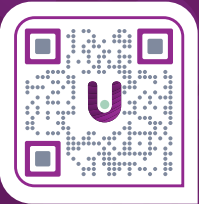


# Award-Winning Service & Results



*Download the full Year-End Review from our website*

UniversalStorageManagement.com

**(770) 525-4739**

The logo for Universal Storage Group features a large, stylized white 'U' with a green dot above it. To the right of the 'U', the word 'universal' is written in a bold, white, sans-serif font. Below 'universal', the words 'STORAGE GROUP' are written in a smaller, white, all-caps, sans-serif font. The entire logo is set against a dark purple background.

# HOW DO YOUR NUMBERS COMPARE?

# 24th Annual Year End Review

*Published May 2023*



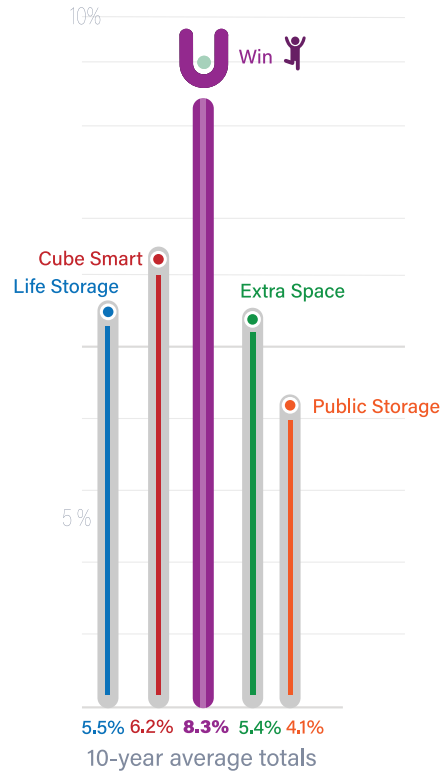
As Presented By:

# M. ANNE BALLARD

*President, Marketing, Training & Developmental Services*



## Same Store Sales Increase



### We Beat the REITs

**103%** better than **Public Storage**  
**35%** better than **Cube Smart**  
**50%** better than **Life Storage**  
**54%** better than **Extra Space**

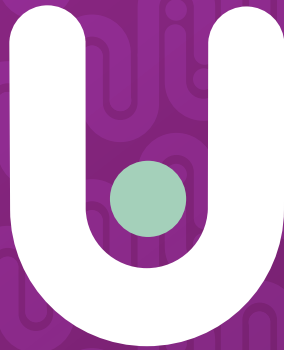
Prior Year	Current Year	Difference	USG 2022 SSSI
			15.2%

Notes

Reason for Leaving	Your Store's %	USG Average %
Cannot Afford		1.8%
Closing Business		0.3%
Consolidated Units		8.7%
Moving		23.2%
No Longer Need		53.1%
Other		4.4%
Rate Increase		2.6%
Renting at Another Facility		0.5%
Too Expensive		1.2%
Vacated Without Notice		4.1%
Would Rent Again		97%

Notes



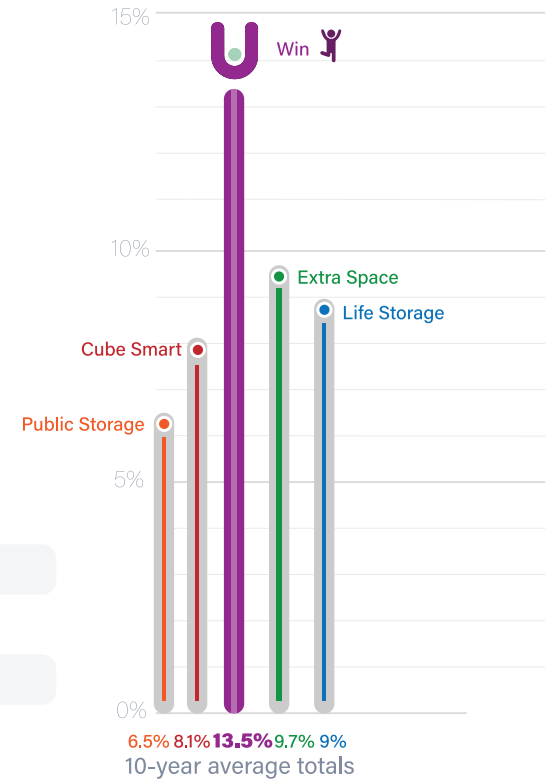


Exit Interviews

## 10 Years Running

- 109%** better than **Public Storage**
- 66%** better than **Cube Smart**
- 51%** better than **Life Storage**
- 39%** better than **Extra Space**

