



Streamlining Self-Storage Operation: How We Run 50-Plus Facilities With Only 5 People

Presented by:

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This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

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We appreciate your input!



What You'll Learn Today

- **Efficient operations:** How to streamline self-storage operations to scale with minimal staff
- **Technology integration:** Tools and systems that drive automation and efficiency
- **Proven strategies:** Insights from operating 50-plus facilities with a five-person team
- **Actionable takeaways:** Practical steps to apply these methods to your business

Industry Challenges in Scaling Self-Storage Operations

- Common pain points:
 - Labor costs and inefficiencies
 - Hard to scale cost base
- Managing multiple locations
- Ensuring consistent customer experience
- Harder to incorporate smaller sites into a larger company
- *Norway is among the least people-dense countries in the world, with a length similar to the balance of Europe.*



Our Business Today

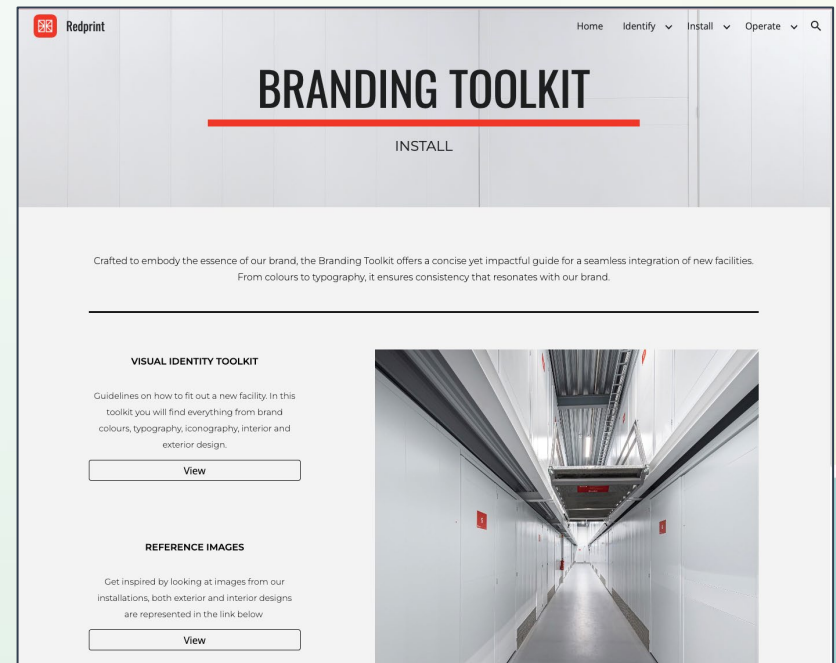
- We start and operate self-storage better and cheaper than the competition.
- We deliver a complete turn-key installation service for stand-alone or multi-tenanted property installations.
- We provide a complete operator service based on revenue share (capital-light for us).
- We believe we are market leaders from a customer journey point of view.
- Our mother company owns all IP and franchises this out to subsidiaries or third parties in different markets.
- 50 branches in the Nordic by the end of 2025



Our Scalable Framework

RedPrint is our live playbook that ensures every site operates the same way, anywhere in the world.

- Automation
- Standardized installation and kit
- Lean staffing
- High customer value
- Great locations
- Capital light model



Redprint: A Blueprint for Success

- Our documentation is live for all staff and partners under the RedPrint label.
- The system explains and connects all processes and workflows in the business.
 - Sale towards property owners
 - Site planning, quoting, delivery time
 - Site installation, project management, checklists
 - Enroll on platform and physical opening
 - Daily operation of the platform including remote and physical management
 - Security, payments, financials and more

Example: Standardized marketing

Redprint Home Identify Install Operate

CASE STUDIES

SOUTH AFRICA, WESTERN CAPE

- Micro site located in Stellenbosch, Cape Town.
- Ground floor 273 sqm gross.
- Total 222 net sqm with 83 storage units.
- 90% occupancy after 1 month!

