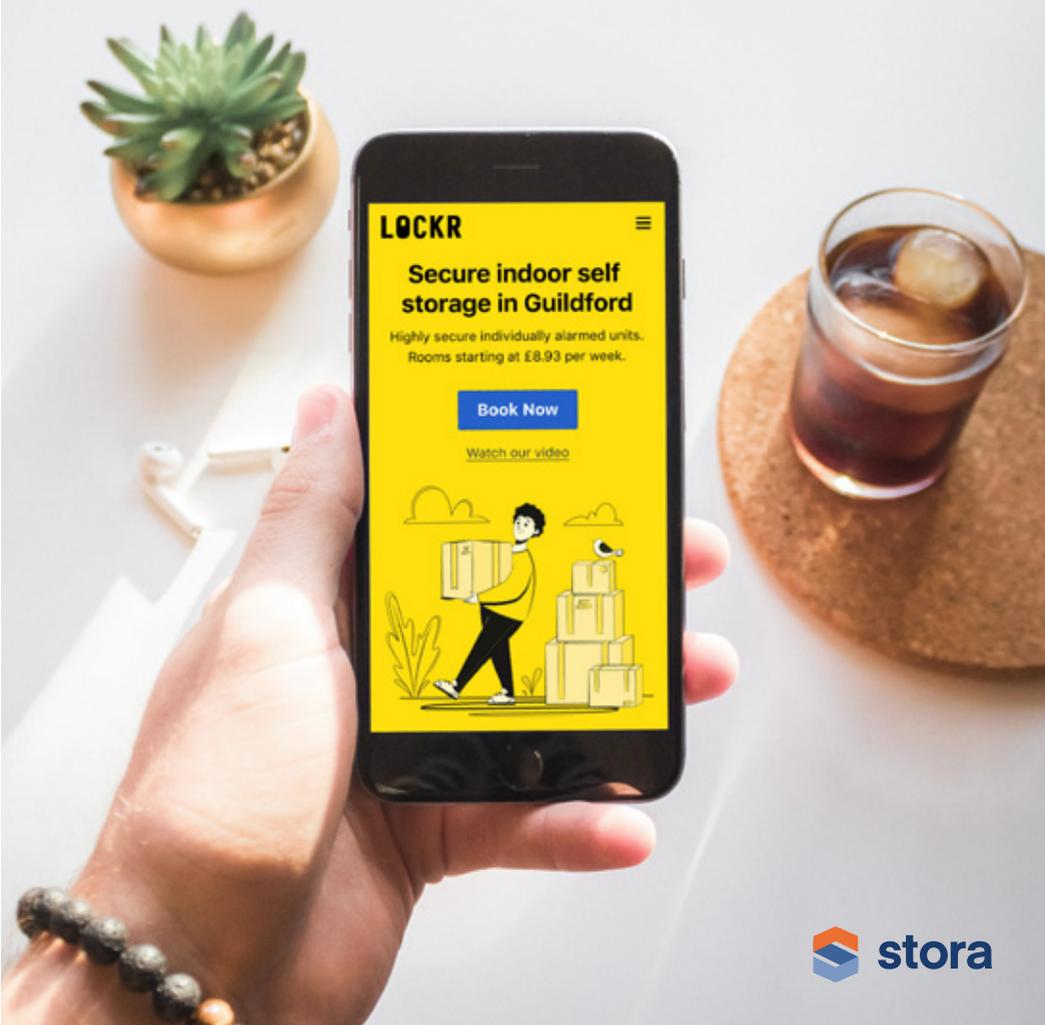


Your Future in Self Storage

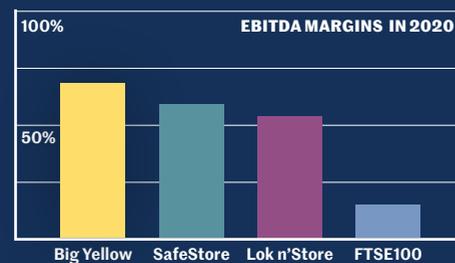
Your guide to a world of untapped opportunity –
using technology and automation to open the
door to increased self storage revenues



UK self storage: a huge opportunity

The UK self storage industry is a fast growing, highly profitable niche with significant headroom for growth

A combination of under-supply compared to similar countries, high profit margins and fast growing revenues are bringing more and more people into the self storage industry. Now is the perfect time to enter, or invest in, this lucrative niche market.



