

# Universal STORAGE GROUP

Award Winning, Third-Party Self-Storage Management Company



## Learn About Our Services:

Third-Party Management

Feasibility Studies

New Facility Development

Training & Education

Consultancy



How Can We Help?

# Third-Party Management

Are you looking to reduce the stress from your business, and simplify your operations while actively increasing your revenues? Then Universal Storage Group management is for you. We provide superior results versus a Real Estate Investment Trust (REIT) management for your facility, plus you get the personal service and attention you deserve. You will have state-of-the-art reporting and connectivity, reduced worry with employee management. We will handle your business planning, implement a suite of financial services, and technology advancements, a revenue management system, retail operations, and much more.

Universal Storage Group:

- For higher income and fewer headaches - Award Winning Management for over 30 years.
- Winner of Best Third-Party Management from "Inside Self Storage" Best of Business Awards.

## USG Drives Engagement and Motivates Your Property Managers

- ✓ Superior employee benefits including health care, complimentary short-and long-term disability, 401k with generous match, flexible spending accounts, and more.
- ✓ Award-winning initial and continual training programs, including year-round online training & digital training platform, plus our annual company training and awards weekend.
- ✓ State-of-the-art and user-friendly technology to promote operational efficiency.
- ✓ Dedicated area manager and corporate support.

## USG Actively Increases Your Facility Revenues

- ✓ Leading-edge marketing for more traffic to the site and more leases.
- ✓ Rental trucks, boxes & supplies, and other ancillary opportunities.
- ✓ Increased customer storage insurance commissions.
- ✓ Enforce late fees, improve collections, free up units, and coordinate online auctions.

## You Enjoy Superior Reporting & Connectivity

- ✓ Online report access anytime.
- ✓ Full financial report & earnings deposit by the 15th of each month.
- ✓ Monthly owner meetings (online or in person). Updates from your area manager at your convenience.
- ✓ Speak with a leadership team expert at any time. We are here for you.



How Can We Help?

# Feasibility Studies

The feasibility study package for your proposed real estate development project includes several key elements. First, a comparative study to evaluate similar projects in the area will be included. This report will provide an overview of the market conditions and potential competition. The package will also include start-up costs and working capital requirements, as well as a detailed unit mix with market average lease rates.

Secondly, the package will include five-year pro forma projections with month-by-month lease up details and a monthly cash flow statement. Finally, a detailed development cost template with internal rates of return will be provided to determine the profitability of the project. In addition, a site plan and office layout will also be included for visual representation. These elements will help assess the feasibility of the project and determine its potential success over time.

## Feasibility Study Package

- ✓ A complete on-site comp study
- ✓ Start-up costs and working capital requirements
- ✓ Detailed unit mix with market average rates
- ✓ Five-year proforma financial statement with month-by-month lease up details and monthly cash flow
- ✓ Months 1-60 detailed development cost template, with internal rates of return
- ✓ Proposed site plan and office layout



How Can We Help?

# New Facility Development

Are you looking to size up the competition in your area, map an area and learn current rental rates, or investigate permits for new and emerging self-storage supply in your market? Then Universal Storage Group developmental services are for you.

We provide superior results versus a Real Estate Investment Trust (REIT) for your facility and you. Our services can provide you with the most comprehensive feasibility study in the industry, and you will benefit from our award-winning expertise and knowledge, new facility design, start-up consultation, and much more.

From Trees to Keys, our expertise has won 14 National Facility of the Year Awards with many more on the way.

## New Self-Storage Development

- ✓ Suggested store style and design
- ✓ Logo and brand development
- ✓ Consulting with chosen architect for our provided layout of office and apartment, if applicable
- ✓ Gate and access points and traffic flow recommendations
- ✓ All operational considerations and equipment locations for operating system, customer amenities, point of sale and wayfinding signage, onsite events, promotional items and marketing materials, etc.
- ✓ Comparable facility studies of existing supply with current photographs
- ✓ Advice on of any special features found in the marketplace and online
- ✓ Analysis of current supply and management
- ✓ Investigation into permits for any future competitive projects



How Can We Help?

# Training & Education

Are you looking to hire or develop the best self-storage managers in the world? Would you like your staff to benefit from award-winning knowledge and expertise? Then Universal Storage Group training and education is for you.

We provide superior results versus a Real Estate Investment Trust (REIT) for your facility and you. Our services can provide you and your team with the most effective and up-to-date training to allow your team to be the most confident and best equipped they can be. Get the industry's best standard operating procedures and our proprietary program to motivate and develop your teams.

## Choose From a Full Range of Training Topics Including:

- ✓ Basic Day-to-Day Self-Storage Operations
- ✓ Tracking Results and Measuring ROI and CPL (Cost Per Lease)
- ✓ Revenue Management & Expense Reduction
- ✓ Superior Customer Service Skills
- ✓ Telephone and Person-to-Person Sales Skills
- ✓ Marketing Skills and Techniques
- ✓ Community Networking and Referral Programs
- ✓ Interpreting Reports and Key Performance Indicators to Help Maximize Income
- ✓ Daily Checklist to Keep Your Property Running Smoothly



## How Can We Help?

# Consultancy

Are you looking for industry expertise for your business, a voice to advise and educate you toward your goals in Self-Storage? Then Universal Storage Group consultancy is for you.

We provide superior results versus a Real Estate Investment Trust (REIT) for your facility and you. USG can do as little or as much as needed to help you reach your self-storage goals from employee training, policies and procedures, technology recommendations, marketing plans, operational considerations, unit mix and site planning, and so much more.

Think of USG as your trusted advisor! Winner of Best Operational Consulting from “Inside Self Storage” Best of Business Awards.

### Consulting Solutions May Include:

- ✓ Review and analysis of current staff and operations
- ✓ Manager training and evaluations
- ✓ Policies and procedures
- ✓ Custom training or management solutions
- ✓ Marketing plan development
- ✓ Start-Up Advisement
- ✓ Due Diligence for purchasing a new site
- ✓ Comparable local facilities market study
- ✓ Site design and layout
- ✓ Market Research as indicated for property development
- ✓ Suggested store style and interior design
- ✓ Building layouts & unit mix
- ✓ Finish material specifications for office and apartment if applicable
- ✓ Gate and access points and all operational considerations
- ✓ Five-year detailed proforma income and expense projections
- ✓ Custom projects to meet your needs