





# HANDRICK C. ROBERTS

#### FOUNDER & CEO

As visionary of Iron Monkey Productions, H.C. Roberts manages the overall operation and resources of the business. This includes implementing all measures that provide Iron Monkey Productions with forward momentum to achieve our mission. Perspective and persistence is a grand part of our foundation. Mr. Roberts solidly upholds an image of exemplary as modeled by his career history, bringing over 35 years of experience in Executive Management, and a proven track record in each industry maintained. Mr. Roberts is a deeply qualified, versatile, goal orientated professional with wide experience in Management, Government sales, Marketing, Training, Advertising and Digital photography and he holds an Associate's Degree in Business and Finance. Prior to starting Iron Monkey Productions, H.C. worked for a diverse range of organizations, from small business startups to large corporations, including Regional Manager for PCA International, Site Manager for Extra Space Storage, and Marketing Manager for The Washington Time. His roles gifted him expertise in Employee performance management; Staffing; Cost & Asset control; and Efficient and Effective Strategies.

Iron Monkey Productions helps those with small businesses correctly position themselves to do business with the Federal Government and to revise outdated business visions into more futuristic, concrete mindsets. H.C. Roberts offers a wide range of programs and services, from direct sales, to consulting and company representation. Drawing on 35 years of executive experience, and now retired, H.C. has turned his focus to bringing the future to you; Bringing SMART Power modules to Business and Government. After a successful Management career and over 15 years of Federal Government contracting H.C.'s foundation has provided him with vast experiences and an in-depth education to advise and share knowledge with others who seek to achieve the same success as a business owner.

To contact Handrick C. Roberts please email hcroberts@ironmonkeyproductions.com

H.C. is available by phone at (202)-230-3788



### Iron Monkey Productions



# HANDRICK C. ROBERTS

P.O. Box 15418 Alexandria, VA 222309 · (202)230-3788 <u>hcroberts@ironmonkeyproductions.com</u> www.impgov.com | www.ironmonkeyproductions.com

A Versatile goal orientated professional with a wide experience in Management, Government sales, Marketing, Training, Advertising and Digital photography. H.C. has held a number of Senior management positions across the United States bringing over 30 years of experience in exemplary Executive Management, with a proven track record of driving sales growth in each industry maintained.

Expertise includes staffing, plan personnel needs, recruiting, interviewing, selecting, hiring and training the best employees; Employee performance management; Cost & Asset control; Perform all administrative duties to company standards.

#### **TITLES**

Regional Manager/Advertising Coordinator/Government Specialist/Broker/ Dealer/ Wholesaler/ Art Creator/ Sales & Management/Administration

#### **EXPERIENCE**

01/2003-PRESENT

### **CEO & FOUNDER,** IRON MONKEY PRODUCTIONS.

As Founder and CEO of Iron Monkey Productions, H.C Roberts is responsible for running all facets of the business.

10/2006-12/2013

### **SITE MANAGER, EXTRA SPACE MANAGEMENT INC.**

Responsibilities include leadership and achieving key factor goals. Provide 24/7 services and maintaining all site operations to maximizing unit rentals and profits. Control cost factors and assets, Maintained budget with respect to accurate records. Control offices expenses, Responsible for merchandise inventory an accurate auction files.

6/2003 - 9/2004

### MARKETING MANAGER, THE WASHINGTON TIMES

Responsible for managing marketing, advertising and promotional staff and activities at a company or organization. Takes steps to measure, enhance, and enrich the position and image of a company through various goals and objectives.

2/1990 - 4/2003

### **REGIONAL MANAGER, PCA INTERNATIONAL INCORPORATED**

Traveling photographer. Auditor. District Manager. Regional Manager. All managerial duties included but were not limited to; Setting sales targets, Maximizing sales and profitability, Providing team with a stimulating and supportive environment, Maintaining and increasing standards of customer service, Driving team performance, Controlling the training and development of staff and Maintaining budget with respect to accurate records.

