



Storage Mart

**manhattan
mini storage**

Third Party Management

World-Class Property Management

Executive Overview



Cris Burnam
CEO



Mike Burnam
President & CIO

Largest privately held self-storage owner/operator in the world

~\$8 billion of assets owned, headquartered in Columbia, Missouri

Team of 800+ people, across 3 countries

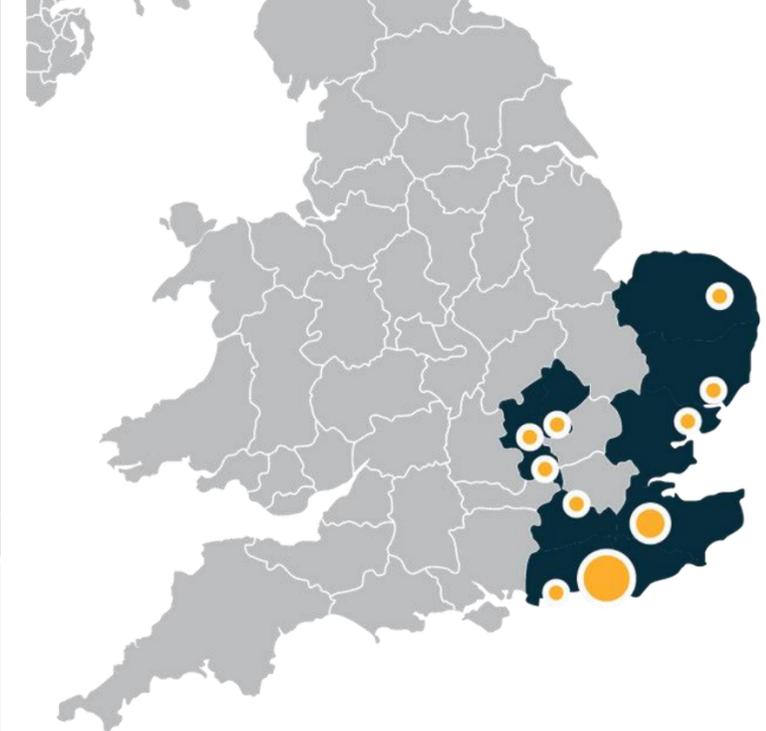
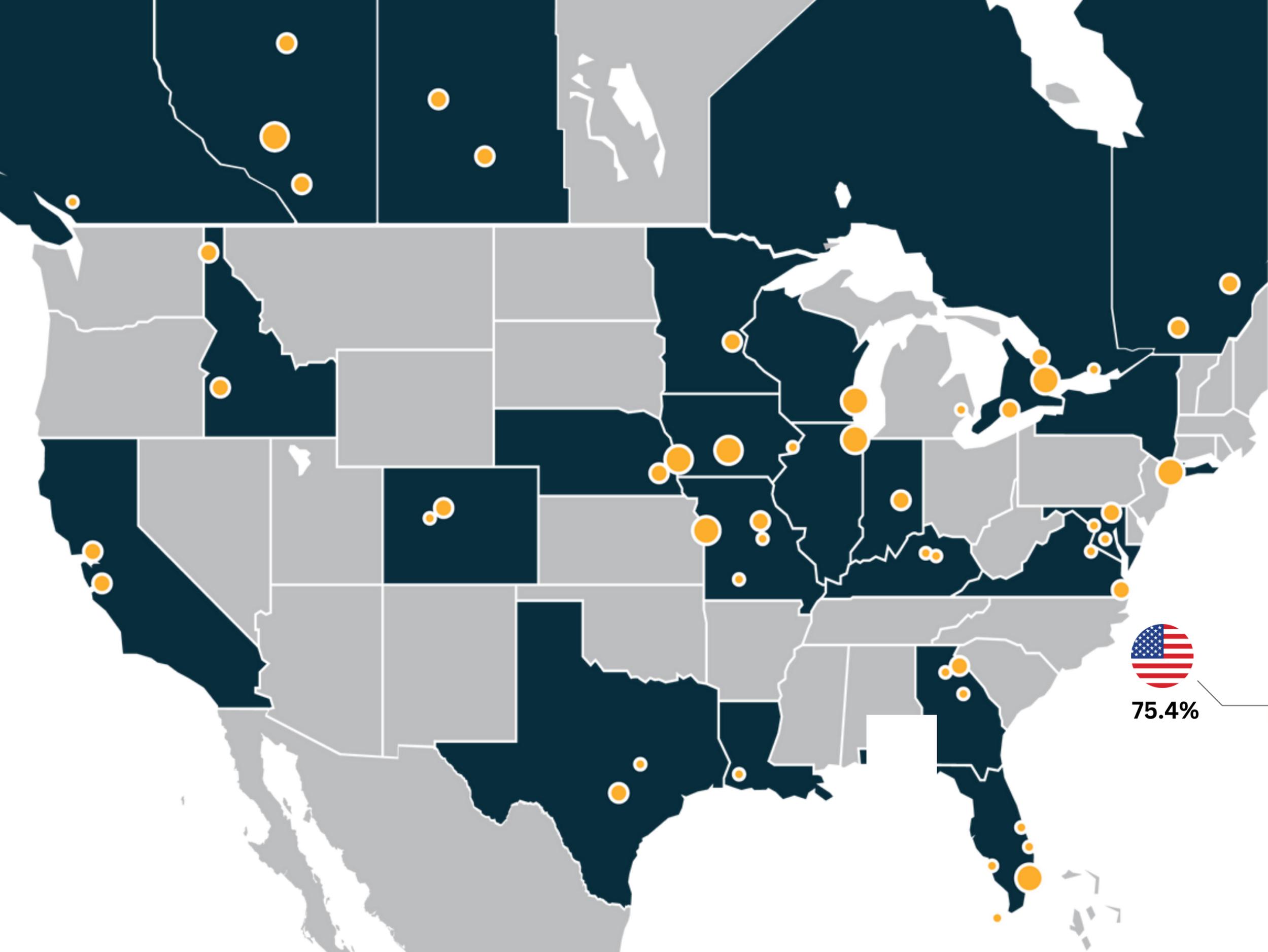


