

# STORAGEPRO<sup>®</sup>

MANAGEMENT



## **BETTER Business**

*Giving owners access to the **people, procedures, and technology** to achieve **Total Property Performance™**.*

**DOORBOS**  
Please enter your gate code when entering  
to gain access to your unit.  
Please enter your gate code when exiting the  
property to properly secure your unit.  
Thank You  
For Choosing StoragePro of Wisconsin

NO PARKING



# STRENGTH IN NUMBERS

Departments, Services, and Teams designed around you.

From day one, we partner with you to determine the unique needs of your business, listen to your goals, and create a plan to achieve them.



# A **BETTER** way of doing business

StoragePRO's **BETTER** Business was developed from an epiphany my grandfather had running our family-owned grocery store. While facing low margins and big business consolidation, he realized success would require **technology, systems, and scale**. Today, StoragePRO uses these same principles to partner with independent storage owners to achieve their goals.

When considering how your business operates and the vision you have for it, you will be faced with the decision to self-manage or sign with a third-party manager.

As many operators know, self-management can be difficult especially when competing with REITs and large operators. Owners who decide to work with a third-party manager are faced with finding a company who delivers results and prioritizes their goals. We offer owners the **people, procedures, and technology you need and the personalized service you deserve**.

Regional management companies lack the sophistication, systems, and resources to drive steady growth. More importantly, because many of them are brokers, they may want to sell your business rather than grow it. REITs aren't interested in input from owners. They see you as a number in their portfolio—not as a partner. They can't offer the personalized service and access to team members that StoragePRO can.

We welcome input from our clients and partner with them to realize their goals. They know we are committed to providing the best technology and procedures to allow their business to thrive.



## **People, Procedures, and Technology**

- We employ a team of experienced professionals ready to go to work for you.
- We utilize procedures strategically developed to streamline operations and reduce expenses.
- We administer industry leading technology to gain a competitive advantage.

Read on to learn more about our **BETTER** way of doing business.

### **Steve Mirabito**

President & Founder  
StoragePRO Management



# OPERATIONS MANAGEMENT

An experienced property management team is essential to achieving your financial goals. Our Facilities and Operations department has developed an onboarding process of over 150 steps to evaluate store performance and provide direction for future planning. This team proactively ensures smooth day-to-day operations and business efficiency to create a better experience for customers and increased cash flow for owners.

## Services Provided:

- Facility and Preventative Maintenance
- Personnel Training and Management
- Security and Safety Procedures
- Forecasting, Planning, and Strategic Adjustments
- Revenue, Marketing, and Expense Evaluations
- Repairs and Capital Improvements



## FACILITY & PERSONNEL MANAGEMENT

Both **ongoing and preventative maintenance** are crucial in effectively managing and maintaining your property. Our team has multiple systems in place to identify potential issues before they can become costly repairs. District managers visit stores to evaluate performance and record current needs. They **assess concerns, develop procedures, and implement strategies targeted for facility success.**

## **BETTER** operations for **BETTER** efficiency

Personnel that are successfully managed to streamline operations, provides effective communication, and creates a positive customer experience.

Regional and district managers conduct performance evaluations to monitor progress, provide feedback, and evaluate performance. We help employees **develop and enhance their skills** while fostering a **welcoming and productive work environment.**





## TRAINING AND DEVELOPMENT

**Stores do not compete—their managers do.**

Manager performance and customer satisfaction are directly tied to technique and accountability. This is why we developed **StoragePRO University**.

This customized training program utilizes **proven training methods and shared responsibility** to equip your team with what they need to be successful.

### **BETTER** training for **BETTER** sales

We offer **individual and group training, peer collaboration opportunities, and a digital library with resources** for ongoing success. The knowledge shared and relationships forged creates an improved experience for tenants, employees, and owners. **We believe people matter**, and that is why we invest in developing our managers to reach their full potential.



## CUSTOMER SERVICE CENTER

Representatives at our Customer Service Center can speak both English and Spanish. This allows your business to **engage with more potential tenants and provide better customer service**.