#### **SKILLS**

- Accomplished sales professional known for delivering strong revenue and profit gains in highly competitive markets
- Bring years of solid experience and select strengths that encompasses sales territory management and key account development.
- Works well in challenging, fast-paced, highstress and deadline-oriented environments individually or as part of a team.
- Proficient in project management and digital technology as well as operational supply chains;
- Exceptional trainer and mentor with skills to motivate peak individual performance from team members while driving sustained forward growth momentum.
- Strong interpersonal skills resulting in exceptional rapport with people. Proven success in initiating, promoting and maintaining strong interpersonal relations. Able to deal courteously, professionally, and tactfully with the general public in a variety of circumstances

- Proven year background in sales with special emphasis on customer care.
   Solid track record in relationship and business management, developing and maximizing new business and marketing strategies.
- Excellent communication, leadership, motivational skills and can interact effectively with clients, business prospects and staff
- Knowledgeable in creating detailed reports, documents and presentations.
   Focused on consistent quality work and a desire to simplify and innovate the daily operations of corporate culture
- Strong understanding of federal procurement process including contracting vehicles
- Knowledge in technical and cost evaluations of large government proposals.
   Strong multi-tasking and time management attributes

#### **CAREER HIGHLIGHTS**

### > PCA INTERNATIONAL

In 1990 I began my career with PCA International as a traveling photographer. My duties included traveling across several states photographing families. As a growth oriented person I felt a management position within the company was exactly for me. In early 1992, I received a management position of auditor/pre-conditioner within PCA. As an auditor my duties included the auditing of store books and the setup for future promotions. After excelling in my role as a pre-conditioner the company promoted and transferred me to Los Angeles, CA.

As a District Manager I managed 8-13 studios in the Los Angeles area. As I began to receive my performance reviews from the company, my studios performance within months began to perform over the company's expectation of 50 percent. Within one year the company promoted me to a first District Manager and transferred me to the Chicago Area. As my career moved forward with PCA International, I was promoted to a Regional Manager position in 1998.

**As an outside Sales Regional Manager**; I contributed over \$144 million in sales to our company's \$700 million yearly gross sales. As regional manager I supervised 30 to 50 studios and its employees at any given period.

> EXTRA SPACE MANAGEMENT INC, Provide 24/7 services and maintaining all site operations to maximizing unit rentals and profits. Control cost factors and assets, Maintained budget with respect to accurate records. Control offices expenses, Responsible for merchandise inventory an accurate auction files.

### **BUSINESS MISSION**

**IRON MONKEY PRODUCTIONS** perform administrative duties to include research and develop business opportunities between government and small business, provide grants, bids, and solicitations to eligible applicants. Iron monkey productions supply products and services worldwide. The company is eligible for contracts, assistance awards and to do business with the federal government as determined by Entity's profile. Iron Monkey Productions is a small business as define by the SBA, D&B and SAM.

Demonstrate an open working relationship with management partners. Follow sale business procedures though transparency and provide all clients with forward thinking that moves to grow by the company protocols. The mission of *IRON MONKEY PRODUCTIONS* is to **provide Smart Power modules for small Business and Government**. This new day trend will revise old, outdated business visions and reset the organizational foundations into futuristic, concrete mindsets.

### **The Company Provides**

-Business Development Training-

-Grants and Bid Solicitations-

-Submissions-

- Administrative Management Profiles-

-Procurement of Products and Services-

-Entity and Government Consulting Services-

The company connects private ENTITIES to <u>ALL</u> Federal Government award systems and create the path for your business to pave the way forward. IMP'S purpose is to create new forms of manufacturing through innovations and discoveries to cut though the red tape and bring new products and services to market through partner team development in all phases of project and administrative missions.

IMP's main job is connecting private business to government business all awards funds systems. We create the path your business paves the way to move the future forward globally for all mankind.

Theory Though Research-Evolution Though Research-Creation Though Research-Science Though Research-Technology Though Research-Development Though Research-Prototype Though Research-Commercialization by Marketing-Innovation Though Vision-Manufacturing to Products ends with Consumption.







# Iron Monkey Productions

CURRENT PAST PERFORMANCE BY FISCAL YEAR

	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>	<u>FY15</u>	<u>FY16</u>	<u>FY17</u>
DEPT OF THE AIR FORCE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7.3k FA28 6017P0026 Purchase Order AIR CREW LUGGAGE
DEPT OF THE AIR FORCE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$55.4k FA2 86017P005 7 Purchase Order - BRIGGS&RI LEY LUGGAGE
FEDERAL PRISON INDUS- TRIES / UNICOR	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4.6k DJBP 0403PP110 115 Purcha se Order LIGHT BULBS, LIGHT KITS	\$0.00	\$33.4k fn14 27- 17 Project Award RFQ FOR LED LIGHTING	\$0.00

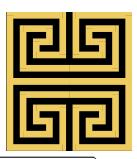


# Iron Monkey Productions





# Iron Monkey Productions



CURRENT PAST PERFORMANCE BY FISCAL YEAR

	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>	<u>FY15</u>	<u>FY16</u>	<u>FY17</u>
DEPT OF STATE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$15.8k SAF200 14M1243 Purchase Order FAC-EOY-LED LAMPS FOR ARIANA CAFÉ	O157 Purchase Order FAC - LED EXTERIOR LIGHT FIXTURES - OS \$45.9k SAF200 15M0495 Purchase Order FAC - LED SURFACE MOUNTED LAMPS - OS	ISB-FAC MOTORS (BALDOR)REQ FOR POWER VENTILATORS IN NEC-OBO \$17.4k SIV100 16M0772 Purc hase Order SPECIAL LIGHT BULBS FOR NEC USE \$16.9k SIV100 16M0513 Purc hase Order	\$0.00



