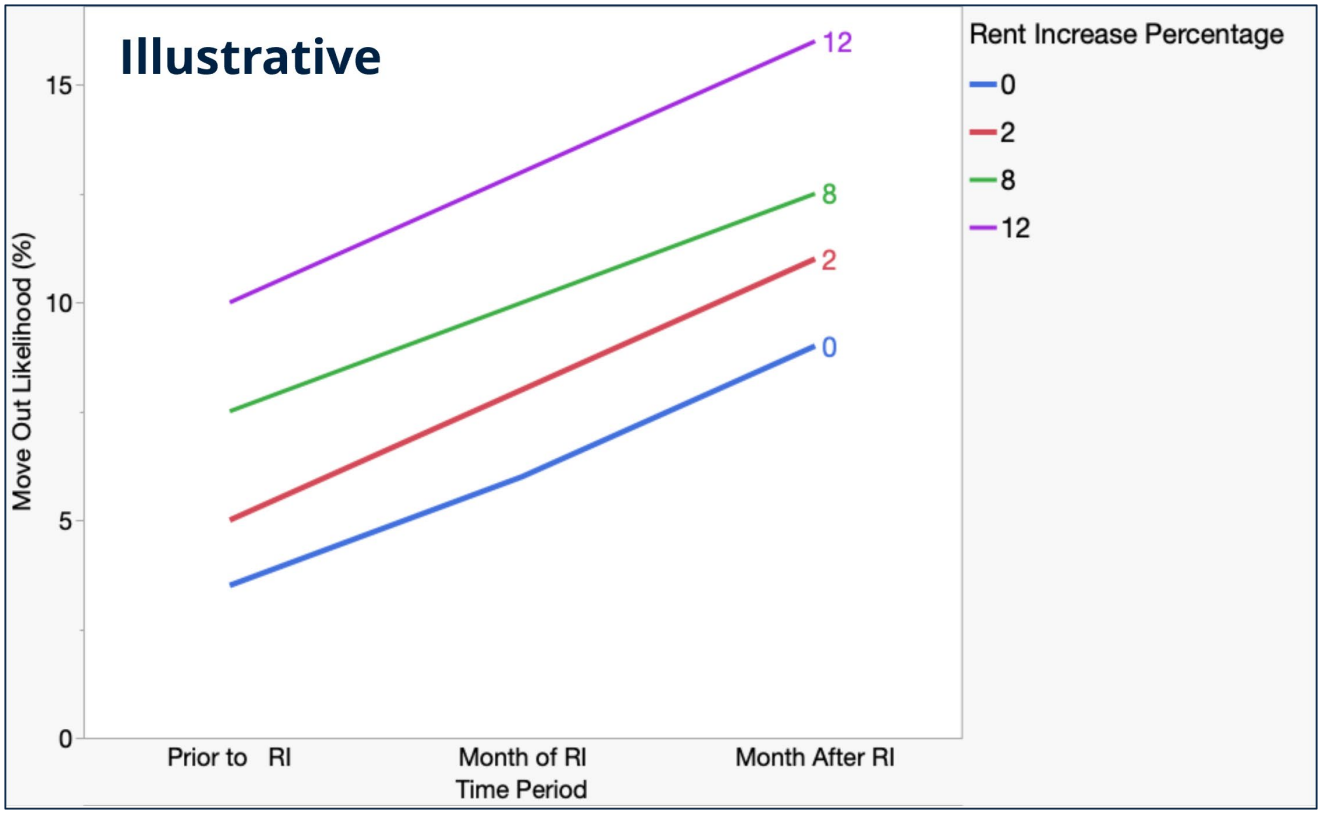
ECRI:
Estimating the Financial Impact

Analyzing the financial impact of rent increases involves multiple elements:

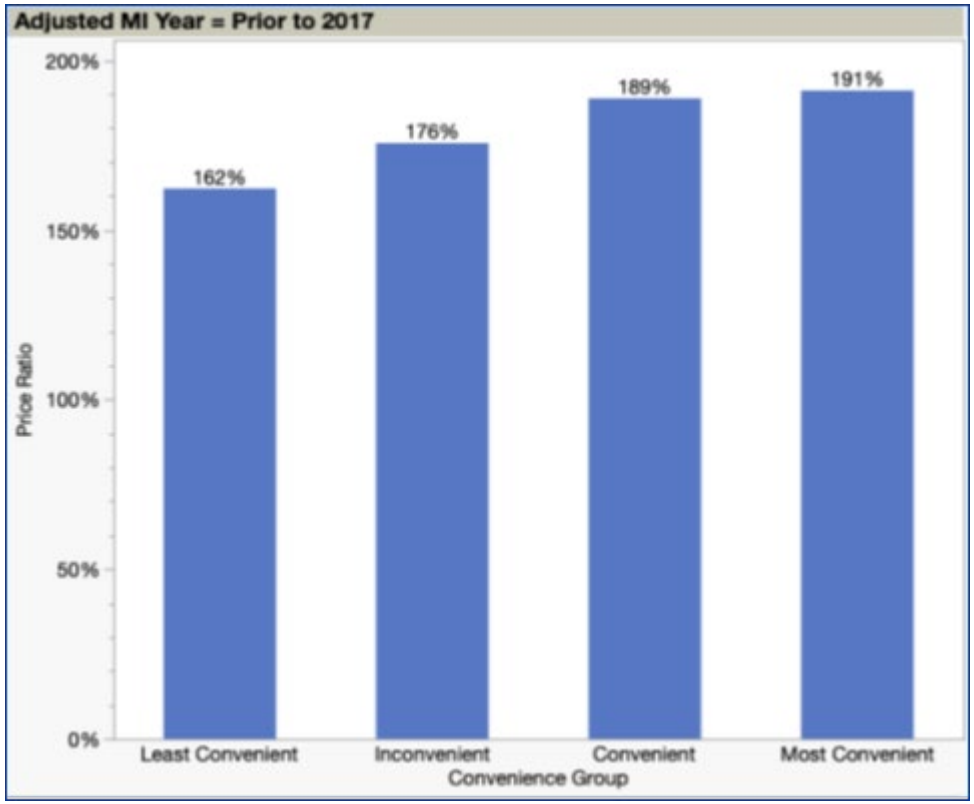
- The mix of long- and short-term rentals
- The extent to which a move-out is financially profitable

Insight: Small rent increases (e.g., < 6%) can be financially counter productive.

