



# **Harnessing the Power of Customer Feedback in Your Self-Storage Business Reputation**

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**APRIL 22-25, 2025**  
CAESARS FORUM | LAS VEGAS

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# How Reviews Influence Customer Behavior and the Perception of Your Business



Bacon Flavored Toothpaste -



Bacon Flavored Toothpaste -





Bacon Flavored Toothpaste -

★★★★★ 8,123



## Places :



### Extra Space Storage

4.8 ★★★★★ (1.2K) · Self-storage facility

975 Galleria Dr · (702) 728-4694

**Open** · Closes 6 PM

Self-storage facility with climate control, and drive-up access, as well as RV parking.



### Dollar Self Storage

4.9 ★★★★★ (347) · Self-storage facility

20 S Arroyo Grande Blvd · (702) 476-2818

**Open** · Closes 6 PM

Self-storage facility offering a variety of unit sizes and climate-controlled options.



### CubeSmart Self Storage

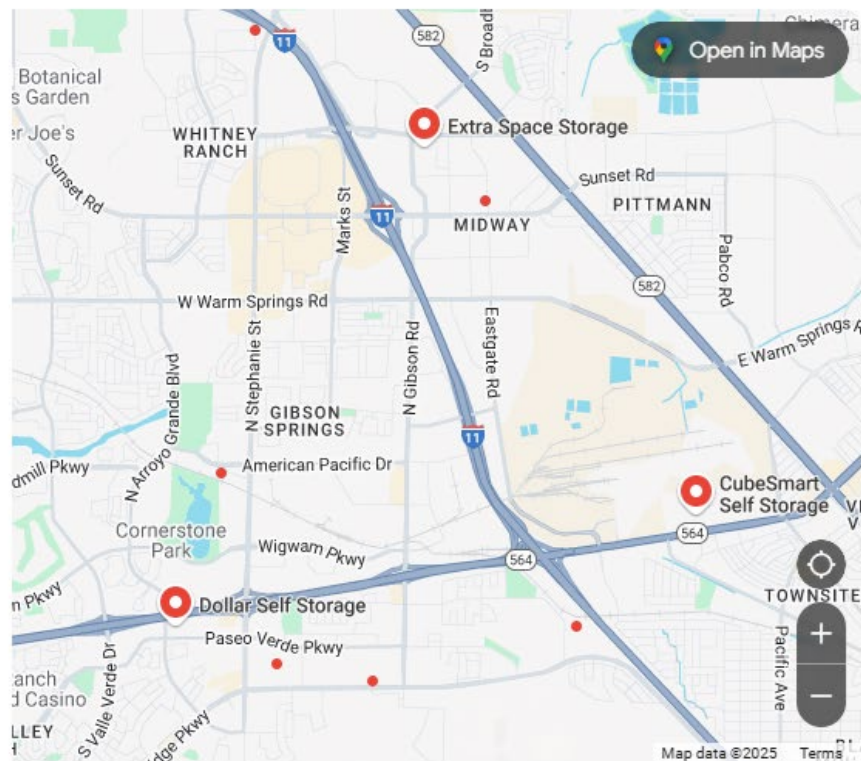
4.9 ★★★★★ (76) · Self-storage facility

408 W Lake Mead Pkwy · (702) 660-0196

**Open** · Closes 6 PM

Chain storage facility offering climate-controlled units and moving supplies.

More places →



# Why Reviews Matter

- Build trust
- Influence customer decisions
- Create a competitive edge with high volumes

# Why Google Reviews?

Why focus on Google reviews rather than Yelp, Facebook and other review sites?

- Google dominates the search market, accounting for **92% of all searches**.
- Around **70% of users prefer Google Maps** over other map apps, including iPhone users.
  - Waze is the second most used map app, and Apple Maps comes in third.

# How Positive Reviews Drive Success



Positive reviews  
boost occupancy.



