

What makes them click **Rent?**

Understanding storage
customers and your website.

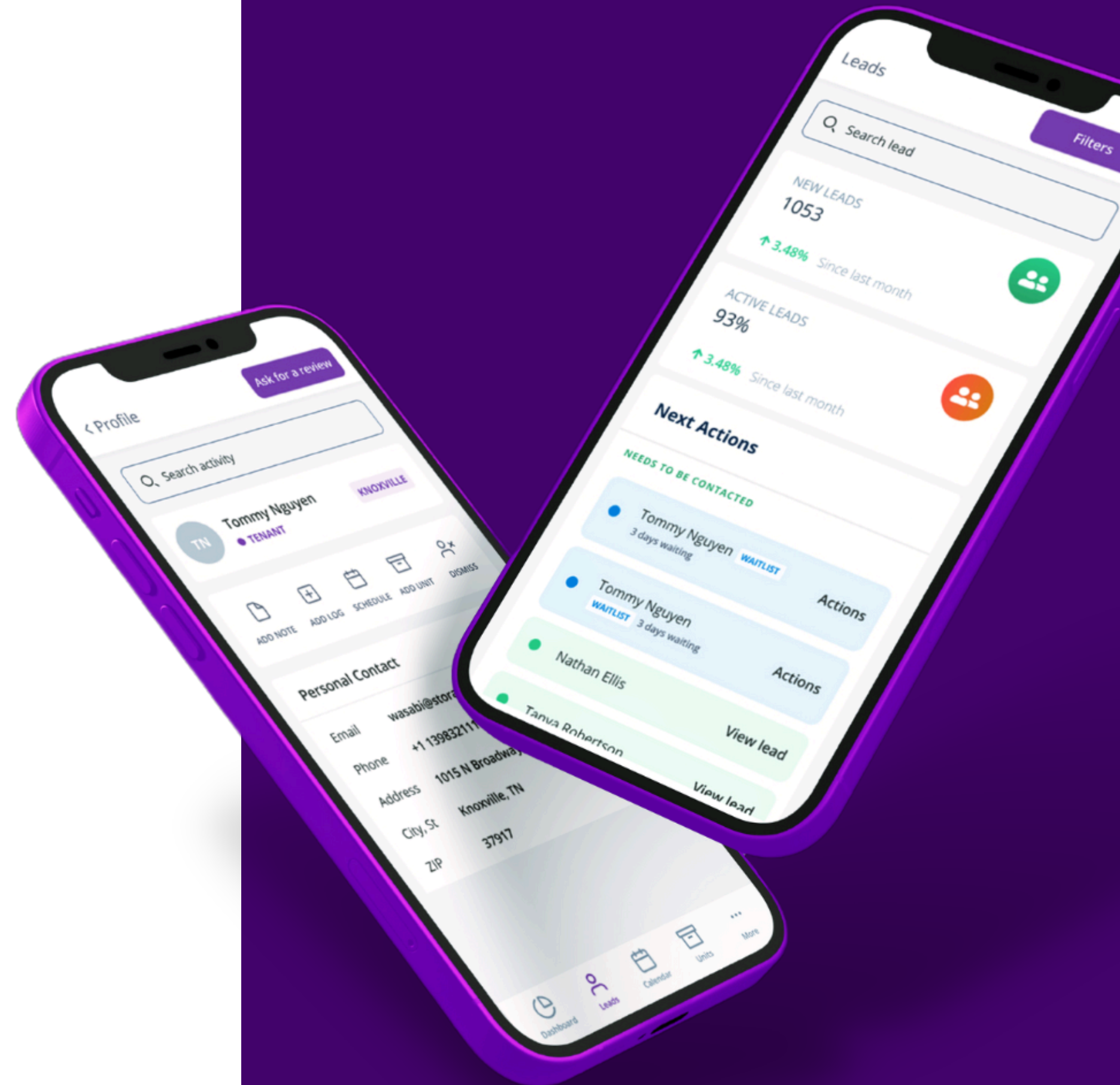
storagepug



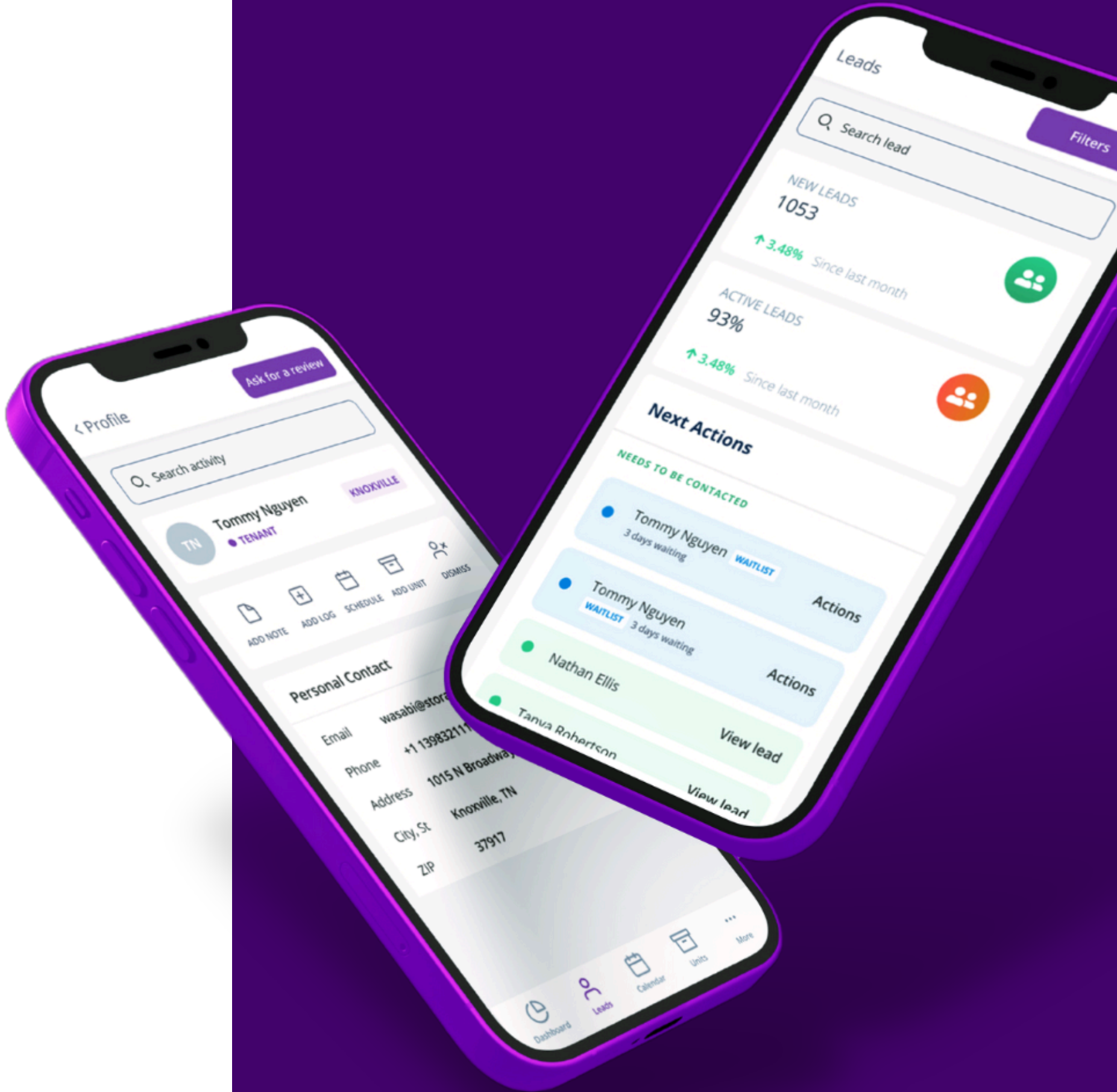
Tommy Nguyen
StoragePug

What we'll cover.

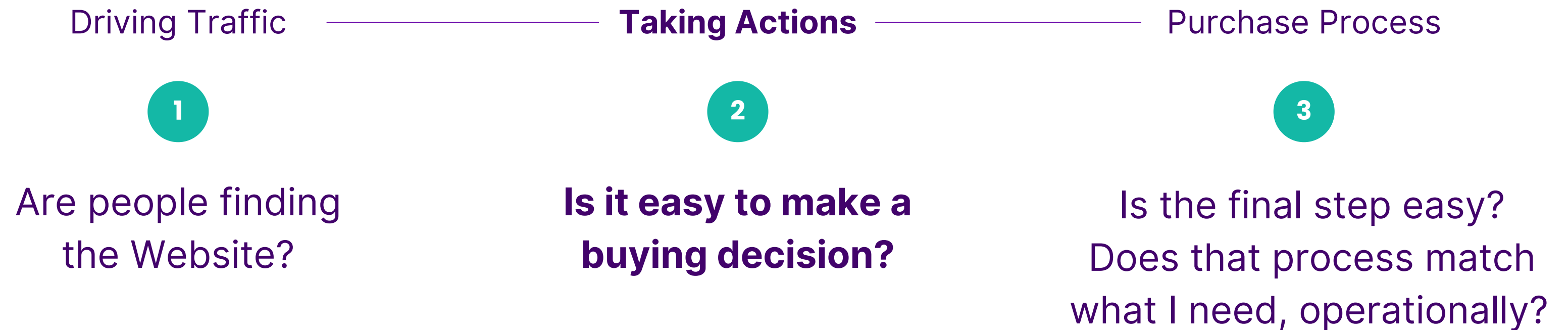
- What Makes A Website Work?
- What about Traffic?
- How Does This Impact Operations?
- What do we know about shoppers?
- Driving Conversions - Trust
- Driving Conversions - Education



What we
won't cover.



What Makes A Website Work?



Traffic Matters

When?



