



MAKING
AND
KEEPING
YOUR
MONEY.



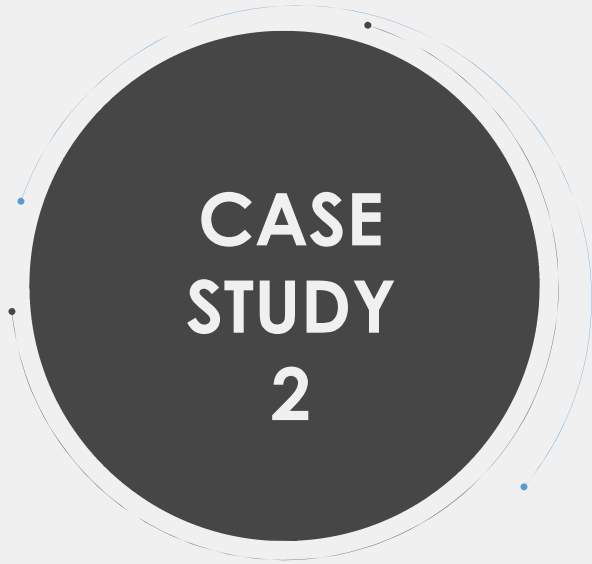
TEXT US QUESTIONS

801-347-5956



A circular graphic with a dark grey center and a light grey outer ring. The text 'CASE STUDY 1' is centered in white. The ring has four small blue dots at the top, bottom, left, and right positions.

**CASE
STUDY
1**

A circular graphic with a dark grey center and a light grey outer ring. The text 'CASE STUDY 2' is centered in white. The ring has four small blue dots at the top, bottom, left, and right positions.

**CASE
STUDY
2**

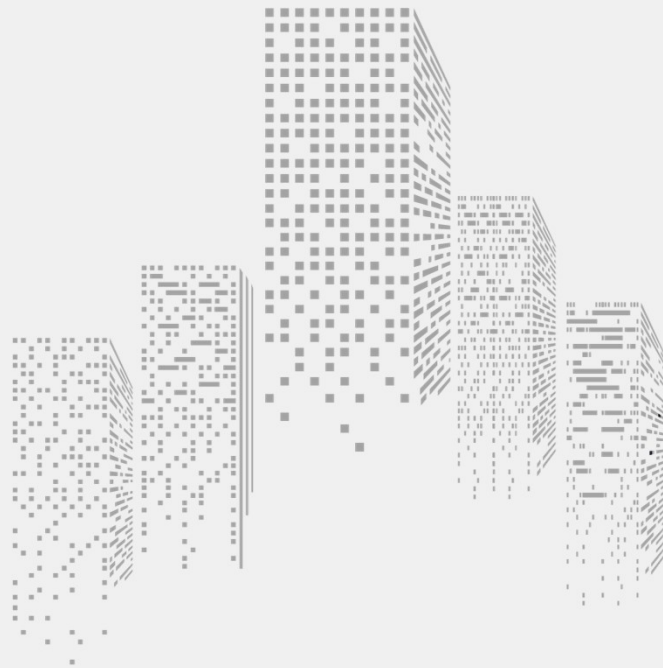
LEARN FROM OTHERS

OLDER PROPERTY - THREE AROUND THE CITY 800 UNITS TOTAL

- INCREASED COMPETITION
- ABSENT OWNER
- OWNER KNEW IT WASN'T RUNNING RIGHT
- MANAGEMENT WAS **OK**
 - Revenue - \$41,000
 - Occupancy – 63%



ONE THEME



STORAGE IS A BUSINESS OF INCHES,
NOT MILES.

IT IS OFTEN THE SMALL THINGS NO
ONE SEES, THAT RESULTS IN THE **BIG**
THINGS THAT EVERYONE WANTS.

**GOOGLE
MY
BUSINESS**



ISSUE

- WRONG SERVICE
- INCONSISTENT AND BAD PHOTOS
- TOO MANY TRACKING #
- NOT USING ALL OF GMB
- NO RESPONSE TO BAD REVIEWS
-“ HAS MICE DON'T RENT HERE”

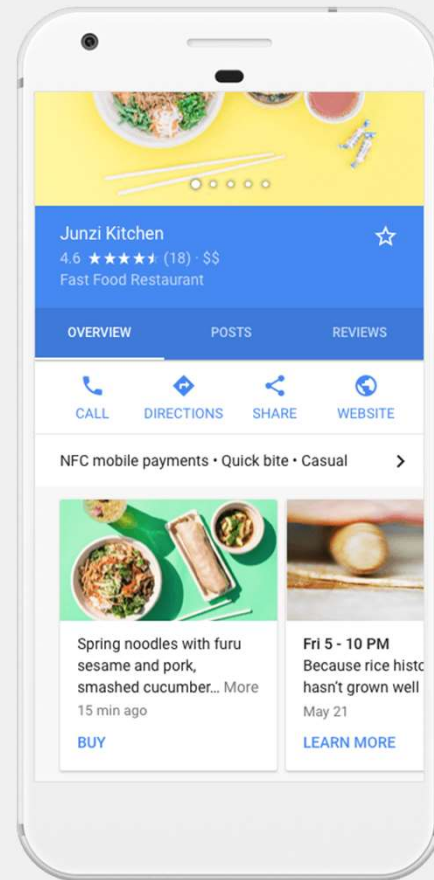
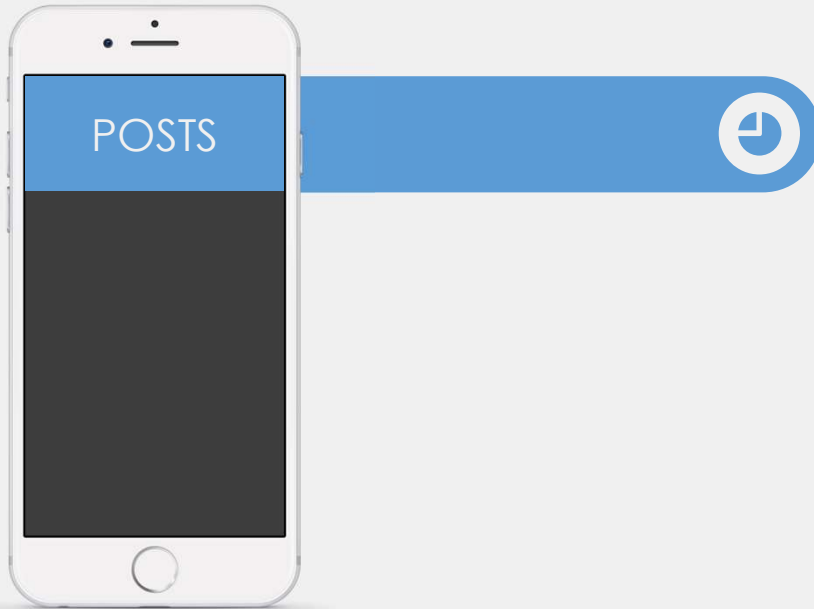


FIX

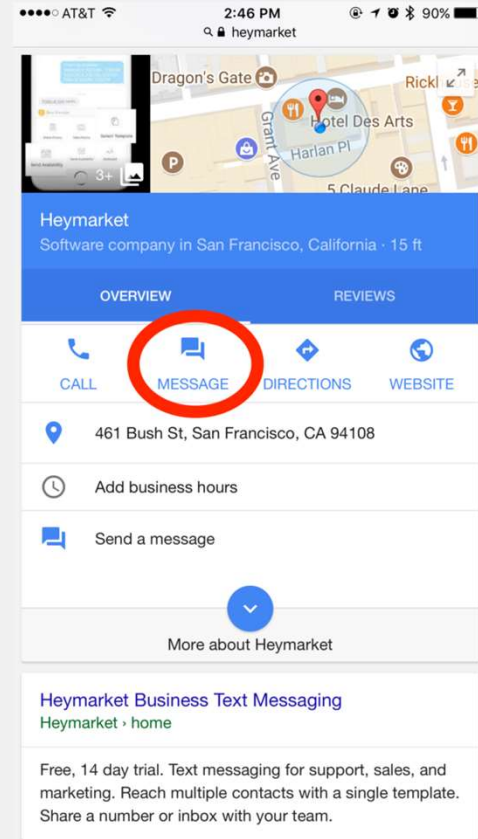
- ADDED MULTIPLE SERVICES
- ADDED PHOTOS AND VIDEO
- LOCAL PHONE NUMBER
- RESPONDED TO REVIEWS AND SET UP REVIEW REQUESTS SYSTEM
- MAXED OUT GMB