# Iron Monkey Productions





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CURRENT PAST PERFORMANCE BY FISCAL YEAR

	<u>FY09</u>	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>	<u>FY13</u>	<u>FY14</u>	<u>FY15</u>	<u>FY16</u>	<u>FY17</u>
NATIONAL INST. OF STANDARDS AND TECHNOLO- GY	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17.8k DOCS B134114SU04 75 Purchase Order UPGRADE EXISTING FLOURESCEN T LIGHTING FIXTURES W/ LED FIXTURES	\$0.00	\$ DOCSB13411 4SU0475 Purc hase Order CLOSEOUT	\$0.00
DEFENSE LOGISTICS AGENCY	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$ SPE7M215M 1366 Purchas e Order 8501918207! BAL- LAST,LAMP	\$0.00	\$0.00

### NO CURRENT DATA FOR FISCAL YEAR 2018



# Iron Monkey Productions





0717 - Dumfries - Jefferson Davis Hwy Summary 36 Month for the Month Ending: March 2012

	Actual Total	Budget Total	10.000		Gross Rental		AR Over	30 Days	Bad Debt					Avg Occupied	Net Change to	The same of the sa	Avg Unit	Managar Changa
Summary	Revenue	Revenue	GPI	Rent	Income	Discounts	\$	%	Expense	NRI	Total Units	Move Ins	Move Outs	Units	Occupancy	Occupancy	Occupancy	Manager Change
Last 12	\$1,183,381	\$1,134,901	\$1,466,369	\$1,209,317	\$1,209,707	-\$77.222	\$92,406	7.6%	-\$20,316	\$1,112,169	772	558	579	683	-21	90.1%	88.5%	No
Last 13 - 24	\$1,076,040		\$1,375,896		\$1,117,453	-\$86,461	\$95,128	8.5%	-\$32,204	\$998,788	772	585	527	679	58	88.2%	88.0%	No
Last 25 - 36	\$959,410	\$964,518	\$1,244,884	\$1,023,342	\$1,022,991	-\$85,515	\$94,352	9.2%	-\$50,160	\$887,316	773	537	527	628	10	84.0%	81.3%	No
MarYTD 2012	\$289,794	\$301,277	\$361,551	\$298,821	\$296,541	-\$19,306	\$21,425	7.2%	-\$4,070	\$273,166	2316	138	123	1993	15	87.7%	86.1%	
MarYTD 2011	\$277.860	\$255,160	\$342,601	\$283,434	\$282,776	-\$16,221	\$22,324	7.9%	-\$5,836	\$260,720	2316	111	111	2035	0	88.0%	87.9%	
MarYTD 2010	\$241,318	\$236,467	\$321,487	\$253,446	\$253,586	-\$16,137	\$22,150	8.7%	-\$11,984	\$225,464	2319	120	112	1854	8	82.1%	79.9%	

