

Superior Storage recovers over \$275K in past-due rent with Storable Collections



CUSTOMER OVERVIEW

Customer: Superior Storage

Portfolio: ~30 locations across multiple states

Storable products in use: Software, Websites, Insurance, Collections, Payments

Superior Storage is a growing self storage operator focused on providing a modern, tenant friendly experience while running a lean, efficient operation. As the portfolio expanded, leaders wanted a smarter way to manage delinquencies without overloading store staff.

CHALLENGE

As Superior added locations, managing past-due rent became increasingly complex and time consuming:

- Store teams were juggling manual phone calls, one off emails, and on site follow ups.
- Leadership lacked a clear, portfolio wide view of delinquent outreach, which made it hard to compare locations or understand which tactics were actually working.
- They needed a way to standardize collections, reach more tenants across channels, and turn outreach into real dollars collected, all without hiring more staff.

Superior turned to Storable to modernize and automate their collections process.

SOLUTION

Superior implemented **Storable Collections** across the portfolio, connecting it with their existing Storable software and tech stack. The team configured standardized workflows so that every delinquent tenant received a coordinated cadence of:

- **Automated SMS reminders**
- **Automated Email notices**
- **Automated Outbound calls**

Key elements of the approach:

1. **Consistent, multi channel outreach** ▶ Every location now follows the same, proven collections playbook. Delinquent tenants receive timely messages across SMS, email, and phone, which improves the chances they see and act on a reminder.

2. Staff focused on exceptions, not the entire list ▶

Automated outreach handles the bulk of follow up, while store teams step in for edge cases, escalations, or tenants who request help by phone or in person.

3. Portfolio wide visibility ▶

Leadership can now see outreach volume and payment results by location, which makes it easy to spot high performers, coach underperformers, and refine the strategy over time.

RESULTS

In a single reporting window, Superior's collections program produced measurable, portfolio wide impact.

High Volume Outreach at Scale

Across approximately 30 locations, Storable Collections powered:

- 12,267 SMS messages
- 12,149 emails
- 7,709 automated calls

This level of activity would have been impossible for staff to sustain manually, especially while also running day to day operations.

More Tenants Paying Through Digital Channels

By making it easy for tenants to pay directly from a message on their phone, Superior saw a meaningful uptick in self serve payments:

- 201 SMS driven payments in the period
- A broad mix of SMS, email, and staff assisted payments across the portfolio
- More tenants enrolling in **AutoPay**, which reduces future delinquency risk
- Tenants could resolve their balance quickly, without waiting on a callback or visiting the store

One Storable operator has reported that AutoPay tenants stay an average of two months longer and are less sensitive to rate increases, making every new AutoPay enrollment doubly valuable.



Over a Quarter Million Dollars in Past Due Rent Recovered

Most importantly, the program turned outreach into revenue:

- **\$276,735.30 in past due rent collected** in the reporting period

That recovery was not concentrated in a single outlier facility. On average, each location recovered approximately **\$9,200 in past due rent** over the first three months, which shows that strong performance was spread across the portfolio rather than driven by one or two sites.

The result is a cleaner receivables picture, stronger cash flow, and significantly less write off risk.

Portfolio Snapshot

Across the portfolio, the first three months of Storable Collections drove:

- An average of roughly **400 SMS, 400 emails, and 250 automated calls** per facility
- Thousands of outreach events overall, handled automatically in the background
- Approximately **\$9,200 in past due rent recovered per location**

This level of consistent performance at the facility level shows how automation can drive meaningful revenue lift across an entire portfolio.



Business impact

By rolling out Storable Collections across its portfolio, Superior Storage has been able to:

- **Standardize collections** so every tenant gets clear, consistent communication, regardless of location.
- **Protect staff time** by automating routine outreach and reserving human effort for higher value conversations.
- **Strengthen cash flow** through over **\$276K in recovered past due rent**, with clear visibility into which locations and channels are driving results.

“After looking at the numbers, I was impressed. We were blown away by the results.”

Rob Lather

► PRESIDENT, SUPERIOR STORAGE

Looking ahead, Superior plans to continue refining its workflows, leaning into automation and digital payments to keep delinquencies under control while the portfolio grows.

► About Storable

Storable is the leading technology provider for self storage operators, offering an integrated platform that includes management software, websites, marketing, tenant insurance, payments, and collections. By unifying people, process, and technology, Storable helps operators like Superior Storage grow revenue, operate more efficiently, and deliver a better experience for tenants.

READY TO TRANSFORM YOUR
TENANT COLLECTIONS PROGRAM?

[Schedule a Demo Now >](#)

- Learn how to turn your tenant collections program into a reliable revenue stream.