



# Innovation Report



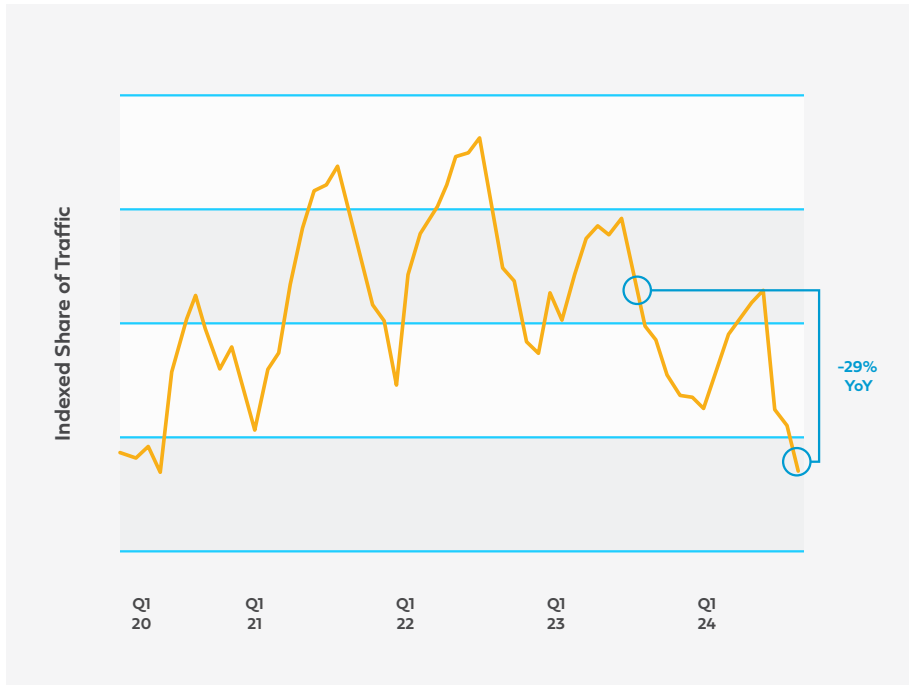
Fall Release

2024

—→ **At Storable, we take it upon ourselves to help self-storage operators thrive, no matter what challenges arise.**

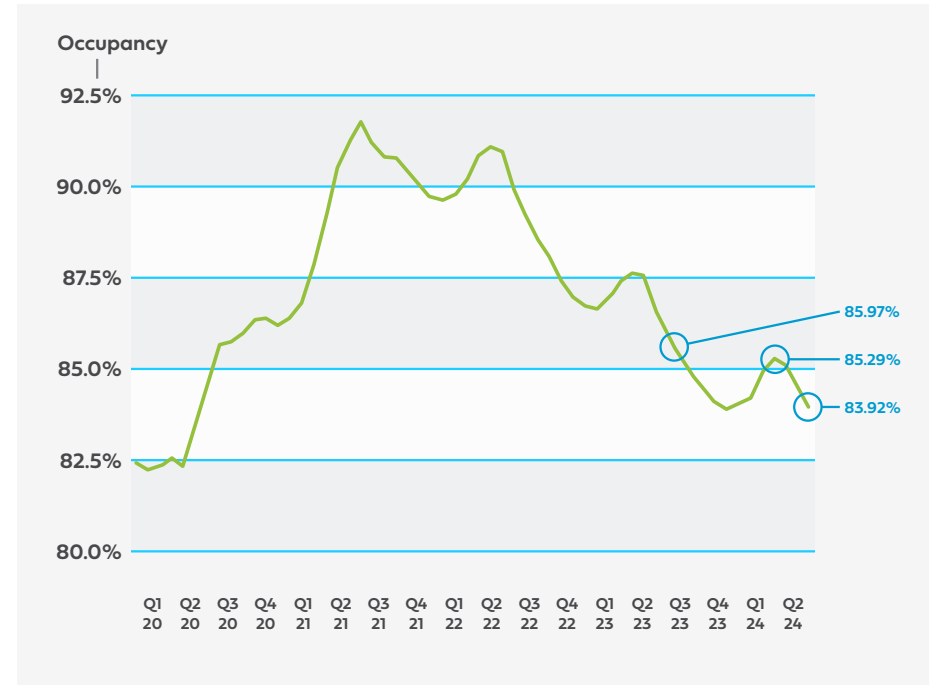
In this Innovation Report, we will discuss the most significant market forces that have impacted our industry over the past quarter, recommend responses for operators, and highlight the key features we've released across the Storable Platform to address these challenges.