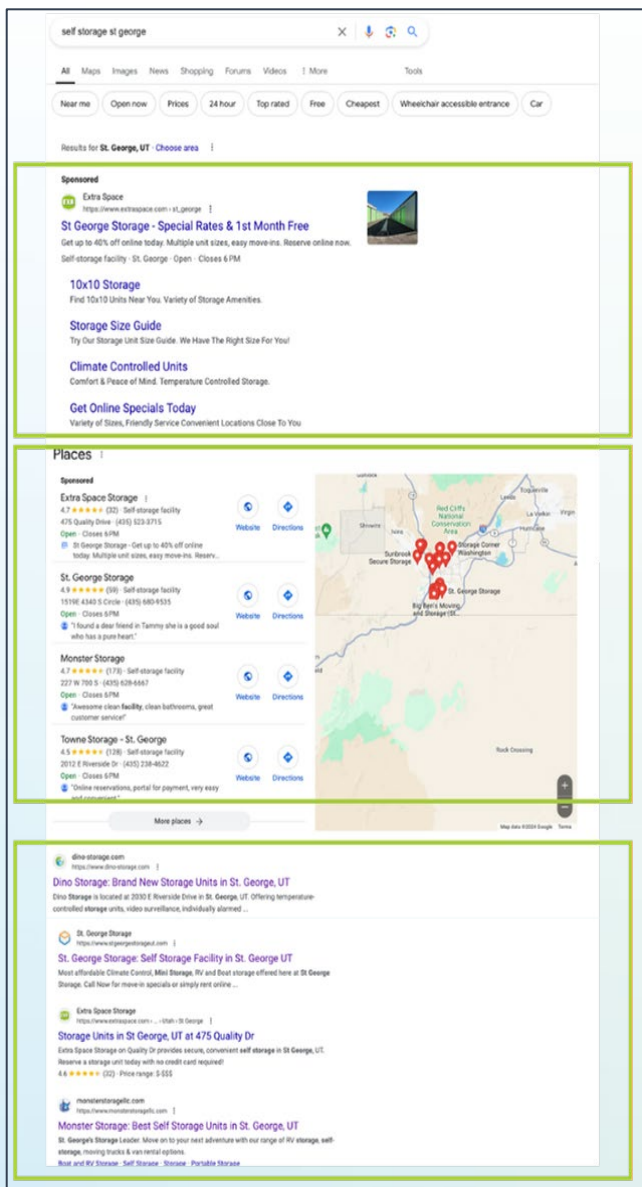
Tenants prefer  
facilities with  
high ratings.



They increase  
search-engine  
visibility.

# The Impact of Reviews on SEO

- **19%** of searchers click paid ads.
- **44%** of local searchers clicked the local 3-pack. An additional **8%** click more places.
- **29%** click organic



# Negative Reviews

Respond to negative reviews professionally and turn setbacks into opportunities.

- Negative **reviews** impact reputation.
- Responding **professionally** turns negatives into positives.
- **Regular monitoring** helps improve customer perception.
- Respond to **every review** to show engagement.

# Negative Reviews



Nell

1 review • 0 photos



★☆☆☆☆ Nov 15, 2021

Really surprised at all the positive reviews. Maybe things have changed, because they rented us a unit, and when we came back a few months later a lot of boxes, including those toward the middle and back of the unit, were damp and moldy. Lost a lot of stuff.



**Gettysburg Self-Storage**

Owner

Nov 15, 2021

I am sorry that you had a bad experience! This is the first I personally have heard of any possible leaks! Please contact me at [sroof@freedomstoragemanagement.com](mailto:sroof@freedomstoragemanagement.com) to talk about this further!

# Ways to Incorporate Positive Reviews Into Your Marketing Efforts



# Make It Easy

## 1. **Streamline** the review process.

- Quick and simple
- Mobile-friendly
- Provide direct links.

<https://reviewsonmywebsite.com/google-review-link-generator>

# Build Trust

## 2. Ask for **honest feedback**.

- Focus on honesty over perfection.
- Phrase your request right.
- Address concerns proactively.

# Cultivate Reviews

## 3. Foster reviews through **great customer service**.

- Exceed expectations.
- Resolve issues proactively.
- A personal touch matters.

# Importance of Tracking and Analyzing Review Data

- **Insight:** Reviews provide direct feedback from customers, helping you identify strengths and weaknesses.
- **Trends:** Tracking reviews over time helps to see how changes in operations affect customer satisfaction.
- **Improvements:** Data can guide strategic decisions, from staff training to facility upgrades.
- **Resource allocation:** Prioritize areas that require immediate attention based on customer feedback.

# Case Studies: Looking at Real-World Examples

# Facility A

- Urban storage facility with high competition
- Problem: Low occupancy
- Requested reviews during key moments and responded to feedback
- **Results:**
  - 35% increase in occupancy over six months
  - Moved from #5 to #2 in local Google search results for "storage near me"

# Facility B

- Suburban facility
- Problem: Negative reviews
- Responded to negative reviews and implemented feedback
- **Results:**
  - 50% decrease in negative reviews over four months
  - 19% increase in rental inquiries after addressing and resolving tenant concerns publicly

# Facility C

- Rural mid-sized facility with limited competition
- Problem: Low website traffic and visibility online
- Focused on gathering reviews
- **Results:**
  - Acquired more than 60 reviews within three months, improving SEO
  - 20% increase in new tenants, with most citing Google reviews



# Key Takeaways

- Reviews build trust.
- Positive reviews lead to growth.
- Managing negative reviews is critical.

# Contact the Presenter



**SUBMIT  
FEEDBACK!**



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