Month	Actual Total Revenue	Budget Total Revenue	GPI	Projected Rent	Gross Rental Income	Discounts	AR Over	30 Days	Bad Debt Expense	NRI	Total Units	Move Ins	Move Outs	Occupied Units	Net Change to Occupancy	Sq Ft Occupancy	Unit Occupancy	Manager Name
Mar 2012	\$95,533	\$100.763	\$121,941	\$100,227	\$99,370	-\$6,992	\$5,649	5.6%	-\$1,960	\$90,418	772	45	39	668	6	88.5%	86.5%	Roberts, Handrick C
Feb 2012	\$96,804	\$99,542	\$120,204	\$100,072	\$99,620	-\$7,025	\$8,665	8.7%	-\$1,240	\$91,355	772	48	45	665	3	88.1%	86.1%	Roberts, Handrick C
Jan 2012	\$97,457	\$100.972	\$119,406	\$98,523	\$97,552	-\$5,288	\$7,111	7.2%	-\$871	\$91,393	772	45	39	660	6	86.4%	85.5%	Roberts, Handrick C
Dec 2011	\$97,537	\$90,199	\$117,146	\$97,959	\$100,004	-\$5,514	\$5,633	5.8%	-\$2,774	\$91,716	772	33	55	652	-22	86.0%	84.5%	Roberts, Handrick C
Nov 2011	\$100,122	\$92,055	\$117,816	\$100,542	\$101,781	-\$6,023	\$7,217	7.2%	-\$761	\$94,997	772	38	50	670	-12	89.0%	86.8%	Roberts, Handrick C
Oct 2011	\$101,220	\$94,076	\$118,881	\$102,124	\$103,288	-\$6,765	\$7,933	7.8%	-\$1,522	\$95,001	772	51	59	682	-8	90.9%	88.3%	Roberts, Handrick C
Sep 2011	\$97,157	\$96,316	\$121,909	\$102,058	\$103,200	-\$5,851	\$6,078	6.0%	-\$4,808	\$92,055	772	49	57	689	-8	90.8%	89.2%	Roberts, Handrick C
Aug 2011	\$101,803	\$96,649	\$124,880	\$102,036	\$102,714	-\$6,632	\$9.852	9.7%	-\$889	\$95,804	772	38	52	696	-14	91.3%	90.2%	Roberts, Handrick C
Jul 2011	\$102,703	\$95,714	\$120,360	\$102,016	\$103,325	-\$7,555	\$10,159	9.8%	-\$1,012	\$94,951	772	52	44	710	8	93,4%	92.0%	Roberts, Handrick C
Jun 2011	\$99,428	\$95,714	\$120,360	\$103,469	\$103,516	-\$6,729	\$8,142	8.0%	-\$1,830	\$92,540	772	47	51	702	+4	92.7%	90.9%	Roberts, Handrick C
May 2011	\$98,505	\$89,066					\$7,938	7.8%	-\$705	\$92,849	772	54	-46	706	8	92.6%	91.5%	Roberts, Handrick C
Apr 2011	\$95,115	\$87,163	\$129,232	\$101,143	\$100,078 \$97,358	-\$6,524		8.1%	-\$1,946	\$89,089	772	58	42	698	16	91.4%	90.4%	Roberts, Handrick C
			\$122,374	\$99,325		-\$6,323	\$8,029		-\$2,569	\$87,290	772	44	42	680	2	88.5%	88.1%	Roberts, Handrick C
Mar 2011	\$93,002	\$85,771	\$119,148	\$95,419	\$95,237	-\$5,377	\$6,529	6.8% 7.7%	-\$2,569	\$87,231	772	31	30	678	750100000000000000000000000000000000000	88.1%	87.8%	Roberts, Handrick C
Feb 2011	\$91,743	\$84,922	\$114,935	\$94,392	\$94,421	-\$5,622	\$7,259				772	36	39	677	-3	87.5%	87.7%	Roberts, Handrick C
Jan 2011	\$93,115	\$84,467	\$108,518	\$93,623	\$93,118	-\$5,222	\$8,536	9.1%	-\$1,698	\$86,198 \$83,177	772	31	51	680	-20	87.3%	88.1%	Roberts, Handrick (
Dec 2010	\$87,912	\$80,853	\$117,459	\$93,257	\$94,804	-\$5,687	\$6,923	7.4%	-\$5,940 -\$812	\$88,114	772	44	38	700	6	89.8%	90.7%	Roberts, Handrick C
Nov 2010	\$94,119	\$82,722	\$116,637	\$95,579	\$94,440	-\$5,515	\$10,300	10.8%		\$85,620	772	46	35	694	11	89.9%	89.9%	Roberts Handrick C