Rent Increase: Move-Out Likelihood



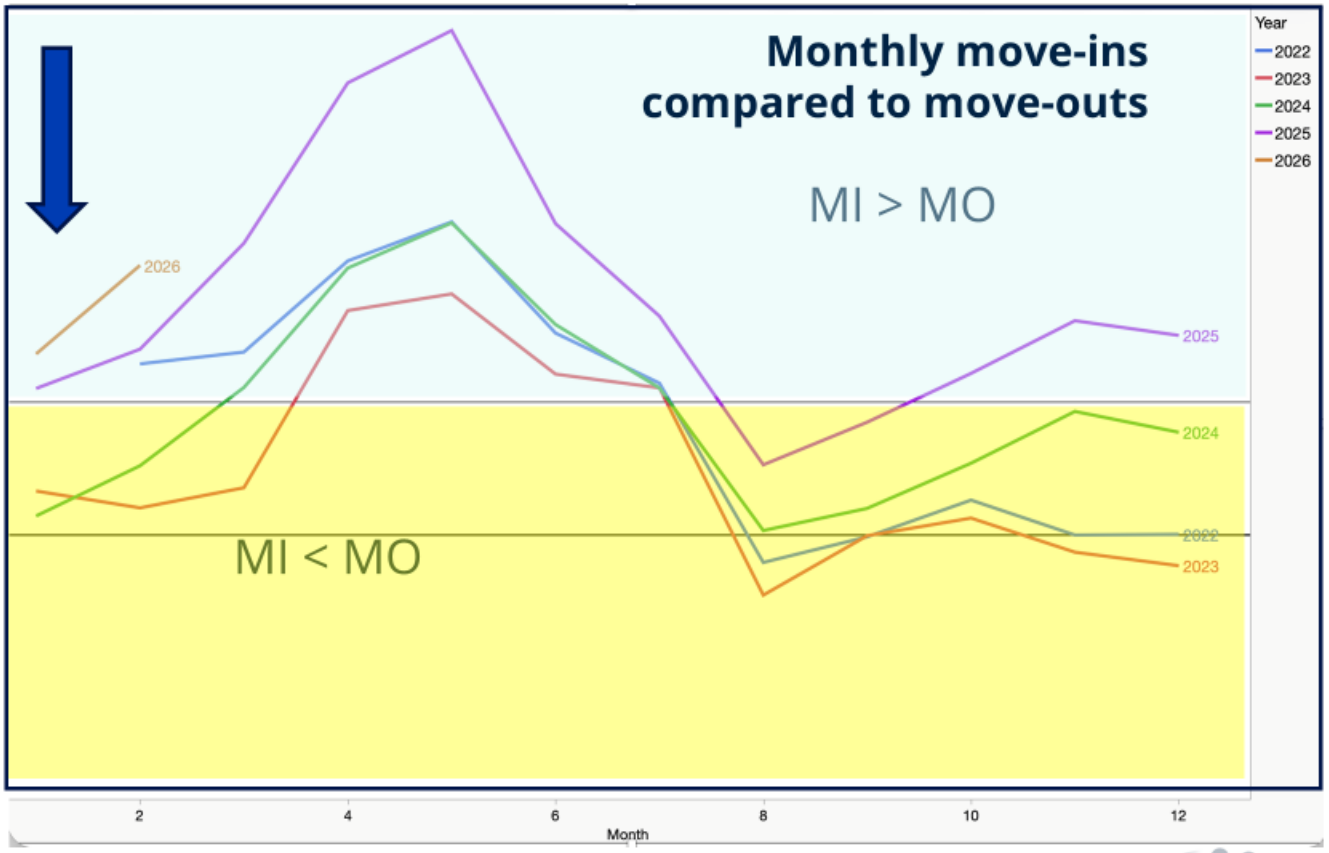
Rent Increase: How Much Is Too Much?



Long-term customers will pay more than current asking rates.

Long-term customer rates vs. rates of current customers in the least convenient units in the same unit group

We See a Strengthening in Demand



Good, Better, Best Pricing

AKA value pricing … What is it?

Good, Better, Best Pricing

Good, Better, Best Pricing

Elementary

- Practiced for decades
- Limited in scope
- Static
  - Ground vs. upper floor
  - Climate vs. non-climate

Advanced

- Dynamic and automated
- Introduced in 2014
- Can incorporate:
  - Unit convenience
  - Alternative policies
  - Product add-ons
  - Website maps
  - Other elements

