

How Lock-It-Up Self Storage Modernized Operations and Reduced Costs with storEDGE

Lock-it Up-Self Storage, an Ohio based company with 17 locations, has been a fixture in their market for over three decades. What started as a small operation has grown into a dominant regional presence, offering a range of storage solutions while maintaining their commitment to personalized service.

BACKGROUND

With a longstanding commitment to continually enhance their tactics and capabilities, Lock-It-Up Self Storage has become a leader in their region. Building on this strong brand equity Lock-It-Up Self Storage recognized the need to modernize their operations. With long-tenured staff and manual processes deeply ingrained in their business, they knew that adapting to changing customer expectations while maintaining operational efficiency would require the right technology partner.

THE CHALLENGE

Lock-It-Up Self Storage still relied heavily on manual processes while operating on an aging technology stack that included Centershift (Yardi). Their website alone was costing approximately \$8,000 monthly while generating minimal returns. They needed a solution that could:

- Reduce dependence on paper-based processes
- Improve customer communication
- Modernize their online presence
- Support their long-term staff through the transition while reducing training costs for new staff

"When I stepped into the director role, I knew we had something special, but I also saw an opportunity to move forward. We always knew we could do better, and bringing in the right technology has given us incredible opportunities to grow and improve our operations."

After evaluating five different solutions, including Sitelink, Lock-It-Up Self Storage chose storEDGE for its user-friendly interface and comprehensive feature set. The platform's ease of use was particularly important given their workforce demographics, which included employees with 20+ years of tenure.

"Change can be daunting, especially with a seasoned team. We needed a solution that would enhance their capabilities without overwhelming them."

- Tami White
 Director at Lock-It-Up Self Storage



DO MORE

WITH
STORABLE SOFTWARE



LOOKING AHEAD

Lock-It-Up Self Storage continues to explore new capabilities that storEDGE enables, including expansion into unmanned facilities.

“storEDGE moves you forward — we chose storEDGE to enhance the capabilities of what we can constantly move towards, through cost savings and automation,” White concluded. “Whether manned or unmanned, we are able to take care of our customer to our fullest ability and easily change what we’re doing.”

READY TO MODERNIZE YOUR SELF-STORAGE OPERATIONS?

Contact us today to learn how Storable can help transform your business while reducing costs and improving customer experience.

[Contact us today to schedule a demo.](#)

Key Results

SIGNIFICANT COST REDUCTIONS

- Eliminated \$1,000 monthly in copy machine expenses
- Projected to save \$12,000 per year by switching to digital certified mail
- Reduced paper costs (\$50-75 per case) by going nearly paperless
- Decreased website expenses while increasing traffic and conversions

IMPROVED COLLECTIONS AND CUSTOMER COMMUNICATION

- Dramatic reduction in auction units at some facilities (from 5-10 units per month to zero)
- Increased online payment adoption
- Decreased delinquencies with enhanced customer communication through texting

ENHANCED DIGITAL PRESENCE

- Significant increase in online rentals
- Improved website functionality with easier content updates
- Better lead tracking and follow-up capabilities
- Better performance against competitors in their area, even in a down market

“The ROI has been remarkable,” White emphasized. “Every efficiency we’ve gained, every dollar we’ve saved – it all adds up to transformative change for our business.”

Employee Adoption Success

Despite initial concerns about technology adoption, the transition proved smooth for Lock-It-Up Self Storage’s staff. “Seeing our veteran team members not just adapt to, but embrace the new system has been incredible,” White shared. “When a team member with 17 years of experience tells you they love the new platform – that’s when you know you’ve made the right choice.” The team adapted quickly, with training requiring only a few days.