Oct 2010	\$92,117	\$83,741	\$114,540	\$95,277	\$95,322	-\$6,884	\$9,215	9.7%	-\$2,818		772	50	62	683	-12	89.2%	88.5%	Roberts, Handrick C
Sep 2010	\$90,051	\$85,891	\$109,719	\$94,032	\$94,260	-\$7,785	\$7,725	8.2%	-\$2,954	\$83,521		49	52	695	3	90.4%	90.0%	Roberts Handrick C
Aug 2010	\$89,060	\$86,270	\$114,481	\$95,430	\$95,279	-\$8,345	\$7,692	8.1%	-\$4,783	\$82,151	772	68	51	698	17	91.0%	90.4%	Roberts, Handrick C
Jul 2010	\$91,335	\$85,716	\$120,063	\$96,039	\$95,598	-\$12,228	\$8,714	9.1%	-\$849	\$82,521	772		49	681	27	89.3%	88.2%	Roberts Handrick C
Jun 2010	\$88,214	\$84,615	\$121,406	\$93,721	\$91,332	-\$8,862	\$7,935	8.5%	-\$2,682	\$79,788	772	76	38	654	24	85.5%	84.6%	Roberts, Handrick C
May 2010	\$84,300	\$83,422	\$104,098	\$89,279	\$88,027	-\$7,876	\$7,420	8.3%	-\$2,737	\$77,414	773	62	40	630	8	82.3%	81.5%	Roberts, Handrick C
Apr 2010	\$81,071	\$80,924	\$114,892	\$86,071	\$85,614	-\$7,058	\$6,880	8.0%	-\$2,794	\$75,762	773	48		622	6	82.7%	80.5%	Roberts, Handrick C
Mar 2010	\$81,815	\$79,362	\$114,573	\$85,450	\$84,836	-\$5,833	\$8,367	9.8%	-\$3,268	\$75,736	773	47	41	616	0	81.6%	79.7%	Roberts, Handrick C
Feb 2010	\$80,214	\$78,718	\$111,811	\$84,029	\$84,372	-\$4,397	\$5,841	7.0%	-\$3,672	\$76,303	773	30	30		2	82.1%	79.7%	Roberts, Handrick C
Jan 2010	\$79,288	\$78,387	\$95,103	\$83,968	\$84,378	-\$5,908	\$7,942	9.5%	-\$5,044	\$73,425	773	43	41	616	-17	82.1%	79.4%	Roberts, Handrick C
Dec 2009	\$80,628	\$80,294	\$95,872	\$84,129	\$84,892	-\$5,180	\$10,300	12.2%	-\$5,335	\$74,377	773	37	54	614		84.8%	81.6%	Roberts, Handrick C
Nov 2009	\$80,789	\$81,138	\$104,715	\$86,577	\$87,010	-\$7,233	\$6,902	8.0%	-\$4,718	\$75,059	773	39	44	631	-5	85.7%	82.3%	Roberts, Handrick C
Oct 2009	\$79,599	\$79,220	\$103,935	\$87,290	\$87,296	-\$8,031	\$7,236	8.3%	-\$6,109	\$73,156	773	40	46	636	-6		83.1%	Roberts, Handrick C
Sep 2009	\$83,640	\$81,961	\$103,968	\$87,222	\$87,069	-\$7,097	\$11,694	13.4%	-\$1,536	\$78,436	773	39	41	642	-2	85.7%	83.1%	Roberts, Handrick (
Aug 2009	\$83,566	\$83,711	\$105,117	\$87,353	\$87,328	-\$7,330	\$8,970	10.3%	-\$2,365	\$77,632	773	48	47	644		85.9%	83.2%	Roberts, Handrick (
Jul 2009	\$80,686	\$83,624	\$109,799	\$87,620	\$87,393	-\$9,324	\$6,377	7.3%	-\$5,195	\$72,873	773	50	49	643	1	87.0%	83.2%	Roberts, Handrick (
Jun 2009	\$78,218	\$83,025	\$110,522	\$86,031	\$84,614	-\$8,178	\$6,337	7.4%	-\$3,869	\$72,567	773	56	42	642	14	85.9%		Roberts, Handrick
May 2009	\$77,121	\$79,427	\$102,595	\$82,311	\$81,720	-\$7,711	\$8,182	9.9%	-\$3,338	\$70,672	773	61	41	628	20	82.3%	81.2%	Roberts, Handrick
Apr 2009	\$73,844	\$75,651	\$86,874	\$81,365	\$82,084	-\$9,293	\$6,204	7.6%	-\$5,711	\$67,080	773	47	51	608	-4	81.7%	78.7%	
Mar 2009	\$76,520	\$73,576	\$86,025	\$82,026	\$80,278	-\$7,898	\$6,562	8.0%	-\$2,311	\$70,070	773	53	42	612	11	81.2%	79.2%	Roberts, Handrick C