A PROFITABLE, GROWING INDUSTRY

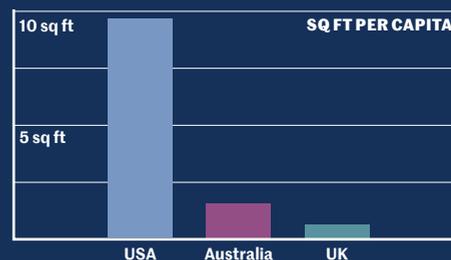
The combination of strong revenue growth - UK revenues grew by 17% in 2020 to £890 million* - and high profit margins are very attractive and suggest an industry still in the early stages of development.

AM I TOO LATE?

The answer is definitely not! If we look at the supply of self storage space in the UK (0.73 sq ft per capita) and compare it to similar countries - the US (9.44 sq ft per capita) & Australia (1.89 sq ft per capita).

It appears that the industry is in the early stages of development, and there is significant room for growth.

Now is the perfect time to get involved.



Not only is there an overall need for self storage across the country, but when broken down by sub-sector (indoor vs container storage) more opportunities arise! Around 19 million people live in towns with less than a 50k population. Most do not have indoor self storage facilities.

In this short guide, we'll explain how you can stay ahead of the pack with key information on the industry, how it's developing and how you can get involved.

Recession proof?

Nobody can predict the future, but the self storage industry has performed well through multiple recessions, including during the Great Recession of 2007-2009. Even during 2020 and early 2021, despite the worldwide slowdown caused by Covid-19, self storage has reported some of its best growth figures.

* according to the SSAUK Industry report, 2021

Self storage sees record growth with no sign of slowing



Philip Macauley, head of self storage UK at global real estate firm Cushman and Wakefield, reveals exciting opportunities for new operators and investors

Following the release of the 2021 Self Storage Association Report (SSA), produced in conjunction with Cushman & Wakefield, we can confirm that the self storage sector has not only been robust during the pandemic, but has shown significant growth.

Since the first publication of the SSA report in 2004, we have witnessed record highs in both store occupancy and rental rates (UK national average). For the first time, average occupancy is over 80% (82.3%) and rental rates close to £24psf (£23.94psf).

For the first time, average occupancy is over 80%

So what has driven the market over the last 12 months? A large part of the growth can be attributed to the following factors:

- An increase in SME online retailers requiring additional storage space
- Change in our working environment
- Stamp duty payment holidays
- (Sadly) An increase in the death rate
- Divorce rates are at a 50 year high (ONS)

Rental rates close to £24 per square foot

HERE TO STAY

Will we see these gains fall away in the short to medium term? Here at C&W, we don't think so. A number of the pandemic drivers will remain:

Residential

The residential market has long been a mainstay of the self storage sector and will continue to do so going forward.

Employment

A significant number of employers have signalled their willingness to allow more flexible working arrangements. Therefore, cleared space in the home will be desirable for many employees in the future.

Internet

Customer shopping habits have changed during the pandemic with more consumers shopping online. Convenience and flexibility are key now, with the customer expecting to have questions answered and needs met quickly online.

As a result, there are significant gains to be had in the self storage sector – both as an operator and investor.

Philip Macauley

Partner, Valuation & Advisory

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Investor perspective

There is a growing interest in the sector from 'new money'. We are seeing an increase in the number of institutional investors looking to take advantage of the market, but also diversify their portfolio away from struggling sectors such as retail and leisure.

Private equity money is attempting to enter the sector, both here in the UK and in Europe. This is in addition to operators looking to expand their platform via acquisition and developers seeking to provide opportunities to what is currently an under-supplied market.

As a consequence, we have seen a noticeable sharpening in pricing over the last 12 months.

So far this year we have seen over 10 transactions (over 20 since January 2020), so it's an exciting time for an industry finally coming into its own.

An industry in transition = opportunity

The airline industry did it in the early 2000's... Hotels, car hire and practically every other industry has since made the shift. But the self storage industry has yet to truly embrace the new digital norm - online bookings and payments, self service, and automation. But things are changing rapidly.

