

# How Express Storage Modernized Operations and Elevated the Customer Experience with Storable



**express  
storage**

- **At Storable, we're revolutionizing the self-storage industry with our best-in-class facility management platform.** Our suite of tools is designed to help facility operators like Express Storage not only navigate market challenges but position themselves at the forefront of industry innovation. This case study showcases how our partnership with Express Storage has enabled them to maintain impressive retention rates, modernize their operations, and thrive in a competitive landscape. Express Storage is a family-owned self-storage business with 16 locations across Washington State. The company prides itself on being a staple within its community, offering consumers a "friendly, affordable, and secure" self-storage option. Its facilities cater to the diverse needs of residents, businesses, RV and boat owners in both Western and Eastern Washington.

## PROBLEM

As Express Storage expanded from seven to 16 sites, they experienced growing pains that their previous management software couldn't handle. This became especially evident in their ability to communicate effectively with investors and customers, as well as in managing multiple properties.

“We were growing outside of what our previous provider could give us. We couldn't even send emails or put groups together effectively.”

Clifford Crase

► CHIEF OPERATING OFFICER

A lack of modern facility management features meant increased manual work—and a higher risk of errors—or facility staff. These challenges not only strained internal resources, but threatened to impact tenant satisfaction and hinder further growth.

Recognizing the need for a solution that could scale with their business and bring them up to modern operational standards, Express Storage turned to Storable for a comprehensive self-storage management platform.

## SOLUTION

Recognizing the need for a more contemporary solution, Express Storage recently turned to Storable's Edge platform. Our robust management software offers a suite of powerful, easy-to-use tools designed to address their specific challenges and set a new standard for operational excellence:

- ▶ **Modernized Operations:** Edge allowed Express Storage to seamlessly manage locations with ease, significantly improving communication with customers and investors while streamlining reporting processes. Our platform simplified operations for both single facility and multi-property staff, offering them best-in-class management tools that were previously out of reach.
- ▶ **Revenue Management:** The advanced rate management tools empowered Express Storage to optimize their pricing strategy, leading to increased revenue and a more competitive position in the market.
- ▶ **Enhanced Customer Engagement:** Improved email capabilities and customer communication tools enhanced Express Storage's ability to reach out to—and build better relationships with—tenants.
- ▶ **Employee Satisfaction:** Staff found Storable's software not only easier to use but also more reliable and supported by a responsive team. The switch to Edge has been a game-changer, providing employees with modern tools that simplify their work and improve accuracy.

## A SEAMLESS TRANSITION

Transitioning to a new management platform can be daunting, but Storable's dedicated support teams ensured a smooth process for Express Storage. Our team worked closely with staff, providing hands-on assistance during the implementation phase and offering ongoing support to address any issues promptly.

This level of support has not only made the transition to Edge seamless but also helped build trust and confidence in the platform, reinforcing its value as a long-term solution.

**“If it wasn't for the support team, I don't know where we would be!” says Lori Caviezel, Operations Assistant at Express Storage. “It's been a highlight of our experience with Storable so far.”**

Since implementing Storable's Edge platform, Express Storage has demonstrated remarkable resilience in the face of significant market headwinds.

- ▶ **Strong Occupancy Rates:** Despite the economic downturn and increased competition, Express Storage has maintained occupancy levels comparable to their 2021 figures across most of their 16 locations.
- ▶ **Improved Tenant Longevity:** The team has observed a trend of tenants staying longer since the implementation of Edge.
- ▶ **Weathering Market Volatility:** Express Storage has successfully navigated the post-COVID market shift and economic challenges, maintaining their business stability where many competitors have struggled.

Express Storage's impressive performance in retention and occupancy, even amidst market fluctuations, underscores the value of Storable's Edge platform. By providing Express Storage with the tools to enhance customer engagement, optimize pricing, and streamline operations, Edge has played a crucial role in helping the company maintain its strong market position.

## RESULTS

**Maintaining impressive tenant retention in a challenging market.**

## READY TO ELEVATE YOUR SELF-STORAGE BUSINESS?

Experience the power of Edge for yourself. Join industry leaders like Express Storage who are streamlining operations, boosting tenant retention, and navigating market challenges with confidence.

[Book Your Demo Now >](#)

- ▶ **Schedule your personalized demo today and discover how Edge can transform your self-storage operations.**