Good, Better, Best Pricing

Advanced

- Dynamic and automated
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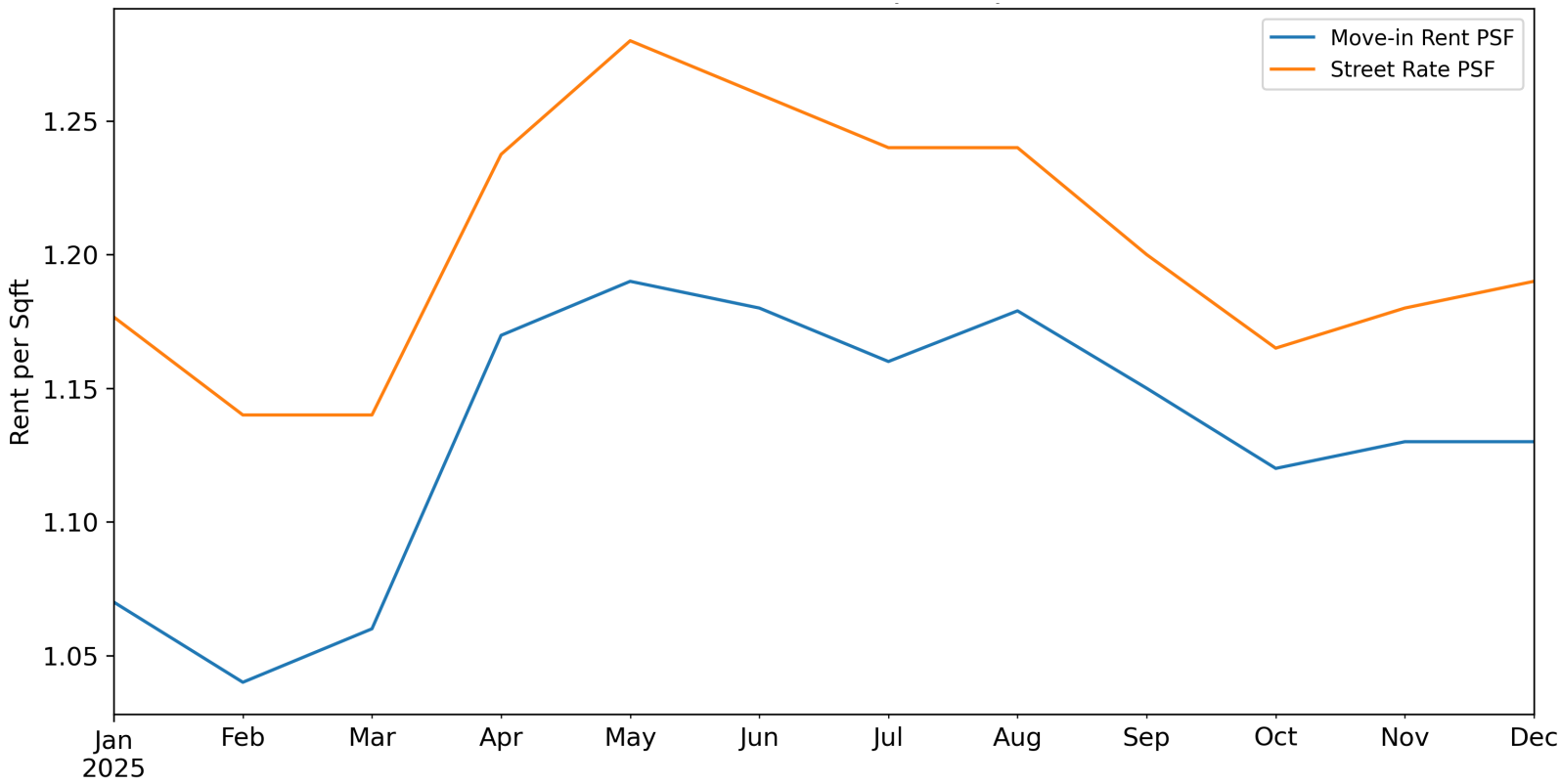
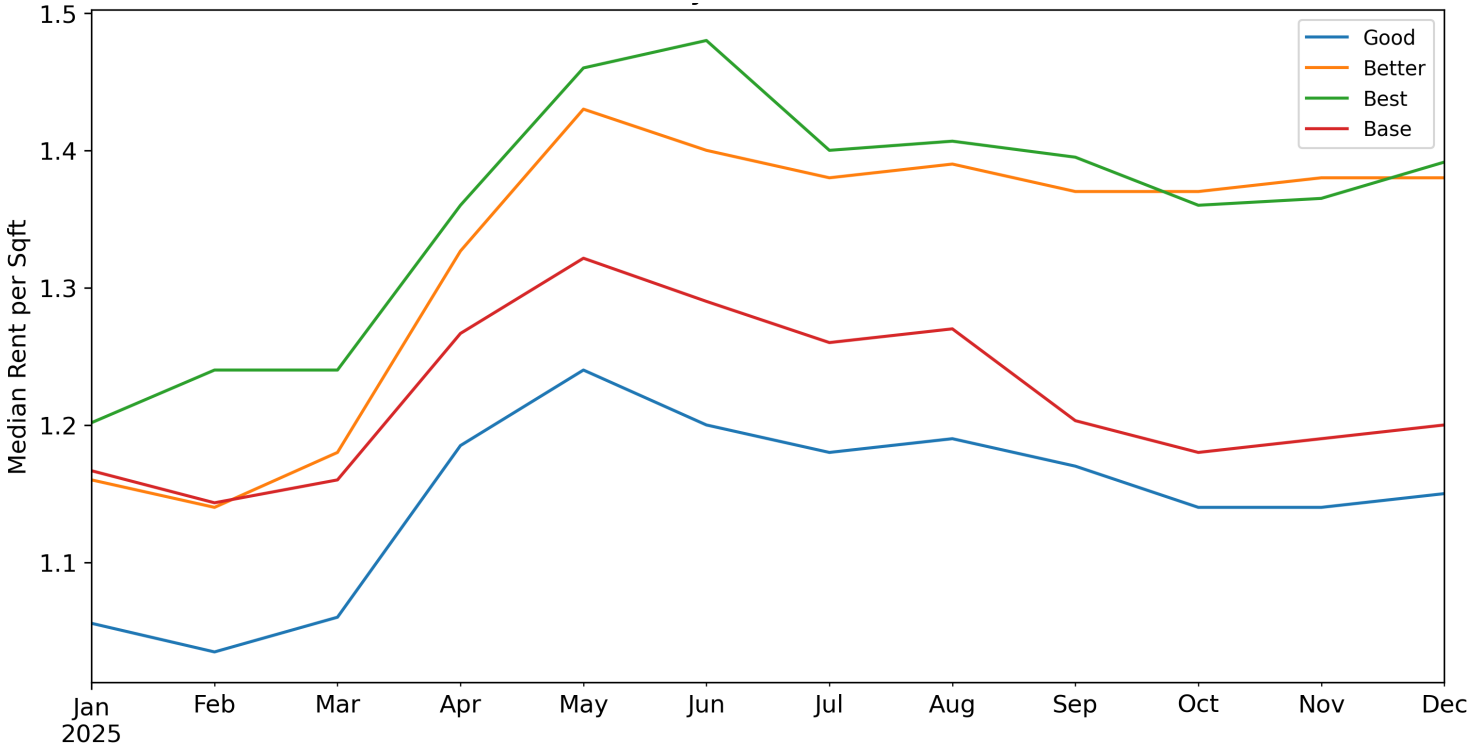
Enables higher prices to be offered than would otherwise be available.