And **change brings opportunity.**

OPPORTUNITY KNOCKS

Younger generations aren't willing to jump through hoops to achieve their goals. They want to pay online, they don't want to talk to someone to get a quote, and thanks to the pandemic they aren't alone.

Everyone has become used to the convenience of online transactions. If your website doesn't have an online booking and payment option, it is already at a disadvantage to your competitors. Customers are looking for convenience, efficiency, and most importantly – no hassle.

The good news is the tools and services needed to modernise the self storage industry now exist. It doesn't have to be daunting to adapt an existing model that has worked so far, because you will be guided through the process step by step – and the benefits will reach far beyond happy customers and increasing sales.

“Online bookings and payments don't replace in-person sales. Our goal is to convert leads into customers in whatever way suits them best. For some people, that is online. For others, it's in-person. We offer both.”

Anthony Adams
Engage Management Services

The best self storage software will help you maximise your revenue while minimising time-consuming admin and costs.

Steps you can take today in your own business:

1 TAKE BOOKINGS AND PAYMENTS ON YOUR WEBSITE

A growing number of customers don't want to phone or visit the facility – they just want to book storage... Don't shoot yourself in the foot and lose out on their business! Increase sales and cut costs by letting them book online.

2 USE AUTOMATED PAYMENT METHODS ONLY

Online cards and direct debits may cost slightly more than traditional methods. But, when fully automated, you no longer need to chase or even reconcile payments. Your time is valuable – automate your payments and enjoy the long-term saving.

3 COMPLETE ALL CHECKS ONLINE BEFORE ARRIVAL

Minimise admin, be legally and GDPR compliant and monitor your premises on the go.

4 USE A SMART ENTRY SYSTEM TO AUTOMATE PROCESSES

Not as high-tech as it sounds! Allows customers to move in anytime, cuts staff costs on-site, shuts out non-payers and cuts out late payments. It's all about saving you time and creating an efficient and easy to manage business.

5 OPTIMISE YOUR PRICING (AND TREBLE YOUR SALES!)

Dean Booty (self storage owner) took his site from £57k annual rev at 100% occupancy to £150k annual rev at 80% occupancy with no expansion. You can too. Increase the cost of popular units and regularly raise customer prices.

In just 10 minutes, your self storage business can be doing all of this. Book your Stora demo now to see how: www.stora.co



How I built an automated self storage business



Hi, I'm Gavin. Before I set up Stora, I built my own self storage facility business - StoreStuff. I'd love to share with you how I automated it

Right from the start, we used technology to make smaller sites - less than 20k sq ft - economically viable for the first time.

Our first site opened in 2019 and is already returning a 48% annualised return on investment. This is how I did it (and how you can too).

When I sold some shares in a previous tech startup in early 2019, I was looking for somewhere to invest.

With penetration rates less than 1/10th of the US market, and what seemed - to an outsider - like limited use of technology, the opportunity in UK self storage looked huge.

However, with a focus on smaller sites, technology was going to be needed to make the business viable. Since nothing existed in the market at the time, I pulled together a bunch of third party software products to make it all work (with the help of a few friends!).

WHAT WE NEEDED	WHAT WE BUILT INITIALLY	WHAT WE USE NOW
Website build & hosting	Middleman & Netlify	
Online bookings & payments	ChargeBee & Stripe	
Automated recurring billing	ChargeBee	
Online check-in & KYC	Typeform & Stripe Identity	
Contract signing	SignNow	
Facility management & reporting	Built our own	
Smart entry	nokē	
+ Accounting (Xero), Banking (Tide), Insurance (Basil Fry), Emails (g-suite) & loads more		

Thanks to a bit of work on SEO, and as we operate in a town where competitors have limited technical background, we were top of Google four weeks before we even opened. The bookings flew in via our website and over the phones, people checked in online and the superb nokē entry system let customers move in without us present. We're now at 80% capacity and achieving a 48% ROI.

Since the middle of 2020, I've been working with a world-class team of product designers and engineers to build Stora, a new self storage software product that makes it easy for anyone to repeat this in their own business.