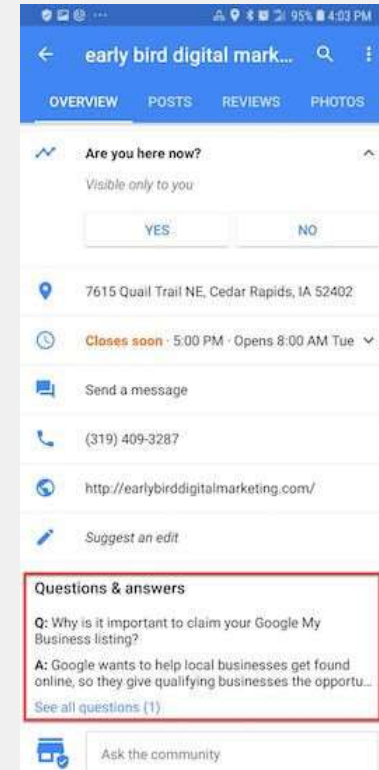
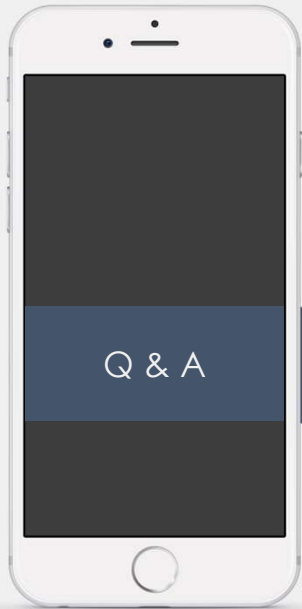
GOOGLE MY BUSINESS FOR YOU



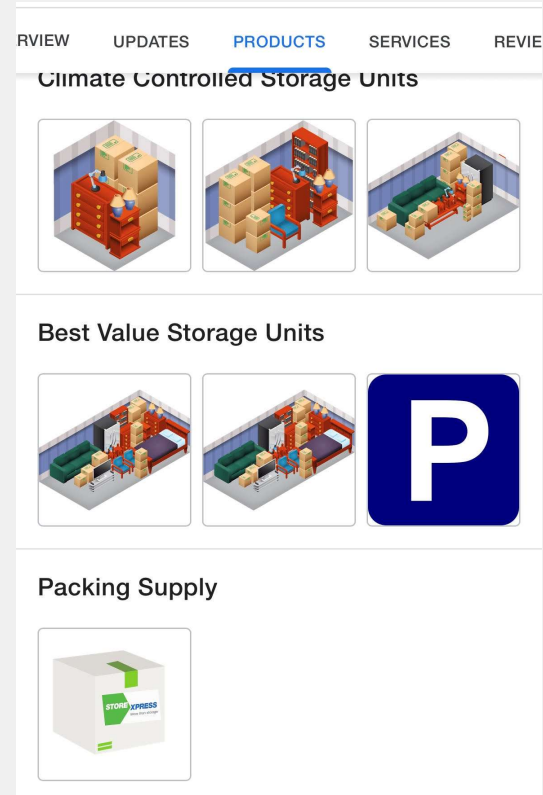
GOOGLE MY BUSINESS FOR YOU



GOOGLE MY BUSINESS FOR YOU



GOOGLE MY BUSINESS FOR YOU





DON'T FORGET



WEBSITE



ISSUE

- BAD PHOTOS
- SLOW - PHOTOS WERE “BIG”
- NO “MAKE A PAYMENT”
BUTTON
- ODD LANGUAGE LIKE “HOLDS
920- 1230” MEDIUM BOXES



FIX

- GOT AN INDUSTRY WEB COMPANY
- ADDED PHOTOS AND VIDEO
- ADDED LOCAL LISTINGS
- PAY-PER-CLICK
- ADDED OTHER SERVICES



WEBSITE

A well designed website will guide visitors to take action

01

SIMPLE- RENT A UNIT ON YOUR SITE

02

CAN YOU NAVIGATE?