This report includes anonymized, summarized data from each Storable product, offering insights into how these challenges have evolved coming out of the busy season to help operators contextualize what they're experiencing. We hope you find it useful. ◆



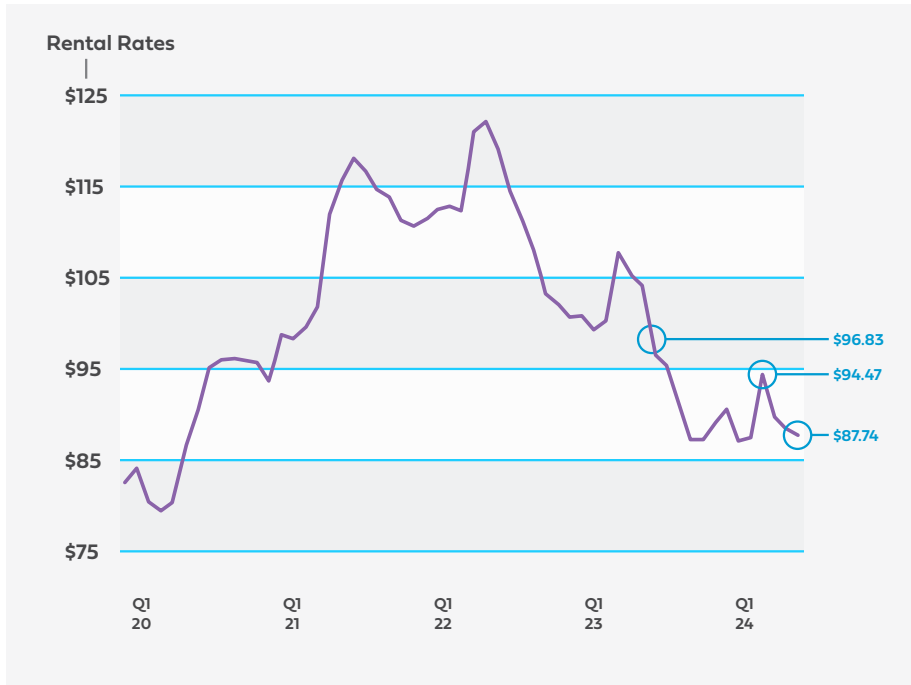
## CONSUMER DEMAND

We saw a slightly less exaggerated busy season peak compared to prior years with a steady decline since then. Overall, we came in 29% lower than this time last year for the most common search terms in “storage near me,” “storage units,” and “self storage.” This is primarily driven by macroeconomic conditions such as inflation and declines in moving.



