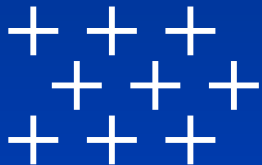




# Moving Beyond the Myth: The Strategy and Technology Behind Unmanned Self-Storage

**Presented by:**

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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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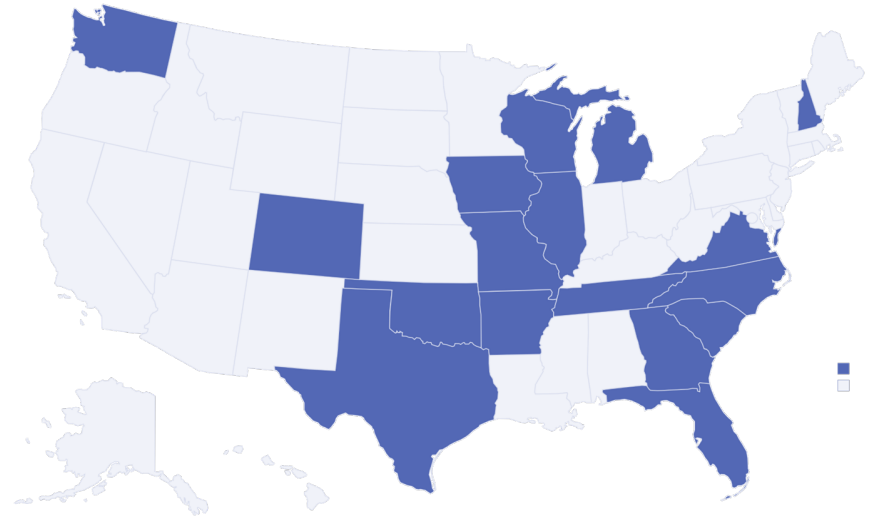


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# About Us

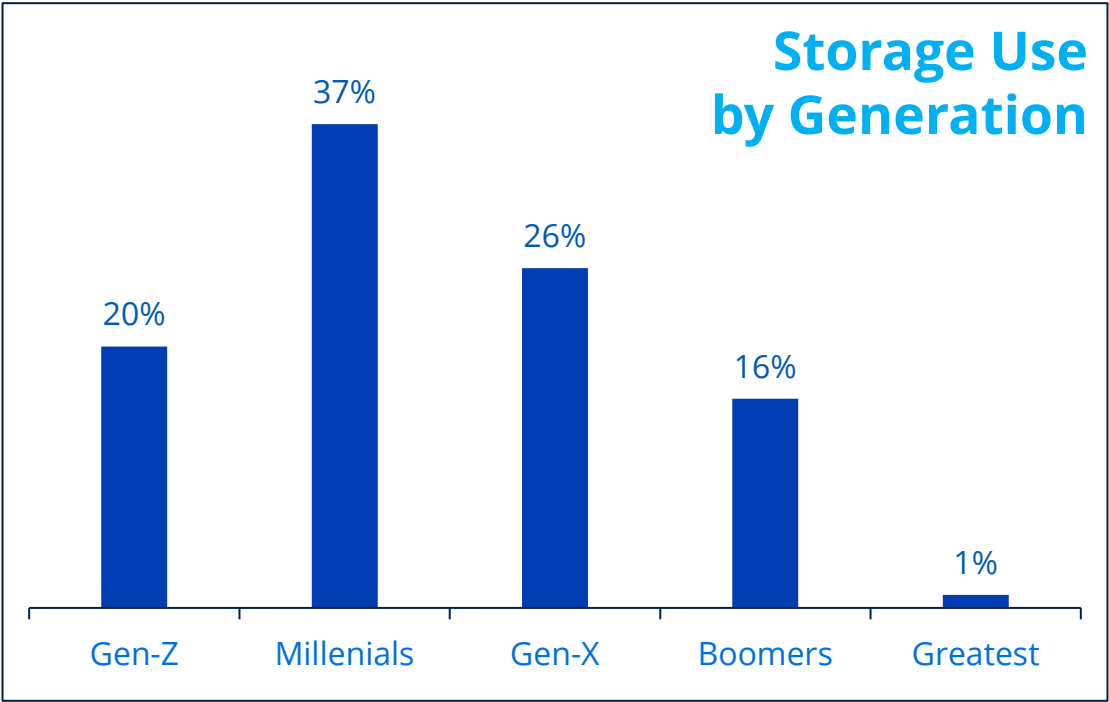
- **14+ years** operating remote properties
- **4+ million** rentable square feet
- **130+ locations** under management
- **\$650M+** transactional experience with our own storage assets
- Operate in **17 states**



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# Generational Shift in Demand



**Source:** 2025 Self Storage Association Demand Study

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# What We Really Mean by 'Unmanned'

- Labor removed
- Work relocates
- Exceptions multiply
- Who owns outcomes






The industry sells "unmanned" as cost elimination, **but the work doesn't vanish—it relocates.**

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# Why This Session Matters

-  Lead leakage
-  Customer friction
-  Delinquency creep
-  Reputation drag
-  NOI Leakage

These aren't dramatic failures,  
they're silent leaks that compound monthly.