If you'd like to find out more, book your demo now or email me anytime.

Gavin Shields
CEO, Stora, gavin@stora.co



StoreStuff Portadown



You can do the same with Stora. Book your demo with Gavin at www.stora.co

Your website can be your fast and efficient sales team



Hi, I'm Steven, a web specialist and CPO at Stora. Let me show you how to turn a small investment in your website into an automated sales machine!

The modern consumer begins and ends their search for self storage on the internet. If you're not investing in your web presence in a way that maximises your chances of being discovered online, and instantly converting visitors to sales, then you're missing out on countless opportunities to sell.

Today you need to be asking yourself a different set of questions than in the past:

Am I on the first page of Google for self storage in my area?

Is the content on my website clearly communicating our values?

Can new customers read reviews to prove we're the best option?

Are there any barriers that will stop customers from booking?

A modern self storage website should be thought through in detail to ensure it's optimised to sell.

You must be hyper-focused on your website's ability to convert visitors to paying customers.

The best way to achieve this is to answer the questions they have before they have a chance to ask them. Communicate clearly, ensure pricing, policies and procedure are there, and easy to follow.

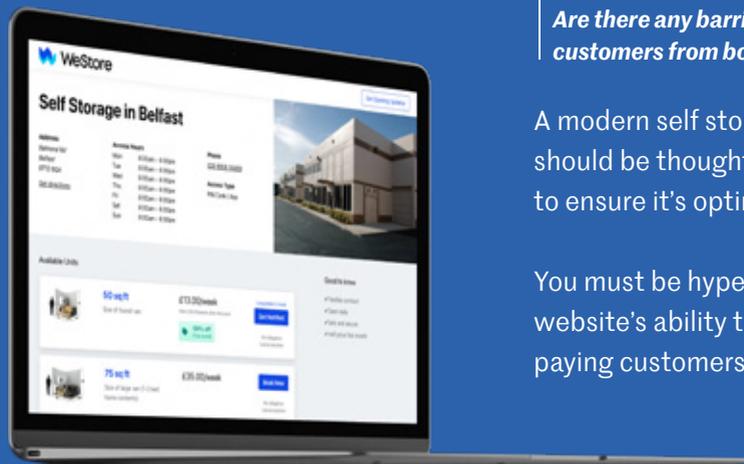
Bookings must be easy and instant for your customer and not rely on phone calls or feedback from you.

This empowers your customer to make bookings (and payments) that work for them, when it suits them most - at any time of the day or night.

And that frees you up to focus on your digital marketing!

Steven Hylands

CPO, Stora, steven@stora.co



Four great tips from Ben Hook, a self storage marketing expert



Ben Hook

Marketing at Storist
ben@storist.org

Visit storist.org for more

- 1 Set up Google My Business and set your location on Maps
- 2 Ask customers to write reviews on Google (helps with SEO)
- 3 Run Google AdWords even if just £100 a month
- 4 Set up a blog and share search optimised posts to increase your search discoverability

Welcome to the Golden Years of self storage



Dean Booty is the host of the UK's leading self storage podcast *Hacking Self Storage*, and the owner of Store More and Beverley 24-Hour Self Storage

Nine years ago I spent my honeymoon in America. Everywhere I looked, I saw these things called self storage facilities. I thought they looked interesting and I was looking for a new business to start, having successfully sold my previous business six months before.

I Googled self storage in Beverley and found there wasn't any. Just six months later, I opened my first site.

People often ask: 'Have I missed the boat with self storage?' and my

"If you're looking at opening a facility, my number one tip for you is to make your storage facility future proof by finding a prime location."

answer is always NO! Of course the best time to open a facility would have been five years ago – but the second best time is right now!

I couldn't be more bullish about self storage... it has the potential to create generational wealth.

GO THE EXTRA MILE

My approach to self storage is very simple. We aim to go the extra mile for our customers and in return they become walking, talking, billboards of our self storage facility.

For example, I personally write a thank you card to every customer that moves in and we give free vouchers to a local restaurant when a customer leaves. Being willing to do things your competition won't is a great way to stand out.

LOCATION, LOCATION, LOCATION

If you're interested in opening a facility, my number one tip is to find a prime location. In the US, 10 years ago you could open a storage facility anywhere and it would work. Now, as competition has increased, a successful facility needs a prime location.