20 million+ net rentable square feet

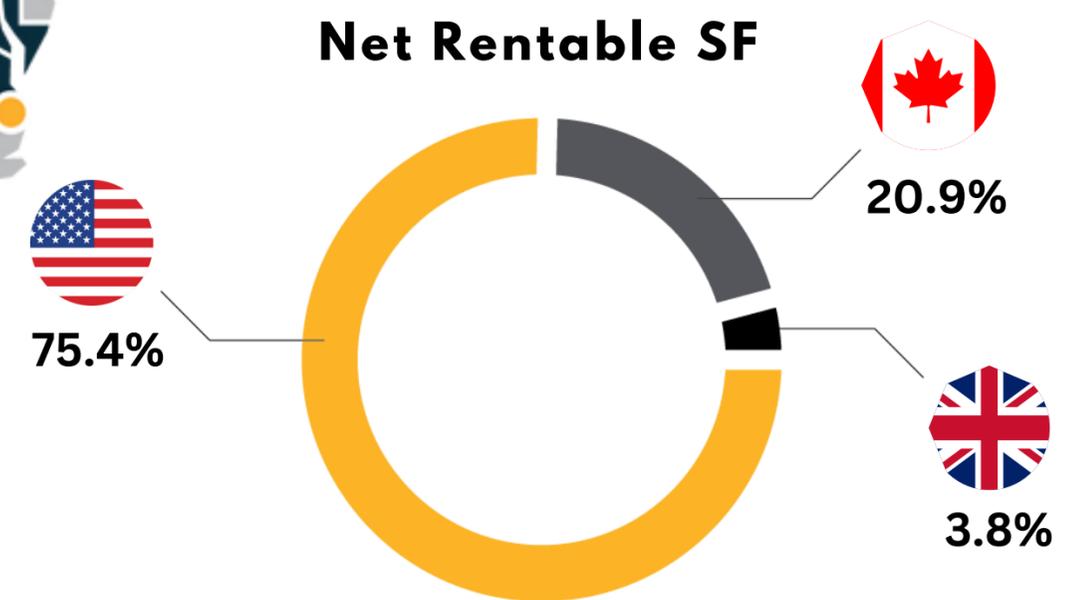
210,000+ rentable storage units



Location #1993: Manhattan, NY



Net Rentable SF



26

MARKETS

288

LOCATIONS

Location #0570: Fort Myers, FL

Market	Property Count
KC Metro	46
NY Metro	22
Des Moines	19
Other US	17
Omaha	14
Milwaukee	12
Mid-Atlantic (VA/MD)	11
Chicago	10
Mid Missouri	9
Bay Area Central Coast CA	7
San Antonio	7
Minnesota	6
Dade & Broward Counties	6
Indianapolis	5
Outstate FL	5
Georgia	4
TOTAL US	200
Toronto	32
Calgary	11
London	8
Montreal	5
Saskatoon	5
Edmonton	5
Quebec City	3
Vancouver	1
TOTAL CANADA	70
TOTAL UK	18
TOTAL PORTFOLIO	288

Third Party Management Platform



Operations



Accounting



IT Management



Hiring & Training



Employee Benefits



Revenue Management



Marketing



24/7 Sales & Customer Service



Facility Maintenance



Capital Improvements

- Immediate brand recognition
- International/National reach
- Scalability of portfolio reduces expenses
- Revenue management drives 17-30% additional monthly revenue
- All the benefits of the REITs
- We will never treat you like a number
- Accessibility to key company executives

PILLARS OF REVENUE MANAGEMENT

#1

**NEW CUSTOMER
PRICING**

#2

**EXISTING
CUSTOMER RENT
INCREASES
(ECRIs)**

#3

VALUE PRICING

#4

**SALES RESOURCE
CENTER
(CALL CENTER)**

#1

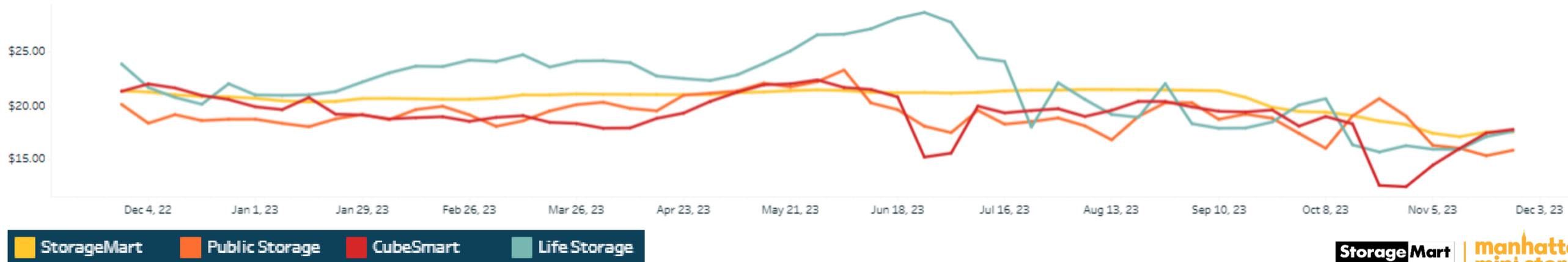
Prices change several times a week

MEDIUM		7 Available Units
SIZE	FEATURES	PRICE
100 sq ft (800 cu ft) 10'w x 10'd x 8'h	A/C and Heated ☺ Elevator Access ☺	\$99.99 /mo FREE MONTH* ☺
MEDIUM		4 Available Units
SIZE	FEATURES	PRICE
100 sq ft (800 cu ft) 10'w x 10'd x 8'h	A/C and Heated ☺ Elevator Access ☺	Only 1 Left \$164.99 /mo FREE MONTH* ☺