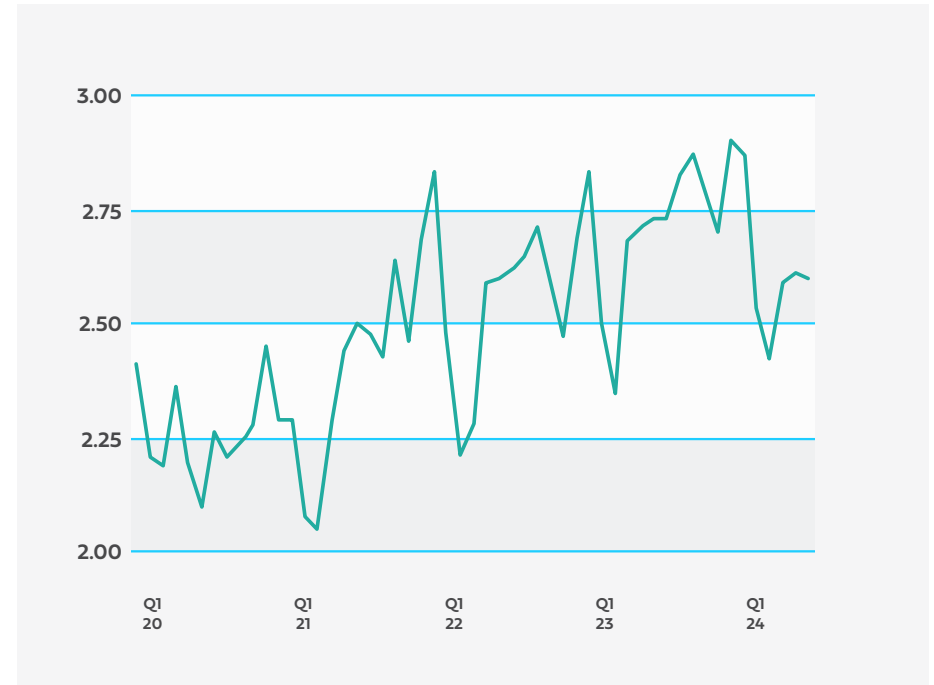
## OCCUPANCY

We saw a smaller peak in occupancy for the busy season but it’s stabilized significantly more so than demand throughout the year, most recently coming in at 83.92%. We’re still above pre-pandemic norms but it’s currently unclear as to what the next year will bring.



## STREET RATES

The decline in occupancy has led to an expected drop year over year in street rates as operators continue to compete for new tenants. But like occupancy, we've seen a bit of a stabilization throughout 2024, most recently coming in at \$87.74.



## DELINQUENCY TRENDS

Delinquency and lien laws are different across the country but generally speaking, we hear that the 90 day mark is when operators are starting to take action to vacate. This chart shows the growth in average number of delinquencies across all Storable facilities between 61-90 days delinquent, making them the most problematic. If you aren't actively managing your delinquencies and auctions, it's a good time to get ahead of the problem.

→ To overcome these challenges and continue growing, operators must proactively make the right investments and take the appropriate steps to respond. **We believe there are five key areas where operators should focus their efforts:**

#### **DRIVING DEMAND & INCREMENTAL REVENUE**

Given the decline in occupancy and rental rates affecting facility revenue, operators should prioritize filling vacant units and offering valuable services to tenants to drive incremental revenue growth.

#### **OPERATIONAL EFFICIENCY**

Another way to enhance profitability is through cost savings. Operators can achieve this by scaling their operations through the automation or simplification of repetitive, error-prone processes.

#### **REPORTING AND INSIGHTS**

Without the proper data to inform your decisions, you're flying blind. It's critical that you're quickly and easily able to inform your most critical business decisions with reliable data.

#### **RELIABILITY AND PERFORMANCE**

We recognize the crucial role Storable Software plays in facilitating daily workflows and ensuring smooth business operations for operators. Therefore, operators need tools that are both reliable and high-performing, a responsibility we take very seriously.

#### **CYBERSECURITY AND COMPLIANCE**

Operators rarely think about cybersecurity until a problem arises. While issues are never entirely unavoidable, our goal is to significantly reduce the likelihood of these problems occurring.

# Innovation Spotlight

With that context, let's dive into what we've delivered across the Storable Platform to help operators address each of these challenges.

# storEDGE

storEDGE Facility Management Software was built to provide operators with the most intuitive, all-in-one facility management solution possible. No matter if you're operating 1 or 100+ facilities, storEDGE is a great fit for your portfolio.

## WEBHOOKS

Operators often rely on a number of vendors to run their operations and the integration between their software and your facility management software is critical in that process. We recently released Webhooks for storEDGE FMS, which makes it much quicker and more reliable for these softwares to communicate and pass along information to one another, ensuring you can always trust in your data to inform daily workflows and business decisions.

## SCHEDULED REPORTS WITHOUT LOGIN

Operators now have the option to allow scheduled reports to be viewed directly from the link in the notification email without

needing to log into storEDGE, making it easier than ever to keep your financial stakeholders informed. For security purposes, the link will expire one week after the email is sent.

[Learn More](#)

## CORPORATE DELINQUENCY ENHANCEMENTS

In the current market you need robust efficiencies within your software that reduce your operational burden to spend more time focused on driving revenue.

**Schedule Transfer** — When a delinquency schedule is changed but only affects units that are not yet delinquent, assigning currently delinquent tenants becomes complex and is prone to errors. Our new Schedule Transfer feature transfers delinquent tenants to a new version of a Delinquency Schedule when it's updated, driving operational efficiency.