NOTE: Because information contained in this report is compiled from both STORE and Great Plains it may not match directly with either source individually.

1/1

1/1

1/1

1/1

## Extra Space Storage Walk-In Sales Mystery Shop

0717 - Dumfries - Jefferson Davis Hwy - 16780 Jefferson Davis Hwy, Dumfries, VA Location:

22026-2115

Date: Tuesday, November 08, 2011

Survey Total: 100.00% (22 / 22)

Time: 3:51 PM

Is the Customer Opportunity in SFDC? Yes

Store Employee Name ROBERTS, HANDRICK

Customer Name that you used while doing the shop, PATRICIA JORDAN

# of Employees working in the office: 1

# of Customers in the office: 0

1. Was the curb/entrance area to the property clean, free of debris and appealing to the eye? Yes (1 pt) 1/1 2. Did the employee stand and give you a professional, genuine, memorable greeting? Or, if the employee was Yes (1 pt) 1/1

assisting another customer and unable to stand, did they acknowledge and greet you right away?

Comment: THE EMPLOYEE WAS ALREADY STANDING WHEN I CAME IN THE DOOR BUT HE WALKED TOWARD ME, STUCK OUT HIS HAND AND SAID, "I AM H.C. WHAT CAN I HELP YOU WITH?" HE WAS VERY ENTHUSIASTIC AND GENUINELY WARM.

3. Was the office clean and organized? Yes (1 pt) 1/1 4. Did the employee ask for your name? Yes (1 pt) 1/1 5. Did the employee ask for your contact information (phone, email)? Yes (1 pt) 1/1 6. Did the employee ask you if you had previously contacted Extra Space or rented with us before? Yes (1 pt) 1/1

7. Did the employee use your name again during the sales process? Yes (1 pt) 8. Did the employee ask you whether you had used self storage before? Yes (1 pt)

9. Did the employee ask you questions to determine your storage needs? Yes (1 pt) 1/1

Comment: H.C. ASKED ME WHAT SIZE UNIT I NEEDED. I SAID I COULD ONLY TELL HIM WHAT WOULD GO IN IT. HE ASKED, "HOW LARGE ARE THE ITEMS? WHAT SIZE IS THE ROOM AND IS THE ROOM FULL? IS ANYTHING IN THERE STACK-ABLE? WHEN WILL YOU NEED IT? HOW LONG WILL YOU NEED THE UNIT FOR? WILL YOU NEED CLIMATE CONTROL?

10. Did the employee show you the property and unit(s)? Yes (1 pt) Comment: THE EMPLOYEE SHOWED ME A SAMPLE UNIT OF A 10X10 WHICH WAS SITUATED RIGHT OFF OF THE LOBBY OF THE

STOREFRONT.

11. Were the units shown to you clean, empty and ready to rent? Yes (1 nt) 1/1 12. Did the employee use Value or Pride statements to sell the Company, the Property or Themselves? Yes (1 pt) 1/1

Comment: H.C. SAID, "WE DO NOT HAVE ANY COMPETITORS. NOBODY DOES IT WITH THE QUALITY, CLEANLINESS, AND CARE THAT WE DO.

13. Were the drive aisles and hallways clean and free of debris?

Comment: I WAS NOT OFFERED A TOUR AS THERE WAS A SAMPLE UNIT VIRTUALLY IN THE LOBBY.

14. Did the employee use any key selling phrases? Yes (1 pt)

Comment: "DO YOU WANT ME TO CHECK ONLINE TO SEE IF I CAN SAVE YOU SOME MONEY?"

"I CAN MAKE THIS QUICK AND CAREFREE FOR YOU."

"I CAN HAVE EVERYTHING INSURED FOR 59 AND GIVE YOU THE FIRST MONTHS RENT FOR FREE."

"THIS IS A TOP NOTCH OUTFIT."

15. Was the golf cart clean and free of trash, cleaning supplies and equipment?

N/A

N/A

Comment: I DID NOT SEE A GOLF CART WHILE I WAS AT THIS LOCATION.

16. Did the employee ask you to rent a unit today?

17. When you declined to rent today, did the employee ask you to reserve the unit with a \$10 deposit to lock Yes (1 pt) 1/1 in the price and any special that may have been offered?

18. When you declined to rent or reserve today, did the employee offer you a lower rate, or Internet Special Yes (1 pt) 1/1 Rate?

Comment: I WAS OFFERED A RESERVATION FOR \$10 3 TIMES BY H.C. WHEN I DECLINED HE CHECKED THE INTERNET FOR A BETTER FEE. AT FIRST I WAS OFFERED \$98 FOR A \$X10 CLIMATE CONTROLLED BUT THE INTERNET RATE WAS \$82. THE INTERNET RATE FOR THE 10X10 WAS \$128 AND THE ORIGINAL PRICE WAS \$150.

19. When you declined to rent or reserve today, did the employee offer you a \$0 Pre Move-In Reservation or Yes (1 pt) "Hold"?

1/1

1/1

1/1

Comment: I WAS OFFERED A PRE RESERVATION 3 TIMES, I WAS ALSO TOLD THAT I COULD GO AHEAD A RENT THE 10X10 AND IF I NEEDED LESS SPACE HE COULD MOVE ME TO THE SMALLER ONE AND MAKE THE CHANGES.

20. Did the employee create a sense of urgency to rent or reserve the unit TODAY?

Yes (1 pt)

Comment: H.C. SAID ON A NUMBER OF OCCASIONS THAT THE RATES CHANGE DAILY AND THAT I SHOULD PROBABLY GET THE ONE FOR TODAY INSTEAD OF WAITING.

