



MANAGEMENT SERVICES

FREEDOM STORAGE GUIDE

OPERATIONS

- Implement and maintain state of the art Self-Storage management software
- Create and roll-out storage customer lease agreements
- Oversee the collection of admin charges, rent, and other applicable fees
- Process liens, send required notices, and conduct legal sales of on overdue accounts
- Assist with acquiring property insurance
- Monitor that managers are responding to incoming leads in within a defined time frame ensuring the best possible chances of closing the sale
- Setup and oversee third party call center service
- Insure that property managers are providing excellent customer service by handling any escalated customer concerns in a timely and professional manner
- Identify and roll out add on revenue options
- Implement and manage tenant insurance program
- Conduct regular store visits to provide staff training and inspect the physical facility for cleanliness and curb appeal

EMPLOYEES

- Oversee employee interviews, hiring and training
- Manage employee schedules and payroll
- Train store managers with an emphasis on practicing the skills that lead to more rentals, at higher rates, and ancillary revenue
- Provide written standard operating procedures and job aides to facilitate learning, effective performance, and safety
- Set and enforce standards for professional appearance and interaction in dealing with storage guests



FINANCES AND REPORTING

- Oversee preparation of annual financial budgets and forecasts
- Implement and oversee processes for financial auditing and reconciliation of the revenue received and the bank deposits
- Provide periodic profit and loss statements to owners
- Provide periodic key performance reports tracking financial and sales performance of the facility



MARKETING

- New media creation including updated photography of the location and 4k drone photos and video
- Coordinated development of state-of-the-art website that includes online reservations, move in's, and payments
- Advertise on Google, Facebook and a host of online aggregators
- Online SEO and digital marketing plan
- Encourage and monitor online customer reviews·
Develop local marketing plan and referral program
- Review signage and curb appeal and make appropriate improvements with the client's approval
- Oversee vendor relationships to help promote the store

REVENUE MANAGEMENT

- Maximize facility income by implementing and managing rate management strategies on existing and new customers
- Evaluation of product mix based on customer demand and profitability
- Evaluate additional ways to grow revenue (climate control, increased square footage, outdoor storage, revised product mix etc.)
- Set up and oversee relationship with value pricing service



MAINTENANCE, IMPROVEMENTS, AND REPAIRS

- Identify recommended repairs, maintenance or upgrades to the property
- Solicit and review vendor bids
- Hire and supervise contractors per owners authorization
- Inspect completed work to ensure completeness and quality workmanship.
- Train property staff to complete day-to-day maintenance safely.





SELF STORAGE THAT WORKS FOR YOU.

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