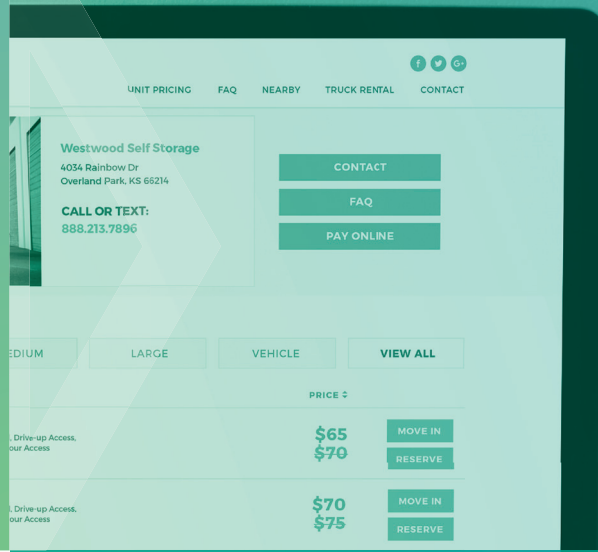


DO MORE

MARKETING



THE CHALLENGE

Over the last decade, marketing and tenant management tools and techniques have changed dramatically in the storage industry. When it comes to leads, walk-ins and drive-bys are increasingly being replaced by online searches through search engines like Google. In this increasingly digital environment, operators know they need a solid website to not only capture search engine traffic, but also provide tenants with easy-to-use tools to manage their account. The reality, however, is that few operators are doing what it takes to deliver on either front.

THE SOLUTION

To capture and retain tenants in this increasingly digital environment, storage operators need facility websites that can drive natural search rankings while at the same time reflecting their brand effectively. They need professional-looking design and an intuitive user experience to make reserving a unit easy. They need a way to cut down on daily transactional tasks to make their managers' lives easier. They need an effective marketing and tenant self-service solution that makes promoting and managing their facilities easier.

THE STORABLE APPROACH

Storable Websites were created to make self-storage website design, SEO, and transaction management simpler than ever before. With a sophisticated, modern approach and deep industry expertise, storEDGE works to generate more organic leads while at the same time delivering a better experience for tenants and reducing demands on management staff. At Storable, we believe you should expect more from your facility websites.



INCREASED TRAFFIC

through a flexible, mobile-first design approach and industry-leading SEO features, practices, and services



ENHANCED USER EXPERIENCE

through an intuitive design that's optimized for both simplicity and conversion



IMPROVED EFFICIENCY

through simplified inventory management and a tenant portal that offers online transactions and customer communications which reduces operational burden on management



www.storable.com

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Westwood Hills, KS 66205

DO MORE

WITH
STORABLE WEBSITES

Storable Websites Capability Overview

At Storable, we believe that your facility websites should fuel demand for your facilities while at the same time reducing the operational burden for your management staff. Storable's integrated-platform approach can help you get more out of your facility website.

FACILITY DISCOVERABILITY

Professional SEO Content - Fuel natural search rankings and highlight your facility's unique benefits with custom content that is both optimized for search engines and tailored for your brand

Google My Business Optimization - Harness the power of the most valuable digital marketing asset in the self-storage industry by optimizing your Google My Business listing to drive nearby users to your facility

MODERN DESIGN

Fluid, Responsive Design - Deliver an outstanding web experience every time with a website that adjusts to users' screen size, platform, and device orientation using flexible grids and intelligent display capabilities

Regular Platform Updates - Ensure your website is always up-to-date with continuous feature updates that empower you to stay ahead of constantly evolving search engine and web browser requirements

ADVANCED REPORTING & ATTRIBUTION

Marketing Dashboard Reports* - Gain unprecedented levels of visibility into your marketing data with reports that organize your most important website and campaign data all in one actionable report

Google Analytics Integration - Easily connect your Google Analytics data to offer even more detailed reporting on conversions and a number of other valuable data points

TENANT ENGAGEMENT

Online Reservations - Enhance the online reservation process with real-time updates to your unit pricing and inventory to ensure consumers always see up-to-date availability

Online Payments - Empower your tenants to pay online from the tenant portal, simplifying their experience and removing daily burden on your management staff

*This feature is currently for storEDGE software customers only

REACH US

Connect with the Storable team today!

