

How Acorn Mini Storage Scaled Efficiency and Boosted Direct Bookings with Edge



Storable

ACORN[®]
MINI STORAGE

- **Acorn Mini Storage**, a locally-owned family business founded in 1987 in Minneapolis, Minnesota, has grown to 16 locations with plans to add their 17th by the end of the year. Acorn offers a range of storage options, including temperature-controlled units, traditional drive-up facilities, and vehicle storage. Facing a rapidly evolving industry, Acorn remained committed to staying independent even as many peers sold to REITs. Their goal has always been to grow sustainably while ensuring operational excellence. To support this vision, Acorn made the strategic decision to switch to Edge, Storable's all-in-one self-storage facility management software.

PROBLEM

As Acorn's portfolio grew, so did the need for a more modern, web-based management solution. Their existing platform was app-based, and the team wanted a system that would allow for better scalability and functionality, particularly in online leasing and automated customer communication.

Acorn also highlighted how challenging it has become for all self-storage operators to balance operational efficiency with meeting evolving customer expectations. The industry is highly competitive, with small margins, and operators are under pressure to adapt to new technologies while staying within budget. They knew that keeping track of customer inquiries, managing multiple locations, and ensuring smooth facility operations required a flexible solution and a commitment to digital transformation.

“We knew we needed to evolve, but we wanted to do it smartly.”

David Bruneau

► BUSINESS ANALYST AT ACORN

SOLUTION

After thorough research and discussions with trusted industry peers, Acorn chose Edge because of the platform's web-based architecture and the strong value proposition it offered. David emphasized that Storable's ongoing development made them confident that the platform would only get better.

“We weren't just looking for a solution for today; we needed a partner for tomorrow. Storable's ongoing investment in their product made us feel optimistic that we were making a future-proof decision.”



THE TRANSITION

Acorn found the transition to Edge extremely smooth and straightforward. The company credits Storable's support team for creating the "easiest" technology conversion it has done to date. According to David, the quality of Storable's customer support only increased after Acorn's onboarding with the team maintaining a close relationship with their responsive Account Manager.

"Of course you expect little bumps in the road when switching to a new technology," he explained. "The support team was great at answering any questions that popped up and in helping us resolve any issues quickly. This has been extremely valuable for us, as one of our main objectives when choosing a new provider was ensuring a seamless transition."

KEY RESULTS

The switch to Edge yielded impressive results across multiple areas of the business:

Up to 10% Increase in Online Leases

Acorn experienced a significant improvement in online leasing efficiency after switching to Edge, with a 5–10% increase in online leases.

"The platform is much more streamlined now, and it's easier for customers to complete their transactions."

Automated Communications Fuel Google Reviews Surge

Acorn leverages Edge to automate customer communications and proactively solicit feedback from tenants. By increasing interactions through text and email, Acorn has not only streamlined operations but also seen a significant uptick in Google Reviews due to automated requests at move-in. This streamlined process has transformed their approach, reducing the manual workload on staff while enhancing the customer experience.

Auto-Insurance Enrollment

Acorn also saw great success with Storable's insurance auto-enroll feature, which helped them meet and exceed penetration metrics, ensuring customers have the protection they need.

LOOKING AHEAD

As Acorn continues its expansion strategy, the team sees Storable as a key partner in their growth, both within and outside the Twin Cities area. With their sights set on growing beyond their current geography, Acorn is confident that Storable's solutions will continue to support them as they scale.

"As we eye expansion beyond the Twin Cities, Storable's scalable solutions give us confidence in our ability to manage growth efficiently."

ARE YOU LOOKING FOR A RELIABLE PARTNER TO HELP STREAMLINE YOUR SELF-STORAGE OPERATIONS AND FUEL BUSINESS GROWTH?

Learn more about how Storable's innovative solutions can transform your facility management.

[Book Your Demo Now >](#)

- **Contact us today to schedule a demo and see how we can support your business as it scales.**