



Leasing Success Story

Betteravia Self Storage

📍 Santa Maria, CA



CONTACT OUR TEAM

877-915-7806

results@storagepro.com

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Re-Stabilized Development



Our partnership with this owner is built on a foundation of long-term trust that developed from successfully managed three of their properties prior to this development. This track record led them to source our management services for their fourth location, a development currently under construction.

Our team aggressively drove the initial lease-up, reaching **93% occupancy within the first 18 months** and we maintained that baseline for several years. The early lease up created an opportunity to expand the asset adding an additional 400+ units. We successfully leased the new inventory to 84% occupancy in 18 months.

This sustained leasing momentum has directly translated into exceptional financial performance. In the most recent 12-month year-over-year comparison, we achieved a remarkable **20% growth in total income**, alongside a massive **31% increase in Net Operating Income (NOI)**.



Strategies Implemented

- **Lead Generation:** Maintained strong PPC campaigns, and aggregators such as Sparefoot to increase occupancy & generate additional revenue.
- **Presence & Visibility:** Implemented professionally maintained signage and consistency across digital platforms.
- **Pricing & Revenue:** Continued to drive ECRI's during lease up to grow revenue and identified highly occupied size codes to apply rate increases.
- **Customer Experience:** Maintained a clean, safe facility to attract walk-in customers.
- **Manager Incentives:** Quarterly bonuses for the field staff tied to revenue and occupancy goals.
- **Reputation Management:** Training and coaching on the importance of sourcing positive online reviews.



Your Business. Our Expertise.



Transform Your Business into a Revenue Powerhouse.

We are a comprehensive third-party management company providing owners with every resource they need to be successful.

We offer customized management strategies because we know each owner and each location is unique. If you are looking for a partner that prioritizes your goals and can deliver results—contact our team today.

Explore Our Services

Expert Solutions to Increase Profit. Your Ally in Self-Storage Management

Marketing &
Lead
Generation

Pricing &
Revenue
Growth

Occupancy &
Delinquency
Strategies

Customer
Service &
Call Center

Accounting
& Staffing

Facility
Maintenance
& CapEx

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