NORWAY, GREATER OSLO

- Self Storage located at Lillestrøm, Greater Oslo.
- Ground floor 750 sqm gross.
- Total 812 net sqm with 173 storage units.
- 90% occupancy after 12 months.

NORWAY, CENTRAL OSLO

- Basement facility, centrally located at Ensjø, Oslo.
- Ground floor 1200 sqm gross.
- Total 730 net sqm with 160 storage units.
- 90% occupancy after 12 months.

Redprint_Presentation for prospective property partners (South Africa)

1 Flexistore

2 International Self Storage presence

3 Core values

4 Self Storage

5 Self Storage

6 Flexistore

7 Flexistore

8 Flexistore

9 Flexistore

10 Flexistore

11 Flexistore

12 Flexistore

13 Flexistore

14 Our Model

15 Flexistore

16 Flexistore

17 Flexistore

18 Example

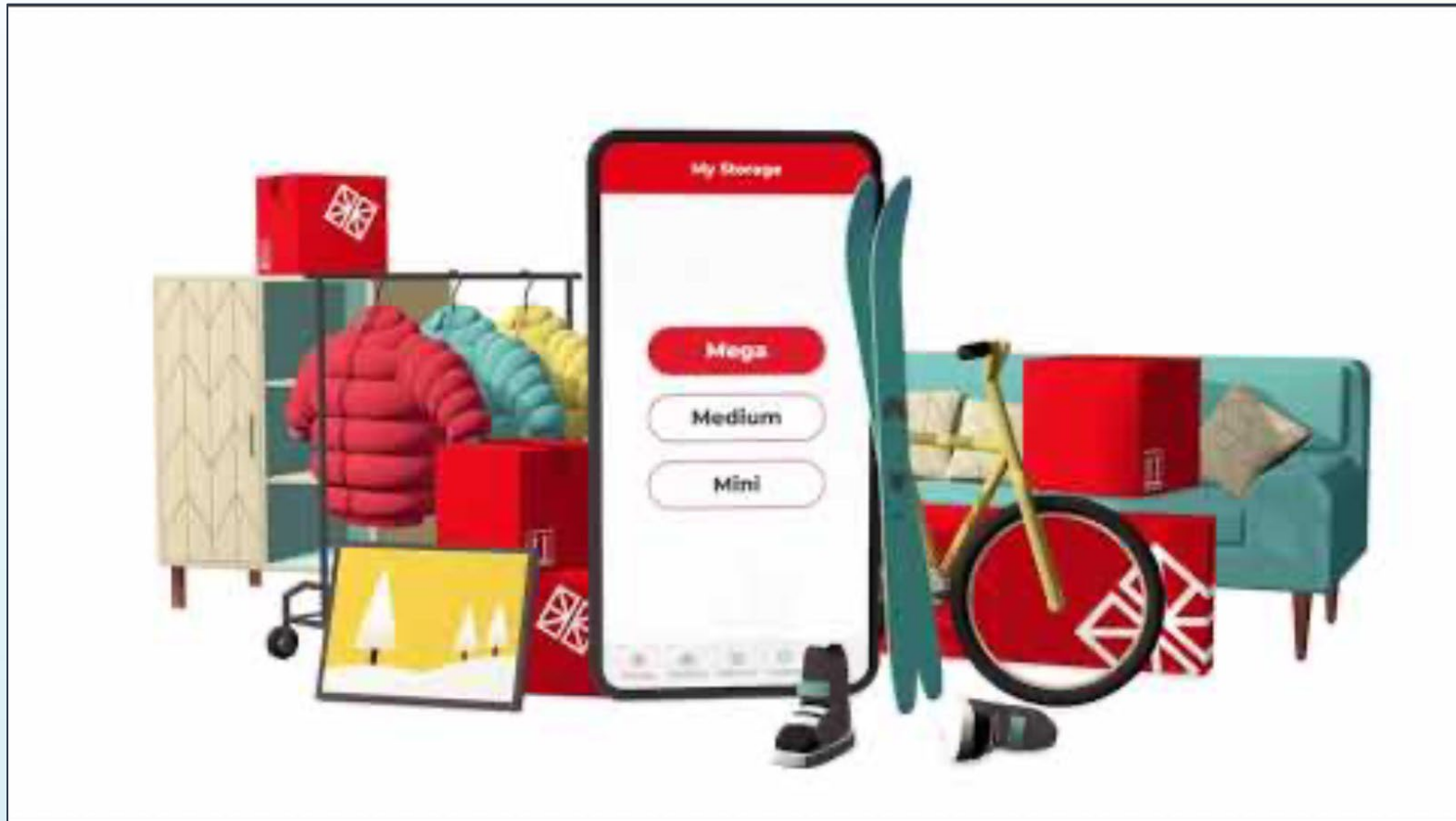
19 Model Example

20 Your site

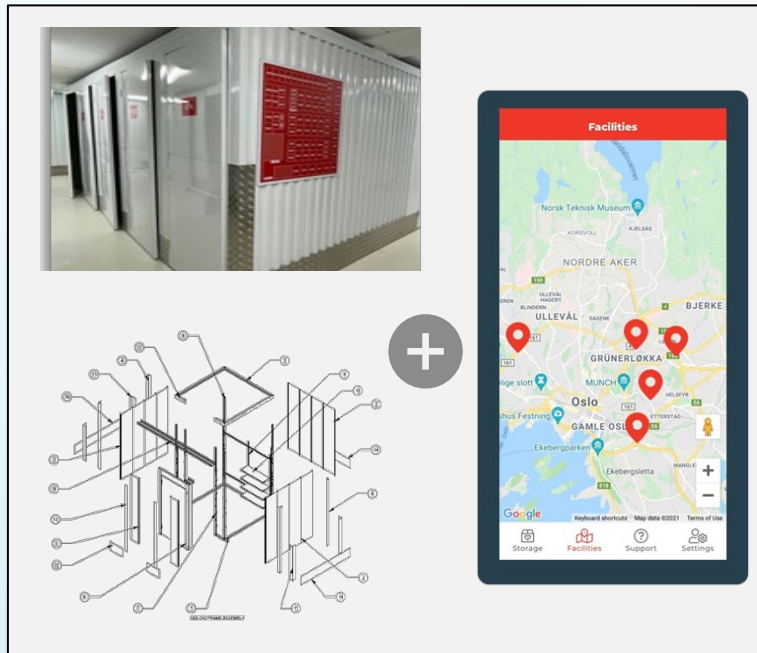
Leverage Tech to Reduce Costs

- Our automated platform contains all the building blocks for establishing and operating self-storage in a new way.
- Key tools
 - Flexilock digital locks and sensors
 - Flexistore cloud-based software
 - Integration to payment platforms, CRM and ERP
 - User app that is easy to use
- Benefits
 - **Customer:** Three-minute check-out, shared keys, more
 - **Operator:** Fully automated with little or no customer interaction, automated bookkeeping

Our Online Approach Since 2018



Platform Offers Multiple Benefits



Property owner

Customer

Fully outsourced self-storage concept

Opportunity to monetize on vacant spaces

Attractive returns compared to leasing out

Short time to cash flow

More centralized and convenient locations

Fully digital and expedient customer journey

Open 24/7, climate control and high security

Competitive pricing and service offering

Site Conversion, Average 45 Days



 Trello

Streamlined Offering, All Branches



The Fully Digital Customer Journey Makes Things Easy...

Need for
storage arises

SEO and Google ads

Download app

Typically triggered by:

- Divorce
- Moving
- Death

Proactive SEO
investments to
optimize local
search:

- Google My Business
- Reviews
- Social media
- Paid advertising

By accessing Flexistore's
homepage, the customer
is directed to the relevant
app marketplace. The app
is free to download.

The Fully Digital Customer Journey Makes Things Easy...