21. At any time during the sales process, did the employee make a SINCERE effort to earn your business?

es (1 pt) 1,

Comment: THE ENTIRE TIME H.C. WAS OFFERING THINGS. HE SPOKE WITH A GREAT DEAL OF CONFIDENCE THAT ESS HAD THE BEST PRODUCT AND SERVICE. HE OFFERED A FULL MONTH OFF, HE OFFERED TO HOLD THE UNIT 3 TIMES AND OR DO A PRE RESERVATION. HE TOOK MY NUMBER AND SAID HE WOULD CALL ME TO FOLLOW UP. HE GAVE ME HIS CARD AND SAID TO CALL IF HE COULD ANSWER ANY MORE QUESTIONS FOR ME. HE WAS A CONSUMMATE SALESMAN, VERY IMPRESSIVE. HE WAS PROFESSIONAL, FRIENDLY, AND SOLUTION ORIENTED.

22. Did the employee do or say anything that seemed unprofessional or turned you off to their sales pitch?

No (1 pt) 1/1

23. If you were a real customer, based on this sales experience, would you have rented a unit from this employee?

Yes (1 pt)

Comment: H.C. WAS VERY CLEAN CUT AND YOU COULD TELL THAT HE WAS CLEAN AND EVERYTHING AROUND HIM WAS GOING TO BE CLEAN. HE FOCUSED ON HELPING ME DETERMINE WHAT I NEEDED HE WAS FRIENDLY, PROFESSIONAL AND PERSUASIVE, HE ASKED FOR MY BUSINESS A MINIMUM OF 3 TIMES.

Document unit size(s),	prices and promotions/specials offe	red:	
	Unit Size	Monthly Rate	Promotion/Special Offered (if any)
Unit 1	5X10	98	82
Unit 2	10X10	150	128
Unit 3			140

#### FOR EXTRA SPACE INTERNAL USE ONLY

100.00% (1 / 1)

Customer Name: PATRICIA JORDAN

Unit Size: 10X10 Rate: 150

Promotion: 128 ISR

Is the customer Opportunity in SFDC?

Vec (1 nt)

1/1

Comment: GREAT JOB! PLEASE READ THE SHOPPER'S COMMENTS. THANKS FOR ENTERING THIS LEAD INTO SFDC. REMEMBER IF A CUSTOMER VISITS OUR SITE IN THE AFTERNOON OUR FIRST FOLLOW UP CALL SHOULD BE COMPLETED FIRST THING THE NEXT MORNING. THIS CUSTOMER CAME IN ON 11/0B AND OUR FIRST DOCUMENTED CALL WAS ON THE 16TH. IT IS A MARKETING CALL NOT A SALES CALL JUST TO CHECK BACK WITH THE CUSTOMER. AGAIN...GREAT JOB! KRICKER

## Are you ready to upload a copy of the business card?

Yes

Survey Total: 100.00% (22 / 22)



Survey Total: 100.00% (10 / 10)

#### \$\$\$[]\$\$\$

### Extra Space Phone Conversion Wellness Checkup

Location

0717 - Dumfries - Jefferson Davis Hwy - 16780 Jefferson Davis Hwy, Dumfries, VA

22026-2115

Date Time Monday, April 09, 2012

2:16 PM

LEAD DETAILS

What name did you use when you created the lead?

GEORGIA DICKSON 34 HILL PARK AVE DUMFRIES, VA 22020 GEORGIE18@YAHOO.COM

What phone number did you use when you created the lead?

What options did you select (size, price, special, appointment)?

Comment, 10 X 10 INSIDE FIRST FLOOR WEB RATE \$124 ON SITE RATE \$146 ADMIN FEE \$20 FIRST MONTH FREE MOVE IN 4/14

Please indicate the date you created the lead.

Comment 04/04/2012

Please indicate the time you created the lead.

Comment. 15:00

CALL BACK VOICE MAIL MESSAGE

Did the storage facility call you back? If so, what was the date that the storage facility called you back?

Yes

Comment. 04/05/2012

Did the storage facility call you back? If so, what was the time that the storage facility called you back?

Yes

How quickly did you receive a call back from the facility? (In Minutes)

1523

Was the tone and content of the message enthusiastic and welcoming?

Yes

Comment. HE WAS FRIENDLY AND WELCOMING.

PHONE WELLNESS

100.00% (10 / 10)

Store Employee Name

ROBERTS, HANDRICK

# of attempts to reach the facility:

1. Did the employee greet you enthusiastically on the phone, identify ESS and ask "What has you calling us

Yes (1 pt)

1/1

Comment: "THANKS FOR CALLING EXTRA SPACE STORAGE, THIS IS HC AND WHAT HAS YOU CALLING EXTRA SPACE TODAY?"