Tied strongly to occupancy in each unit group

Competition ranked from 1 – 3 based on product offering and sophistication

INSIDE	5x5	5x10	10x10	10x15	10x20	10x25	10x30	10x40	Source	Updated	Ranking
StorageMart #0535 - INSIDE	30	76	110	200	255	0	475	0	n/a	n/a	n/a
CubeSmart Self Storage of Dania 4080 Ravenswood Rd	45	86	151	203	n/c	n/c	n/c	n/c	365	11-28-2023	1
Life Storage in Hollywood (#195) 1109 N 21st Ave	71	120	137	185	302	209	338	n/c	365	11-28-2023	2
Public Storage (4501 SW 54th Street) 4501 SW 54th Street	60	73	132	194	234	277	319	n/c	365	11-28-2023	3



Location #3021: Toronto, ON

#2

Customers don't move out because of ECRIs

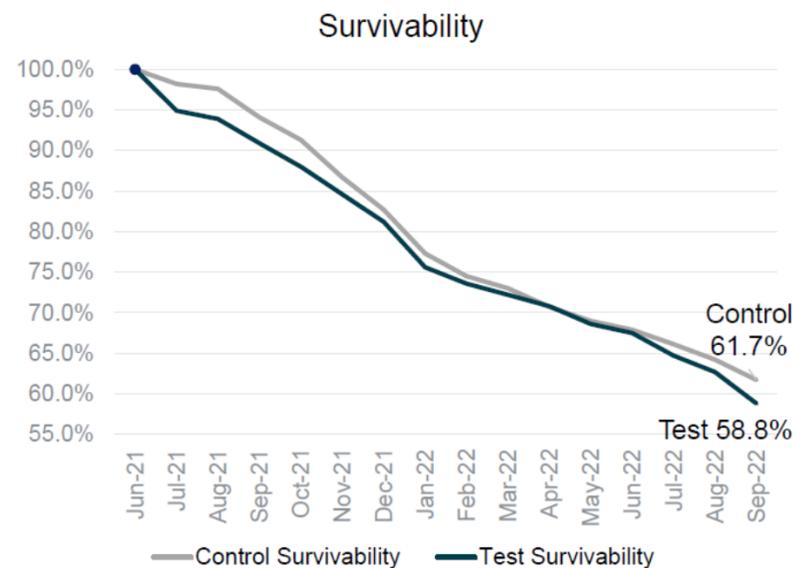


Each customer given a risk score between 1-10
 1 = less likely to move
 10 = most likely to move

Equalization Test: June 2021

Test Group sent 759 units across 41 stores an average increase of +\$35 (+20%)

Control Group of 759 units matched exactly against the Test Group and did not get any increase



Occupied Rent Difference for 15 months
 +\$307,940; +24%

Customers typically move because they no longer need self-storage, not because of a rent increase

#3

Units are upgraded just like the airlines

STANDARD

Most competitive price.
Online price.

Ex:
10x10 \$100/ month

BEST VALUE

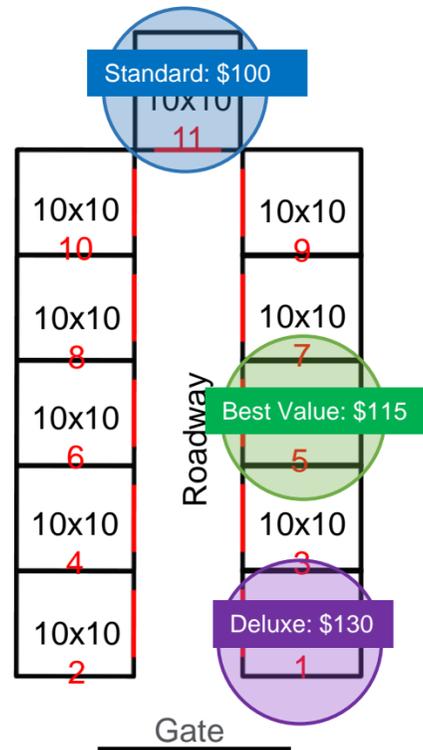
Plus 15% mid-point of convenience and value.