03

DOES IT FOLLOW F-SHAPED PATTERN

04

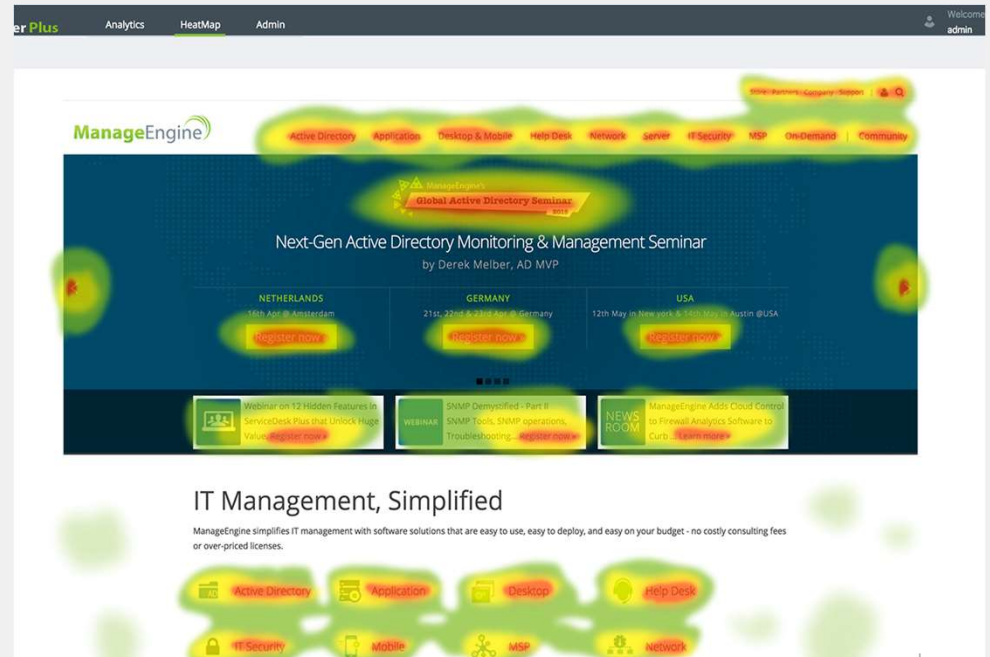
QUALITY CONTENT AND GOOD PHOTOS

05

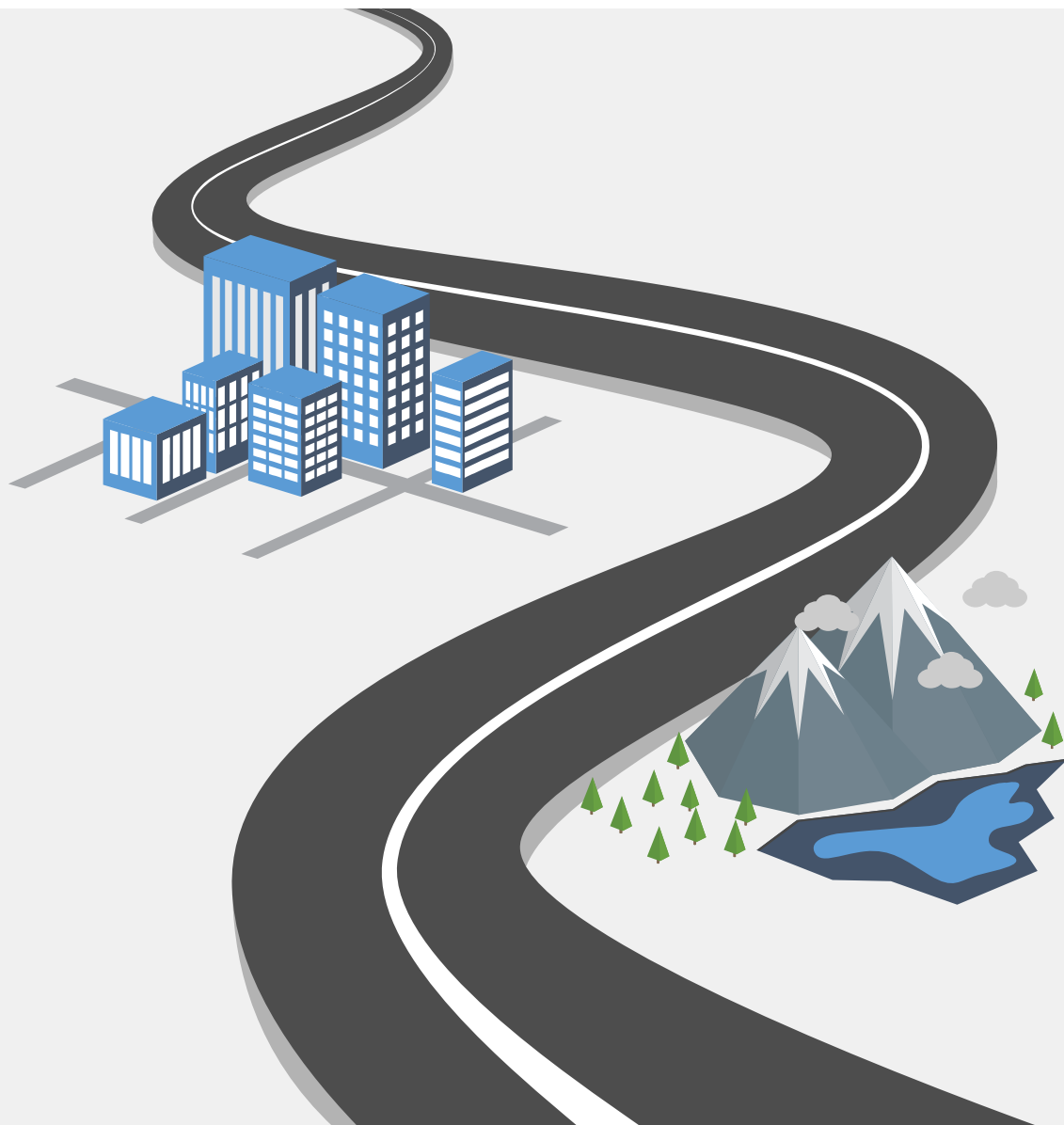
LOAD TIME AND MOBILE

HEATMAP

INSIGHTS IMPROVED
CONVERSIONS

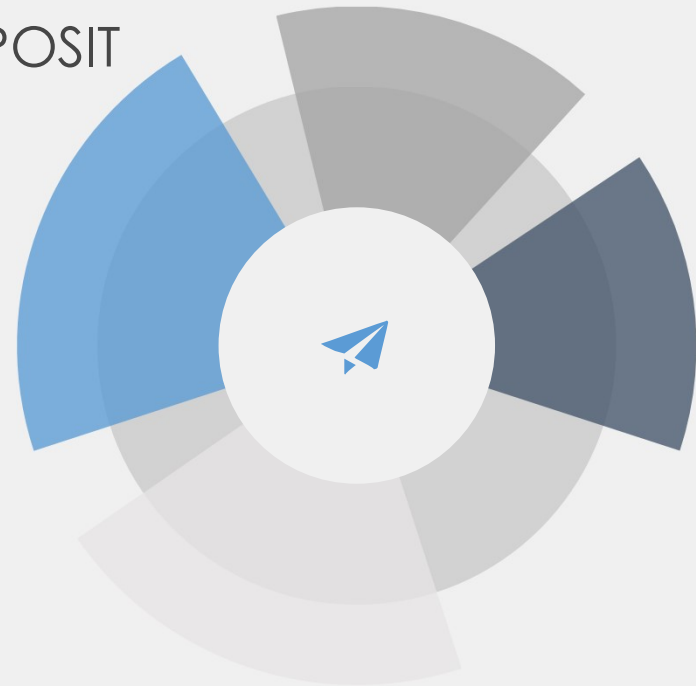


TOP TO BOTTOM AUDIT



ISSUE

- \$5 ADMIN AND A \$15 SECURITY DEPOSIT
- NO INSURANCE
- 68 UNRENTABLE UNITS
- “OWNER” ACCESS IN SOFTWARE
- LATE FEES NOT “SAFE HARBOR”
- 1 PAGE NON COMPLIANT LEASE
- NO PHONE/TOUR TRAINING



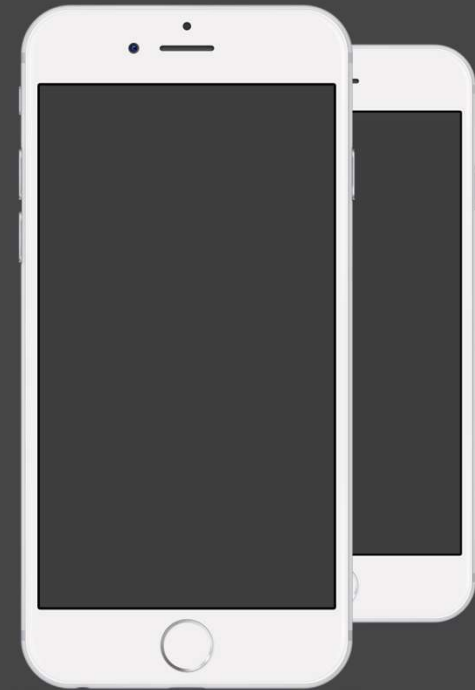
FIX

- UPDATED TO STATE LEASE
- ADDED PROTECTION PROGRAM
- GOT "LEGAL"
- CHECKED FOR POSSIBLE THEFT
- LIMITED OPPORTUNITIES
- TRAINED AND HELD ACCOUNTABLE



PHONES/TOURS

- HOW ARE THEY ANSWERED
- TRAINING
- MAKE IT EASIER/SOUND LOCAL?