Driving Traffic

1 100 Visitors

+

Taking Actions

2 1% Conversion Rate

=

1 Rentals/
Reservations

Driving Traffic

1 50 Visitors

+

Taking Actions

2 3% Conversion Rate

=

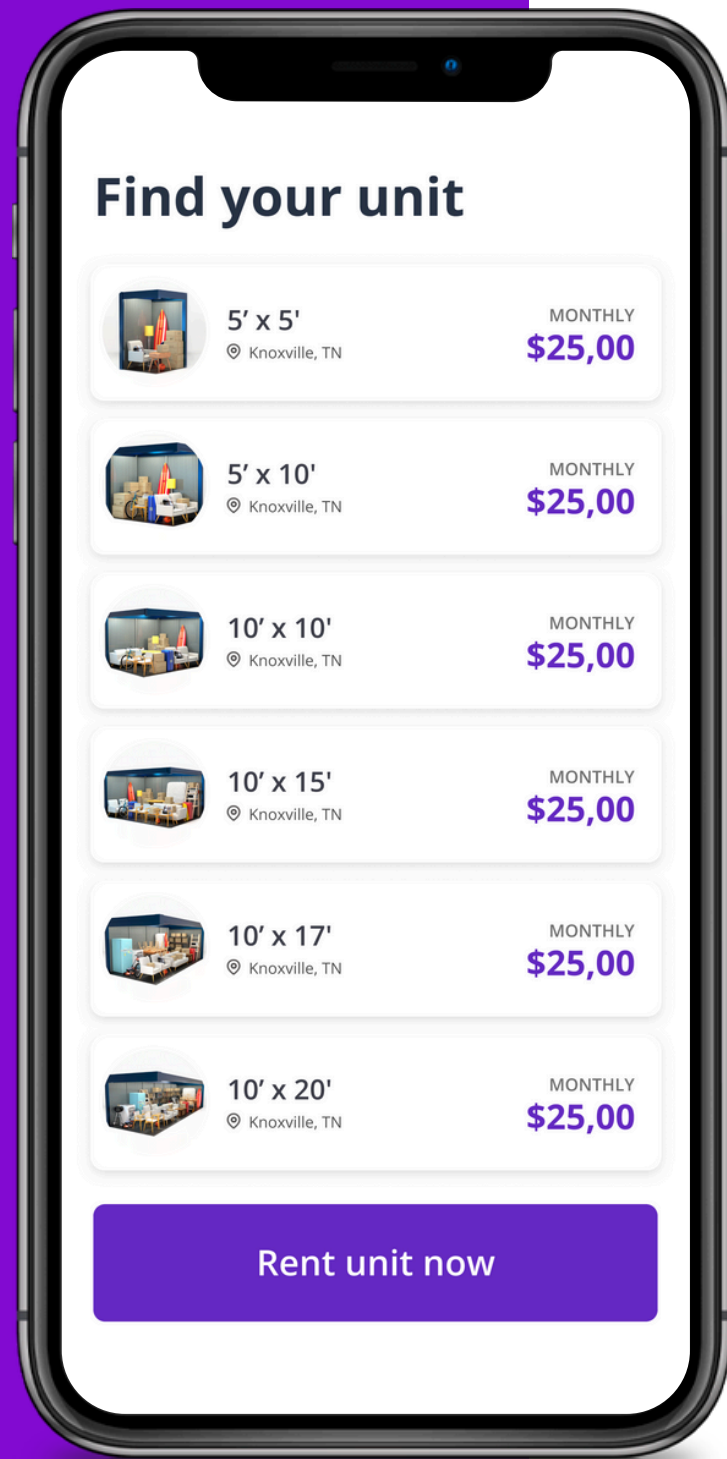
1.5 Rentals/
Reservations



Automation Happens When?



Automation!



Find your unit

- 5' x 5' MONTHLY \$25,00
- 5' x 10' MONTHLY \$25,00
- 10' x 10' MONTHLY \$25,00
- 10' x 15' MONTHLY \$25,00
- 10' x 17' MONTHLY \$25,00
- 10' x 20' MONTHLY \$25,00

Rent unit now

Made for tenants



Digital Storefront

Website Used digitally

Made for owners



PMS

Property Management Software Used digitally

Made for tenants



Gate Management

Access Control Used physically

3

Purchase Process

Is the final step easy?
Does that process
match what I need,
operationally?

**Why do people
rent storage?**



The 4 D's Of Self Storage.

Why are they even on your website?

- 01 Death
- 02 Divorce
- 03 Disaster
- 04 Displacement

HONORABLE MENTION



Doing business

Downsize

Doubling Up

Debt

So what does this mean for self storage?

A unique advantage.



What does this also mean for self storage?

A unique challenge.



**What do people
know about storage?**



They know it's ... scary

TV Shows that highlight self storage as scary place.



Criminal Minds

(Season 7, Episode 20)

The BAU team is investigating a case of human trafficking and discovers that a self-storage facility is being used to keep victims before they are transported elsewhere.



True Detective

(Season 1, Episode 1)

Detectives Rust Cohle and Marty Hart investigate a murder that leads them to a series of clues, one of which involves a self-storage facility where they find disturbing evidence linked to ritualistic killings.



Cold Case

(Season 3, Episode 20)

The Cold Case team revisits a murder where the victim was discovered in a storage unit, as new evidence emerges that might exonerate the convicted killer.



NCIS

(Season 4, Episode 20)

A petty officer is found dead, prompting the team to search a storage facility for evidence related to the case.

...seriously scary.

Media paints a picture of our industry.

Ranking of the most pictured by TV Show

- Criminal Minds (15)
- Bones (10)
- Law & Order (10)
- Blue Bloods (8)
- Chicago PD (7)
- 9-1-1 (7)
- CSI: New York (7)
- CSI (5)
- CSI: Miami (5)
- Law & Order: SVU (5)
- CSI: Vegas (2)
- Chicago Fire (4)
- Chicago Med (3)
- Law & Order: Criminal Intent (3)
- NCIS (3)
- NCIS: New Orleans (3)
- NCIS: Los Angeles (2)
- Criminal Minds: Suspect Behavior (2)

Other appearances

- Law & Order: Trial By Jury
- Law & Order: Organized Crime
- The Mentalist
- The Closer
- Without a Trace
- Cold Case
- Castle
- Hannibal
- Person of Interest
- Bosch
- The Rookie
- Sons of Anarchy
- Brooklyn Nine-Nine
- Hawaii Five-0
- The Blacklist
- Luther
- Dexter
- The Sopranos
- Breaking Bad
- Better Call Saul
- The Shield
- The Wire
- Banshee
- Killing Eve
- Ray Donovan

Fun. Fast. Familiar.

