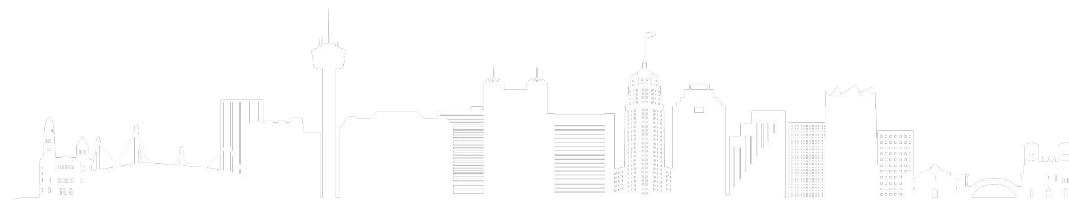


Unmanned Facilities What Makes it Work?

Bob Copper

Self Storage 101

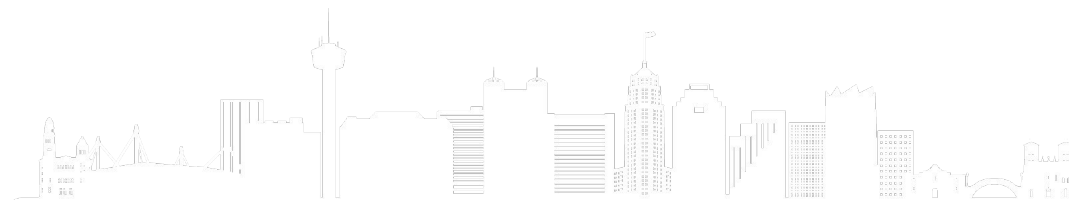


The Evolution

Small
facility in
rural market

Modest size
facility with
kiosk

Modern
facility with
automation



Winds of Change

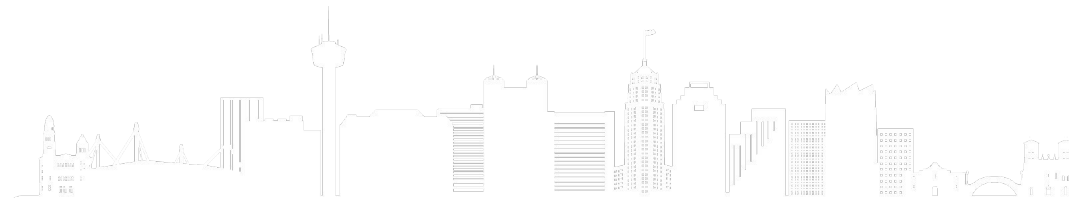
Customer
service
expectations

Hiring
challenges

Modern
paradigms

Technology

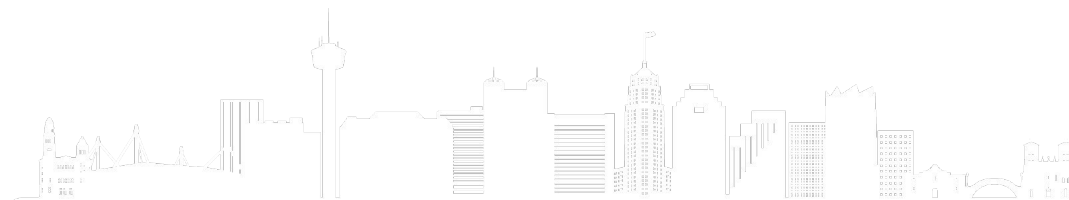
Less risky
developments



Winds of Change

Customer service expectations

- Easy
- Quick
- Convenient
- Deal less with people



Winds of Change

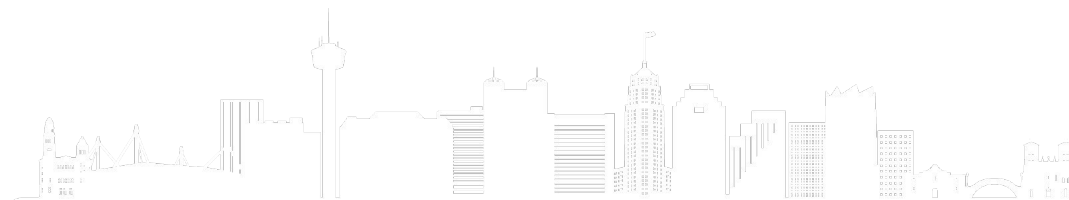
Hiring challenges

- Lower paying job
- Little training
- More expected
- Constant turnover

Winds of Change

Modern paradigms

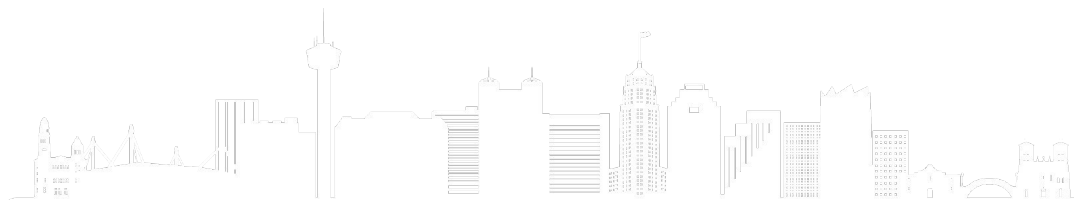
- Check our own bags
- Mobile ordering
- Mobile check in
- Less interaction with employees



