

Award-Winning Service & Results



Download the full Year-End Review from our website
UniversalStorageManagement.com
(770) 525-4739

Universal
STORAGE GROUP

ANNUAL YEAR-END
25th
REVIEW

IT'S ALWAYS THE
**RIGHT
TIME**

TO...

KNOW YOUR NUMBERS

PRESENTED BY

Universal
STORAGE GROUP

PUBLISHED 2024



M. Anne Ballard
President & Co-Founder
"THE HAT LADY"



Stacie Maxwell
Vice President
Marketing & Training

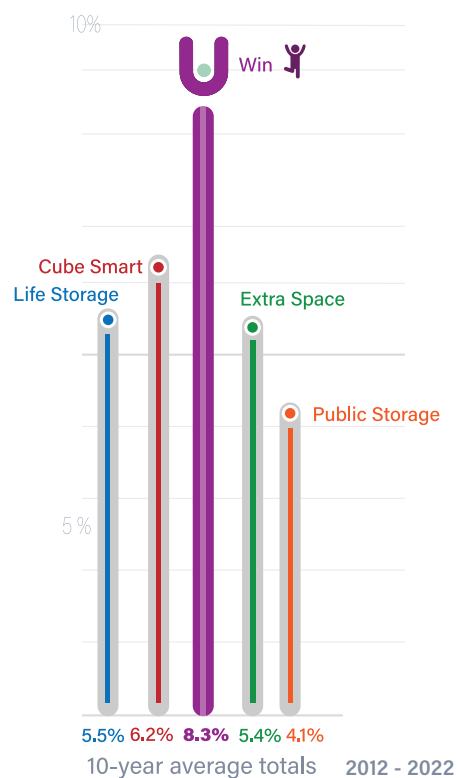


Sarah Beth Johnson
Vice President
Sales & Development



Lou Barnholdt
Vice President
Sales & Development

Same Store Sales Increase

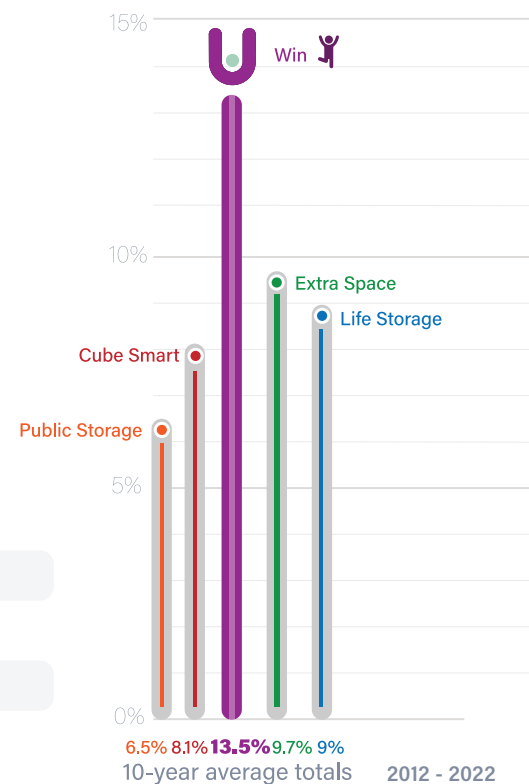


We Beat the REITs 10 Years Running

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 SSSI
			15.2%

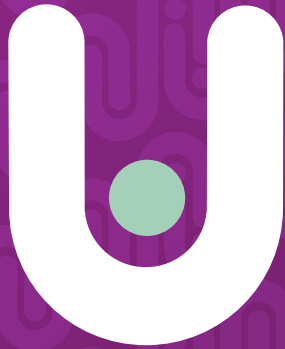
Net Operating Income



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

Prior Year	Current Year	Difference	USG NOI
			20.5%

Notes _____

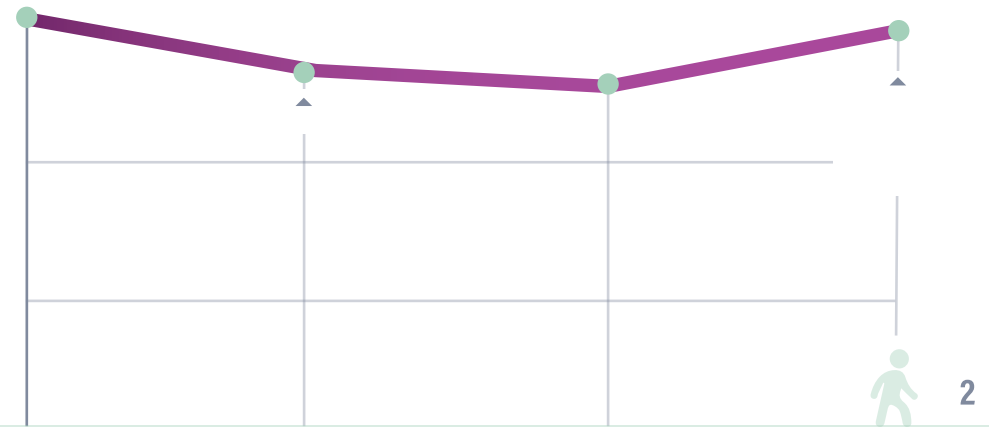


Personal Marketing Goals

HOW DO YOUR NUMBERS COMPARE?

