

# Converting Opportunities: How City Storage Scales Their Portfolio with Storable Solutions



► What started as a single facility in Arizona has blossomed into City Storage's growing portfolio across the southeastern United States. Since building their first location in 2007, the company has carved out its niche by transforming existing buildings into modern storage facilities across North Carolina, Virginia, Georgia, while maintaining its original Arizona location.

## PROBLEM

As properties were added to their portfolio, **City Storage** faced a crucial question: how to maintain seamless operations while scaling across multiple states? The answer would need to address not just day-to-day operations, but also provide robust reporting capabilities for stakeholders and tools to streamline management across their entire footprint.

**"We've grown to 10 facilities in our portfolio now, with 2-3 new facilities scheduled for next year. Having the right management software is vital to show banks our performance and ensure properties are running as efficiently as possible."**

Joshua Blackham  
► DIRECTOR OF OPERATIONS

The answer came through a strategic partnership with Storable.

## SOLUTION

City Storage implemented a comprehensive technology stack powered by Storable, including:

- Sitelink Management Software
- Storable Payments
- Storable CRM
- Storable Websites
- Storable Access Control

## TRANSFORMATION IN ACTION

With Storable's integrated solutions in place, City Storage began seeing transformations across several key areas:

### Operational Excellence

"Sitelink's reporting capabilities are unmatched," notes Blackham. "There's nobody else that can run reports quite as thoroughly as them. Having the ability to pull specific reports we need is vital for showing banks our performance and reviewing how our management's going."

- ▶ Management Summaries
- ▶ Occupancy Statistics
- ▶ Storable CRM
- ▶ Marketing Analytics
- ▶ Manager Activity Reports

### Enhanced Customer Service

By implementing Storable's CRM, City Storage created a more efficient system for handling customer inquiries across their portfolio.

"We have it set up where calls go to the property first, and if they don't pick up within 15 seconds, it goes to all locations," explains Blackham. "Our managers can help customers at any facility, which has dramatically improved our response times."

### Streamlined Collections

The addition of automated rent collection tools has transformed payment processing while maintaining compliance.

"It's definitely saving at least 3-4 hours per week minimum at our leased-up facilities," says Blackham. "Having it automatically call tenants and provide a payment line has been very useful."

### Integrated Access Control

City Storage's experience with Storable Access Control has been particularly positive.

"The integration with Sitelink is really nice," notes Blackham. "The instant communication between systems and having everything integrated into one platform has made a huge difference in our operations."

## MEASURABLE IMPACT

The partnership with Storable has yielded concrete results across City Storage's portfolio:

- ▶ Reduced labor costs through automation
- ▶ Improved customer service response times
- ▶ Enhanced reporting capabilities for stakeholders
- ▶ Streamlined payment processing with competitive rates
- ▶ Simplified facility management across multiple states

## LOOKING AHEAD

With ambitious growth plans on the horizon, City Storage sees their partnership with Storable as instrumental to their expansion strategy. "I would say it's sort of the standard —as far as I'm concerned, Sitelink is the best property management software out there," concludes Blackham. "If somebody's looking at growing their portfolio, it's certainly the way to go. The process is very simple for getting set up and adding facilities."

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