Building Trust

**They
know we
sell their
stuff!**



**Tenants could be
in the worst week of their life**



**Their perception of storage
could be very negative**



So what makes them click
Rent?



What makes them click rent?

Trust + Education



Building Trust

Let people see what the website is trying to sell.

- 1 Quantity of Photos
- 2 Quality of Photos
- 3 Content of Photos
- 4 Accessibility to Photos



Building Trust.

Go Aerial!



The Armstrongs @ A&G



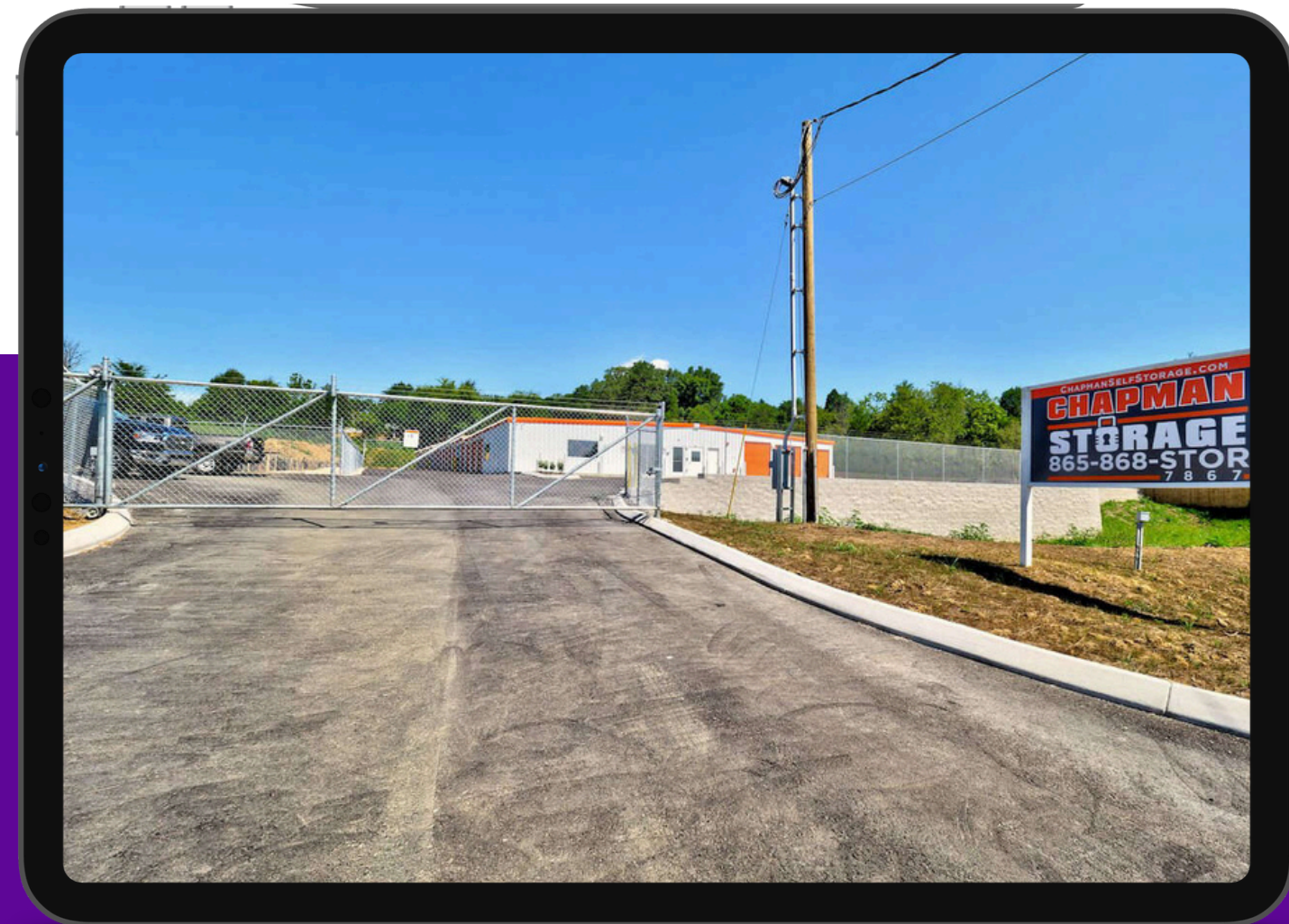
Shannon @ Shamrock

Building Trust.

Show what they've been driving by. Let 'em know they are on the right site!



Kim & Keith @ Patina



Tyler @ Chapman Storage

Building Trust.

Go Wide!



Tom @ Access



Chad @ The Storage Group

Features and amenities to photograph

To get you started, here is a list of amenities and features to photograph at your facility.