Winds of Change

Technology

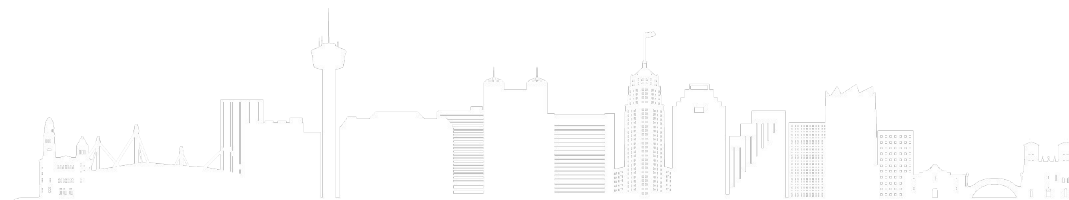
- Websites
- Smart phones
- eSign
- Call centers



Winds of Change

Less risky
developments

- Smaller projects
- Less expenses
- Reasonable returns



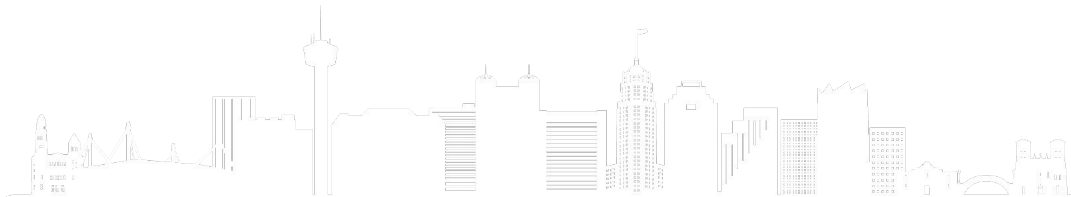
What does 'unmanned' mean?

No onsite manager

Maintenance Schedule

Use of Technology

Customer Friendly



What does 'unmanned' mean?

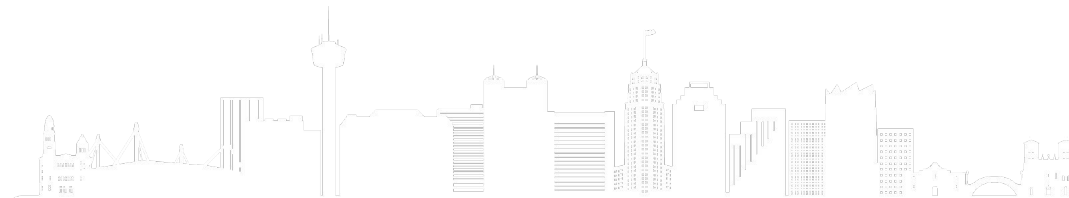
No onsite manager

- No office
- No turnover
- No dependence

What does 'unmanned' mean?

Maintenance Schedule

- Weekly visits
- Pick up trash
- Cut locks
- Over locks
- Basic maintenance



What does 'unmanned' mean?

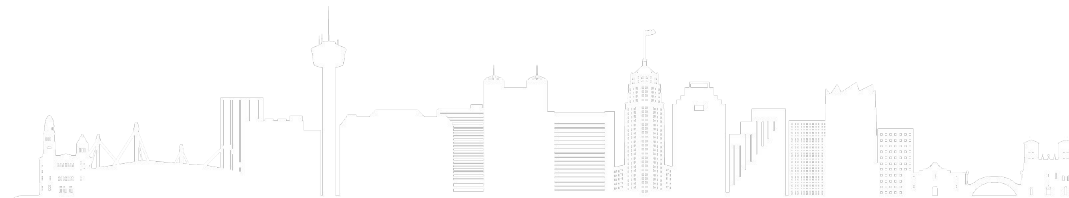
Use of Technology

- Website
- Smart phone
- Call center
- QR codes

What does 'unmanned' mean?

Customer Friendly

- Easy to rent
- Easy to pay
- Easy to contact



Make it easy



**Copper Safe
Storage**

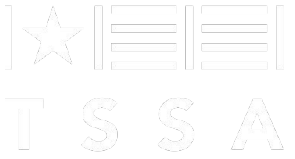
Express Move In!

Step One: Scan The QR Code



Step Two: Choose your size
Step Three: Click 'Move in Now'
Step Four: Fill in the Info

Need Help? Call 706-852-2447

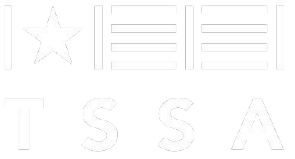


Make it easy



Copper Safe Storage
3 Ways to Pay!

1. Go online to:
www.coppersafestorage.com
2. Call 217-431-0730
3. Mail Check or MO to:
PO Box 731775
Ormond Beach FL
32773



Make it easy

Copper Safe Storage

Need help?