Overview of possible storage facilities

- Location proposal by GPS
- Availability retrieved from database
- Dynamic pricing

Simple, all-digital sign-up experience

- ID check and credit check through local providers
- Registration of credit card

The customer can then access the storage facility

- Digital key in-app
- Integrated payment solution

The customer will have access until cancellation or as long as funds are available on the credit card

Example: Flexibot

- Efficient command system in Slack
- Save time on routine processes
- Cut customer service time with 90%

A screenshot of a Slack message from a bot named FlexiBot. The message is from a user named herman and contains the command '@FlexiBot get reservation -orderId ISaeJyGCn7'. FlexiBot's response includes a warning that the event is from a staging environment and provides details for reservation 'cd52e864-487f-4c7b-a2aa-803b7dabf52e'. The reservation status is PAID. Below the text are several buttons: 'Renew Keys', 'Swap Bods', 'Change Status', 'Skip Payment', 'Retry Payment', and '+ 2 more'. The reservation details are as follows:

Reservation	cd52e864-487f-4c7b-a2aa-803b7dabf52e
User's	bb266902-7e5c-4eec-96cf-afc50024dfa9
From	2022-08-29 to 2022-09-29
at	1558.80 ZAR MONTHLY (no discount applied)
Status	PAID
Stripe OrderId	ISaeJyGCn7
Storage Unit ID	818bdc5c-8b3f-4a37-bde2-a1f323e90a46
Stripe PaymentMethod	pm_1Lc8giLSnU1F96L0nv3ooRcM

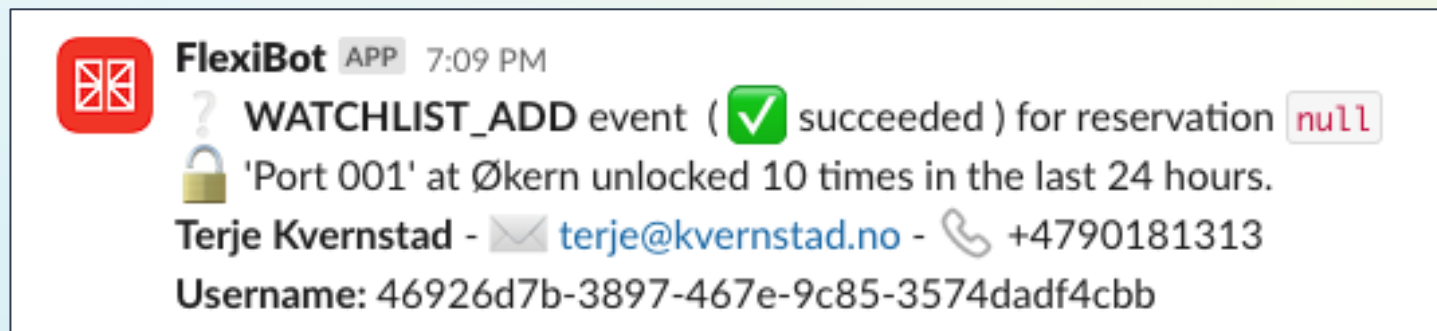
A screenshot of a dialog box titled 'Update Billing Date'. It shows the environment as DEVELOPMENT and provides details for a reservation: 'Update Billing Date for Reservation d938e3a6-4bd-4bb5-9d13-d582f8dd6284'. The subscription period is MONTHLY and the next billing date is 2022-10-31. A dropdown menu is set to 'October 31st, 2022'. A note explains that updating the day of the month will adjust the start date, and updates more than a month ahead will skip invoicing until the new date. There are 'Close' and 'Submit' buttons.

A screenshot of a dialog box titled 'Email Invoice'. It prompts the user to 'Select invoice date of invoice to send for reservation fb5a5239-9956-4ad2-ab04-8572feb60c3'. A dropdown menu is set to '2024-12-23'. A note states that this will email the invoice to the customer, CC-ing the support email address, and that a support event will be created on Zoho if there is a problem. There are 'Close' and 'Request' buttons.

A screenshot of a dialog box titled 'Whitelist'. It asks 'Do you want to remove the user from the watchlist and add to whitelist until selected date?'. It prompts the user to 'Select the end date for the whitelisting, and then the Whitelist button if you want to, else close this view to cancel request.' A dropdown menu is set to 'September 6th, 2022'. There are 'Close' and 'Remove' buttons.