[Learn More](#)

**Unit Type Delinquency** — Different unit types have different legal requirements making processes and schedules hard to track. Our new Unit Type Delinquency reduces legal risk and gives you time back with the ability to create multiple schedules for each facility and assign unit types to them.

[Learn More](#)

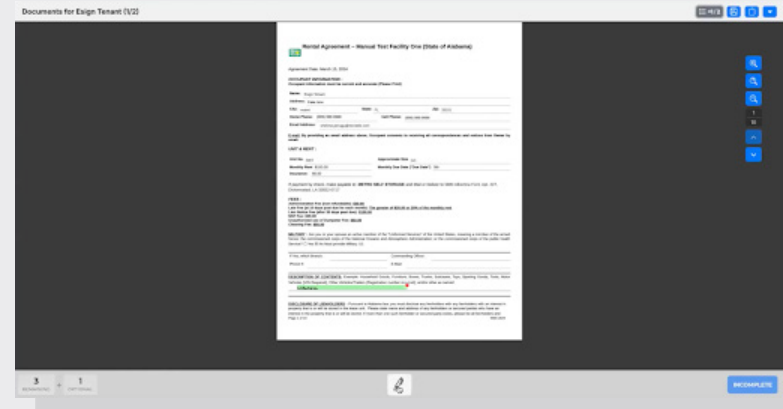
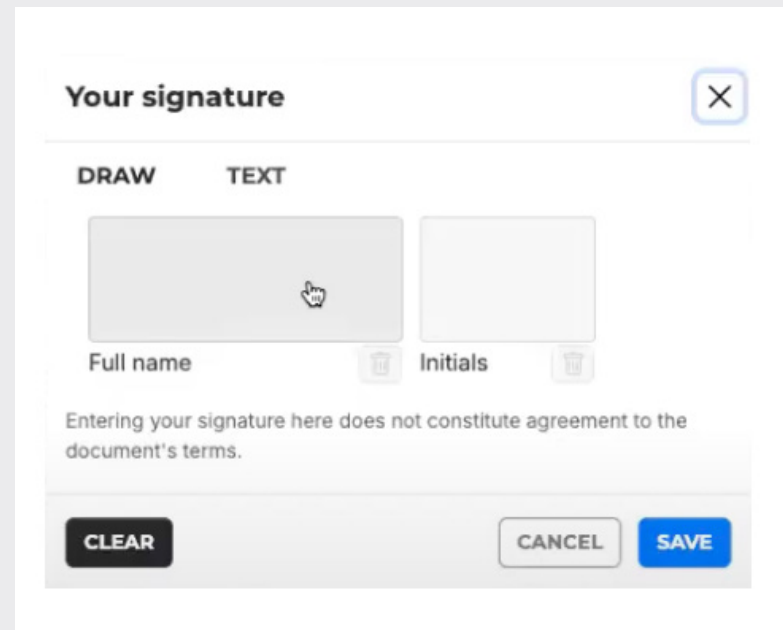
# SiteLink

SiteLink Facility Management Software was built to provide operators with the most flexible, comprehensive facility management solution possible. If you need a tailored set of vendor products to meet the needs of your business, SiteLink is a great fit for your portfolio.

## ENHANCED ESIGN EXPERIENCE

As streamlined digital experiences become the expectation of the modern consumer, it is critical for operators to adjust their processes accordingly. The new SiteLink eSign brings faster performance, a modernized user experience, and improved mobile responsiveness — making the document signing process smoother and more intuitive for your tenants.

[Learn More](#)





# Access Control

Storable Access Control helps you automate more daily operations to improve efficiency and the tenant experience, all from directly within your current Storable FMS. Streamline your most critical workflows and spend more time growing your self-storage business.

## CONTACTLESS ENTRY APP

Operators can now leverage our new free Contactless Entry app to meet the evolving digital preferences of their tenants and better differentiate themselves from their competitors. After easily installed, tenants can access your facility with just a single tap on their smart phone.