TOUCHPOINTS



ISSUE

- OLD COUCH, NASTY TABLE
- BAG SIGNAGE
- E-LEASE
- BAD CURB APPEAL
- OFFICE WAS “SALMON”
WITH WALLPAPER

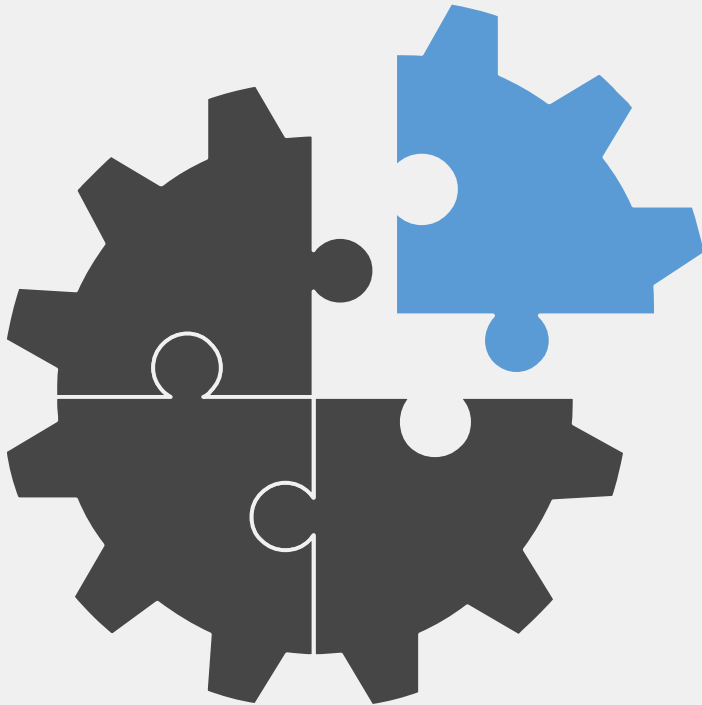


FIX

- PAINTED
- TOOK OUT OLD PICTURES
- ADDED NEW TAKE AWAYS
- MADE "SUMMER" PROJECTS
- ADDED A SECOND MONITOR



STAFF



- COMMUNICATION
- CREATED “PROJECTS”
- ACCOUNTABILITY
- PAY/BONUSES

Atomic Storage Group

TEXT 801-347-5956

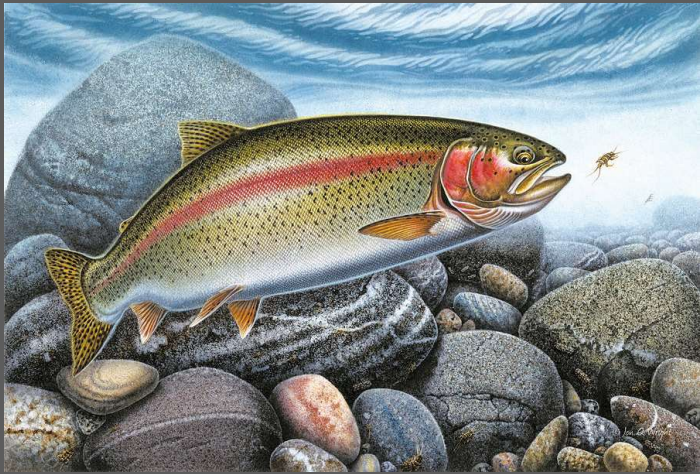


BEFORE



AFTER

COST \$30



Storage Made Easy

We are the new self storage company in your area. We provide the latest state of the art storage around! We are safe, secure, and conveniently located near you. we storage everything here.

- Long Access Hours
- Retail and Moving Supplies
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- Business Storage
- Wide Variety of Sizes

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SHORT

“WE PROVIDE A VARIETY OF STORAGE SOLUTIONS TO FIT ALL TYPES OF NEEDS.”

“YOUR STORAGE, YOUR WAY”

“WE HAVE THE HIGHEST RATING OF CUSTOMER SATISFACTION, WE OFFER \$50 FOR EVERY REFERRAL”


“IT PAYS TO HAVE FRIENDS- LITERALLY”

THERE IS A NEED TO HAVE ONE VOICE
IN YOUR MESSAGING

- DESCRIBES THE PERSONALITY OF
YOUR COMPANY
- “IF OUR COMPANY WAS A PERSON,
WHAT WOULD IT SOUND LIKE?”

**CUSTOMERS
CRAVE
CONSISTANCY**

WHEN YOUR GIRLFRIEND DOESN'T GET FINE ART



www.thestoragehaven.com



- 704.512.0170
- info@thestoragehaven.com
- www.thestoragehaven.com
- 10023 Callabridge Ct.
Charlotte, NC 28216



www.thestoragehaven.com

IT PAYS TO HAVE FRIENDS. LITERALLY


REFER A FRIEND AND YOU BOTH GET **\$50** TOWARD RENT!

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GATE CODE

- ✓ Access Hours: 6am - 10pm
- ✓ Move-outs are not pro-rated
- ✓ Rent is due on the first of each month



Climate-Controlled Storage Units


Affordable solutions, *packed with benefits.*

- ✓ Temperature Controlled Units
- ✓ Convenient Location
- ✓ Secure Gated Facility
- ✓ Recorded Security Cameras
- ✓ Locally Owned
- ✓ Competitive Rates
- ✓ Flexible Lease Options

★★★★★

Our customers love us!

Check out our reviews online.



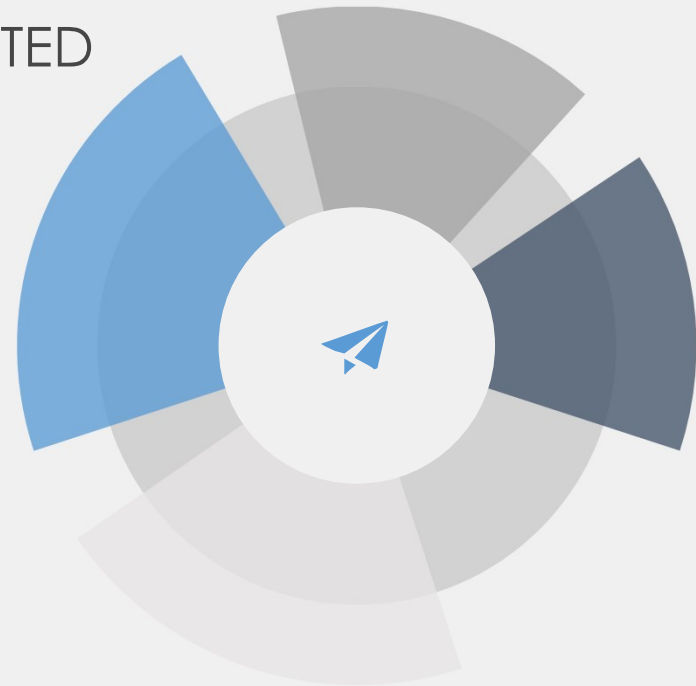
www.thestoragehaven.com

REVENUE



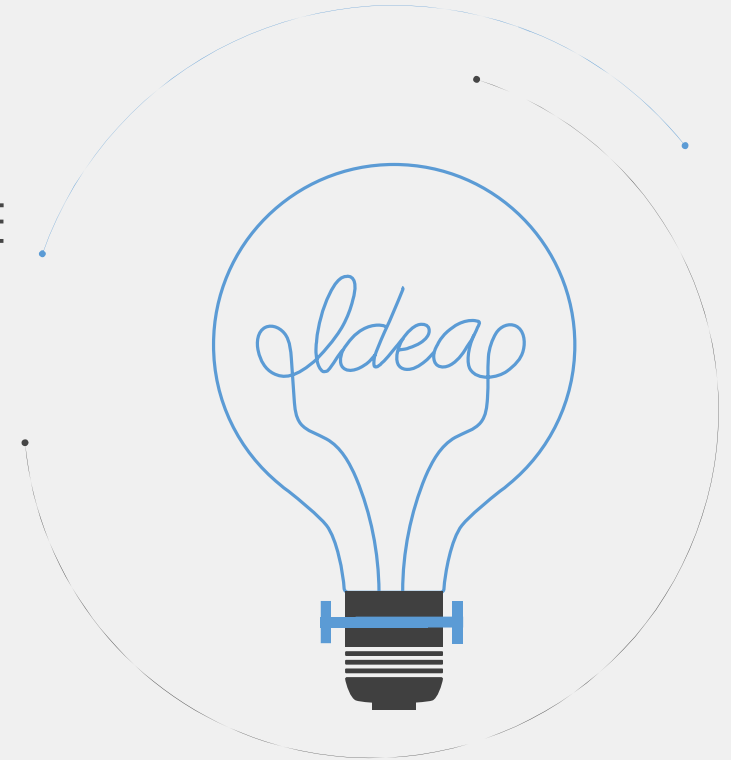
ISSUE

- CLIMATE SECTION OPEN 1 YR 2 RENTED
- PRICES INCONSISTEN
- NO TRACKING
- “NO ONE WILL PAY THAT MUCH”