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# The Core Thesis

This isn't about being "unmanned." It's about being **remote-run**—high-tech execution delivering high-touch outcomes, measured and owned at every step.

- Not unmanned
- High-tech execution
- High-touch outcomes
- Measured and controlled

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# Unmanned vs. Remote-Run

Unmanned Model	Remote-Run Model
Reactive response	Proactive controls
No clear owner	Define accountability
Invisible drift	Scorecard visibility
Hope-based operations	Evidence-based execution

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# Define 'High-Touch Outcomes'

- Fast response
- Reliable access
- Consistent resolution
- Transparent billing
- Streamlined technology

High-touch doesn't require face-to-face interaction. It means customers experience reliability, clarity and confidence at every touchpoint. Remote operations can deliver high-touch outcomes when systems create predictability and responsiveness.

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# Remote-Managed Tenant Journey

	Risks	Controls
<b>Lead to move-In</b>	Missed calls, slow follow-up, unclear pricing, abandoned web reservations	Call tracking, speed-to-answer, automated follow-up workflows, clear online instructions
<b>First 48 hours</b>	Access failures, unclear instructions, no escalation path, refund requests	Proactive welcome messages, access verification, 24/7 communication technology, escalation playbook
<b>Ongoing support</b>	Slow response times, inconsistent resolutions, repeat issues, vendor coordination gaps	Efficient work order system, vendor accountability, issue tracking, proactive monitoring

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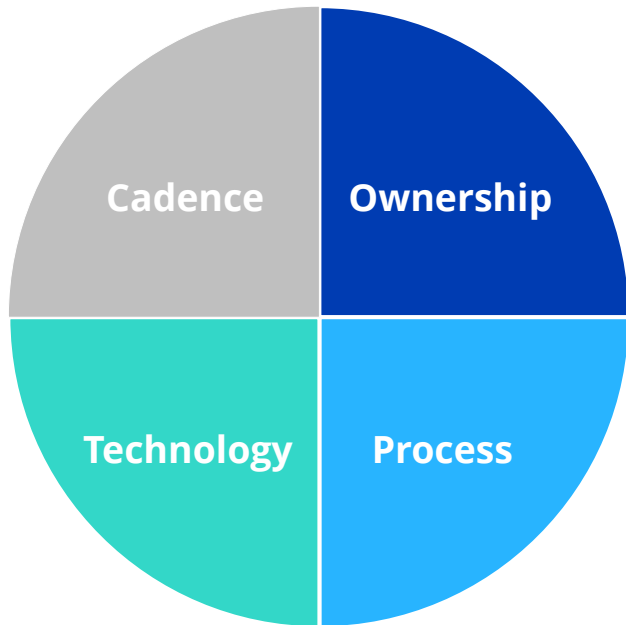
# Remote-Managed Tenant Journey

	Risks	Controls
<b>Billing and delinquency</b>	Autopay opt-out, aging accounts receivables, lien timeline slippage, exception normalization	Autopay strategy, delinquency workflows, weekly aging reviews, lien audit discipline
<b>Retention and rates</b>	Pricing drift, inconsistent ECRI, silent discounting, move-out friction	Rate governance thresholds, override approvals, ECRI cadence, exit surveys

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# The Remote-Run Operating System



A successful remote operation requires four interlocking components. Remove any one of them, and drift becomes inevitable.

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# Minimum Required Tech Stack

- 1
- 2
- 3
- 4
- 5
- 6

Management Software & Reporting	Website, Leasing, Payments	Call Handling	Access Control	Cameras and Incidents	Revenue Management
Single source of truth for unit inventory, occupancy, move-ins, move-outs and financial performance	Frictionless digital experience for inquires, reserve, rent and pay online	Call tracking, routing, recording and missed-call recovery workflows	Gate automation, mobile codes, remote troubleshooting, and access logs	Remote monitoring, incident documentation and liability protection	Rate optimization, ECRI governance, promotional controls and override tracking

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# Conversion Control: Phones and Follow-Up

**Remote is a phone and follow-up business.** If you aren't tracking calls, measuring speed-to-answer and recovering missed leads, you're flying blind on conversion.

- Speed-to-answer
- Call routing
- Missed-call recovery
- Follow-up ownership
- One-touch resolution

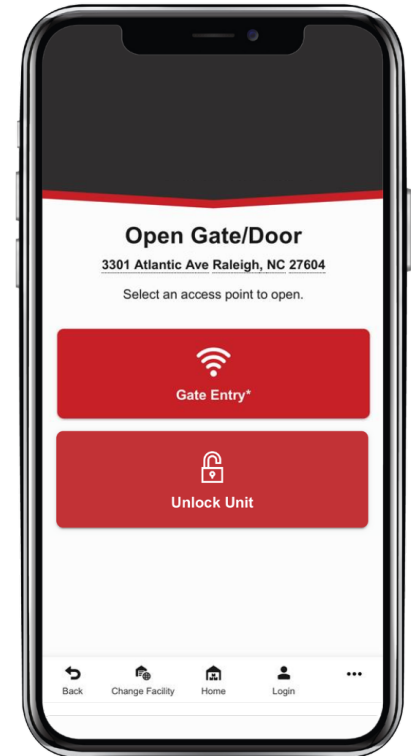
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# Day 1 Experience: Access and Confidence

- Clear instructions
- Gate and lock reliability
- Escalation path
- Proactive communication

Access failures during move-in generate refund requests, negative reviews and immediate churn. Fixing access issues after the first impression is much harder than preventing them upfront. Proactive monitoring and backup plans are non-negotiable.