Example: Watchlist

- Rule-based system to discover problems early on
- Examples:
 - Multiple entry late at night
 - More than 10 entries in a day
 - More than one hour at the facility
- Automatically on the watchlist for customer service to check out in the morning routine



Implementation and Results

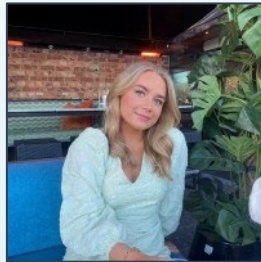
- Quick build time with standardized concept (two months)
- Installation of new sites scale
- Very little need for physical presence
- Customer-service scale
- Standardised digital-marketing system works across markets
- Marketing scale
- **Standardization yields great results!**

Meet the Team: The Power of 5

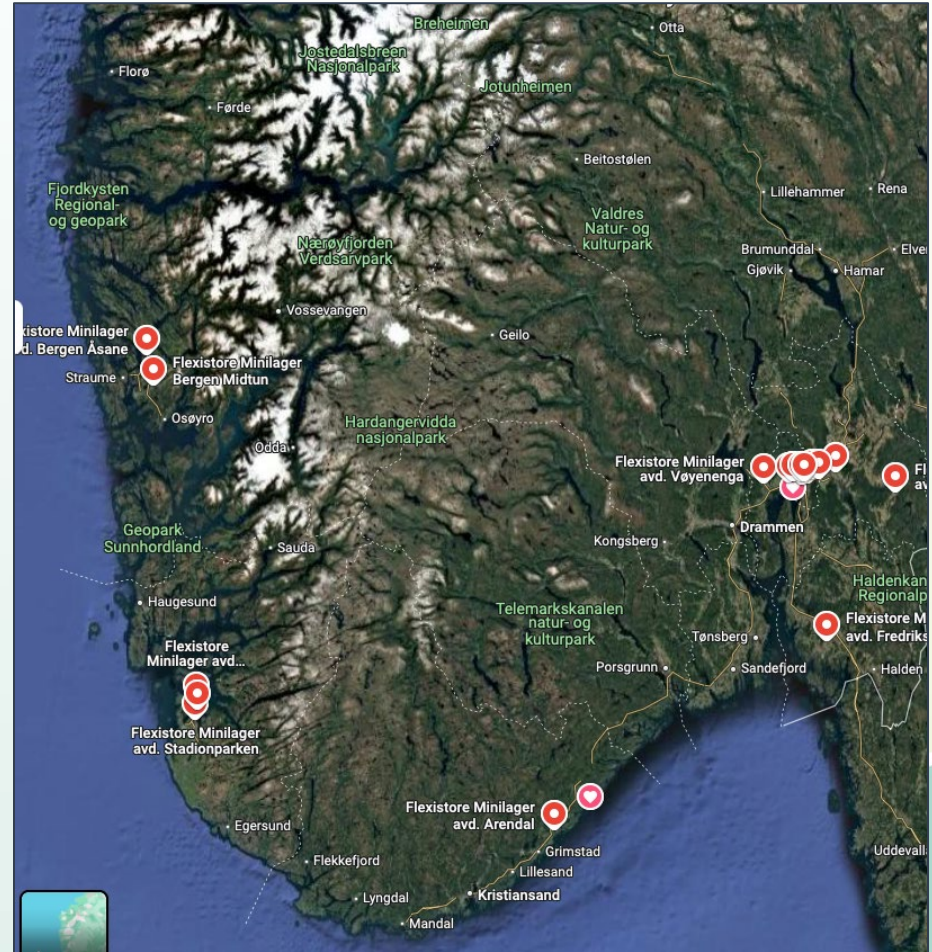
Operations/Management



New Business



Property and Customer Service



Streamlined Operations in Action

Example: Customer books a unit, uses it and discovers that it's too small. Wants a larger unit.


