



Unveiling the Hidden Costs of SiteLink:

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Why It's Time for a Change

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Let's be honest, SiteLink was a pioneering technology in self-storage management software. In its heyday, it was THE choice for operators to manage their business. But time has passed, and technology has moved forward. While SiteLink might have served you well in the past, holding onto it now is like clinging to a flip phone in the age of smartphones. You're missing out on powerful revenue management tools, streamlined workflows, and real-time business intelligence to maximize facility revenue. In fact, sticking with SiteLink could be actively costing you money and limiting your facility's ability to reach its true revenue potential.

Discover the pitfalls of relying on SiteLink and learn how modern self-storage solutions can help you attract more tenants, automate operations, and maximize revenue.

How Using SiteLink is Costing You Money

Think about your daily operations. How much time do you and your staff spend on manual tasks that could (or should) be automated? How many potential tenants slip through the cracks because of a clunky, outdated online rental experience? How much are you losing in potential revenue because your management software isn't giving you what you need to optimize your pricing and marketing strategies?

Here's the truth: **SiteLink's outdated technology and fragmented workflows are likely creating hidden costs that are impacting your bottom line.** From inefficient, time-consuming processes to missed opportunities, the price of sticking with SiteLink is higher than you might think.

In this article, we'll explore the specific ways SiteLink is holding you back and reveal how a modern self-storage solution can take your business to the next level. It's time to break free from the limitations of the past and embrace the future of self-storage management.

The Legacy System Dilemma: Why SiteLink Falls Short

SiteLink has been a mainstay in the self-storage industry for many years. However, the technology landscape has undergone a dramatic transformation, and SiteLink has struggled to keep pace. While it may have been a viable solution in the past, today's self-storage operators face new challenges and require more sophisticated tools to compete and thrive. Clinging to an outdated system like SiteLink can hinder your ability to streamline operations, attract tech-savvy tenants, and maximize your facility's revenue potential.

In essence, SiteLink is suffering from the "legacy system dilemma." It's a classic example of software that, while perhaps groundbreaking in its time, has become a bottleneck for revenue growth and efficiency. Its outdated architecture, limited functionality, and inability to seamlessly integrate with modern tools are creating significant hurdles for self-storage owners and operators alike.



Here's why SiteLink is struggling to keep up:

- **Outdated Technology:** SiteLink's underlying technology feels as outdated as it looks. Its interface can be clunky and difficult to navigate, leading to frustration for your staff and a less-than-ideal experience for your tenants.
- **Fragmented Workflows:** Instead of simplifying tasks, SiteLink often requires jumping between multiple screens and performing redundant actions. Need to send a late payment reminder? You might find yourself clicking through several menus and manually entering information that should be readily available. This fragmentation leads to wasted time, decreased efficiency, and increased risk of errors.
- **Tenant Experience:** In today's digital world, your tenants expect to rent their units and manage their accounts, make payments, and access information seamlessly online. SiteLink's limited mobile functionality can lead to frustration and missed opportunities to connect with tenants on their preferred devices.



Why Do Operators Still Use SiteLink?

We've established that SiteLink is outdated, inefficient, and potentially costing self-storage businesses significant revenue. Yet, many operators cling to this aging platform. Why? What's preventing them from embracing the advantages of a modern solution?

The answer often lies in a combination of factors, a mix of inertia, fear, and perhaps a bit of denial. Change can be daunting, even when it promises improvement. Here are some of the most common reasons why self-storage owners hesitate to make the switch:

- **Familiarity:** Employees have grown accustomed to SiteLink, despite its flaws. They know its quirks, its workarounds, and its limitations. The prospect of learning a new system, even a more intuitive one, can feel overwhelming.
- **It Seems More Convenient:** There's a certain comfort in the familiar. If SiteLink seems to be "working," even if it's not working optimally, there's a reluctance to disrupt the status quo. The "if it ain't broke, don't fix it" mentality can be a powerful obstacle to progress.
- **Sunk Costs:** Many operators have invested significant time and money into SiteLink over the years. They may feel trapped by these past investments, reluctant to "waste" them by switching to a new platform.
- **Price Concerns:** The upfront cost of a new property management system can seem daunting, especially when compared to the perceived "free" cost of sticking with what you already have.
- **IT Fears:** Some operators may be intimidated by the technical aspects of implementing a new system. They might worry about data migration, integration with existing hardware, and the need for additional IT support.



The Real Cost of an Outdated Facility Management System Like SiteLink

Facility management software plays a crucial role in the operations of a self-storage facility. It connects various tenant-facing tools like your website, payment system, tenant communications, and access control systems. A breakdown with the facility management system can put your entire operational ecosystem at risk.