→ [SiteLink users only](#)

[Learn More](#)

## Storage Mobile Entry App

### Storable Site

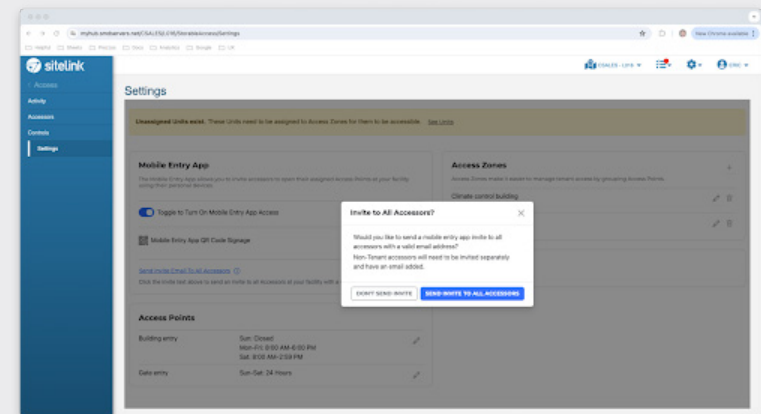
Tap on the area you are looking to open

building entry

OPEN

gate entry

OPEN

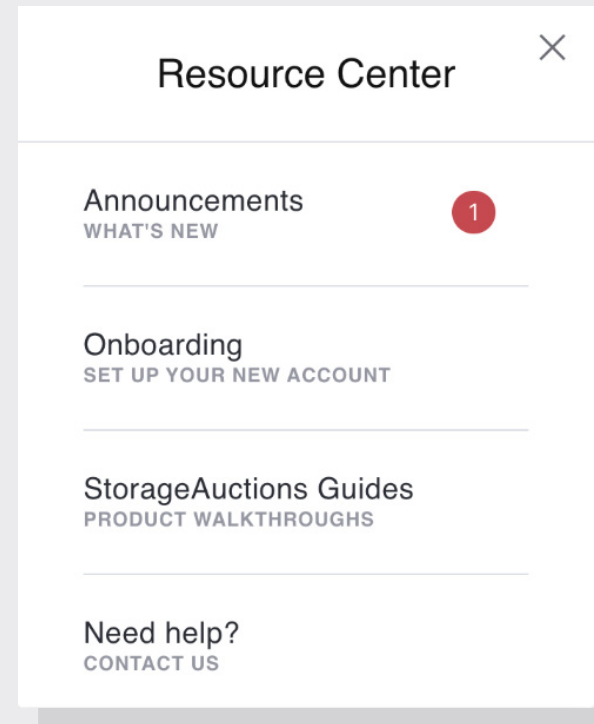


# Auctions

Storable Auctions provides operators with a comprehensive solution to managing their auctions process online. By attracting bidders who are interested in delinquent storage units with operators looking to vacate them, we can help operators recoup a portion of lossed revenue while freeing up the unit to be rented again.

## RESOURCE CENTER

Operators can now access helpful resources such as announcements, help articles, and guides to help configure and get the most out of their software simply by clicking on the “?” icon in the bottom right hand corner of their software.



# CRM

Storable CRM, formerly CallPotential Lead Manager, is a comprehensive automation platform designed to streamline communication, track performance, and automate processes to enhance operational efficiency and customer satisfaction. With features such as call tracking, lead management, and automated follow-ups, Storable CRM helps you maximize revenue and improve customer service.

## AGENT PRIO

Now you can prioritize inbound calls for your most skilled agents with Agent Queue Prioritization. Assign priority numbers to direct calls to your top agents, maximizing lead conversion and ensuring the best possible customer experience.

[Learn More](#)

### Edit Queue

[CANCEL](#) [SAVE](#)

Queue Name

Agent Priority

Name (A-Z)	Tier				
	1	2	3	4	5
Aaron Rodriguez	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bob Caspers	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cathy Filletti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Daniel Klapperst	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ernie Holpertstein	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
James Carter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emily Thompson	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jessica Bennett	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Olivia Harris	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

# Websites

Storable Websites provides self-storage operators with customizable, high-performance websites designed to enhance your online presence and attract tenants. With a wide range of features, user-friendly interface and customization options Storable Websites help you effectively showcase your facilities and drive occupancy.