Grounds

- Aerial or drone shot that provides an aerial view of your facility
- Road/entrance view (makes it easy for customers to recognize when pulling up)
- Signage/billboard
- Outside building view
- Overview of grounds

Security Features

- Security cameras
- Gate keypads
- Other security features (such as a resident manager or guard dog)

Storage Units and Parking Spaces

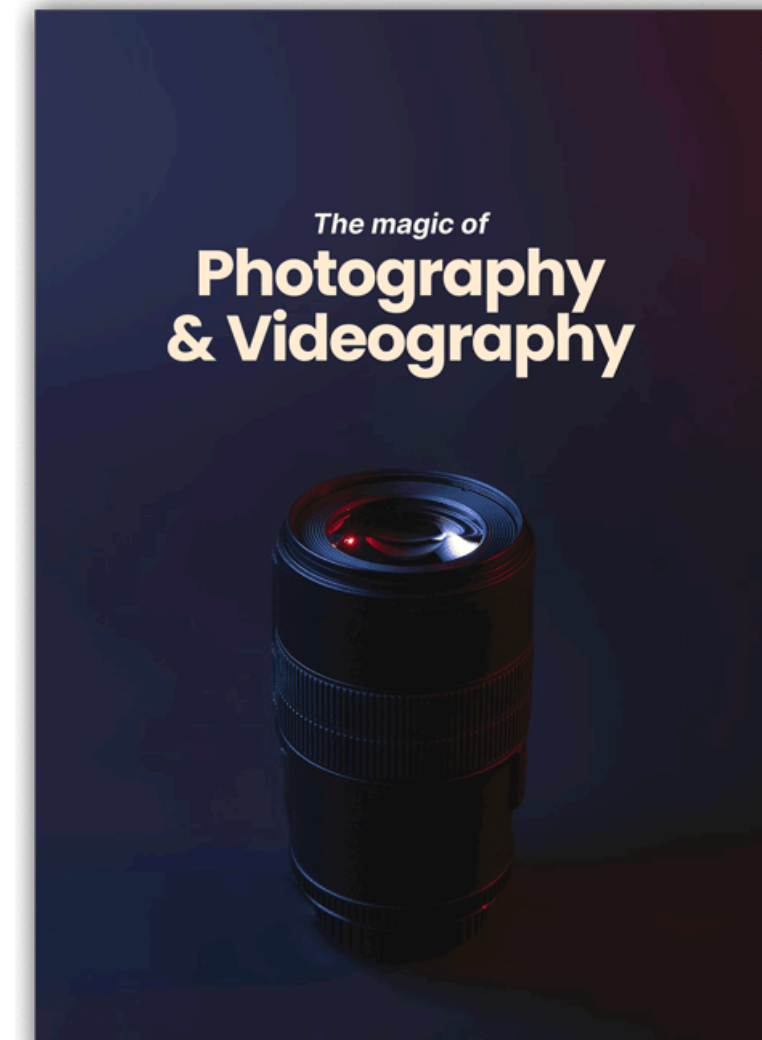
- A wide shot that shows storage units and aisles
- Diagonal views of storage doors
- Interiors of storage units of different sizes
- Outside and inside units (if available)
- Specialty units (climate-controlled, smart units)
- Parking spaces available for rent (covered and uncovered)

Staff and Office

- Managers and staff members
- Management office
- Screenshots of rental and payment systems available for tenants

Amenities and Products

- Dollies
- Loading docks
- Ancillary products (e.g., locks, boxes, tape, packing supplies)
- Any special features not highlighted above, such as a golf cart, portable storage, self-serve kiosks



Building Trust

When should I be using Stock Photos?

- 1 Taking over a rough property
No good pictures to take yet!
- 2 Brand new development
No good pictures to take yet!
- 3 Bad time of year
- 4 Life happens!



Who is she?

and why is she on so many storage websites?



Is this your facility?



Is this your facility?



Building Trust

Social Proof

- 1 When was the last time you made an online purchase that didn't have reviews?
- 2 Reviews should be prominent





Meet Garrett.

Moving cities, renting storage
for the first time.

CUSTOMER JOURNEY →





Garrett's World

Most of services are driven and supported by technology.

Consumer Behaviour

- **9 out of 10** consumers price check a product on Amazon
- Airbnb had **150 million users**. 2m people stay in an Airbnb every night
- US retail e-commerce sales will grow 13.7%, reaching **\$908.73b** in 2021
- In 2015, 66m users used food delivery app. In 2021, **120m users**.

AirBnb

Find and rent a place for a month.

Rent a Car

Rent a car to make the trip down.

Amazon

Order some household supplies to restock.

Uber Eats

Get some food when they get to town.



Education.

What makes your product special?

They came to your
website looking for
Storage

Why should
they choose
you?

01
It's Toasted



Education.

Are they able to understand the amenity, and to what degree?

Self Storage in Rockwood, TN

Indoor climate controlled units are available for anyone planning to store environmentally sensitive items, particularly for long periods of time. Protect your belongings from potential damage caused by intense temperature and humidity levels year-round.

Are you having a difficult time finding a safe place to park your RV, car, or boat? At Gateway 24 Hour Self Storage, we offer affordable and secure uncovered outdoor parking. Each area of the facility is being monitored 24/7 with our video cameras so your vehicle is always safe.

All the Convenience and Security You Need

- ✓ 24-hour Access
- ✓ Digital Video Surveillance
- ✓ Drive-up Access
- ✓ Great Customer Service
- ✓ Online Bill Pay
- ✓ Temperature controlled units
- ✓ Onsite Security
- ✓ Variety of Unit Sizes Available



Education.

Are they able to understand the amenity, and to what degree?



Education.

One thing to say. Another to show.