Call us 7a-7p

217-431-0730



Make it easy

Open 24/7

**Copper Safe
Storage
Rental Center**



Make it easy

Copper Safe Storage

'Where am I?'



STORAGE



Make it easy

Copper Safe Storage

**Please
Return
Overlocks
Here**

A silver metal padlock with a combination dial. The dial has four numbers visible: 0, 6, 0, 6. The padlock is shown from a three-quarter perspective, highlighting its rounded shape and the keyhole on the side.

Challenges

Cash
payments

Customer
expectations

Over locks

Phone calls

Technology

Auctions

Challenges

Unit
layout

Signage

Website

Office
space

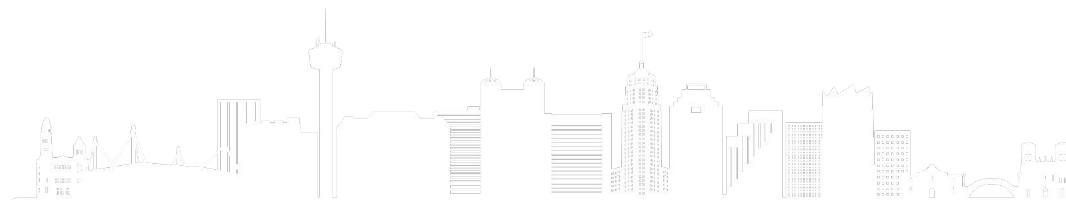
Onsite
person

Advantages

Reduced
expenses

Increased
revenue

Enhanced
customer
experience



Advantages

Reduced expenses

- Payroll
- Office expenses
- turnover

Advantages

Increased revenue

- No waived fees
- No partial payments
- Increased tenant insurance
- Increased auto payment
- No theft

Advantages

Enhanced customer experience

- Call center hours
- Ease of interaction
- Well trained personnel
- Not dependent on office staff

Case study

Griffin GA

Bought for
\$1.7M

Removed
onsite
management

Quit taking
cash

Added
signage &
technology

Added 7,000
SF of portable
units

Case study

Cleaned up delinquency

Increased tenant insurance

Increased auto payment

Fixed dents and dings

Raised street rates and tenant rates

Implemented revenue management

Case study

Bought for
\$1.7M

Paid \$250K
for
expansion

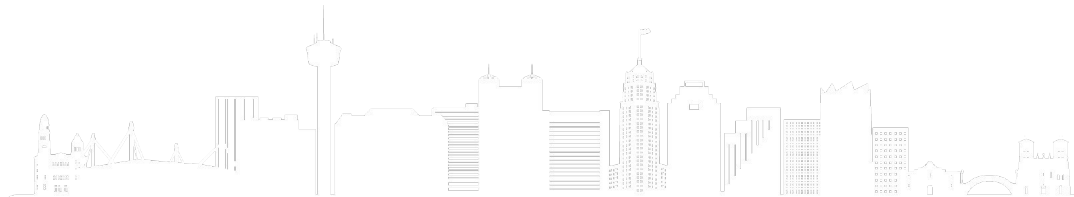
Latest
appraisal
\$3.9M

Two years
later

Case study

TN

- Bought for \$1.4M
- Implemented changes
- Appraisal less than 18 months later ... \$4.2M



Keys to unmanned?

Confidence

Technology

Call center

Onsite
person

First of
month

Clear
signage

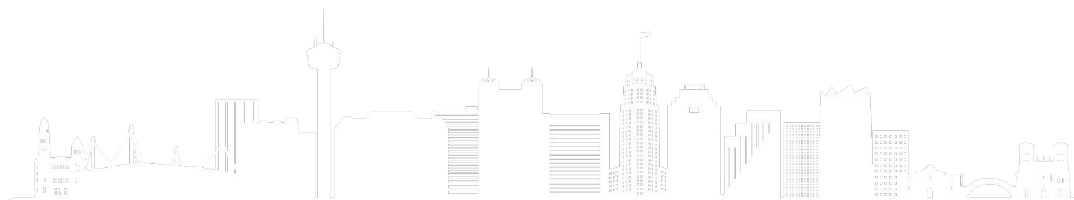
Nothing's changed

STILL have to have great management

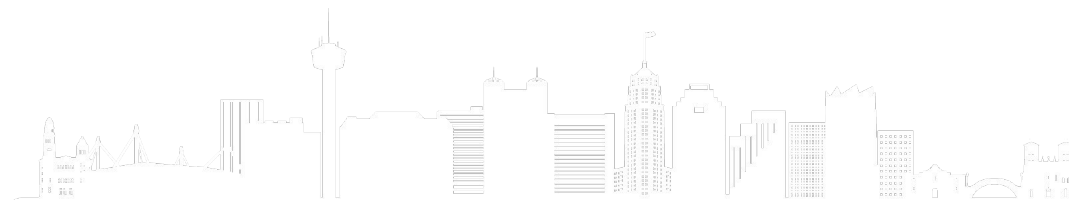
- **Rent and collect money**

BUT they don't have to be behind the counter

- **Can create a superior customer experience**



QUESTIONS?



THANK YOU FOR ATTENDING!



COPPER SAFE STORAGE