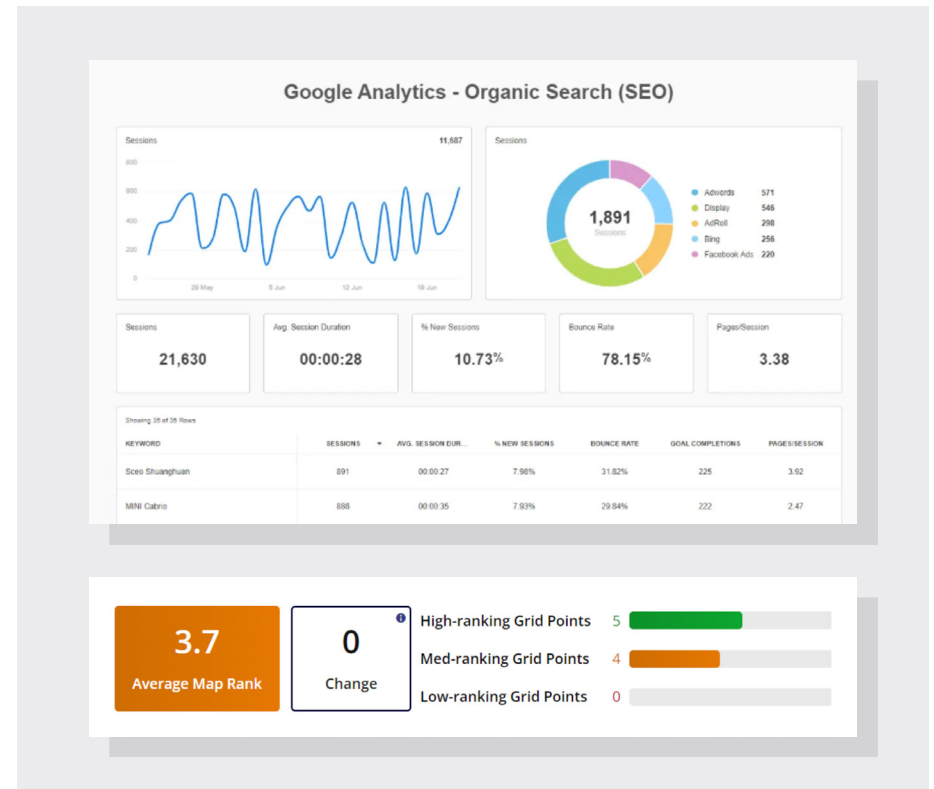
## OPTIMIZED DIGITAL MARKETING SERVICES

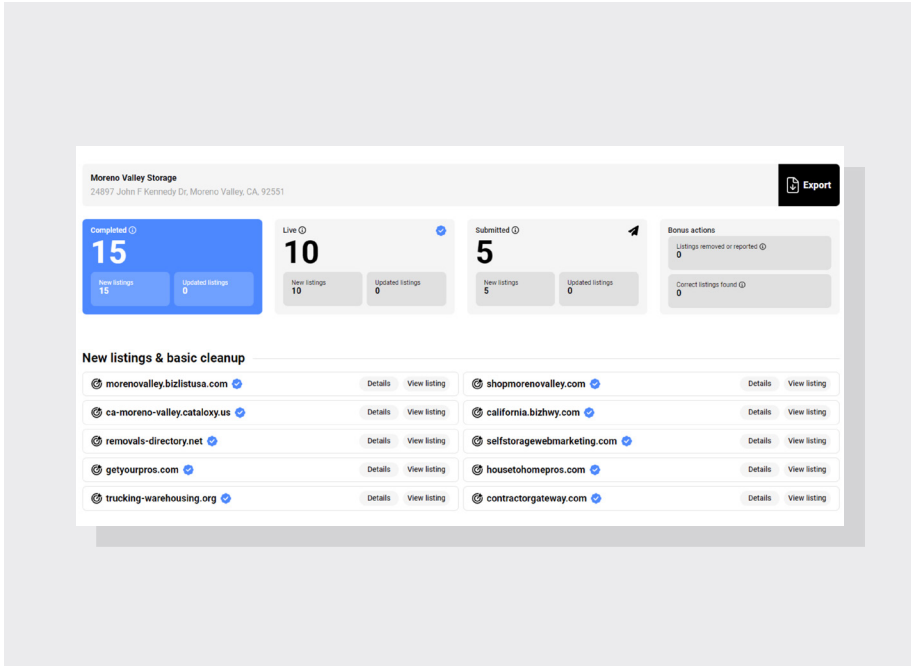
Effective organic traffic strategies are crucial for reaching and engaging potential tenants through digital channels like search engines, social media, and online directories. Our new Visibility, Reputation, and Authority plans provide operators with the flexibility necessary to meet the needs of their specific market.

