

Atlantic Self Storage Thrives with Storable's Comprehensive Self-Storage Management Platform



▶ **Atlantic Self Storage**, a leading provider of self-storage solutions in the Jacksonville, Florida area, has been a customer of Storable's comprehensive management platform since January 2024. Operating 54 locations and serving nearly 30,000 tenants, the company has leveraged Storable's tools to streamline operations, maximize revenue, and elevate the customer experience. Founded in 1979 in northeast Florida, Atlantic Self Storage has grown from a small local operation to a regional leader, offering a wide range of storage options, including residential, vehicle, and RV storage. Known for its deep connection to the community, the company provides storage solutions for key life moments—from weddings and college moves to safeguarding cherished belongings after the passing of a loved one.

PROBLEM & SOLUTION

As **Atlantic Self Storage continued to expand**, the closure of its previous management platform prompted a search for a new solution to support its evolving needs. After an extensive eight-month search led by Director of Operations, Mark Skrzypczak, Storable was selected for its market reputation, scalability, and ease of integration.

“Storable has an established product. We knew choosing it as our next management solution was a safe route for us, but we were also attracted to the platform's ability to grow and develop. The usability is already there, and we're excited about the potential for even more improvements in the future.”

Mark Skrzypczak
▶ DIRECTOR OF OPERATIONS

Mark was especially pleased by Storable's versatility—a “plug-and-play” solution that makes it easy for self storage managers to integrate with the rest of their tech stack.

“Storable made it easy—just put the dongle in, and we were good to go. That was the most attractive feature for us.”

Maximizing Revenue with Advanced Pricing Strategies

One of the most impactful benefits Atlantic Self Storage has gained from Storable is the platform's advanced revenue management capabilities. Like most self-storage operators, the company has faced a decline in occupancy rates since the market's initial Covid-19 surge. Despite this, Storable's unit and tenant price optimizers have allowed the company to maintain revenue.

"The revenue management tools have been incredibly impressive," Mark said. "We've been able to implement more adaptive pricing strategies that have directly contributed to our bottom line, even in the face of market headwinds."

Strengthening Customer Connections and Creating New Revenue Streams with Customized Invoicing

Atlantic Self Storage also uses Storable's invoicing features to strengthen tenant relationships. The platform's customization options allow the company to include personalized messages in tenant invoices, making communication more personal and reinforcing their strong ties to the community.

Additionally, Storable's invoicing features enabled Atlantic Self Storage to generate a new revenue stream. By adding an invoice fee—a feature they hadn't used before—the company unlocked a valuable new source of recurring income.

This has been a true "game-changer" in many ways, according to Mark. Their invoices now serve as touchpoints to promote community and charitable initiatives close to the company's heart, helping it stay connected with tenants on a deeper level while also generating new income.

Exceptional Customer Service and Seamless Integration

Atlantic Self Storage's experience with Storable extends beyond just the platform's functionality. The company has been particularly impressed with Storable's customer service and the seamless integration process.

Within just three months, the company transitioned all 54 locations to Storable's platform with the help of a small, dedicated team of three.

Mark credits Storable's responsive customer service team and comprehensive training resources for the smooth rollout. Storable's online training platform provided their team with on-demand learning materials to quickly get up to speed with the new system.

Preparing for Future Growth with Flexible, Scalable Tools

Looking ahead, Atlantic Self Storage has six new locations and considers Storable's flexible, scalable solution essential to supporting its growth. The company is particularly excited to implement Storable's Collections Manager to automate accounting and collections processes, further enhancing operational efficiency.

By partnering with Storable, Atlantic Self Storage has modernized its operations, maximized revenue, and enhanced the customer experience—all while positioning themselves for continued growth in their local market. Storable's comprehensive management platform has proven to be a strategic asset for the company, helping them navigate industry challenges and stay ahead of the competition.

READY TO OPTIMIZE YOUR SELF-STORAGE BUSINESS?

Unlock the full potential of Storable's platform and see firsthand how it can streamline your operations, maximize revenue, and fuel growth. Join successful operators like Atlantic Self Storage who have transformed their business with Storable.

[Book Your Demo Now >](#)

▶ **Explore how Storable's solutions can elevate your self-storage management.**