### **BETTER** options for **BETTER** service

Our team is completely staffed in-house with no overseas representatives or contracted vendors. They are trained to receive incoming calls, letting your business capture new tenants and make outgoing calls.

Follow-ups, delinquencies, and collections are handled by our team, allowing **your business to function effectively and collect outstanding revenue**.





# PERFORMANCE ANALYTICS

Performance analytics are essential components for making informed decisions. Our Business Intelligence, Asset Management, and Revenue Management teams work collaboratively to identify ways for clients to uncover wealth generating opportunities. Their data-driven research reveals strategies to maximize income and increase property value. Our team targets key performance metrics. We then partner with owners to deploy strategies designed to maximize yield. This process enhances proactive decision-making and allows us to develop meaningful relationships with owners.

## Services Provided:

- Data Tracking and Trend Forecasting
- Dynamic Pricing with Occupancy and Rate Optimization
- Performance Monitoring and Strategic Decision Making
- Planning and Execution of Valuation Strategies
- Risk Assessments, Risk Mitigation, and Compliance
- Growth Strategies and Client Relationship Management



## BUSINESS INTELLIGENCE

Partnering with StoragePRO® Management means our Business Intelligence Team monitors your store's performance across a range of metrics. They use proven retail systems and leading-edge business applications technology.

## **BETTER** technology for **BETTER** performance

These performance analytics provide invaluable insights to uncover opportunities impacting net operating income and property value. Our team compares data against properties within our management portfolio to reveal needed adjustments and develop a recommendation.

They track and report this information to owners which allows them to capitalize on ways to maximize revenue through informed decisions about business success.





## ASSET MANAGEMENT

StoragePRO's clients work closely with their dedicated asset manager who is their one-point advocate and ally. Achieving your financial goals is accomplished by **prioritizing objectives, using data analytics, and developing strong relationships**. Asset managers work exclusively with clients to successfully achieve their unique goals for their business.

### **BETTER** analysis for **BETTER** strategy

Their proactive and informed decision-making aligns property performance with your financial goals for your real estate portfolio. Your asset manager is your **"go to" guru** who will monitor the performance and success of your assets.



## REVENUE MANAGEMENT

We employ industry-leading pricing technology allowing owners to **strategically adjust rates and capture additional revenue**. Our Revenue Management team uses software that normally is only available to large operators and REITs, giving owners the **technology needed to outperform their competitors**. With the value pricing feature and competitor mapping, clients can navigate rate increases to account for risk mitigation.

### **BETTER** pricing for **BETTER** occupancy

Our owner-centric management aims to balance the maximizing of revenue with client satisfaction by combining strategy, data, and relationships. This team puts owners' minds at ease knowing our pricing is transparent, consumer friendly, and focused on maximizing revenue.





# PROFESSIONAL SERVICES

Access to industry-leading technology and a team of experienced professionals allows your business to run efficiently. Our Accounting and Human Resources departments have the team and technology needed to address all compliance and reporting requirements for your business. These professionals manage all staffing needs, provide required financial reports, and actively work to limit exposure to liabilities for owners.

## Services Provided:

- AP/AR, Income Statements, and Balance Sheets
- Partnership Accounting and Distributions
- Property, payroll, and sales tax payments
- Liability Insurance Administration
- Staffing, Recruiting, and Retention
- Employee Relations, Payroll, and Benefits
- Employment Records and Compliance





## FINANCIAL REPORTING

Accurate financial reporting requires effective accounting procedures and the delivery of timely and accurate data. Our Accounting team uses industry-leading property management software to provide financial oversight relevant to operations.

We routinely communicate with owners and provide them with access to the reports necessary to make informed decisions. Monthly income statements, balance sheets, accounts payable and receivable, bank reconciliations and tax reports are supplied by our internal accounting team.

### **BETTER** accounting for **BETTER** reporting

StoragePRO's Accounting Team uses Yardi™, the industry-leading real estate software to deliver timely and accurate store-level financial reporting. This streamlined approach ensures experienced financial oversight and relevant operational information for informed business decisions.