## Net Operating Income



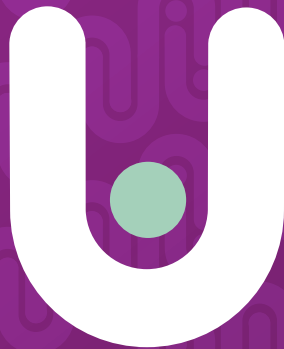
Prior Year	Current Year	Difference	USG 2022 NOI
			20.5%





Age Groups	Your Store's %	USG's Average %
Under 25		5.23%
26-35		12.31%
36-45		18.52%
46-55		23.14%
56-65		22.68%
Over 65		18.2%





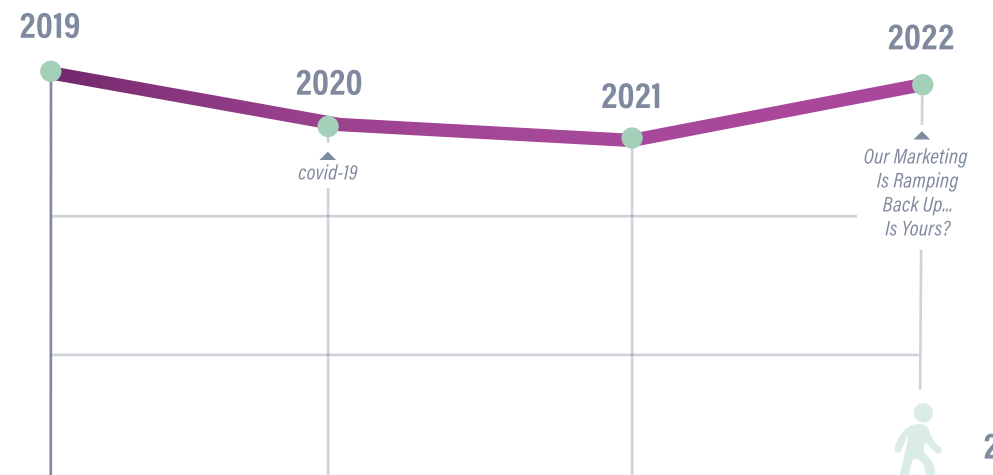
Know Your  
Tenants By Age

## HOW DO YOUR NUMBERS COMPARE?

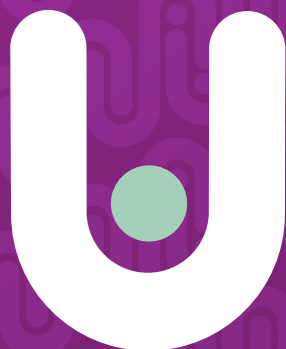
### Set Goals and Measure Your Marketing

Action	Number Per Months	USG Avg. Number Per Month
Local Business Visits		11
Awareness/Networking		20
On Site Event Visitors		10
Outbound Calls		9
Letters/Postcards		24
Emails		3,889
Facebook Posts		23
New Leases		20
Referrals		1

### Total Yearly Activity







## Hourly and Yearly Activity

### HOW DO YOUR NUMBERS COMPARE?

#### Knowing Your Numbers Helps You Budget and Plan

Average Length Of Stay	USG Average Length of Stay
	1114 Days

Demographics	Your Store's %	USG Average %
Residential		86.6%
Commercial		13.5%
Male%		55.1%
Female%		44.9%
< 5 miles		67.1%
>5 miles		36.0%

What Are Tenants Storing	Your Store's %	USG Average %
Furniture/Boxes		76.7%
Business Inventory		13.5%
Parking/RV		6.3%
Wine		0.8%
Other		2.8%

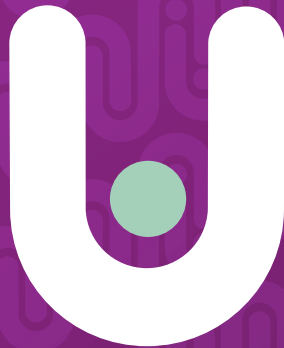
Notes

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## Know Your Tenants

### HOW DO YOUR NUMBERS COMPARE?

Hourly Activity Per Year	Busiest Time	USG Busiest Times
Leases		11am to 12pm
Web Payment		9am to 10am
Call Center		4pm to 5pm

Activity Per Year	Store Average	USG Average Numbers
Leases		119
Walk Ins		227
Calls		191
Move Outs		201
Move Ins		213
Net		12

Notes

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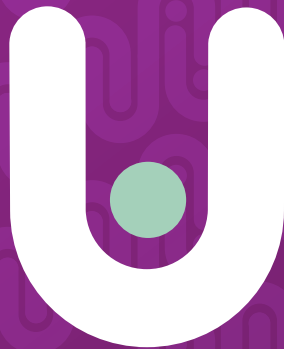
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## Monthly Activity

BE PREPARED FOR  
YOUR BUSY SEASON

### Monthly Activity

Months	in	out	net
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Notes

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