Ex:
10x10 \$115/ month

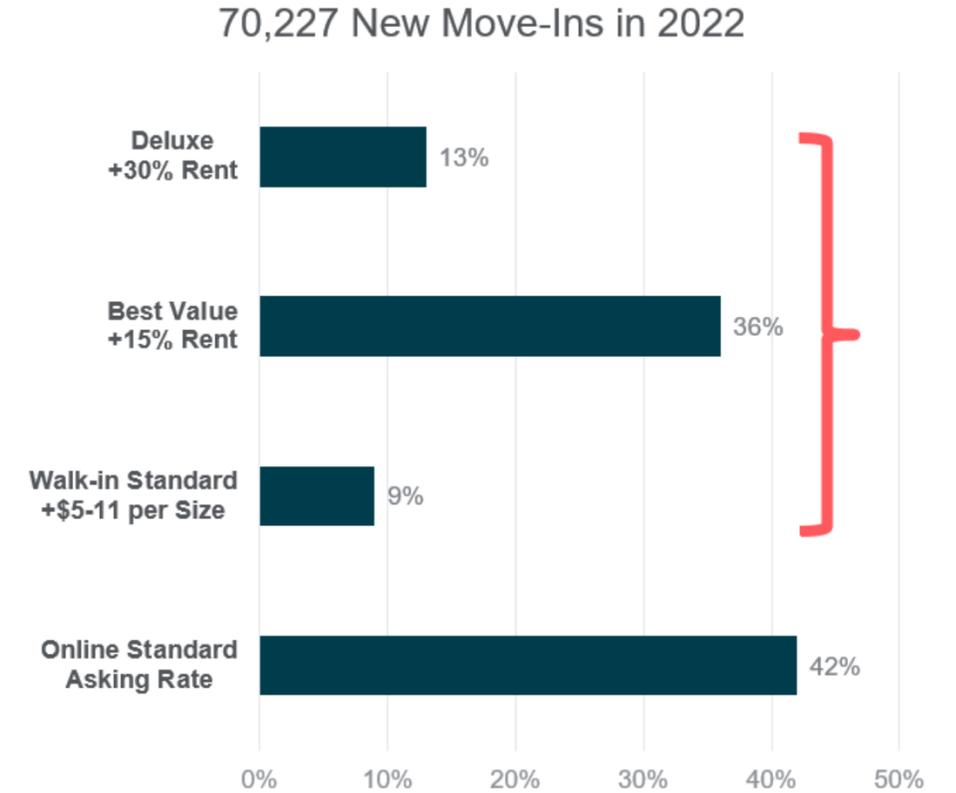
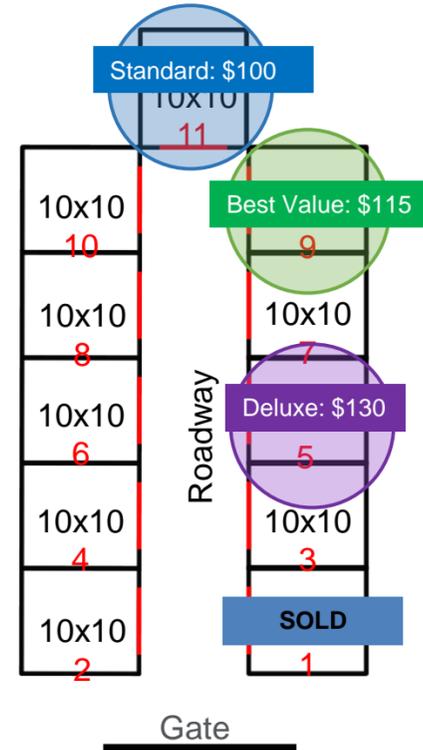
DELUXE

Plus 30%, the best most convenient unit available.