FIX

- TRACK LEADS
- TRAINED STAFF HOW TO SELL CLIMATE
- LOWERED SOME PRICES TO GET CONFIDENCE...
- PRICED ON DEMAND





TRACKING LEADS

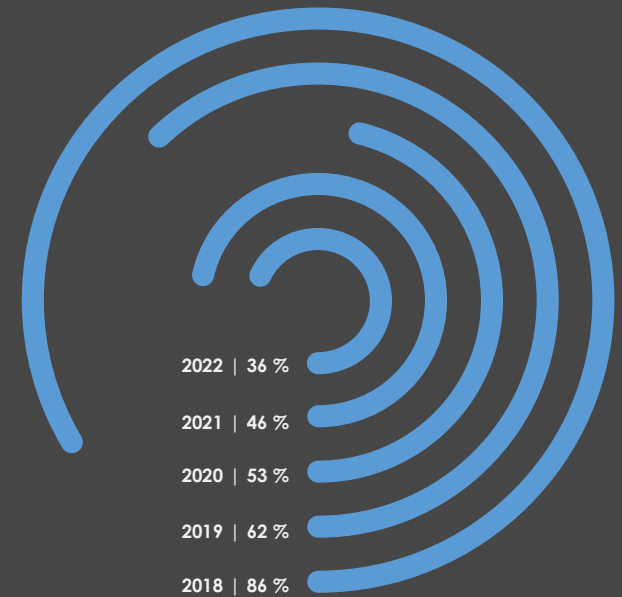
Date	Name	Number	CONTACT			SOURCE					Size			Notes
			Visit	Call	Web	DB	Web	Ref	SF	Oth		Temp	Ex	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	

Sizes or Size	Unit Status					Demand										Move in	Move out	Closing Rate	Rentals/ Demands
	# of Units	Occupied	Rented %	UR	Vacant	Contact			Source/Marketing										
						Visit	Call	Web	Drive	Web	Ref	SF	Oth	Total					
5x10T	16	13	81.3%		3		2	5		5		2			7	4	3	57%	233%
5x10	58	56	96.6%		2	3	1	2		5			1		6	4	1	67%	300%
7.5x10T	46	39	84.8%	1	6	6	8	22	3	17		14	2		36	22		61%	600%
10x10T	20	18	90.0%		2	1	4	1		5			1		6	5	2	83%	300%
10x10	108	85	78.7%	3	20	9	12	21	2	25		11	4		42	28	3	67%	210%
10x15T	20	18	90.0%	1	1	1		2		2			1		3	1	2	33%	300%
10x15	115	42	36.5%		73	3	4	10		10		6	1		17	11	3	65%	23%
10x18	11	6	54.5%		5			1		1					1			0%	20%
10x19	15	7	46.7%		8			2		2					2	2	2	100%	25%
10x20	159	90	56.6%	4	65	4	9	43	1	38		16	1		56	36	8	64%	86%
10x21	11	0	0.0%		11										0				0%
10x22	3	3	100.0%		0										0				
10x25	36	27	75.0%	4	5		5			5					5	1	5	20%	100%
All	618	404	65.4%	13	201	27	45	109	6	115	0	49	11		181	114	29	63%	90%

DATA

GOOD DATA DOES 3 THINGS

- DETERMINES TRENDS 
- ANSWERS QUESTIONS WITH CLARITY
- GIVES DIRECTION 



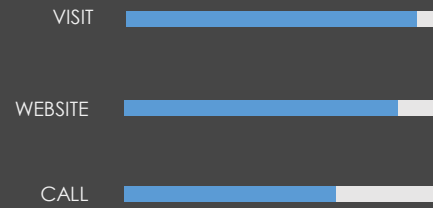
- TRACKING LEADS
- PAYING ATTENTION
- MARKETING
- DOING THE LITTLE THINGS



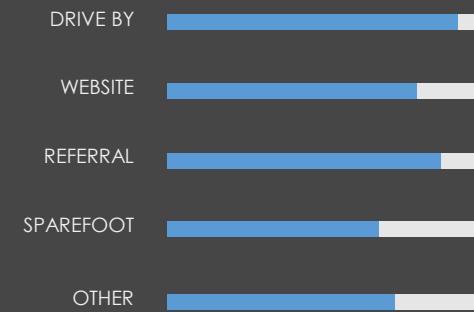
REVENUE GREW



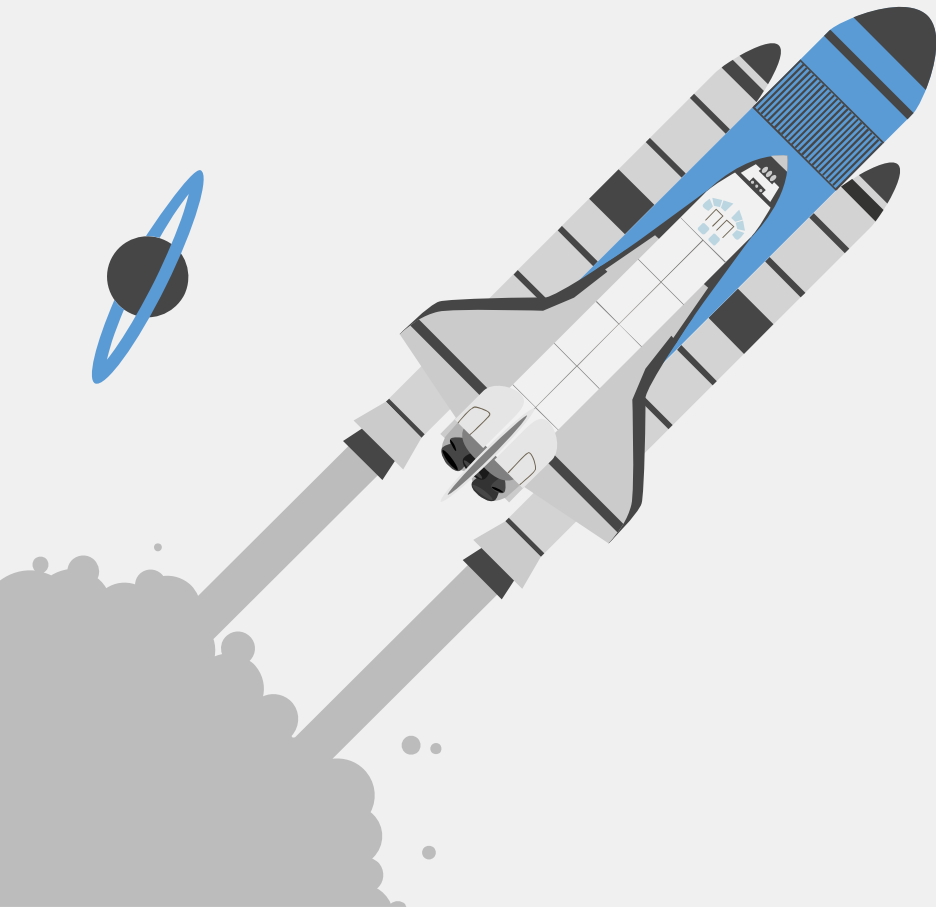
CONTACT



SOURCE



RESULT



IN 5 MONTHS

REVENUE \$41,000 TO 51,000
24% INCREASE!

