



 storelocal[®] storage

The Operator's Edge

How Storelocal Storage is Redefining Self-Storage Success

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The self-storage game isn't what it used to be. If you're an independent operator today, you know the ground is shifting. The REITs are leveraging their scale and technology to dominate the market, making it tougher than ever to compete. Just providing clean, secure units isn't enough to guarantee success anymore.

This White Paper gets straight to the point. It breaks down how the **Storelocal Storage Brand Program** gives you the power and benefits of a REIT—from national brand recognition to best-in-class technology—while allowing you to maintain 100% of your independence and ownership. We'll show you why this all-in-one program is vital for independents, what benefits you can realistically expect, and how leading operators like **Platinum Storage Group** are already reaping the rewards.

Today's Self-Storage Arena:

New Rules, New Challenges

The self-storage industry has matured, bringing intense competition. Larger operators and REITs are using sophisticated tech and massive marketing budgets to dominate online and attract tenants with a seamlessness that can feel daunting to compete against.

For independent operators, this raises critical challenges:

- **Fighting for Visibility:** You're a local expert, but you're getting outspent and outranked online by the REITs' massive marketing budgets. How do you get in front of tenants when you're invisible on Google?
- **Paying the "Small Guy" Tax:** From payment processing to marketing services, you're paying a premium for essential tools because you don't have the buying power of a 1,000-facility operator. How do you lower your costs when you're negotiating alone?
- **The Trust Deficit:** Tenants are drawn to familiar, national brands. As a standalone facility, you have to build trust from scratch with every single customer. How do you compete when you don't have that built-in recognition?
- **Reinventing the Wheel:** Every day, you're forced to be an expert in everything—marketing, technology, revenue management, and operations—without a proven playbook to guide you. How do you find the time to focus on growth when you're bogged down in the day-to-day?

The good news? There's a better way to operate. The Storelocal Storage brand program was designed by operators, for operators, to solve these exact challenges and give independents the arsenal they need to compete.



The “Ops-In-a-Box” Advantage:

The Independent's Arsenal to Win

Many operators find themselves hampered by a patchwork of disconnected vendors and software, often paying over **\$6,500 a month** for essential services. The Storelocal Storage program offers a smarter way forward, bringing everything you need together in one powerful, integrated package for a fraction of the cost. Here's how:

- 1. Gain Instant National Brand Recognition:** Tenants trust familiar brands. Joining Storelocal Storage gives you that national recognition from day one, helping you compete with the REITs and build immediate trust with customers in your local market, all while you maintain 100% ownership of your facility.
- 2. Dominate Your Local Market Online:** Stop fighting for Google's attention alone. As a Storelocal Storage member, your facility is featured on the powerful Storelocal.com national domain. This gives you the immediate SEO authority of a large-scale operator, helping you rank higher and attract more local tenants without the massive marketing spend.
- 3. Leverage REIT-Level Buying Power:** Stop paying the “small guy” tax. The Storelocal cooperative leverages the collective power of its members to secure exclusive, best-in-class rates on essential services. Our members cut their merchant processing fees from a typical 2.5-3% down to just 1.89% and see, on average, a 50% increase in monthly revenue from the high-margin Storelocal Protection plan.
- 4. Get a Proven Playbook for Success:** Stop reinventing the wheel. The “Ops-in-a-Box” model provides a complete, turnkey solution for running a modern self-storage facility. From a best-practices operations manual (via Trainual) to a full suite of marketing and management tools, you get a proven roadmap to efficiency and profitability, letting you focus on growth.
- 5. Run on a Best-in-Class, All-in-One Tech Stack:** The entire Storelocal program is powered by Tenant Inc.'s industry-leading technology. This means your “Ops-in-a-Box” includes a modern, cloud-based PMS, a high-converting website, and a powerful data warehouse—all seamlessly integrated to give you a single, clear view of your business and the tools to act on it.

Real-World Proof:

Platinum Storage Group's Success with Storelocal Storage

Talk is one thing; results are another. Let's look at Platinum Storage Group, a highly respected owner and operator. To maintain its competitive leadership, Platinum made the strategic decision to join the Storelocal Storage Brand Program.

The Strategic Choice: An All-In-One Ecosystem Platinum Storage Group implemented the complete Storelocal "Ops-in-a-Box" across its portfolio, leveraging the program's best-in-class technology for its operational core, online presence, and deep analytics.

The Impressive Outcomes: The results speak for themselves. By leveraging the Storelocal Storage program, Platinum achieved significant improvements in key performance areas:

- **Portfolio Occupancy Increased by +6.2%:** A direct result of a more powerful online presence and streamlined rental processes.
- **Tenant Protection Enrollment Grew by +12.6%:** The platform's seamless integration made it simple to offer the high-margin Storelocal Protection plan, significantly boosting this valuable ancillary revenue stream.
- **Tenant AutoPay Adoption Rose by +12.7%:** User-friendly tenant portals and automated reminders led to more tenants opting for autopay, improving cash flow and reducing administrative work.

Insights from Leadership: *Dane Elefante, COO at Platinum Storage Group*, spoke to the power of the underlying technology included in the program: "Partnering with Tenant Inc. these past two years has directly improved our key performance metrics... Seeing significant lifts in portfolio occupancy and the adoption rates for both tenant protection and autopay confirms the platform's effectiveness..."

He also highlighted the strategic value of the data capabilities: "...their dynamic reporting and data warehouse allow us to identify and analyze the marketing KPIs we believe drive new business to our stores. Ultimately, their marketing, tech platform, and frequent feature updates keep us on the competitive edge..."



Storelocal Storage:

Your Complete “Ops-In-A-Box”

The Storelocal Storage brand program is a meticulously crafted, all-encompassing solution designed to empower independent operators. It provides the full suite of technology and services you need to compete. Your “Ops-in-a-Box” includes:

- **National Brand & Website:** Instant online authority on the Storelocal.com domain and a trademark license.
- **Best-in-Class Technology:** Property Management Software, Storage Rental Websites, AI Chatbot, and Tenant Warehouse, all powered by Tenant Inc.
- **Marketing & Reputation:** SEO, Reputation Management, Citation Management, and Digital Signage.
- **Revenue Maximization:** Storelocal Protection, Tenant Payments at 1.89%, Automated Rent Management, and Rate Campaigns.
- **Operational Excellence:** A Store Operations Playbook (via Trainual) and a dedicated branded email.
- **Unparalleled Support:** Dedicated US-based Customer Success Managers and extensive training resources.

Conclusion: The Future is Integrated and Operator-Focused

The self-storage industry won't wait. As Platinum Storage Group's success powerfully demonstrates, embracing a modern, integrated brand program isn't just about keeping up; it's about strategically positioning your business to lead. It's the key to unlocking new efficiencies, maximizing every revenue opportunity, and gaining the competitive advantage you need. With the Storelocal Storage program, the tools to compete with the REITs are not just accessible—they're designed with your success in mind.