1. Book unit on website, payment flow and credit check, automated recon.
2. Download Flexistore App.
3. Go to facility, open gate, door, unit door with app.
4. Move in.

Later:

1. Discover the unit is too small.
2. Go into the app, choose "Upgrade/Downgrade."
3. Choose a new size, confirm access for both units.
4. Move between the two units.
5. Payment for both units the month of changeover, automated recon.


The Results Speak for Themselves

- Average time from the start of building to 85% stable occupancy: 20 months
- 40% year-over-year growth on facilities
- Property owner receives the equivalent of C-grade office rental without any work
- Customer gives us mainly five stars. They enjoy the fact that they don't need to speak to people.
- Routines like financial recon is reduced with 90%+.

 Lizelle Gelderblom
2 reviews


★★★★★ 2 weeks ago NEW

One of the best storage facilities I have rented. Top Notch customer service and they are very sufficient with details and eager to help. Would recommend them to anyone.

 St John Gardner
5 reviews

★★★★★ 3 months ago

Amazing experience and technology super easy to use safe and secure also such a quick response with communication would use them again for sure.

 Llewellyn Ferreira
1 review

★★★★★ a week ago NEW

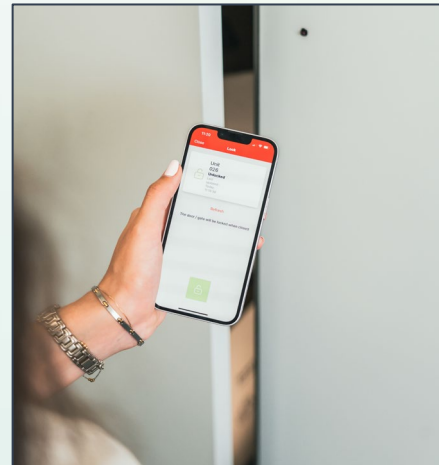
Excellent quality and easy to access anytime you want. I highly recommend Flexistore units.

Lessons Learned

- Flexistore Norway formed part of the team of the Flexistore Group that developed the software.
 - Took a lot more time than expected
 - Cost a lot more than expected
 - More complex than expected
 - The first couple of years, it took quite a bit of operational time from the business.
- With the system in place:
 - All about sales, both to property owners and customers
 - The system scale, focus on quality people
 - Spend enough money on marketing from the start.

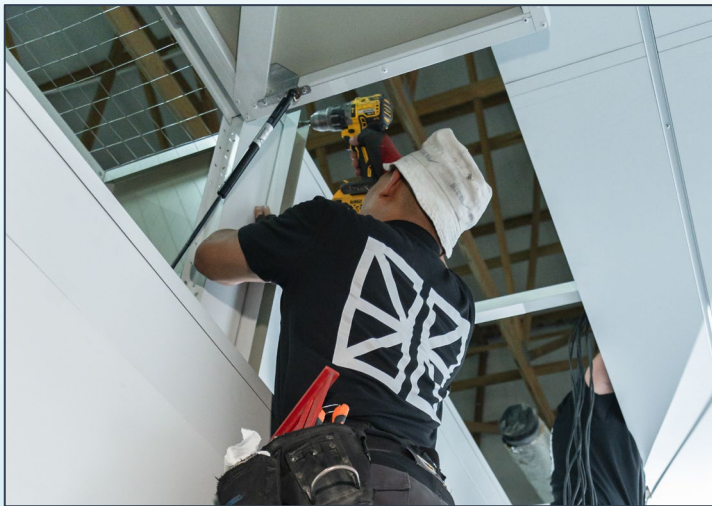
What's Next for You?

- If you want to expand; do it with one system.
- If you want to consolidate; evaluate tech to reduce cost.
- Either way; a defined way or working is a great investment.



Q&A: Let's Keep the Conversation Going!

- I will be in Alliance 305 for Overtime with the Experts.
- Feel free to contact me.
- **Let's discuss!**



Contact the Presenter



**SUBMIT
FEEDBACK!**



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