[Learn More](#)

## VISIBILITY

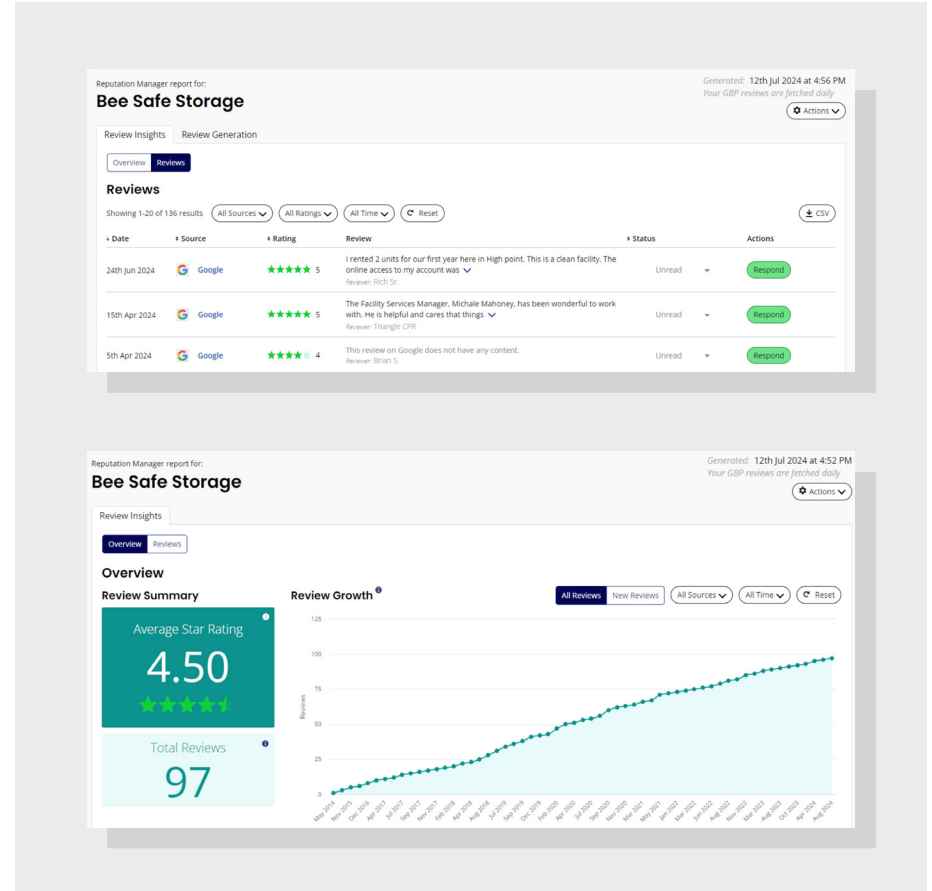
The Visibility Plan boosts your online presence by ensuring consistent listings across over 80 directories while optimizing your local search rankings with strategic keywords and geographic targeting. Utilizing advanced tools, AI, and voice search optimization, this plan drives relevant traffic to your business, keeping you ahead of the competition. With increased visibility, you'll attract more local customers, differentiate your brand in competitive markets, and see higher engagement and conversions.





### AUTHORITY

The Authority Plan establishes your business as a trusted leader in your industry. By utilizing targeted content and high-quality citations, we enhance your website’s rankings while consistently attracting and converting top-tier leads. With regular content updates and strengthened authority signals, your brand stays visible, credible, and dominant in local search results, ensuring you stand out in every community you serve.



### REPUTATION

The Reputation Plan enhances your online presence by building authority and maintaining a strong, positive image. It fosters trust, improves search rankings, and drives demand by managing reviews and ensuring consistent business listings across platforms. Leveraging AI to streamline review responses and generate positive feedback, this plan boosts credibility, increases conversions, and supports long-term SEO growth.