Ex:
10x10 \$130/ month



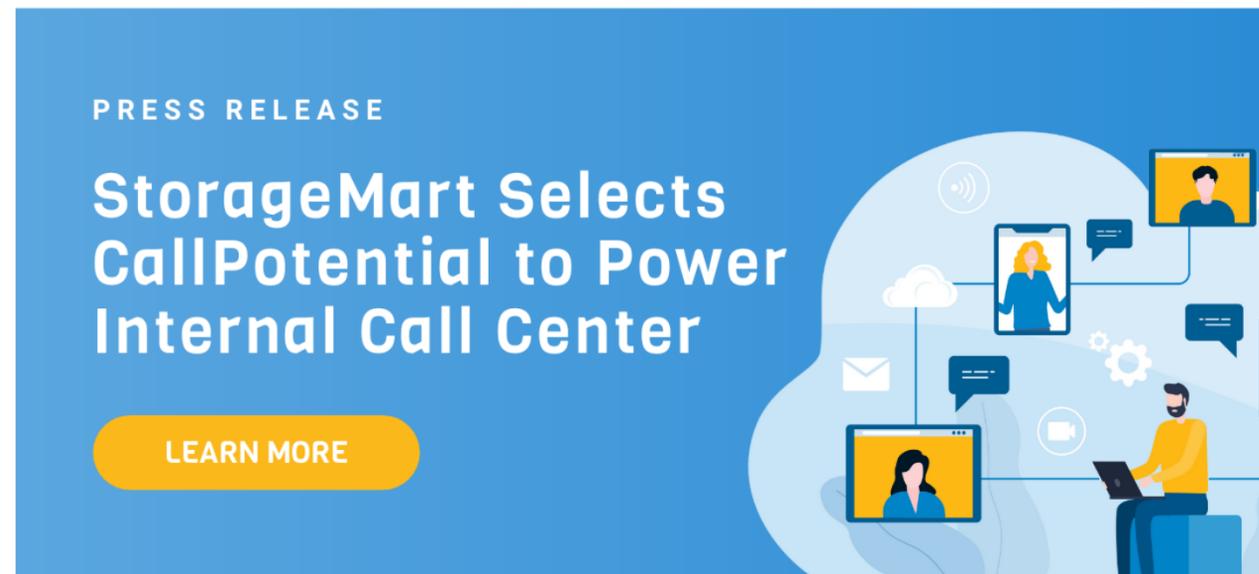
- All units are ranked from best to worst.
- Units are dynamically priced in real-time so there are ALWAYS upgrades to sell.



50%+ of new customers pay +5-30% ABOVE asking rates (+9.5% average)