Our Self Storage Team

Our self storage team has over 20+ years of experience to help you



Jeanette Coxwell
Manager - Douglasville - 10+ Years



Charlotte Hitt
Manager - Villa Rica - 10+ Years



Jessica Nash
Manager - Bremen - 4 Years

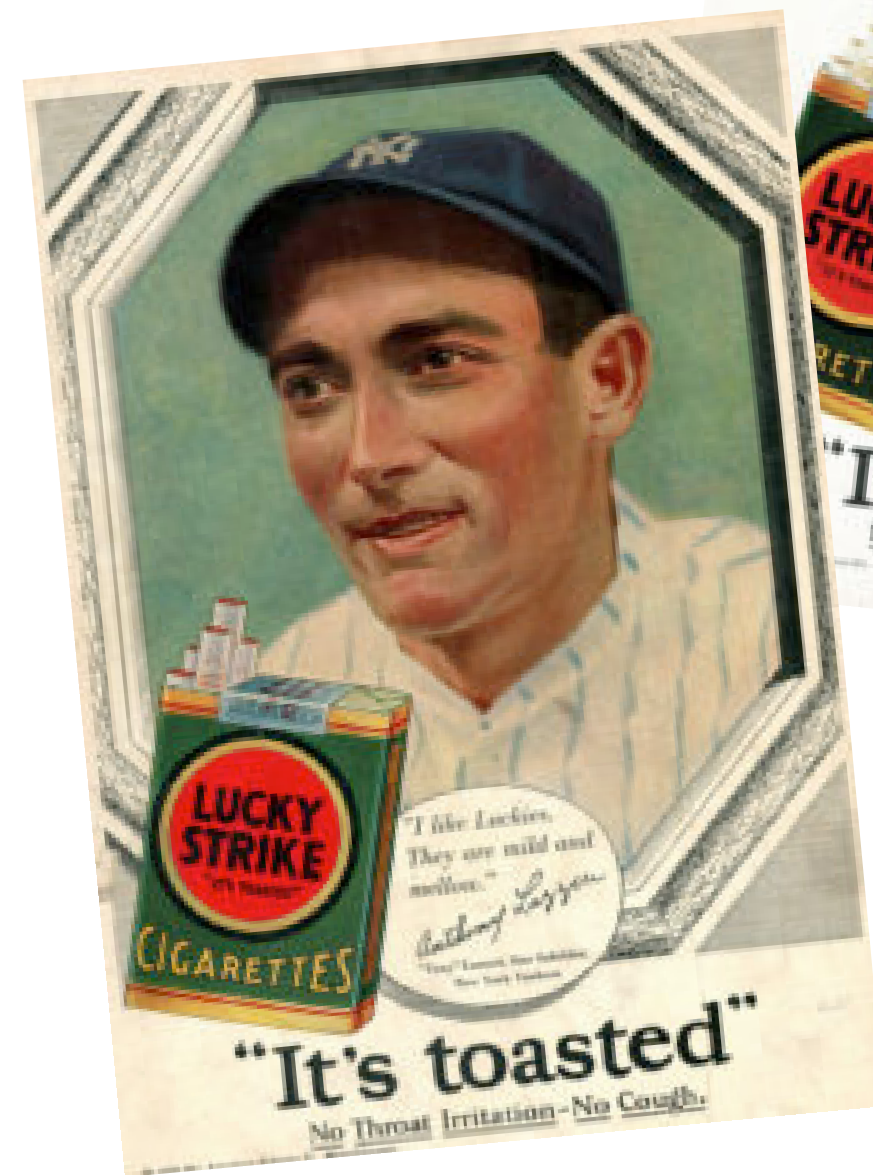


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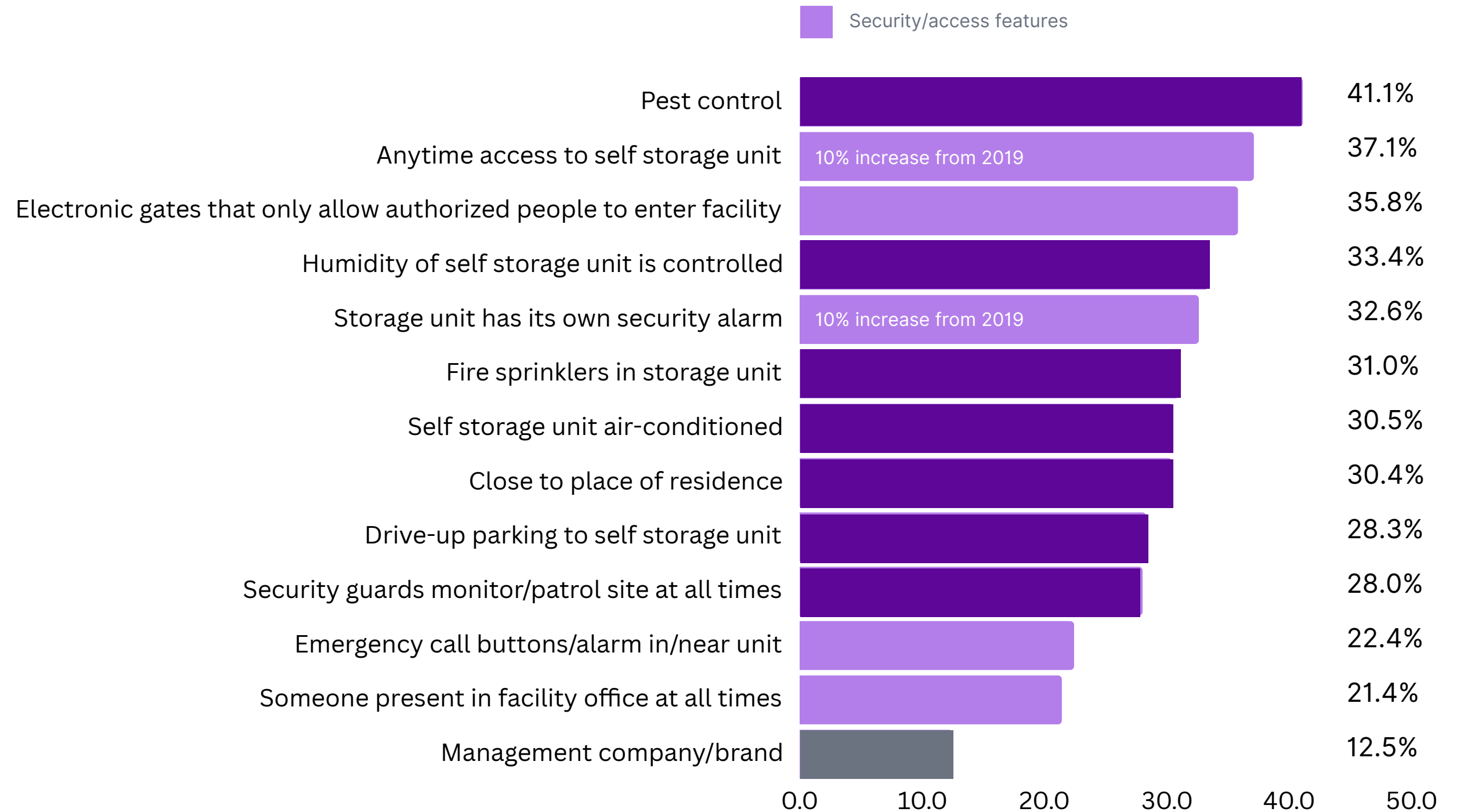
But everyone else has these things!