Move-In vs. Street Rent per Square Foot 2025



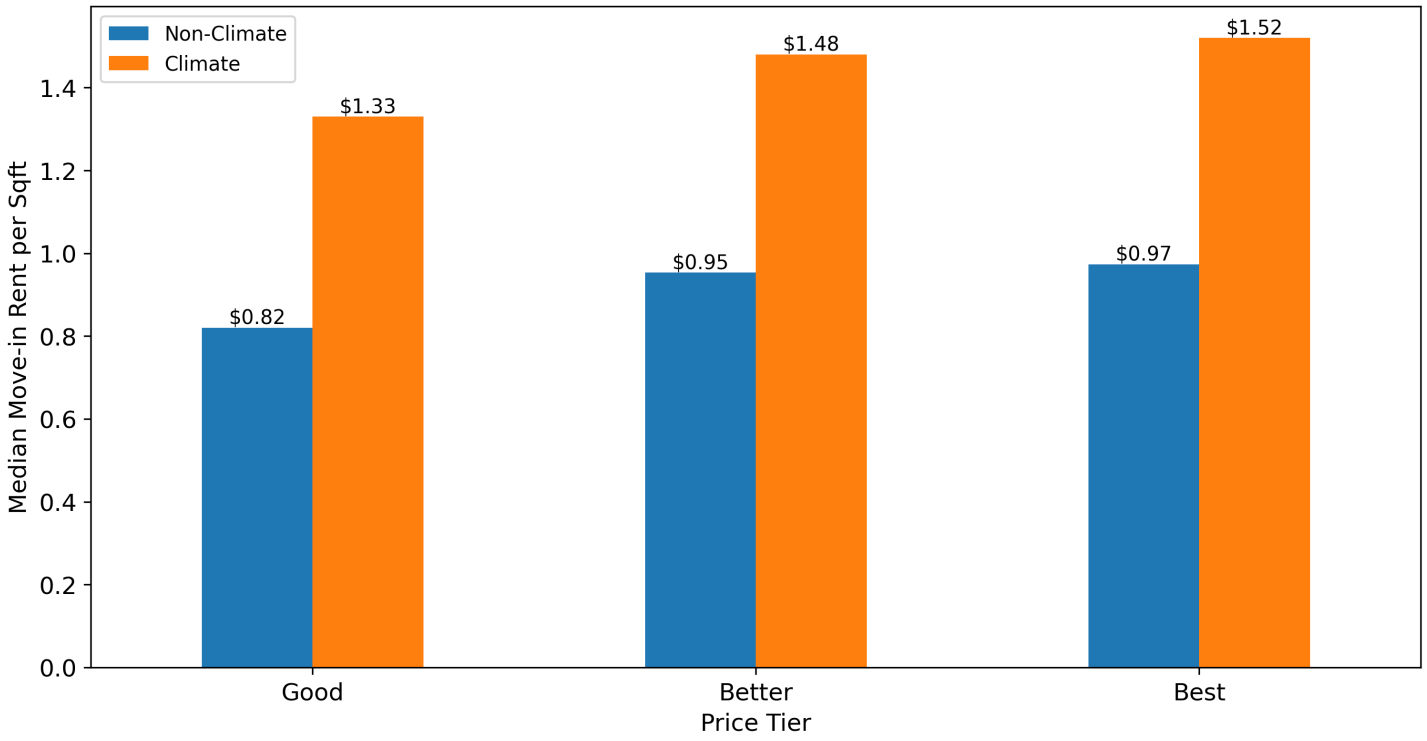
Customers *Choose* to Pay More!