Legacy management systems like SiteLink are like old cars: they might still run, but they won't get you where you need to be efficiently or stylishly. They're not innovating, not adapting to new trends in the self-storage industry, and definitely not investing in developing new tools that help you attract and convert more tenants. While you might think you're paying for basic functionality, you're missing out on leading tools that actively help you attract more tenants and maximize revenue.

Perhaps the most critical failing of SiteLink lies in its inability to deliver insightful, actionable reporting and business intelligence. When it comes to reporting, SiteLink often falls short because it has very limited data collection and analysis capabilities, leaving you in the dark on some of the most critical areas of your facility's performance.

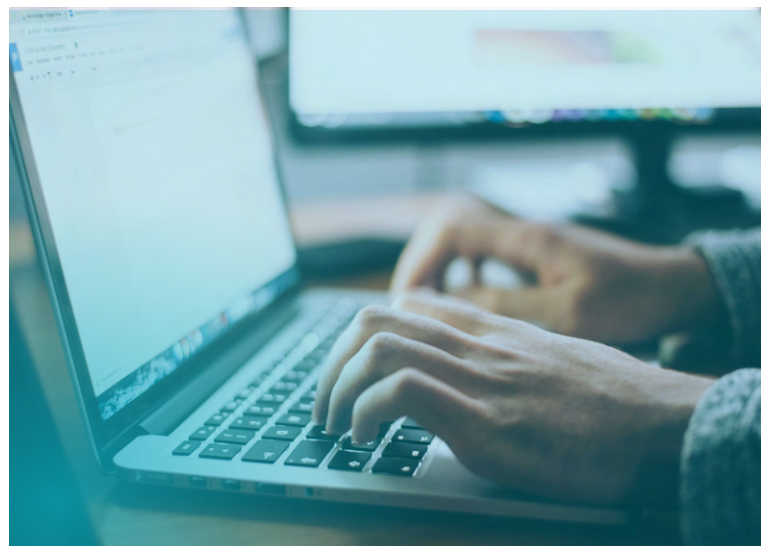
Imagine driving down a winding highway at night without headlights to illuminate your path. That's what it's like to manage a self-storage facility with SiteLink's outdated reporting tools. They provide a limited view of your company, fragmented and incomplete, with more questions than answers. Without a solid understanding of key performance metrics such as revenue trends across unit sizes, customer acquisition costs, and average lengths of stay, you're relying on "gut feelings" instead of objective data for guidance. This is not only ineffective but also extremely risky—it can result in missed opportunities, low marketing impact, and, in general, lost revenue.

Some of today's most widely used facility management solutions, including SiteLink, still rely on manual data entry, putting organizations in the archaic position of using employees' time and other company resources to obtain the necessary information for reporting. This doesn't just waste time and money; it also leaves A TON of room for error. Bad data leads to inaccurate conclusions, limiting your ability to optimize your activities and respond quickly to market changes and new opportunities.



Signs that SiteLink is holding you back:

- **Limited Reporting and Analytics:** SiteLink's reporting features can be quite basic, making it difficult to gain deep insights into your business performance. You might struggle to track key metrics like customer acquisition costs, lifetime value, and unit type occupancy trends.
- **Lack of Innovation:** SiteLink's development seems to have stagnated. While modern self-storage solutions are constantly evolving with new features and integrations, SiteLink is not. This lack of innovation can put you at a competitive disadvantage, as you miss out on tools that can streamline operations, enhance the customer experience, and drive revenue growth.
- **Vendor Lock-in:** Once you're invested in SiteLink, switching to a different platform can be a complex and costly process. This can create a sense of vendor lock-in, where you feel stuck with an outdated system despite its limitations.
- **Missed Opportunities for Automation:** Modern self-storage solutions offer a wealth of automation features that can significantly reduce manual effort and free up your staff for more valuable tasks. SiteLink's limited automation capabilities can lead to inefficiencies and missed opportunities to optimize your operations.



One frustrated SiteLink user eloquently summarized the problems:

"The main issue I have with SiteLink is that it was an excellent software, in 2010... it's become extremely outdated and trying to get it to perform modern workflows requires a bunch of third party integrations, which requires more subscriptions."

This sentiment echoes a common frustration among self-storage owners. Trying to force SiteLink into modern workflows requires a patchwork of third-party integrations, each with its own subscription fee. As the user points out, even simple tasks like sending a text reminder about a balance due become unnecessarily complicated. This fragmented approach not only adds to your costs but also creates inefficiencies and potential points of failure. Furthermore, SiteLink's reliance on Windows can be a barrier for Mac or iPad users, forcing them into costly workarounds to access the software.