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# Revenue Protection: Billing and Delinquency

- Autopay strategy
- Workflow ownership
- Lien timeline controls

## Weekly Delinquency Review

- Portfolio-level aging reports reviewed every week by leadership
- Bucket trends, exception counts and lien progress tracked systematically
- What gets reviewed consistently gets owned and improved.

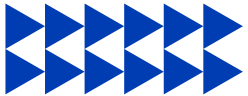
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# The Top 5 Opportunities

1. Technology-enabled support
2. Access
3. Unit readiness
4. Delinquency and lien slippage
5. Pricing, promotions and ECRI



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# Opportunity 1: Technology-Enabled Support

## How it shows up:

- Low contact rate
- High abandon rate
- No recovery
- Negative reviews
- Increased move-outs

## The fix:

- Technology
- Recovery workflow
- Call QA cadence
- Follow-up ownership
- Customer options

**Why it's hard to diagnose:** Many platforms don't track call volume, answer rates or abandonment. Operators see move-ins, but not how many prospective and existing customers tried to reach the site, failed and gave up. That gap between calls attempted and answered is pure revenue leakage.

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# Opportunity 2: Access

## How it shows up:

- Move-in friction
- Lockouts
- After-hours escalation
- Refunds and credits
- Access-related reviews

## The fix:

- **Prevention**
  - Escalation ladder
  - Monitoring and alerts
  - Backup access method
- **Communication**
  - Proactive templates
  - Troubleshooting guides
  - Escalation speed

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# Opportunity 3: Unit Readiness

## How it shows up:

- Available ≠ rentable
- Cleanliness inconsistency
- Refunds and transfers

## The fix:

- Rent-ready standards
- Automated process
- Vendor accountability

## Why It Matters

Physical operations must stay streamlined even without onsite supervision. Unit readiness directly impacts customer satisfaction, listing accuracy and efficiency of turns. Automated processes prevent downstream issues. Catching problems before move-in is far cheaper than handling refunds and transfers after.

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# Opportunity 4: Delinquency

## How it shows up:

- Aging accounts receivable
- Missed call cadence
- Exceptions normalize
- Lien timeline slippage

## The fix:

- Bucket workflows
- Ownership
- Exception governance
- Lien audit



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# Opportunity 5: Pricing, Promotion and ECRI

## How it shows up:

- Overrides become normal
- Web vs. street divergence
- Inconsistent ECRI
- Silent discounting

## The fix:

- Governance thresholds
- Weekly exceptions log
- ECRI cadence
- Outcome reporting

### Revenue Governance = Discipline

Discounting without governance erodes NOI silently. Every override represents lost revenue multiplied across the portfolio. Remote teams need clear thresholds, approval workflows and exception reporting to prevent pricing drift from becoming normalized behavior.

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# Operational Audits

Consistent multi-level audits create accountability and prevent problems from compounding. Make the audit visible, assign owners for each metric and review it consistently with your leadership team.

1

Funnel  
Performance

2

Operational  
Health

3

Financial  
Discipline

4

Revenue  
Governance

5

Reputation  
Management

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# 30/60/90 Roadmap: Optimize

- Identify opportunities.
- Automate repetitive workflows and alerts.
- Optimize pricing and rate increase strategies.
- Expand remote team capacity with proven playbooks.
- Benchmark performance and set new improvement targets.



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# Key Takeaway: Remote-Run Is a Choice, Not a Compromise

The myth of unmanned storage is that removing labor means accepting lower service quality. The truth is that **remote operations can outperform onsite models** when you have the right systems in place.



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# Key Takeaways

## What doesn't work:

- Removing labor before building controls
- Hoping technology alone solves problems
- Tolerating exceptions and manual workarounds
- Monthly reviews instead of weekly discipline
- Shared ownership instead of clear accountability

## What does work:

- Process and ownership established first
- Technology mapped to specific outcomes
- Exception governance and approval workflows
- Audits reviewed consistently
- Ownership for every critical workflow

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# The Compounding Effect of Small Improvements

Small improvements in foundational workflows compound into significant NOI gains across a portfolio.

- Answer-rate improvement: **5%**
- Access-incident reduction: **10%**
- Delinquency tightening: **15%**

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# Final Thoughts: Build the System, Then Scale It

Start With Outcomes	Build Before You Remove	Measure What Matters	Scale With Discipline
Define what "high-touch" means for your customers, then work backward to design systems that deliver those outcomes remotely.	Establish ownership, process, technology and cadence before taking out onsite labor.	Audits create visibility and accountability. Make performance visible and tie it to consequences.	Exception governance, process adherence and consistent cadence are non-negotiable at scale.

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# Contact the Presenter



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