OCCUPANCY 63% TO **75%**
99+ UNITS GROWTH
11% GROWTH

57% CLIMATE OCCUPIED

THRILLED OWNER
MANAGEMENT HAS SUPPORT

**\$1,600,000 INCREASE IN VALUE
IN 5 MONTHS**

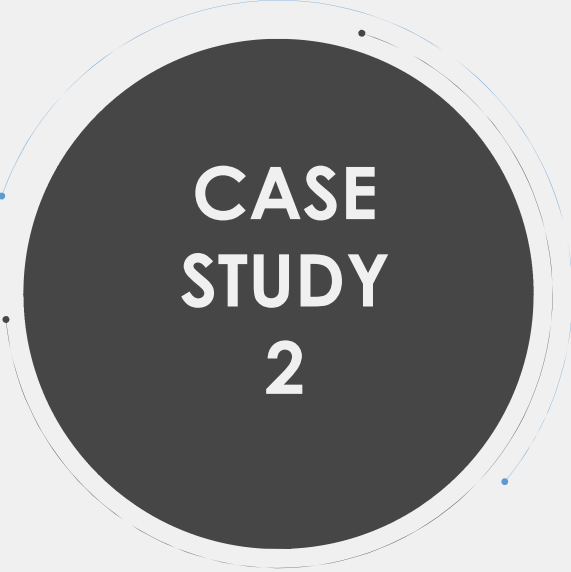
WHAT ARE THE SMALL THINGS WORTH?

LET'S TALK



CLASS A SITE- 600 MIXED UNITS

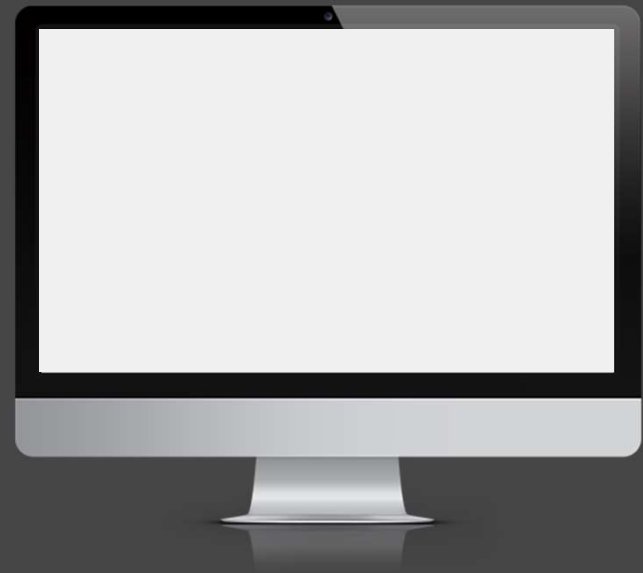
- OWNER HIRED A LARGE REIT
- WANTED TO EXPAND BUT COULDN'T REFI TO EXPANSION LOAN
- AT RISK OF LOSING SITE



**CASE
STUDY
2**

START

- GOOGLE MY BUSINESS ✓
- NEW WEBSITE ✓
- SIZES AND UNIT STATUS ✓
- LATE FEES AND LEASE ✓
- CONTROLS ✓



THE NUMBERS



ISSUE

- LOW STREET RATES
- MASSIVE VARIANCES
- HIGH OCCUPANCY- LOW ECONOMIC
- FOCUS WAS ON OCCUPANCY



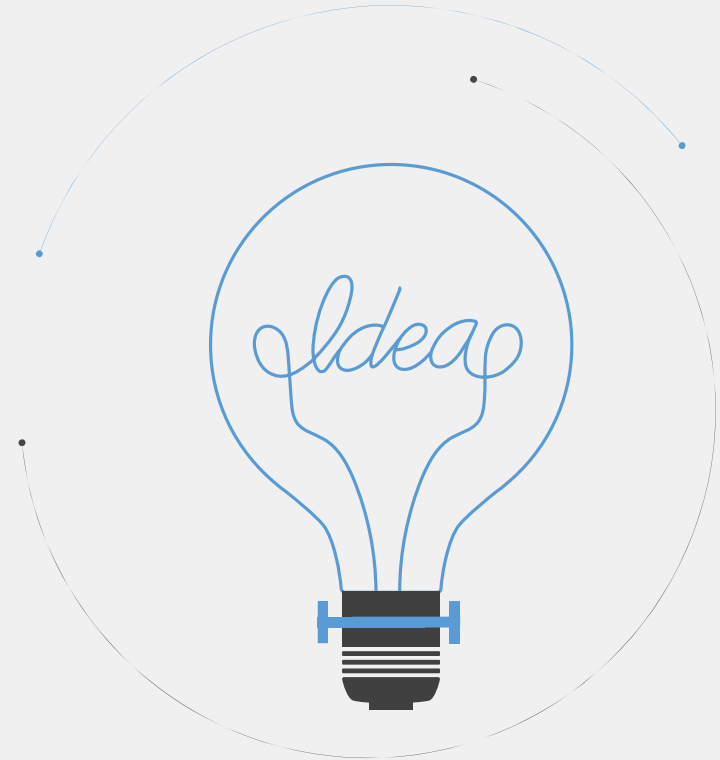
NUMBERS

- 80% UNIT OCCUPANCY
- 59% ECONOMIC OCCUPANCY
- \$24,038 RENT INCOME
- \$46,846 GROSS POTENTIAL



FIX

- RATE INCREASES
- STREET INCREASES



THE AVERAGE RATE INCREASE WAS \$80. THE LOWEST INCREASE WAS \$40 AND THE HIGHEST WAS \$180

MONTHLY REVENUE JUMPS \$10K
1 NEG GOOGLE REVIEW

AFTER THE FIRST WAVE OF REVENUE, THIS IS THE SECOND SLOWER WAVE.

STREET RATES RAISED TO MARKET.. OR ABOVE...PUSHING GROSS POTENTIAL AN ADDITIONAL \$15K

SEND OUT RATE INCREASES

0

30

60

90

120

AVERAGE MONTHLY MOVE OUT THE SAME-3 DUE TO INCREASE (1%)

