

Maximize Tenant Coverage and Revenue with Dynamic Solutions

Storable's latest insurance technology, Insured-to-Value (ITV), helps operators overcome declining occupancy and rental rates

by applying varying minimum coverage levels based on unit type. ITV is built to amplify your core offering to better protect your tenants' goods, while also diversifying your revenue streams.

By assigning policies to unit groups based on a percentage of rental rates, ITV provides you with flexibility to address tenants' price sensitivity proactively.

Research shows that tenants are willing to pay up to 25% of their rental payment toward insurance coverage.

ITV	Unit Size	5x5	5x10	10x10	10x15	10x20	15x20	20x20
	Count	125	100	75	75	50	45	30
	Rent	40	60	90	120	140	200	250
	Recommended Coverage	2,000 (10)		3,000 (15)			5,000 (26)	
	Premium as a Percentage of Rent	25%	16.67%	16.67%	12.5%	10.71%	13%	10.40%

* Research based on national average pricing for 5'x5' storage units.

For example, for a 5x5 unit, customers paying an average of \$40/mo for the unit are willing to consistently pay \$10/mo for a \$2000 coverage policy. This signals that tenants are willing to pay 25% of their rental payment towards coverage today. This is by far the most common configuration we see across all reservations made at 30,000+ facilities using Storable Facility Management Software.

With larger and more expensive units, the cost of premiums as a percentage of rental rates only goes down: peaking at 16.67% for a \$3000 coverage policy for 10x10s and 13% for a \$5000 coverage policy for 15x20s.

// Around 85% of our rented units have a policy in place, so this has been a tremendous profit center for us. We have had no negative interactions with the tiered pricing, if anything I think customers expect a larger policy to be in place with a larger unit. //

→ David Hurless, COO of Stor-It Self Storage

Unlock the potential of flexible minimum coverage requirements with Storable's Insured-To-Value technology.

Better protect tenants and grow your revenue with dynamic, unit-specific pricing.

An Insurance Tool That Does It All

- ✓ Ensure your tenants are protected with coverage that's better aligned to storage needs
- ✓ Drive higher monthly revenue with flexible, unit-specific coverage minimums
- ✓ Improve efficiency by eliminating manual enrollment and upsells

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