



The Operator's Edge:

How Technology is Redefining Self-Storage Success (And What You Can Learn from Platinum Storage Group)

The self-storage game isn't what it used to be. If you're an independent operator today, you know the ground is shifting. Competition is tougher, tenants expect more—a lot more—and the big players are leveraging technology like never before. Just providing clean, secure units isn't enough to guarantee success anymore. To stay ahead, or even to stay in the game, modernizing your facility with the right integrated technology isn't just a good idea; it's essential. This isn't about chasing trends; it's about future-proofing your business and taking your facility to the next level of performance.

This whitepaper gets straight to the point: why a comprehensive, all-in-one software platform is vital, what benefits you can realistically expect, and how leading operators like Platinum Storage Group are already reaping the rewards by partnering with technology providers like Tenant Inc.





Today's Self Storage Arena: New Rules, New Challenges

The self-storage industry has matured, with over 52,000 facilities across the U.S. But this maturation brings intense competition. Larger operators and Real Estate Investment Trusts (REITs) are using sophisticated tech to streamline their operations, dominate online, and attract tenants with a seamlessness that can feel daunting to compete against. For independent operators, this raises critical questions about how to do so effectively.

Beyond the competitive pressure, operators are juggling several key challenges:

- **The Modern Tenant's Demands:** Today's customers live online. They expect to find you, rent from you, pay you, and manage their accounts with just a few clicks, anytime, anywhere, usually on their phone. If your facility doesn't offer a smooth, digital experience, you're likely losing out to those that do. They're not just looking for space; they're looking for convenience.
- **Operational Drag:** Let's be honest, the day-to-day of running a storage facility can get bogged down in manual tasks: chasing late payments, processing paperwork, managing gate codes, handling maintenance logs, and trying to keep communication clear across different channels. This "busy work" eats up time your team could be spending on improving customer service or growing the business.
- **Leaving Money on the Table:** Are you truly maximizing your revenue? This means more than just filling units. It's about smart pricing for different unit types and features, effectively selling tenant protection/insurance or retail items, implementing timely rent increases, and ensuring your billing is accurate and efficient to avoid lost income.
- **Flying Blind Without Data:** Making critical business decisions on gut instinct alone is risky. You need solid data to understand who your tenants are, how they find you, which marketing efforts are paying off, what your real occupancy trends are, and how your pricing stacks up against the competition. Without integrated data, you're missing the full picture.

The good news? These challenges aren't insurmountable. Modern, integrated technology platforms, like the all-in-one SaaS solution offered by Tenant Inc., are designed specifically to help operators like you tackle these issues head-on. The success story of Platinum Storage Group, a major national operator, clearly shows what's possible.

The All-In-One Platform: Delivering Modern Capabilities

Many self-storage operators find themselves hampered by outdated, antiquated software that simply wasn't built for the demands of today's market. This legacy technology often lacks the comprehensive toolkit, automation capabilities, and crucial integrations needed to operate efficiently and remain competitive. The result? Missed revenue opportunities, frustrated staff bogged down by manual processes, and a tenant experience that falls short of modern expectations. An integrated, all-in-one platform offers a much smarter way forward, bringing everything together seamlessly. Here's how:

1. Automated Operations, Empowered Teams:

Your Property Management Software should be the workhorse of your facility, doing much more than just sending out bills. That means it automates many of the daily headaches – think handling online leases, processing payments without you lifting a finger, managing late notices intelligently, and even spitting out the reports you actually need to see how you're doing. When the software handles these critical but routine jobs, your managers can get out from behind the counter. They can spend their time actually talking to tenants, making sure the property is in top shape, and building the kind of customer loyalty that means folks stay longer and tell their friends. And because the best systems are cloud-based and secure, you can keep an eye on things from anywhere, without the nightmare of server upkeep or constant manual updates.

2. Attracting and Converting More Tenants:

Your website is your primary sales channel these days—it can't just be an online placeholder. To actually drive rentals and not just look pretty, it has to perform flawlessly on mobile devices, load in a snap (because tenants won't wait), and offer a dead-simple way for prospects to find your facility, see available units, and complete the entire rental and payment process online, without needing a phone call or an office visit. That seamless, 'touchless' experience is the new standard.

And when your site works hand-in-glove with smart digital marketing, you'll see more of those online inquiries turn into paying tenants.

3. Unlocking Maximum Revenue Potential:

To really make your facility hum, your system needs to be smart about revenue. That means having tools for dynamic pricing – adjusting your rates based on what's actually happening with demand, what unit types are hot, the time of year, and what your competitors are up to, so you're always getting the best possible rent for each unit. It also means making it simple to manage and boost those extra income streams. For instance, a truly integrated platform makes it easy to offer things like tenant protection or insurance, which can add a healthy chunk to your ancillary revenue. Smart promotions and efficient billing also play a big part in squeezing every bit of potential income out of your facility.