Move-In Rent by Price Tier vs. Base Rate



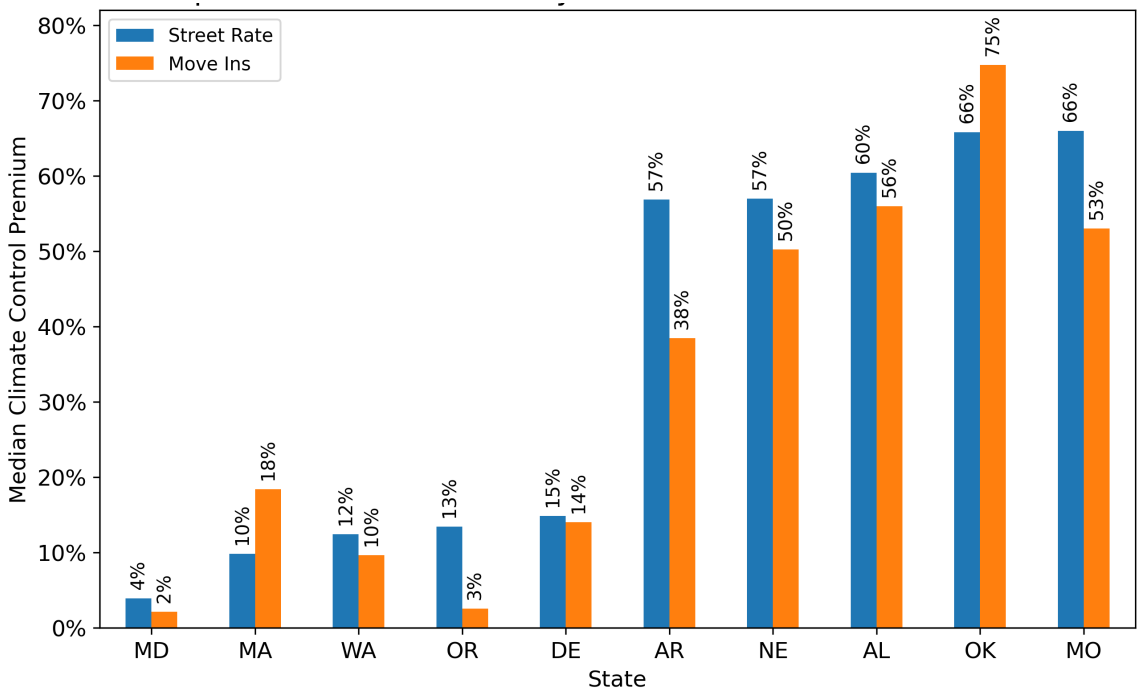
Customers Willing to Pay More

2025 Move-In Rent PSF by Climate Control and Price Tier



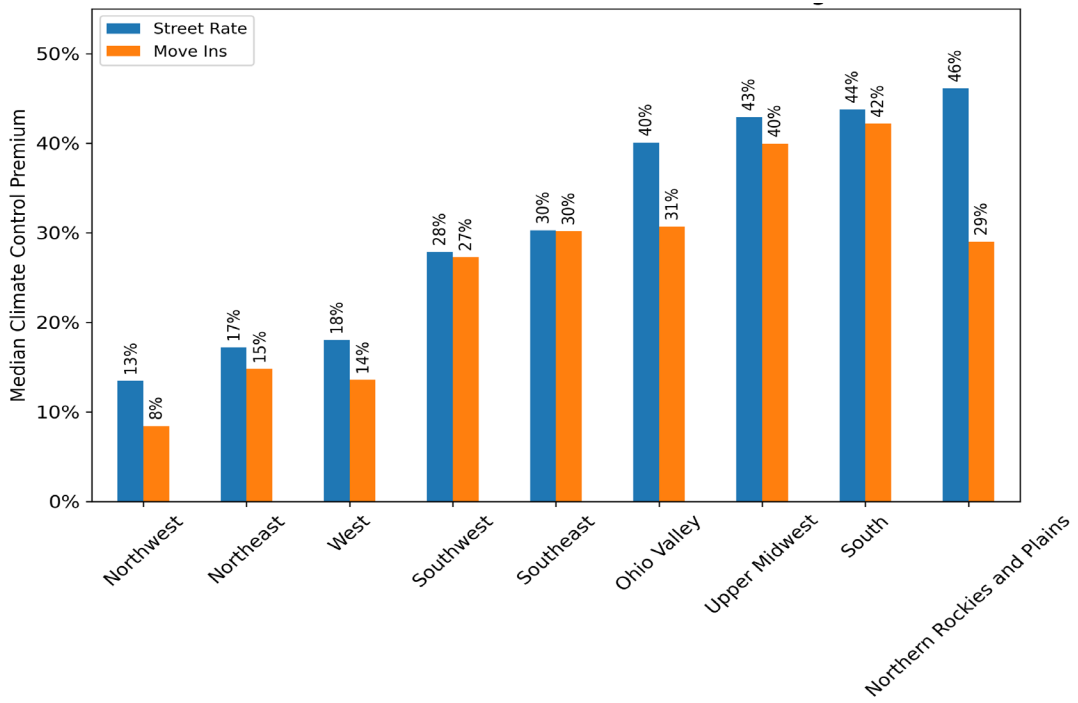
Intra-Store CC vs. NCC Rate Differential