Austin, TX

884 . 249 . 5248

Kansas City, KS

913 . 384 . 5700

Raleigh, NC

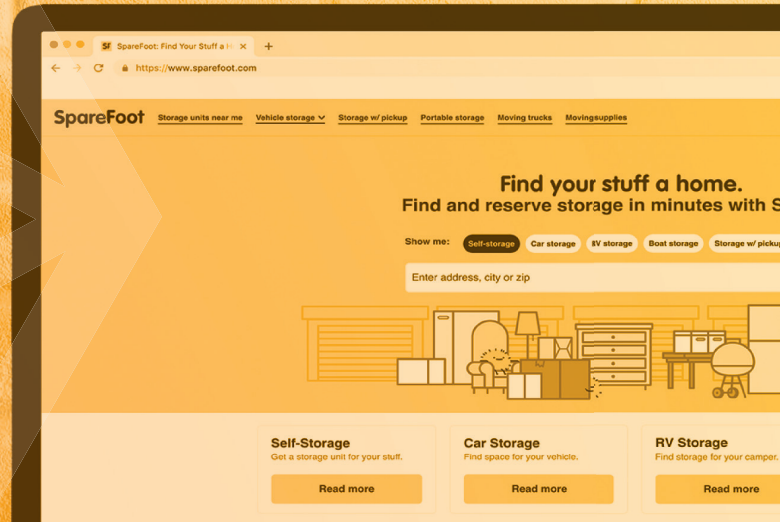
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DO MORE

LEASING



THE CHALLENGE

For years, storage operators have tried to solve the marketing riddle by experimenting with various marketing tactics including everything from sophisticated online marketing to traditional tactics like outdoor advertising and print. The reality is that most operators have found the results of those efforts to be mixed at best. As a result, the storage industry has continued to search for a marketing program that consistently and reliably delivers meaningful results and real-life demand for their facilities.

THE SOLUTION

Storage operators need a simple and reliable marketing program that increases their occupancy and provides clear visibility into the return on their marketing spend. They need a proven, effective way for their facility to be found by the right consumers in the right place at the right time. Most importantly, operators need a way to accomplish these things without increasing the operational burden on their management staff.

THE STORABLE APPROACH

Designed with both the operator and the consumers in mind, the SpareFoot Marketplace by Storable helps guide consumers to a facility that best meets their needs. Our capabilities work together to enhance demand for facilities and ensure the efficacy of every marketing dollar spent. When it comes to consistently delivering return on marketing investment, the SpareFoot Marketplace by Storable delivers unmatched value.



INCREASED FACILITY DEMAND

by leveraging sophisticated techniques to capture a high volume of search engine traffic and feeding that traffic to operators



AN ENHANCED CONSUMER EXPERIENCE

by guiding the consumer to the storage facility that will meet their needs and their budget



ENHANCED DECISION MAKING

with easy, at-your-fingertips access to performance data for all facilities and units listed on the SpareFoot Marketplace



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Austin, TX 78705

DO MORE

WITH
STORABLE
MARKETPLACE

SpareFoot Marketplace by Storable Capability Overview

At Storable, we believe that filling your empty units should be simple and reliable. The SpareFoot Marketplace by Storable can help you get more out of your marketing budget.

FACILITY DISCOVERABILITY

Industry-Leading Search Rankings - Leverage the SpareFoot Marketplace to help consumers find your facility through natural search engine results at or near the top of the page for many popular storage searches

Facility Listing Page - Showcase your facility and stand out from the competition with configurable unit display options, facility photos, customer reviews, and interactive maps

INTUITIVE CONSUMER EXPERIENCE

Online Reservations - Enable consumers to easily reserve a unit at your facility directly within the SpareFoot Marketplace which is then passed to your team as a lead

Tenant Services - Rely on the experienced storage experts from the SpareFoot Marketplace call center to match consumers — who prefer to navigate their storage options via the phone — to your facilities

SEAMLESS SOFTWARE INTEGRATION

Automatic Inventory Updates - Ensure unit availability is always up to date and reduce demands on management staff by streamlining inventory management through our various management software integrations

Automatic Monthly Reconciliation - Save valuable time while ensuring the accuracy of move-ins by eliminating manual reconciliation efforts through management software integrations

REPORTING & ANALYTICS

Impression & Reservation Reporting - Monitor your portfolio's performance on the SpareFoot Marketplace with detailed reporting that includes total impressions, reservations, and other critical data

Local & National Pricing Database - Utilize pricing data from various markets across the country to help you optimize your rental rates and better plan for rate changes

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