INCREASES TAKE EFFECT

ON PURPOSE WE KEEP STREET RATES BELOW MARKET
TRAIN THE MANAGER
WATCH GOOGLE REVIEWS
WATCH MOVE OUTS

HOLDING STEADY

STILL ON HIGH
PUCKER FACTOR

EXPENSES



ISSUE

- HIGH EXPENSES
- UNKNOWN MARKETING COSTS
- ALL INSURANCE REVENUE
WAS THE REITS
- COST OF CHANGE



FIX

- BETTER INSURANCE PROGRAM
- WEBSITE/MARKETING PROGRAM
- HELPED WITH SIGNAGE FOR THE CHANGE

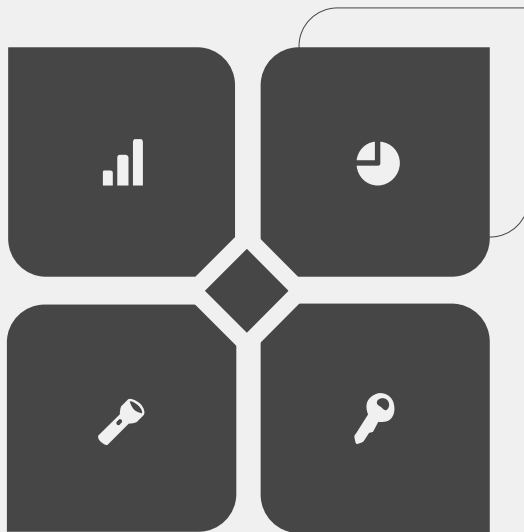


NUMBERS

- \$2,000 - \$3,000/ MONTH MARKETING FEE
- \$400/MONTH COMPUTER FEE
- \$300/MONTH TELECOM
- \$10,000 NOI



MARKETING



DON'T JUST TRUST YOUR MARKETING COMPANY

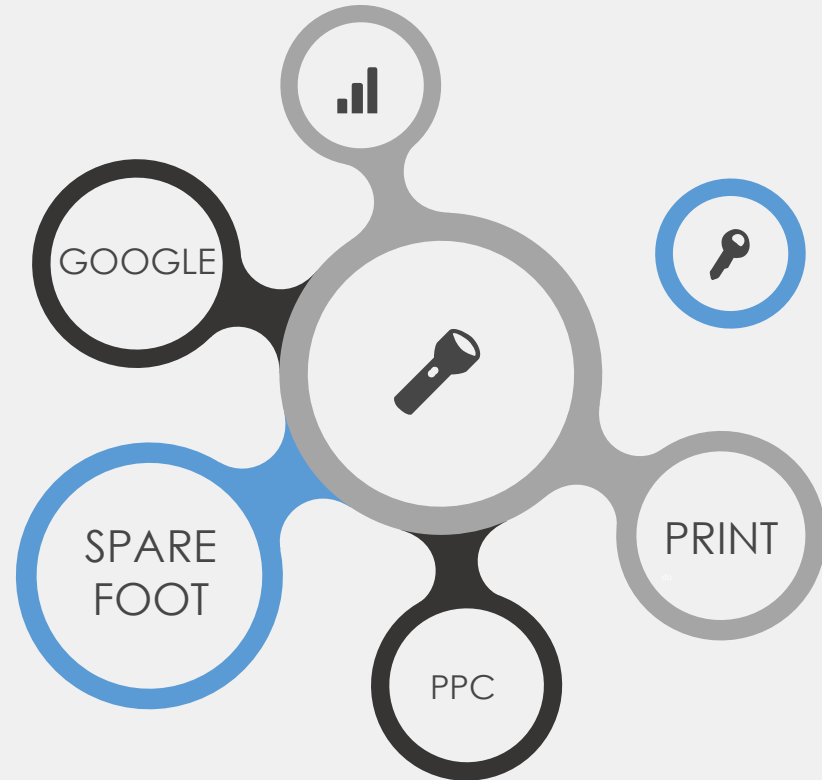
- ASK QUESTIONS
- EDUCATE YOURSELF
- YOU ARE THEIR CUSTOMER
- CALL THEM OUT ON THEIR...

\$3,000 MONTHLY

30 LEAD A MONTH

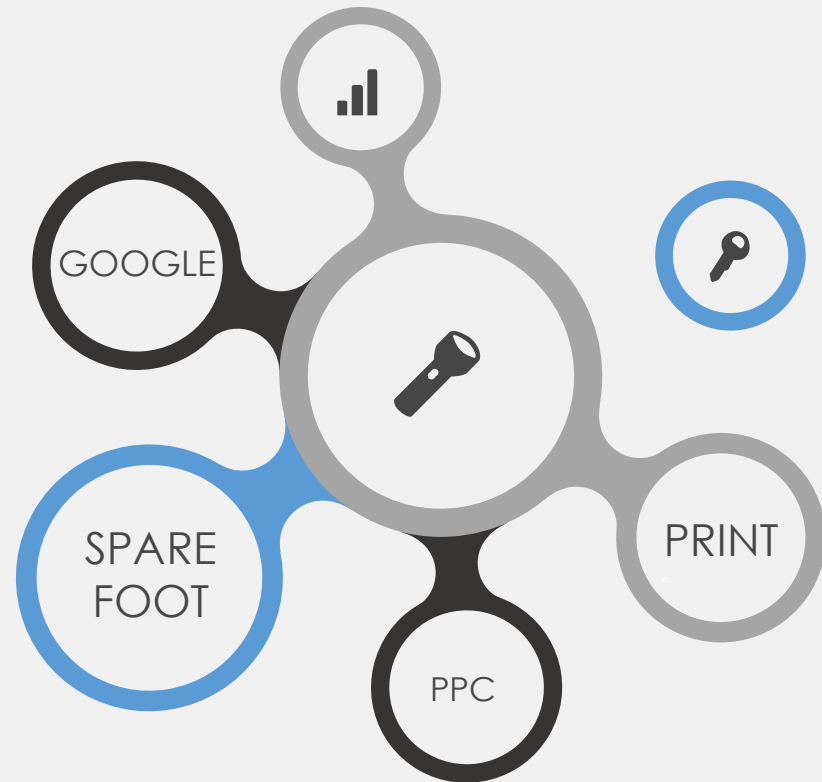
**\$100 A LEAD NOT EVEN
A RENTAL**

EVEN AT CAPACITY



HOW MUCH A YEAR DO YOU SPEND ON MARKETING?

- **\$3,000**
- **\$10,000**
- **YES?**



BUDGET IS \$10,000

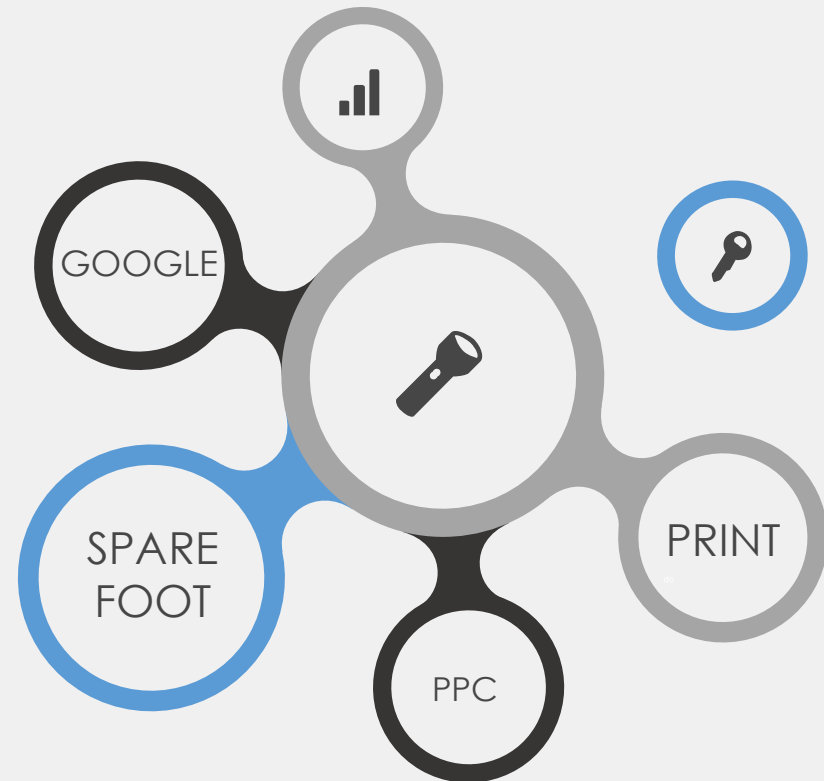
RECEIVED 425 DEMAND EVENTS
AVERAGE OF 35 A MONTH

