# Insurance BY STORABLE

## Storable's Insured-To-Value Tool is Built for Flexibility

In the current competitive environment, operators are seeking ways to help offset declines in rental rates and occupancy. Tenant insurance has always been one of the most effective products that complements your core offering by protecting your tenants' goods while diversifying your revenue streams.

Storable's latest Insured-to-Value (ITV) technology further amplifies these positive impacts on your business by applying varying minimum coverage levels to each of your unit types.

ITV is built with flexibility in mind so you can craft the offering that best meets the needs of your specific market and business. Whether it's your first time with dynamic pricing strategies or you're a seasoned vet, we recommend three categories of approaches:

| Approach | BEST FOR | ADJUSTED COVERAGE | RESULT |
|---|---|---|---|
| **Cautious Approach** | Markets with pricing sensitivity due to lower rental rates and occupancy | Modify minimum coverage requirement for units **above 150 sq ft** to \$3,000 (\$15/month) | **12.5% increase** in insurance take-home revenue over the traditional model* |
| **Balanced Approach** | Resilient markets with operators still able to achieve 87%-90% occupancy rates | Modify minimum coverage requirement for:<br>• Units **above 50 sq ft** to \$3,000 (\$15/month)<br>• Units **above 150 sq ft** to \$5,000 (\$26/month) | **55% increase** in insurance take-home revenue over the traditional model* |
| **Assertive Approach** | Strong markets or operators experienced in dynamic pricing strategies | Modify minimum coverage requirements for:<br>• Units **above 25 sq ft** to \$3,000 (\$15/month)<br>• Units **above 50 sq ft** to \$5,000 (\$26/month) | **98% increase** in insurance take-home revenue over the traditional model* |

That flexibility we built into ITV doesn't stop at the point of configuration. As your market dynamics or tenant preferences evolve, we make it incredibly easy to adjust your approach to better protect your tenants while growing your bottom line.

**ONE-SIZE-FITS-ALL DOESN'T WORK FOR TENANT INSURANCE**

Storable's groundbreaking new ITV technology lets operators set minimum coverage requirements by unit, not facility. Better protection for tenants and more revenue for your operation.

**Request a Demo**

* Representative ITV example compared to typical insurance fee structuring of 500 insured, storage units comprised of 125 units of 5x5's; 100 units of 5x10's; 75 units of 10x10's; 75 units of 10x15's; 50 units of 10x20's; 45 units of 15x20's; and 30 units of 20x20's. Information and corresponding revenue shown is provided for illustrative purposes only. Actual results and revenue will vary depending upon number of units, unit types and sizes, customer enrollment, and fee structuring.