Facility owners must also consider the impact of using SiteLink when attracting tech-savvy tenants. For example, Mordor Intelligence reported that as the millennial population becomes the largest group using self-storage, they want to interact with operators using technology, specifically smartphones, apps, or responsive mobile websites.

Online rentals and payment, self-service kiosks, and automated access are new trends in response to the technological development in the younger sector; in fact, they expect it. These features provide new opportunities for self-storage owners who want to capitalize on this growing age group.



Reasons to Upgrade Your Property Management Software from SiteLink

While SiteLink might seem dependable, it could be holding your facility back from reaching its full revenue potential. The demands of tenants in a fast-paced, digital world are too much for older systems like SiteLink to handle efficiently. Their limited functionality can hinder your ability to attract new tenants, streamline operations, and increase facility revenue.

A modern Property Management Software goes beyond managing existing tenants. It actively attracts & converts new tenants, simplifies day-to-day tasks, and maximizes facility revenue. While you may think switching to a new platform is costly or disruptive, it's crucial to consider that the expenses associated with maintaining SiteLink could outweigh those of an upgrade. A new platform's ability to generate just one additional rental per month could easily offset the costs of moving to a new system.



Ready to break free from the limitations of SiteLink? Here's how a modern, purpose-built Property Management Software can transform your business:

- **Enhanced Functionality:** Modern property management software offers automation and streamlined processes, freeing your staff for more valuable tasks.
- **Centralized Control:** New software consolidates various functions, providing a unified control system.
- **Better Tenant Experience:** Intuitive interfaces enhance productivity, reduce training time, and help retain customers.
- **Increased Efficiency:** Automation and faster performance improve overall operational efficiency.
- **Compliance:** Modern systems help ensure adherence to regulatory standards, reducing legal risks.
- **Own Your Data:** Leverage your data to maximize the customer experience, optimize operations, and drive business decisions.
- **Open APIs:** Seamless integration with your website, access controls, accounting software, or other systems.
- **Cloud Based System:** Avoid being vulnerable to equipment failures and power outages.



Tasks You Can Automate With a Modern PMS

Imagine if you had one solution to do the jobs that take up most of your time and energy. A fully integrated PMS allows you to do it all, including:

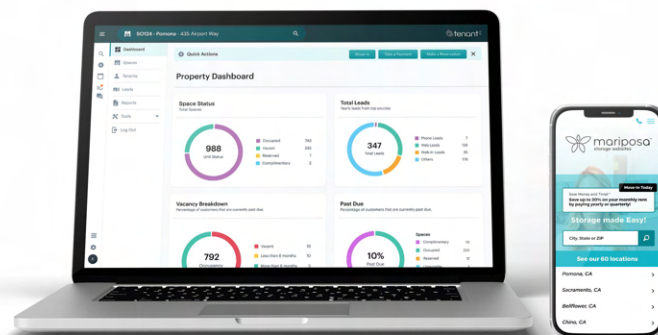
- **Billing and Accounting**
- **Security**
- **Rentals and Move-ins**
- **Marketing and Lead Conversion**
- **Management of multiple locations**
- **Customer communications**
- **Facility and Unit Access**
- **Upselling and Add-ons**

Focus on the Future with an All-in-One Solution

You don't need to be stuck with SiteLink or take the Frankenstein approach of piecing together products to run your self storage business. With a leading all-in-one platform, you'll have a complete ecosystem comprising the industry's most intuitive property management software, websites and digital marketing services, comprehensive data and reporting, and more to automate and simplify your business, all from one source.

Benefits of using a comprehensive all-in-one platform like Tenant Inc. include:

- **Automated Operations:** You can easily automate and streamline daily tasks to include rate changes, tenant communications, delinquencies and payments, revenue management, and more.
- **Remote Management:** Manage all your facilities in a single platform from anywhere in the world.
- **Touchless Rentals:** Complete rentals and move-ins online from start to finish, including ID verification, to meet the demand of today's customers.



- **Compliance Support:** Ensure your business meets all regulatory self-storage standards in every state.
- **User Experience:** Websites that are not only user-friendly and offer a low-friction rental process, but they have a sleek and modern design to attract and convert more tenants.
- **Seamless Integration:** Effortlessly connect your preferred systems, like smart locks and access controls, call centers, and more with open APIs.
- **Cloud-Based Access:** Reduce IT needs and operate from multiple devices, while avoiding on-premise equipment going offline and power failures.
- **Data and Business Intelligence:** A secured data warehouse instance, alongside a suite of pre-defined Power BI dashboards, allowing independent operators to fully own their data and harness its power to drive strategic decision-making, operational efficiency, and customer satisfaction.

Don't get left behind using outdated technology like SiteLink. Upgrade with ease to the industry-leading ALL-IN-ONE technology solution that gives your self-storage facility an advantage and helps you maximize revenue.