EVERY DEMAND

EVENT COSTS

\$23.52

4 CALLS?



OTHER EXPENSES

- PHONE
- UTILITIES
- CONTRACTS YOU HAVEN'T SHOPPED
- SPAREFOOT YOU DON'T NEED
- BAD PAYROLL



- PAYING ATTENTION
- DOING THE LITTLE THINGS



REVENUE GREW



CONTACT

VISIT

WEBSITE

CALL

SOURCE

DRIVE BY

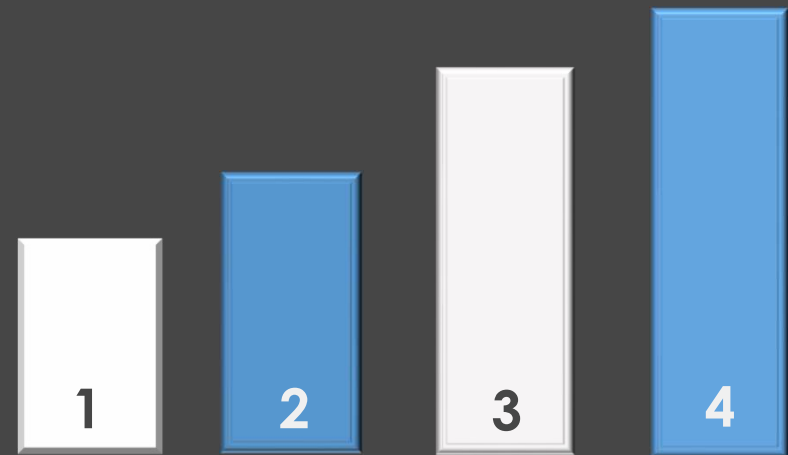
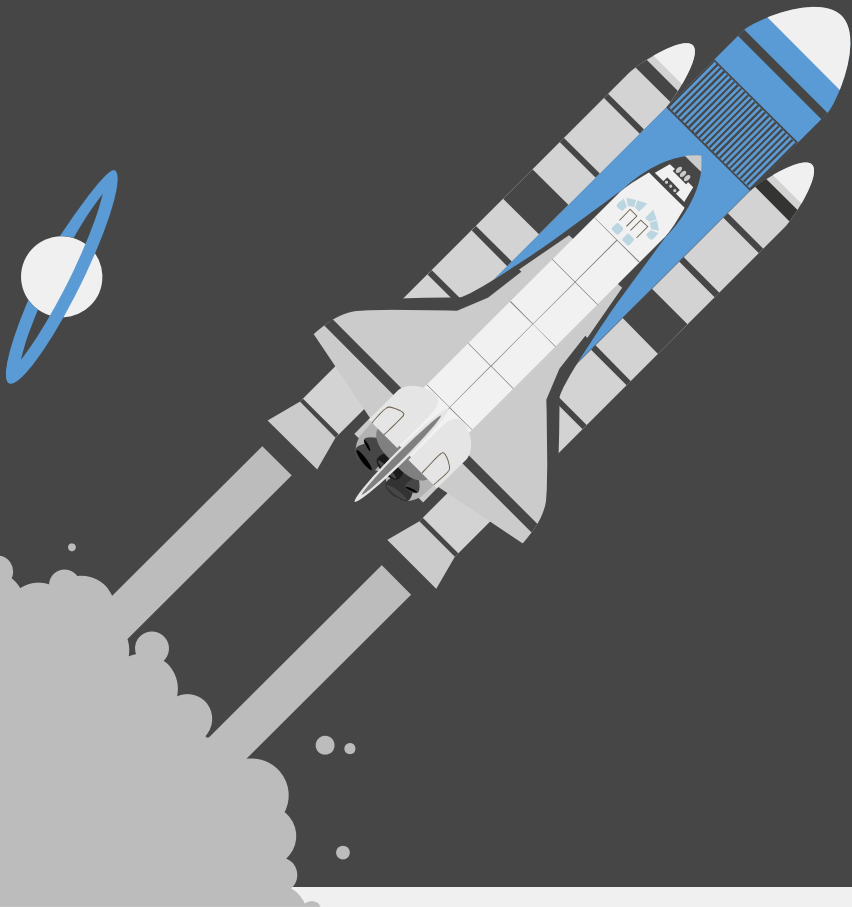
WEBSITE

REFERRAL

SPAREFOOT

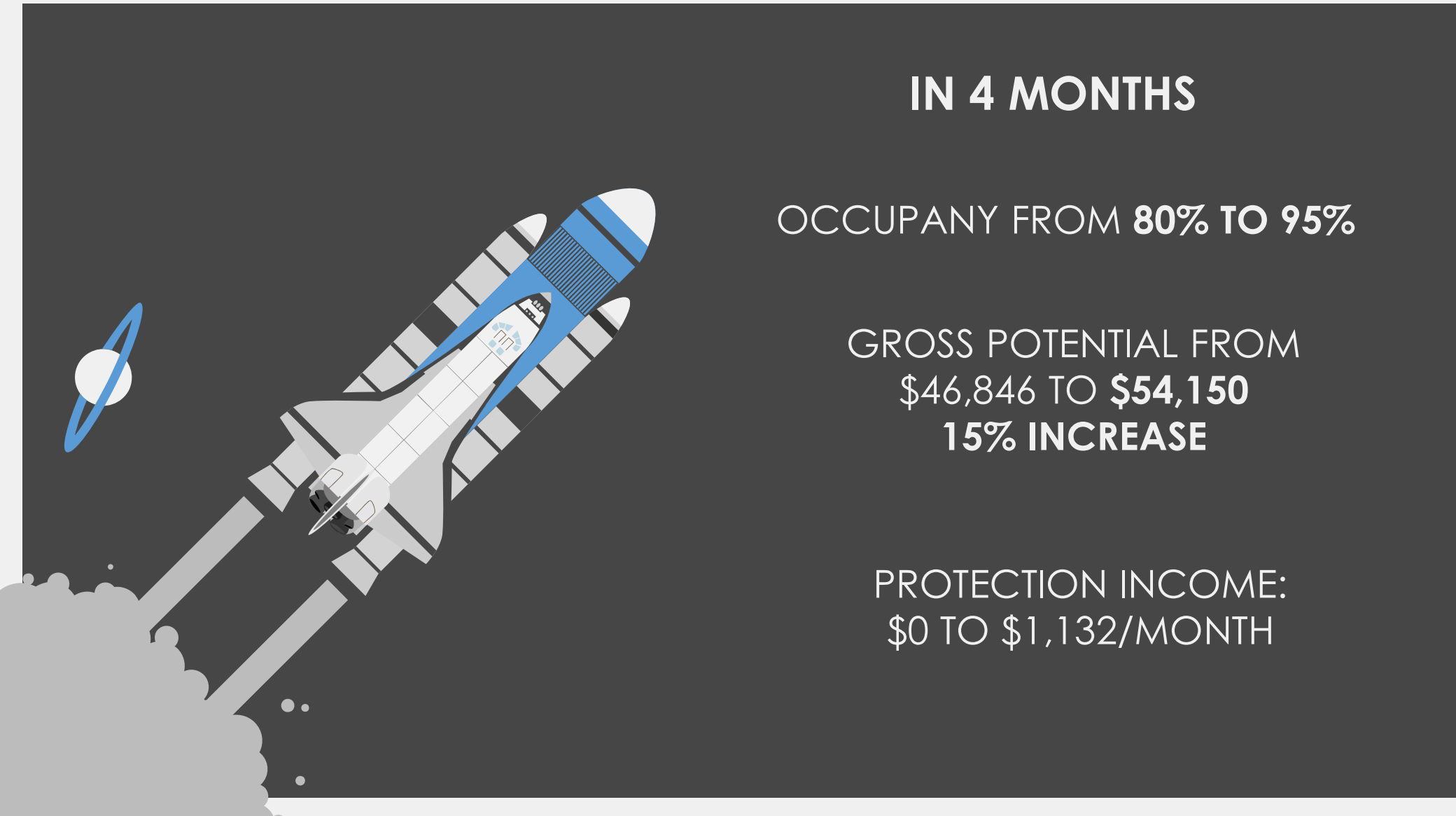
OTHER

REVENUE GROWTH: \$24K TO \$34K



MONTHS OF MANAGEMENT

**\$10,000 IN 4 MONTHS
44% INCREASE**



IN 4 MONTHS

OCCUPANY FROM **80% TO 95%**

GROSS POTENTIAL FROM
\$46,846 TO **\$54,150**
15% INCREASE

PROTECTION INCOME:
\$0 TO \$1,132/MONTH

\$2,492,000 IN VALUE

PHASE 2 IN PROGRESS

WHERE CAN YOU CREATE MORE VALUE?

LET'S TALK



Atomic Storage Group

TEXT 801-347-5956

RICK BEAL

RICK@ATOMICSTORAGEGROUP.COM



MAGEN SMITH

MAGEN@ATOMICSTORAGEGROUP.COM



TAKE A PICTURE TO
SAVE CONTACT INFO