#4

Calls answered 24/7, 365 days a year



Staff of 50+ sales team members in the Columbia, Missouri home office

90% Booking Rate

55% Average Value Pricing Upgrades

300,000+ Call Volume Every Year

**3 Countries
3 Languages**

Value Coverage – Tenant Protection Plan

5%

of Total Revenue USD

87%

of Penetration across entire Portfolio

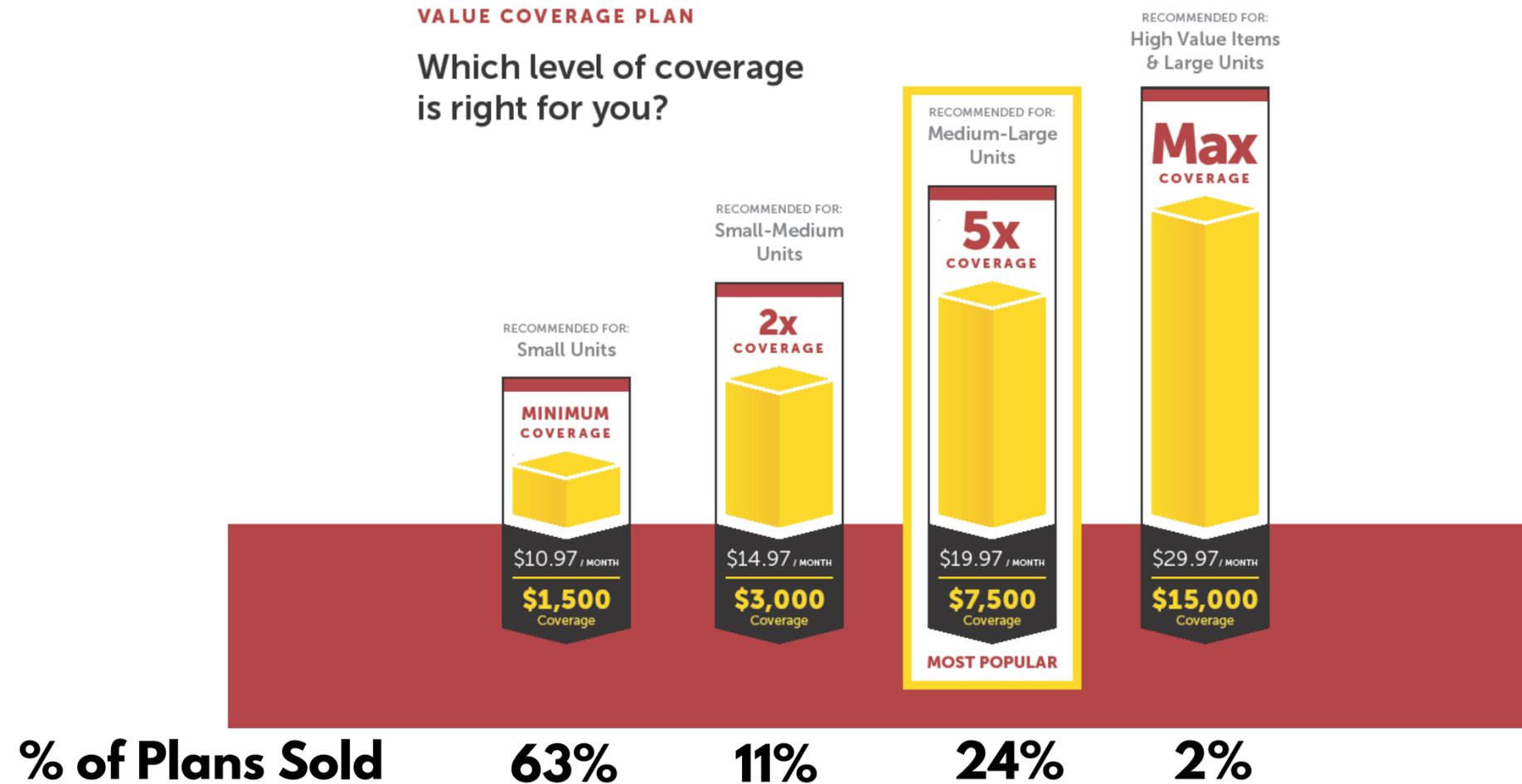


Location #0505: Miami, FL

StorageMart

VALUE COVERAGE PLAN

Which level of coverage is right for you?



First month offered free for all new move-ins

Not a licensed insurance product, all claims managed in-house = more revenue to share with owner

Our Brand

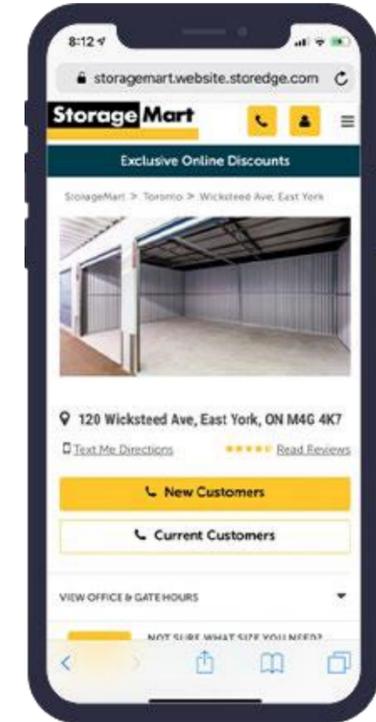
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56%

of web traffic comes from
branded search queries

- Investing millions per year in website development
- Fastest web page speed in the industry
- Instant rentals – do it all from your cell phone
- Reducing friction to rent online is an ongoing goal
- Comprehensive online customer account management
- Shift from calls to online
- Implementing Storable's storEDGE property management software



1.7+ Million web visitors per year

84% from Google

61% Ads

21% Maps

18% Organic



Location #0850: Chicago, IL





Third Party Management



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