Future proof your business with a location on a busy road, with great visibility and close to a large customer base.



Want to learn more from Dean?

I release three episodes per week of *Hacking Self Storage* covering everything from my own business financials, interviews and tips.

My whole focus is to run the most profitable facility I can and I like to share my wins and losses along the way. I love the self storage industry and I'm thankful for the life it has

given to me and my family. I'm passionate about helping others in the industry to maximise their facility, opportunity and potential.

Visit bit.ly/hackingselfstorage to listen to the Podcast.

Contact Dean:

deanbooty@icloud.com

Stora.co is a game changer

As an all-in-one self storage software solution, Stora takes over the numerous tools needed to run your business online, streamlining it to cover everything from web sales to facility management

Stora makes it easy for any self storage operator to embrace the web and run their business online.

It gives you a website, designed to be your number one sales channel, that includes online bookings and payments.

It automates key processes including recurring billing and customer check-in.

In addition, you'll get an online facility management system where you can track and allocate units, customise your website, set prices and discounts, review your key business metrics and view reports.

Best of all, you'll have full control of your website through Stora. Update text, images, layout – and see your updates instantly.

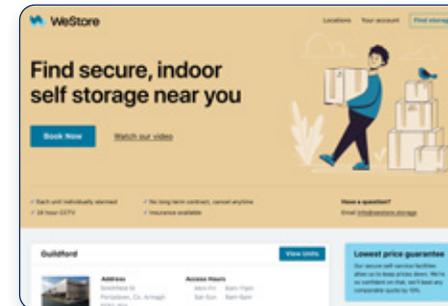
“Stora is game changing. It’s absolutely incredible what it can do. I’m really excited for Stora to be plugged into our sites.”

Dean Booty

Host of Hacking Self Storage, owner of Store More & Beverley 24/7

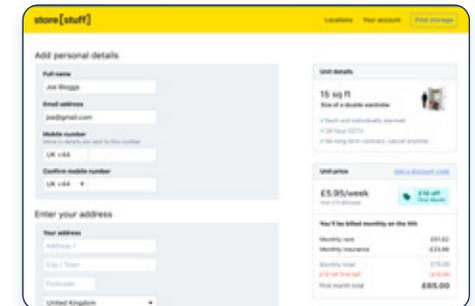


The power of 5+ tools, all-in-one



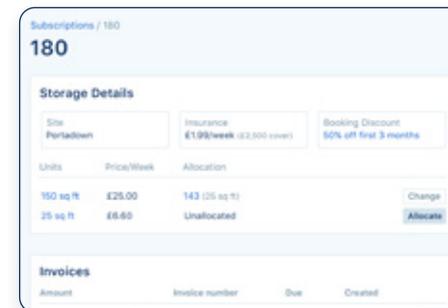
1. MARKET

With a ready-made website



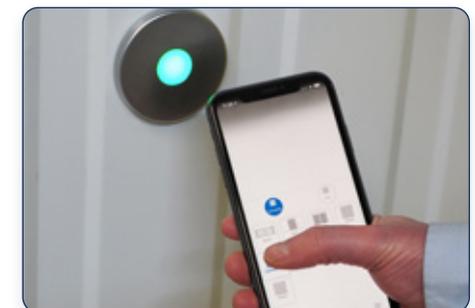
2. SELL

With online booking and payments



3. MANAGE

Facilities, customers and content



4. AUTOMATE

Check-in, access and more



5. GROW

With analytics and reporting

Book your demo at
www.stora.co

Use our code for a 3-month free trial for new customers:

trystorafree

Available on our Start plan until 31/11/21



The power of 5+ tools, all-in-one

- Market** with a ready-made website
- Sell** with online bookings and payments
- Manage** facilities, customers and content
- Automate** check-in, access and more
- Grow** with analytics and reporting

Book your demo at
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We've rounded up the best business tools and services available to UK self storage operators in a handy web page.

 stora.co/ecosystem

FREE facility planner financial model

Plug your numbers into this handy financial model to kick-start your new facility plan and ensure you're not forgetting anything.

 stora.co/model