#### SERVICES PROVIDED

- Utility Usage
- Mandatory Annual Energy Benchmarking Reports
- Accounts Payable and Accounts Receivable
- Bank Reconciliations, Monthly Income Statements, and Balance Sheets
- Partner Distributions & Accounting
- Property, Payroll, and Sales Tax Payments
- Lender Reporting & Compliance



## HUMAN RESOURCES

Executing a plan to attract and retain top talent results in a positive work culture for employees and an enhanced customer experience for consumers. We attract applicants through diversified channels to recruit the ideal candidate for every store we manage. Store performance is directly related to finding the best people and then training and empowering team members to reach their full potential.

Team members are given opportunities for advancement, encouragement to prioritize their work-life balance, an environment built on open communication, and a reward system designed to recognize performance.

### **BETTER** recruiting for **BETTER** staffing

Our team utilizes a cloud-based Human Resources Information System (HRIS) to centralize and automate the management of employee data. This results in improved efficiency and accuracy through data-driven reporting.

Employees can make better decisions, and owners can offboard the compliance requirements associated with payroll and benefits administration.

#### SERVICES PROVIDED

- Recruiting, Staffing, and Retention
- Payroll and Benefits Administration
- Accurate Record Keeping and Reporting
- Tax-Related Documentation
- OSHA and Labor Law Compliance



# STRATEGIC MARKETING

Marketing initiatives are designed to drive revenue, expand brand awareness, and foster customer loyalty. Strategic campaigns and promotions are key components to increasing sales and informing prospective customers on the products and services you offer. The ability to persuade potential customers to make a purchasing decision requires both a digital and physical plan for promoting your business. Our team generates leads and distinguishes your facility from competitors through digital advertising, website and reputation management, and promotional marketing.

## Services Provided:

- Data Tracking and Trend Forecasting
- Dynamic Pricing with Occupancy and Rate Optimization
- Performance Monitoring and Strategic Decision Making
- Planning and Execution of Valuation Strategies
- Risk Assessments, Risk Mitigation, and Compliance
- Growth Strategies and Client Relationship Management
- Planning, design, production, and distribution of print marketing

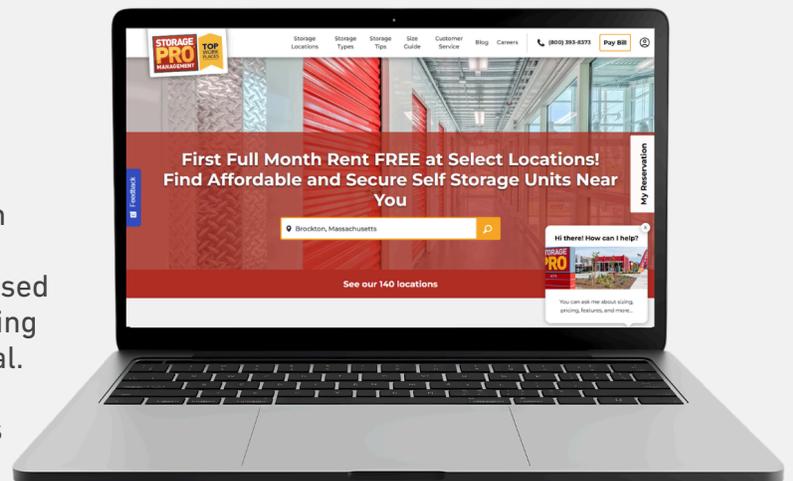


## WEBSITE & REPUTATION MANAGEMENT

Guiding how potential customers view your online presence is essential to building trust and influencing perception. Our Strategic Marketing team enhances your business profile, responds to reviews, and optimizes SEOs to gain visibility and increase the organic ranking of your business. Our platform provides opportunities for increased conversions, the tools necessary to stay competitive, and a way to maintain a positive online presence.