4. Making Confident Decisions with Clear Data:

Good data underpins sound business decisions. An all-in-one platform consolidates operational, financial, and customer feedback into a single source of truth. Comprehensive data warehouse and business intelligence tools can provide operators with full data ownership and powerful analytics capabilities. Imagine easily tracking occupancy trends, understanding marketing ROI, and, with the integration of reputation data (from sources like Google, Yelp, and your facility's website), seeing how customer sentiment directly correlates with business performance. This holistic view allows for truly informed, strategic decision-making.

5. Delivering a Superior Tenant Experience That Builds Loyalty:

At the end of the day, keeping good tenants and getting them to spread the word comes down to how easy and professional you make their experience. The right technology platform smooths out the whole process for everyone. Think easy-to-use online portals where tenants can manage their accounts, pay their bills, and grab their documents without a hassle. Add in clear, automated messages that keep them in the loop so they always know what's going on. And, of course, straightforward, secure access to their units, plus mobile tools that let your team quickly handle any issues, all add up to the kind of positive experience that keeps tenants loyal and boosts your facility's good name.

Real-World Proof: Platinum Storage Group's Success with Integrated Technology

Talk is one thing; results are another. Let's look at Platinum Storage Group, a highly respected owner and operator with over 40 facilities and approximately 3.1 million square feet under management. To maintain its competitive leadership in a rapidly evolving industry, forward-thinking Platinum Storage Group made the strategic decision to embrace continuous modernization through integrated technology.

The Strategic Choice: An All-In-One Platform: Platinum Storage Group chose to implement Tenant Inc.'s comprehensive, integrated technology suite across its portfolio. Over two years, they leveraged the Hummingbird PMS as their operational core, combined with Mariposa websites for a powerful online presence and rentals, automated operational tools for efficiency, and the Tenant Data Warehouse for deep analytics.

The Impressive Outcomes: The results speak for themselves. By leveraging Tenant Inc.'s integrated platform, Platinum Storage Group achieved significant improvements in key performance areas:

- **Portfolio Occupancy Increased by +6.2%:** This was a direct result of more streamlined online rental processes and effective, data-driven digital marketing tools making it easier to attract and convert new tenants.
- **Tenant Protection Enrollment Grew by +12.6%:** The platform's seamless integration made it simple to offer and enroll tenants in protection plans, significantly boosting this valuable ancillary revenue stream.
- **Tenant AutoPay Adoption Rose by +12.7%:** User-friendly tenant portals and automated payment reminders—key benefits of automation—led to more tenants opting for autopay, improving cash flow and reducing administrative work.

Insights from Leadership: Dane Elefante, COO at Platinum Storage Group, directly attributes these successes to the platform: "Partnering with Tenant Inc. these past two years has directly improved our key performance metrics... Seeing significant lifts in portfolio occupancy and the adoption rates for both tenant protection and autopay confirms the platform's effectiveness in streamlining crucial revenue drivers for an operation like ours".

He also highlighted the strategic value of the data capabilities: "...their dynamic reporting and data warehouse allow us to identify and analyze the marketing KPIs we believe drive new business to our stores. Ultimately, their marketing, tech platform, and frequent feature updates keep us on the competitive edge...".



Lessons from Platinum's Success:

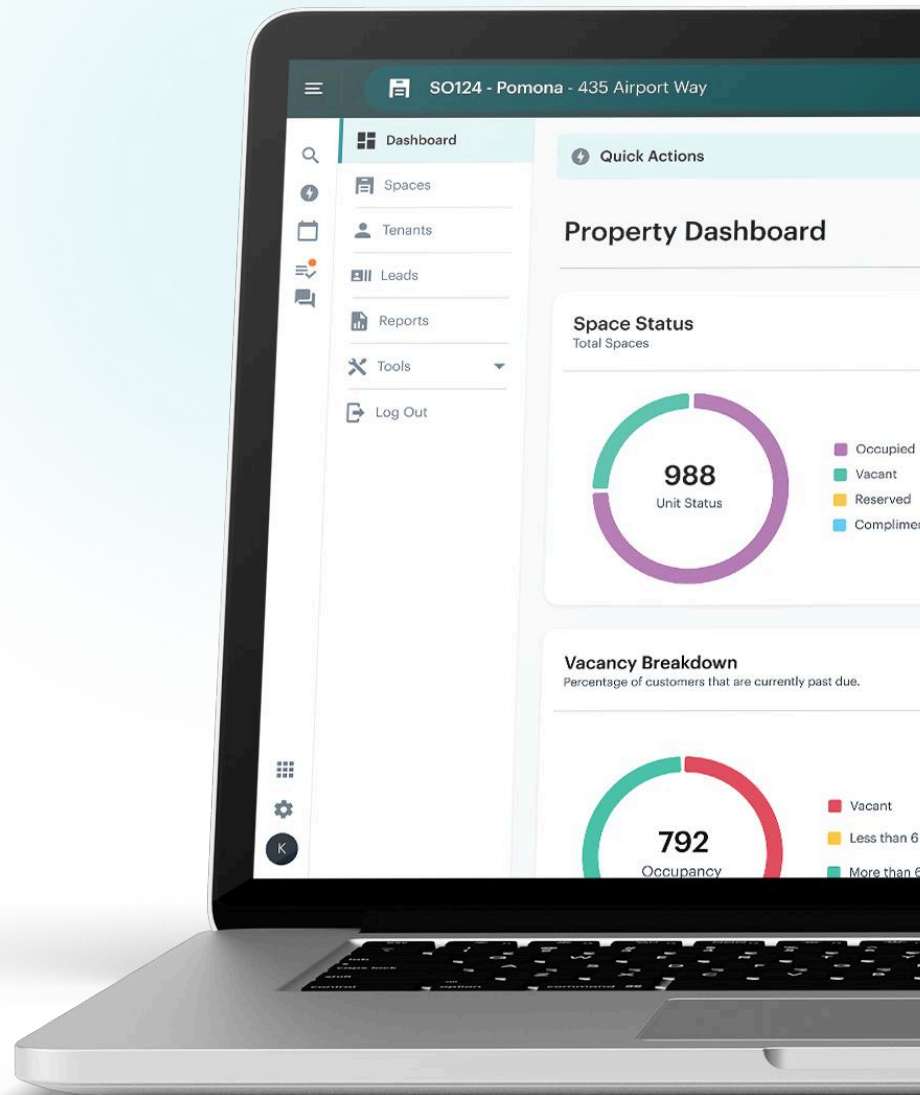
Platinum Storage Group's experience clearly shows that for today's self-storage operator:

- **A truly integrated platform is a game-changer.** It breaks down data silos and streamlines workflows in ways that yesterday's facility management software simply can't.
- **Automation isn't just about saving time; it's about driving revenue.** Automating processes like payments, reminders, and ancillary service sign-ups directly impacts your bottom line.
- **Accessible, unified data empowers smarter decisions.** When you can see the whole picture, from marketing spend to tenant behavior to revenue trends, you can optimize your strategies effectively.
- **A great tenant experience, powered by technology, is a key differentiator.** When you can see the whole picture, from marketing spend to tenant behavior to revenue trends, you can optimize your strategies effectively.

Tenant Inc.: Your Partner in Modernization and Growth

Tenant Inc.'s very DNA is forged from the firsthand experience of self-storage operators, a unique genesis that underpins our vertically integrated SaaS platform. This isn't merely software; it's a meticulously crafted, all encompassing solution designed to empower independent operators, transforming their daily challenges into strategic advantages and securing their future success. Our comprehensive platform includes:

- **Hummingbird PMS:** The cloud-based, SOC-II compliant heart of your operation, managing everything from rentals and billing to delinquency and dynamic rate management.
- **Mariposa Websites:** High-performance, SEO-optimized, mobile-first websites that serve as powerful 24/7 leasing agents, complete with seamless online rentals and payments.
- **Tenant Digital Marketing Services:** Access to our in-house experts for targeted SEO and PPC campaigns designed to drive qualified leads and maximize your ROI.
- **Tenant Data Warehouse & BI:** Full ownership of your data, combined with powerful analytics, pre-built dashboards, and custom reporting for unparalleled business insight.
- **Tenant Payments:** Streamlined, integrated, and competitive payment processing.
- **Storelocal Membership:** Unique advantages through offerings like the high-margin Storelocal Protection plan and the Storelocal Brand Program, leveraging the "Power of More".
- **Nectar Data Connector:** Our commitment to an open platform, ensuring flexible integration with your preferred third-party vendors.
- **Unparalleled Support:** We're more than a software provider; we're your partner. Dedicated US-based Customer Success Managers act as an extension of your team, providing proactive guidance and expertise, complemented by the extensive training resources in our Tenant Academy LMS.



Our philosophy is built on continuous innovation, operator data ownership, and an open platform approach —ensuring you have the adaptable, leading-edge tools you need not just for today, but for sustained success tomorrow.

Conclusion: The Future is Integrated and Operator-Focused

The self-storage industry won't wait. The shift towards sophisticated, technology-driven operations is accelerating. As Platinum Storage Group's success powerfully demonstrates, embracing a modern, integrated software platform isn't just about keeping up; it's about strategically positioning your business to lead. It's the key to unlocking new efficiencies, maximizing every revenue opportunity, delivering the superior tenant experiences that build loyalty, and gaining the competitive advantage you need.

Independent operators now have access to comprehensive solutions that level the playing field against larger competitors and REITs. With a partner like Tenant Inc., the tools to streamline, optimize, and grow your self-storage business are not just accessible—they're designed with your specific success in mind. It's time to evaluate your current technology.

Are you equipped for the future, or is your software holding you back? Explore how an integrated platform can transform your operations and secure your path to a more profitable and successful future.