What renters want?

Top 10 features renters are **most willing to pay more** for.

Lower willingness to pay more for.



Homework

Audit your photos.

- Quantity
- Quality
- Content
- Accessibility

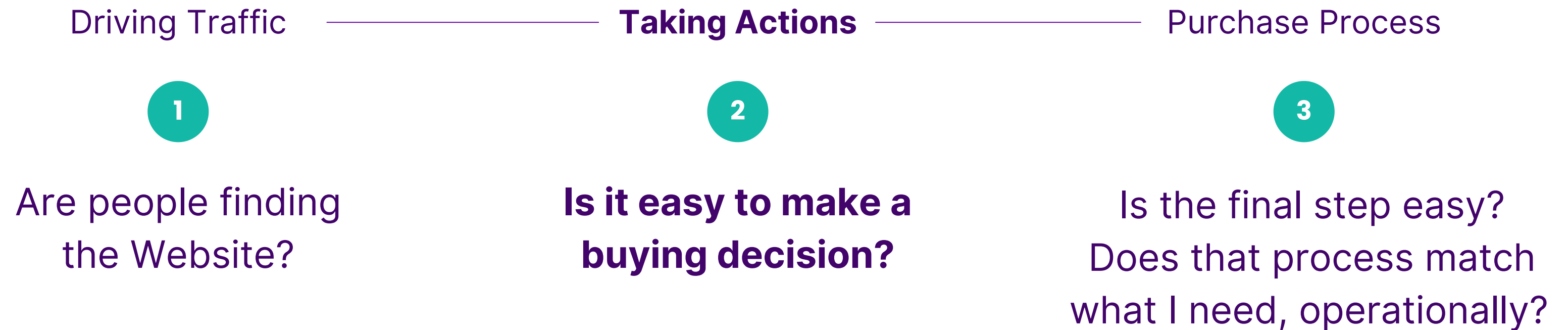
Are there reviews on your website?

- How easy are they to find?
- In how many places can someone find social proof?

Education

- List every amenity you've invested in.
- List every thing that makes your product special
 - Now go to your homepage.
 - Can you find each of these things?
 - If you weren't the owner, to what degree would you think they exist?