## **BETTER** marketing for **BETTER** presence

Communicating information through promotional materials is an essential tool used to engage with current and future tenants. Our team provides opportunities for effective communication, increased sales, and improved customer satisfaction by giving owners access to customized marketing collateral. QR codes for rentals and reviews, store hours, additional products and services, and promotions are effectively communicated through properly designed marketing pieces.





## DIGITAL MARKETING & LEAD GENERATION

Being seen by more potential customers is accomplished by conducting real-time adjustments to digital advertising and providing clients with the promotional collateral they need. Our Strategic Marketing team uses key demographics to identify individuals interested in renting storage and provides the tools and technology needed to target them.

### **BETTER** advertising for **BETTER** leads

We custom-build marketing materials and develop digital ads designed to encourage prospects to rent storage. We monitor trends and adjust strategies to maintain a competitive advantage.



## THE STORAGEPRO WEBSITE

We understand some owners want to keep their existing store name. At StoragePRO, clients can choose to keep their existing name or choose to use the StoragePRO name. With either option, you can leverage the ranking, recognition, and automated service functions of the StoragePRO website.

### **BETTER** choices for a **BETTER** brand

Walk-ins and referrals generate some new business, but studies show that **over 90% of people use an online search for purchasing decisions**. Joining a larger website platform allows you to capture more leads, rank higher in online searches, and continuously be in front of potential tenants.

Our platform is designed to rival REITs and large operators. This allows your store to appear at the forefront during online searches, and your brand can compete with institutional operators.

- 24/7 Complete Automation & AI Chat Capabilities
- Online Rentals & Customer Account Management
- Faster Load Times & Lower Bounce Rates
- Optimized SEOs & Strategic PPC Advertising
- Increased Search Visibility with Higher Organic Placement
- Strategic PPC advertising
- Improved Conversion Rates for Increased Lead Generation



## PARTNERING WITH STORAGEPRO

At StoragePRO, you and your store get our full attention. Unlike other third-party managers, we never buy or sell the properties we manage. Our responsibility as your third-party manager is to **streamline operations, increase property value, and prioritize your goals and vision.**

Our BETTER Business™ model gives you access to the **people, procedures, and technology** to achieve Total Property Performance™. It is a systematic approach based on setting expectations for your business and then having our team take the necessary steps to achieve them.

### **BETTER** business for **BETTER** results

At StoragePRO, you are part of our family, and you and your store get our full attention. We welcome input from owners and encourage them to share insights, ask questions, and visit their properties. **Each owner and each property are unique.**

This is why you deserve a third-party manager that offers a *BETTER* way of doing business. Let our team help you identify areas for improvement, optimize profitability and performance, and allow you to **make BETTER business decisions.**

- Our **people** utilize decades of industry experience to identify trends and gain a competitive edge.
- We use an organized framework of **procedures** to increase productivity and improve relations.
- We infuse industry-leading **technology** to streamline operations and generate revenue opportunities.



# TOTAL PROPERTY PERFORMANCE™

STARTS AND ENDS WITH YOU!

## CONTACT US

### Reaching out to our team.

Owners looking to increase property performance can call or email to let us know they are interested in learning more about Third Party Management.

(877) 915-7806  
RESULTS@STORAGEPRO.COM

## DISCOVERY CALL

### Uncovering ways we can help.

During a discovery call, we will ask about your current operations and listen to your goals and concerns. We will explain the technology, systems, and procedures we use to achieve Total Property Performance™.

## PROFORMA

### Analyzing current performance.

Our team will create a three-year estimate of performance if you were to have StoragePRO manage your location(s).

The PRO Forma summarizes costs associated with management, and outlines our plan to drive revenue, reduce expenses, and improve net operating income.

## PROPERTY MANAGEMENT AGREEMENT

### Signing up for management services.

Once you have decided to move forward with us, a Property Management Agreement is drafted and sent to you for review. It outlines the services provided and any costs for managing your facility.

Owners can review the PMA and ask any additional questions before signing. Our team is available throughout the process.