Top and Bottom 5 States by Median Climate-Control Premium



Intra-Store CC vs. NCC Rate Differential

Median Climate Control Premium NOAA Region



Move-In Promotions/Concessions

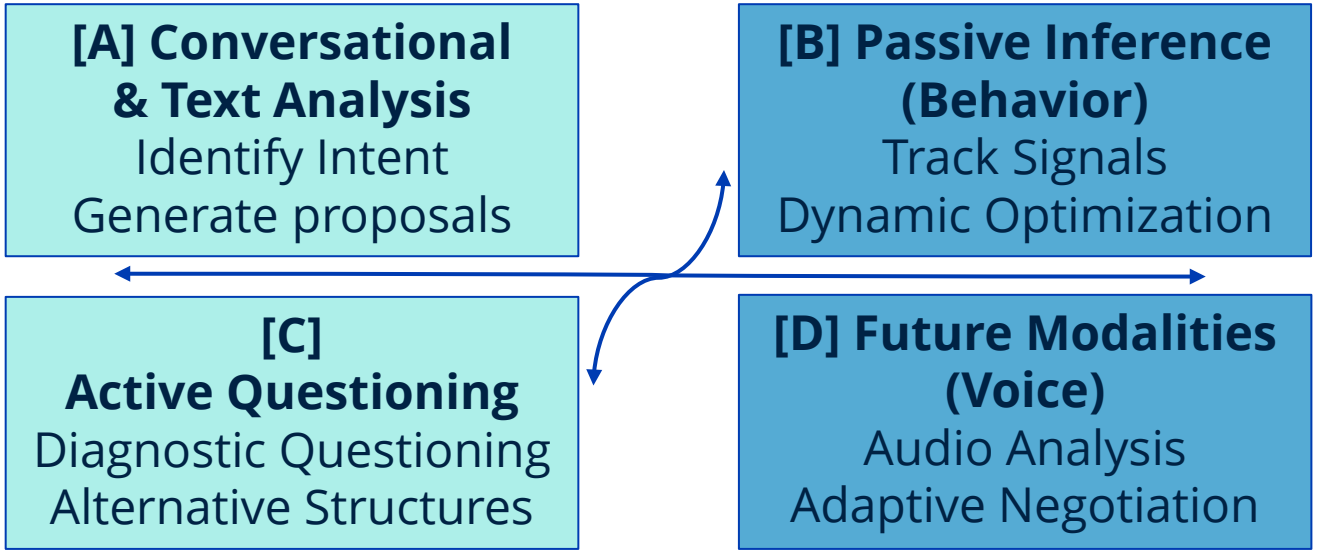
Move-in promotions are generally profitable when:

- Move-ins increase
- The promotional rate expires within three to six months

Traditional	**State of the Art**
Occupancy percentage	Based on competitor promos
Number of vacant units	Based on pricing vs. comps

What About Pricing and AI?

With AI agents that can think, remember and act,
there is much we can learn.



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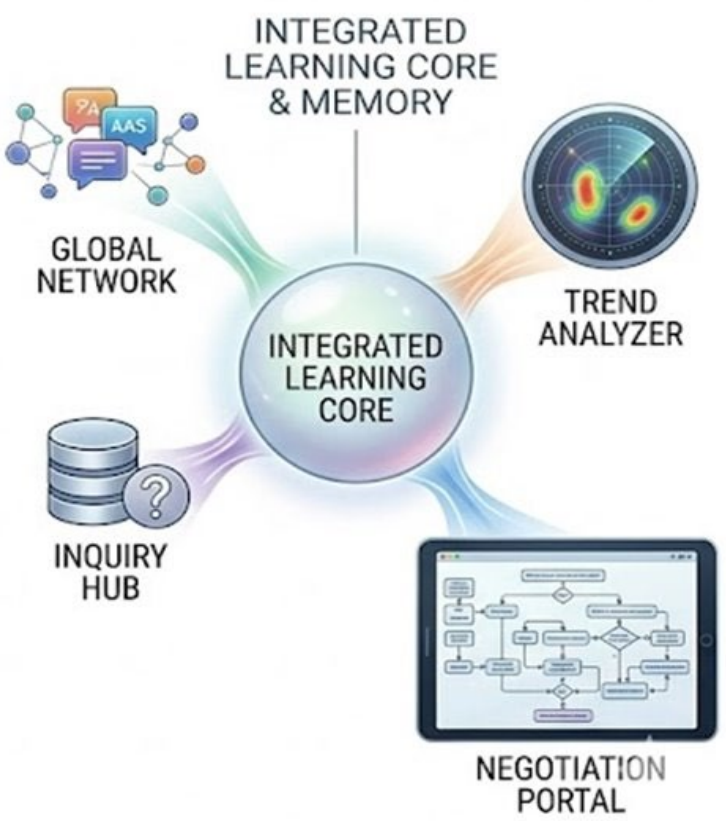

Organizational Tips

Wrapping Up

Five keys to success:

- Be data-driven.
- Be systematic about pricing.
- Hold someone accountable.
- Take incremental steps to improve.
- Measure the impacts of your actions.

Contact the Presenter

SUBMIT FEEDBACK!

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