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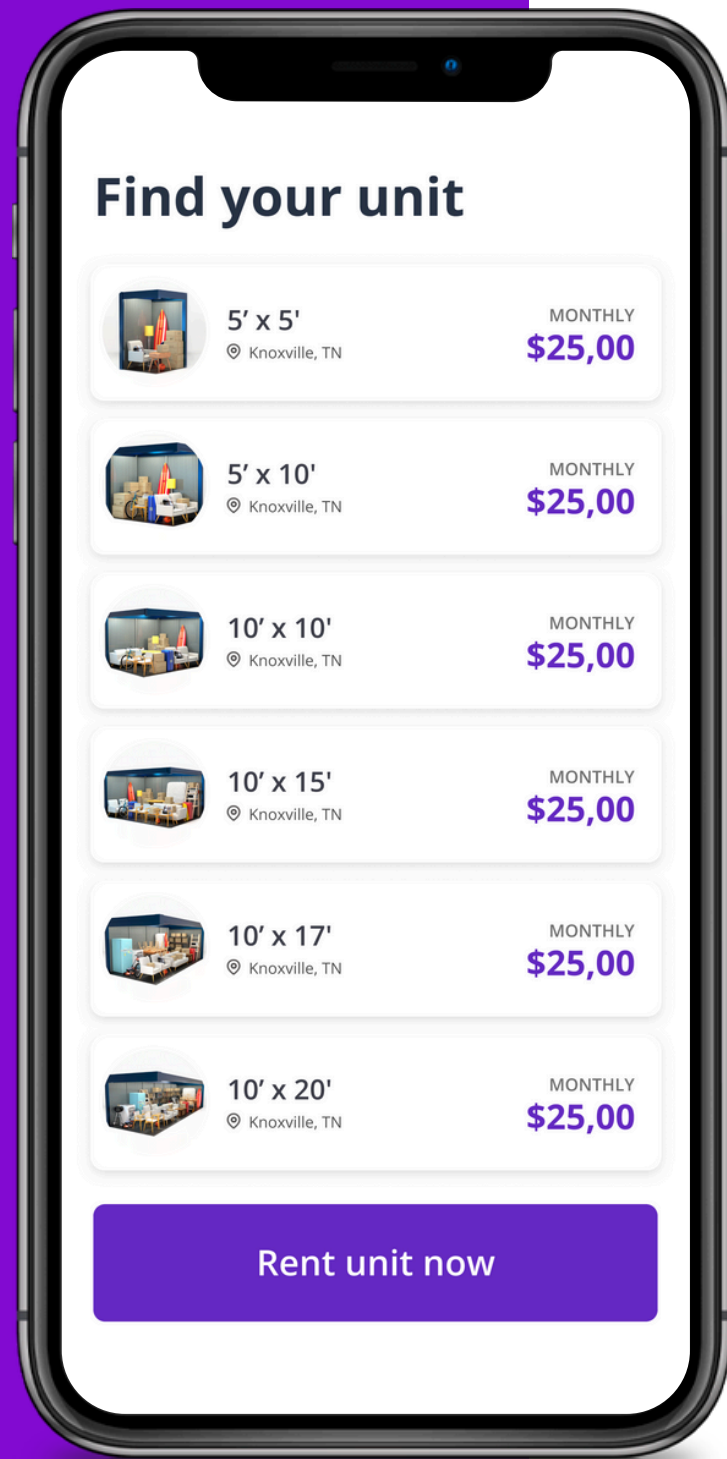
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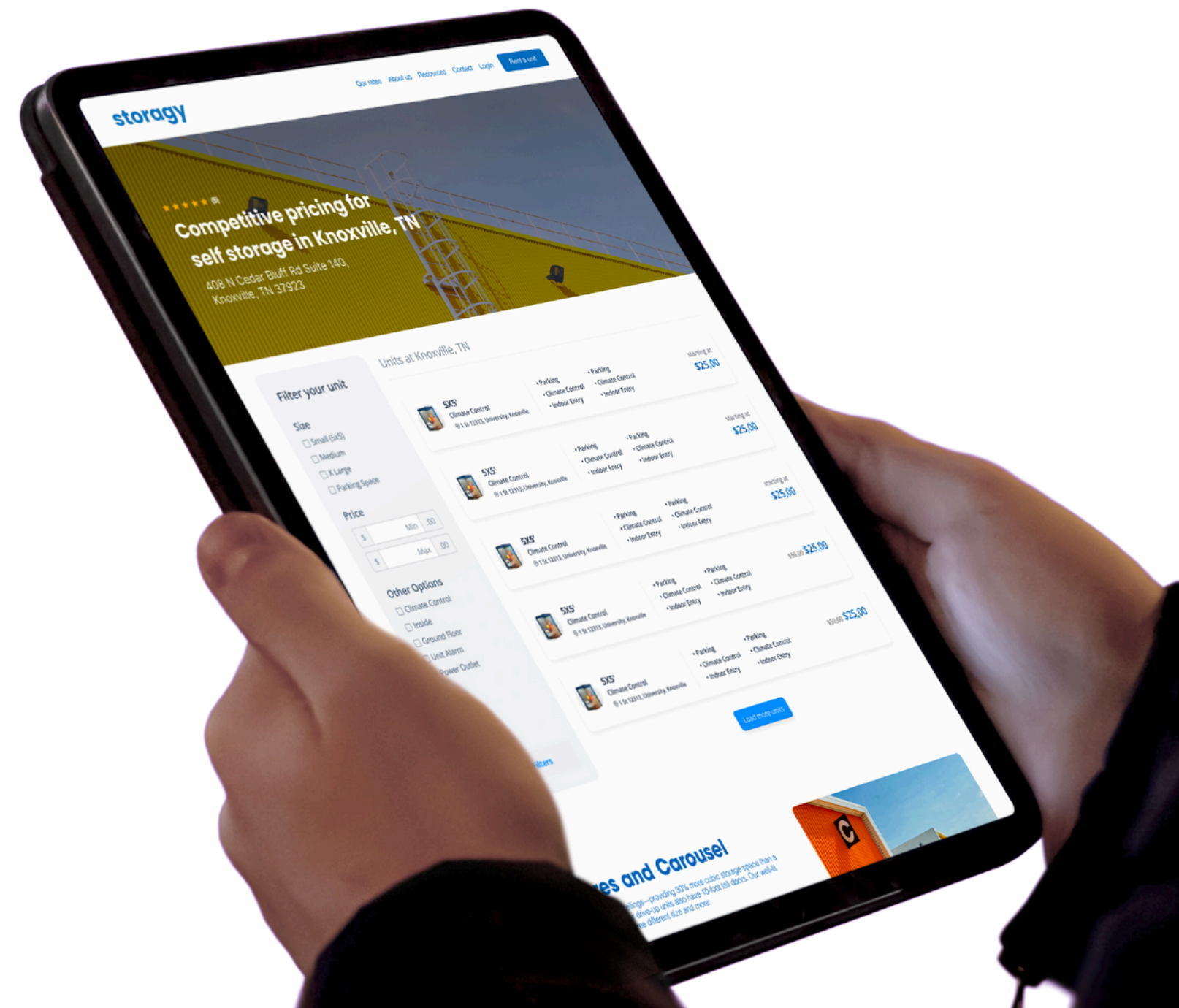
Trust + Education



storagepug

Thank you!

tommy@storagepug.com



833-786-7784



tommy@storagepug.com



storagepug.com