## ONBOARDING

### Meeting the team.

During onboarding, you will meet our team and be given a transfer checklist and owner questionnaire to complete. Our team will begin the process necessary to ensure a smooth transition.

## PERFORMANCE OPTIMIZATION

### Start experiencing Total Property Performance™.

Start tracking your property's performance in the owner's portal as our people, procedures, and technology go to work for you. Enjoy having a team that prioritizes your needs and gives you access to the personalized service you deserve.

# WELCOME TO THE STORAGEPRO FAMILY

# STORAGEPRO UNIVERSITY

## MAKING GOOD MANAGERS GREAT & GREAT MANAGERS PROS!

### Improving Manager Performance:

Manager performance is directly tied to technique and accountability which is why we developed StoragePRO University. This customized training program utilizes proven training methods and shared responsibility to equip your team with what they need to be successful.

We cover a variety of topics including customer relations, standard operating procedures, add-on sales, and more.



*“Stores don’t  
compete,  
their  
managers  
do!”*

Steve Mirabito  
Founder & President

### Team Training for BETTER Results:

Managers learn from the StoragePRO leadership team and receive support at the district and regional levels. This creates an environment of support and accountability while providing the resources needed to do the job successfully.

The knowledge shared and relationships forged help drive consistent service delivery and improved results meaning increased performance for owners. We believe people matter and that is why we invest in your team and develop the maximum potential.

# JOIN AN AWARD-WINNING TEAM!



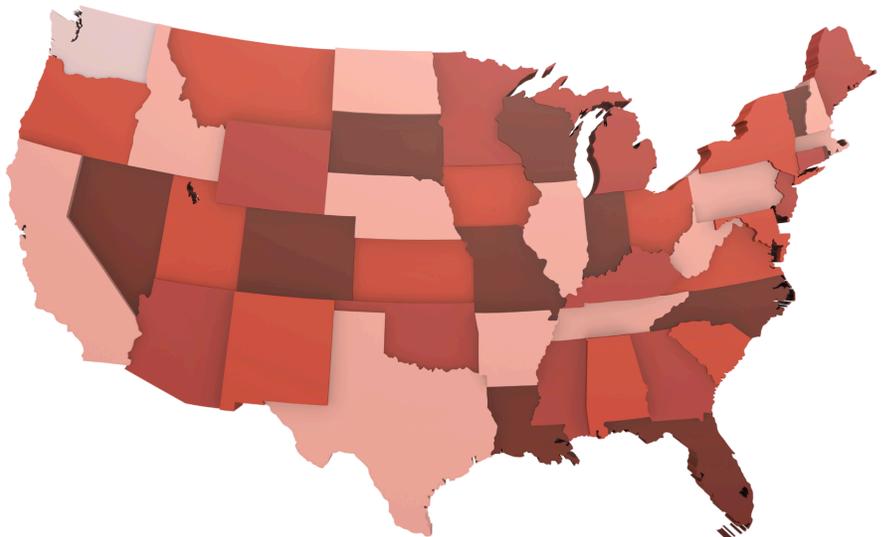
## UNDER CURRENT MANAGEMENT

**+9M TOTAL SF**

**+64K TOTAL UNITS**

**+150 LOCATIONS**

StoragePRO Management offers **comprehensive third-party property management solutions for self-storage owners** wanting to increase operating income and reduce expenses.



With **StoragePRO managed locations coast to coast**, our award-winning team is ready to go to work for you and your business.



# Interested in Third-Party Management?

## REQUEST A PRO FORMA

Optimizing performance begins by **analyzing the factors that impact long-term success.**

Our team gathers and analyzes data from your organization and your competitors. Results are provided in a comprehensive report that is yours to keep. We believe **owners should be given the tools to make informed decisions about their business.**

### Valuation Components

- Pricing and Occupancy Audit
- Asset and Revenue Analysis
- Expense Management Review
- SEO and Reputation Survey
- And more



877-350-4101  
RESULTS@STORAGEPRO.COM