

# How Superior Storage Achieved 87% Insurance Penetration and \$20+/Month Average Enrolled Tenant Revenue with Storable Insurance



## Key Results at a Glance

- ▶ **\$20+ average insurance revenue per insured tenant** (up from \$9)
- ▶ **87% insurance penetration rate** across all 29 properties company-wide
- ▶ **122% increase** in average insurance revenue per tenant
- ▶ **Strategic partnership** spanning 5+ years with continuous growth

## THE CHALLENGE

### Untapped Insurance Revenue Potential

When Rob Lather joined [Superior Storage](#) as President three years ago, he brought extensive experience from IT and real estate, but the self-storage industry was entirely new territory. With a strong sales background and passion for technology, he quickly identified insurance as a significant opportunity.

Superior Storage operates 29 properties across Arkansas, Wisconsin, North Carolina, Georgia, and Florida with nearly 50 employees. Despite using insurance products for years, the numbers revealed untapped potential:

- Average insurance revenue per enrolled tenant: just **\$9**
- Inconsistent performance across regions
- No systematic approach to optimize coverage or revenue

“ I came in when the housing market and the self-storage industry started to see a downturn. I keep telling my team, we need to be locked and loaded because everything’s cyclical. We need to do everything we can right now to be ready so that when it does come back, we slingshot ahead of our competition.”

Rob Lather  
▶ PRESIDENT, SUPERIOR STORAGE

## THE SOLUTION

### A Comprehensive Partnership Approach

Superior Storage's transformation came from the collaborative partnership between Storable's insurance team and Superior's internal champions.

### The People: A True Partnership

Rob credits success to two key relationships. Weston from Storable's insurance team worked with Rob to combine his sales expertise with deep product knowledge. Kevin, Superior's Regional Director for Wisconsin, took ownership of the insurance program two years ago, diving into data to identify where Superior excelled and where opportunities existed.

This combination of external expertise and internal ownership created a powerful engine for change.

### The Technology: Strategic Implementation of Multiple Programs

Superior Storage implemented a comprehensive suite of insurance solutions:

#### Insurance to Value (ITV) Program

- Minimum coverage requirements based on unit size and other features
- Automatically presents appropriate coverage tiers to customers
- Ensures tenants aren't under insured for their unit type

#### Auto-Protect

- Automatic enrollment with opt-out for customers with existing coverage
- Provides seamless protection for all tenants

#### Audit Letter Program

- Systematic review of existing tenant policies to ensure proper private insurance proof was on file, including expiration dates
- Reviewed all customers' coverage to ensure tenants had appropriate coverage levels with current premium rates
- Generated five-figure revenue increases immediately

### Program Features

- Integrated across all property management systems
- Real-time data connectivity for accurate reporting
- Seamless API integration with [Sitelink by Storable](#)

## IMPLEMENTATION

### A Pilot-to-Scale Success Story

#### Phase 1: Wisconsin Pilot (Early 2024)

Superior identified Wisconsin as ideal for testing, with two especially under performing properties. When Storable introduced the ITV program allowing minimum coverage requirements based on unit size, the team saw an opportunity to bring those properties up to par with the rest of the company.

#### Results within 30 days:

- Two bottom-performing properties jumped from \$12-\$13 to \$20-\$21/month average per enrolled tenant
- Recent performance: \$22-\$23/month average per enrolled tenant
- Entire Wisconsin region stabilized at \$20+/month average per enrolled tenant

#### Phase 2: Arkansas Expansion

Following Wisconsin's success, Superior expanded the program to Arkansas with similar improvements.



### Phase 3: Company-Wide Implementation

By September 2025, Superior achieved their goal:

#### September 2025 Milestone:

- First month averaging over \$20/month per enrolled tenant company-wide
- 87% penetration rate across all 29 properties
- Target achieved: \$20+/month average with 87% attachment



## THE RESULTS

### Transformational Revenue Growth and Operational Excellence

#### Insurance Revenue Breakthrough

##### Average Revenue Per Enrolled Tenant:

- Before: \$9/month
- After: \$20+/month
- Increase: 122%+

##### Company-Wide Performance:

- 87% penetration rate  
(significantly above industry average)
- 7,170 insured tenants actively protected
- Consistent \$20+ performance across all regions

### Long-Term Business Impact: More Than Just Revenue

The insurance program's success created ripple effects throughout Superior Storage's operations. Other storage companies have reached out asking how Superior doubled

their tenant insurance revenue while they remain stuck at \$11/month averages per enrolled tenant.

Superior values Storable's comprehensive ecosystem where multiple partners integrate seamlessly through Sitelink. "It's like you have Storable, but then you have all these partners that tap into each other, so everything just works really well together," Rob notes. The company now requires API integration with Sitelink as a prerequisite for any new vendor partnerships.

- ▶ Superior Storage's journey to provide better tenant coverage and move from \$9 to \$20+/month average tenant insurance revenue demonstrates that significant improvements are achievable when you combine the right technology platform, strategic vendor partnership, internal champions and training, data-driven decision making, and a thoughtful sales approach

## READY TO TRANSFORM YOUR TENANT INSURANCE PROGRAM?

[Schedule a Demo Now >](#)

- ▶ Learn how to turn your tenant insurance program into a reliable revenue stream and competitive advantage while providing valuable protection for your tenants.

Insurance offered and administered by Storable subsidiary, Property First Group, LP, an insurance agency—NPN 15974922, d/b/a in California as "Property First Insurance Agency" with CA License No. 0H93939. Coverage may not be available in all jurisdictions and is subject to actual policy language.