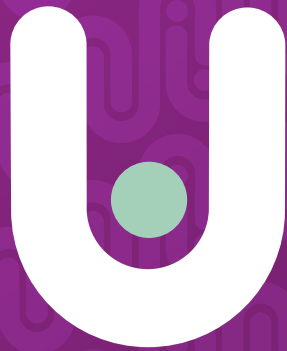
It's Always the Right Time to Build Brand Awareness!

Action	Your Number Per Month	USG Avg. Number Per Month
Local Business Visits		16
Awareness/Networking		132
On Site Event Visitors		11
Outbound Calls Letters/Postcards		21
Emails		3446
Facebook Posts		15
New Leases		16
Referrals		1





3



Monthly Activity

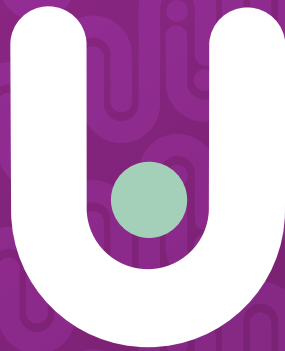
HOW DO YOUR
NUMBERS COMPARE?

It's Always the Right Time to be Prepared for Your Busy Season!

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

Notes





Know Your Tenants

HOW DO YOUR NUMBERS COMPARE?

It's Always the Right Time to Know Your Customer Base!

Your Average Length of Stay	USG Average Length of Stay
	1114 Days

Demographics	Your Store's %	USG Average %
Residential		86.5%
Commercial		13.5%
Male%		55.4%
Female%		44.6%
< 5 miles		67.5%
>5 miles		32.5%

What Are Tenants Storing	Your Store's %	USG Average %
Furniture/Boxes		76.52%
Business Inventory		13.46%
Parking/RV		6.91%
Wine		0.66%
Other		2.43%

Notes

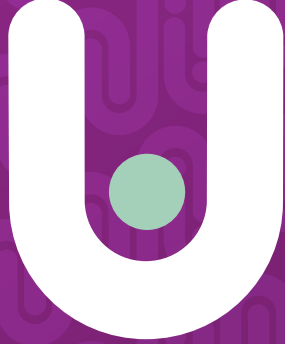




It's Always the Right Time to Know Your Customer Base!

Age Groups	Your Store's %	USG's Average %
Under 25		5.85%
26-35		11.20%
36-45		17.91%
46-55		22.73%
56-65		22.64%
Over 65		19.54%

Notes



Exit Interviews

HOW DO YOUR NUMBERS COMPARE?

It's Always the Right Time to Know Why Tenants Vacate,
So You Can Improve Your Operation!

Reason for Leaving	Your Store's %	USG Average %
Cannot Afford		3.8%
Closing Business		1.2%
Consolidated Units		10.7%
Moving		17.5%
No Longer Need		53.2%
Other		6.7%
Rate Increase		2.0%
Renting at Another Facility		0.7%
Too Expensive		1.9%
Vacated Without Notice		2.3%
Would Rent Again		98%

Notes



NOW IS THE RIGHT TIME to Review Your Self-Storage Operation!

Here's a handy checklist of things that every operator should review at least annually to stay on track:

- Budget
- Accounting System
- Payroll System
- Manager Performance Reviews (Annually)
- Vendor Contracts
- Competition Shops
 - Monthly In-Person
 - Daily For Online Rates
- Property Insurance With The Right Limits
- Site Maintenance
- Capital Improvement Projects
- ADA Compliance
- Curb Appeal
- Signage
- Outside Lighting @ Night
- Interior Lighting
- Updated Facility Photos
- Gate System
- Camera Systems
 - Recording System – Length Of Recording, Storage Of Recordings
 - Property Cameras – View/Angle, Clean?
 - Ring/Blink Doorbell
- Management Software
- Merchant Services – Competitive Rates?
- Computer Hardware – Computers, Printers, Monitors, etc.
- Facility Cell Phone & Landline Phone



- Call Center Services
- Collections Process
- Auction Process
 - Internal Process - Notification Letters, Lock Cuts & Content Photos, Scheduling Auctions Online Or In-Person
 - Current State Lien Laws
 - Is Your Lease Up-To-Date?
 - Are Your Tenant Fees Compliant?
- Tenant Leases - Complete & Correct?
- Tenant Insurance Program
- Complete Site Audit (2x Weekly)
- Marketing Plan
 - Website Appearance & Functionality
 - Phone Numbers – Do They Ring To The Right Place?
 - Social Media Channels
 - Directory Listings – Google, Yelp, Yahoo, Bing, etc.
 - Internet Aggregators – SpareFoot, Storage Cafe, etc.
 - Email Marketing
 - Off-Site Marketing Visits To Local Businesses
 - Networking Opportunities
 - Community Involvement
 - On-Site Events
- State Self-Storage Association Membership & Meeting Schedule
- National Self-Storage Association Membership
- Industry Publication Subscriptions
- Self-Storage Educational Opportunities
 - Online Webinars
 - In-Person Conferences & Tradeshow

It's always the right time to...
RELAX

Because we have it handled!



Bank
Self-Storage Facility

now
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USG
Everything is running smoothly!

now

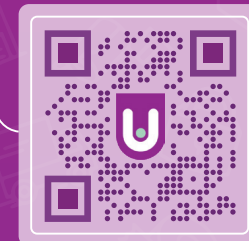
Universal
STORAGE GROUP

NOW THROUGH
DECEMBER 31, 2024

THE RIGHT TIME TOUR

*Schedule an educational session that
will leave your teams motivated for a more
profitable & efficient operation!*

**LEARN ABOUT THE
RIGHT TIME TOUR**



SCAN
ME