2. Did the employee who answered the phone say their name and ask for your name?

Yes (1 pt)

Comment:

3. Did the employee either confirm your established needs from the lead or attempt to clarify and understand your storage needs	N/A	Yes (1 pt)	No (0 pts)	1/1
Comment: "WHAT HAS YOU CALLING EXTRA SPACE TODAY?" HE ASKED IF I RESERVED A UNIT WITH THEM HE ASKED HOW HE COULD HELP ME TODAY. HE ASKED IF I WAS STILL INTERESTED IN STORAGE. HE ASKED WHAT SIZE I NEEDED.				
HE ASKED IF I WANTED CLIMATE OR NON-CLIMATE. HE ASKED WHEN I WOULD NEED THE UNIT. HE SAID I MADE AN APPOINTMENT. HE CONFIRMED THE RATE. HE ASKED IF I WAS IN THE AREA AND WHAT TIME I COULD GET IN				
HE ASKED WHAT I WAS GOING TO BE STORING.				
4. Did the employee use Value or Pride statements to sell the Company, Themselves or their Facility?			Yes (1 pt)	1/1
CLIMATE, NON-CLIMATE, ENTRANCE CONVENIENT "TO LIKE FOR YOU TO COME BY AND TAKE A LOOK AT OUR FACILITY, BECAUSE IT'S PRETTY NICE 1 THINK	YOU'LL	ENJOY IT "		
5. At any time did the employee attempt to give you reasons to rent/reserve a space today?			Yes (1 pt)	1/1
Comment:				
6. At any time did the employee offer any type of reservation or "hold"?			Yes (1 pt)	1/1
Comment. HE COULD DO A PRE-MOVE IN AND IT WOULD HOLD THE UNIT AND RATE FOR ME, WITH NO MONE	Y DOWN	Į		
7. At any time did the employee remind you that your online rate was a lower rate, Internet Special rate or discounted rate?			Yes (1 pt)	1/1
Comment				
8. Did the store employee invite you to visit the facility or ask if you would like to arrange an appointment to visit the location?			Yes (1 pt)	1/1
Comment, I SAID I WOULD COME IN TODAY OR TOMORROW AROUND 3:00 PM.				
9. During the call did the employee make a SINCERE effort to build rapport, gain your trust and earn your business?			Yes (1 pt)	1/1
Comment, "I LOOK FORWARD TO SEEING YOU LATER ON TODAY "				
10. As part of the closing did the employee thank you for considering/choosing Extra Space Storage?			Yes (1 pt)	1/1
Comment. "OK, THANKS FOR CALLING EXTRA SPACE OK, BYE-BYE."				

Survey Total: 100.00% (10 / 10)

ESS #0717 4-5-12 Voicemail 16.23.mp3

ESS #0717 04-09-12 LOCATION 14.16.wav

	Needs Im	provement
Question	Current Classification	Previous Classification

## Extra Space Storage Clean and Green Inspection

0717 - Dumfries - Jefferson Davis Hwy - 16780 Jefferson Davis Highway, Dumfries, VA 22026 Location:

Date: 2009-1-15 11:30 Time In: Time Out: 12:13 Shopper Login

Comment: 103834 Employee name:

H.C. ROBERT

Number of customers inside the office:

How many employees were working in the office?

Weather

Comment: IT WAS CLEAR AND VERY COLD.

#### **Customer Service**

Clean and Green

When you entered the office did the employee stand and give you an enthusiastic greeting? Clean and Green

Comment: "HELLO, HOW MAY I HELP YOU?"

**Customer Service Classification** 

Clean and Green

#### **Curb Appeal**

Clean and Green

1. What was the condition of the major exterior signage?

Clean and Green

2. What were the condition of the exterior banners?

- Clean and Green
- 3. What was the condition of the lawn, landscape and front curb appeal?
- Clean and Green

4. What was the condition of the parking lot and entry drive?

Clean and Green

5. How was the appearance of the store front/signage?

Clean and Green

Comments on the overall curb appeal:

THE CURB APPEAL WAS VERY APPEALING TO THE EYE. WHEN YOU DROVE UP TO THE PROPERTY IT WAS LANDSCAPED WITH TREES, PLANTS, EVERGREEN BUSHES AND ORNAMENTAL GRASSES. THERE WERE CONCRETE STATUES AND PLANTERS AROUND THE PROPERTY. THERE WAS NO TRASH OR DEBRIS AROUND THE PROPERTY. THE GRASS AREAS WERE VERY WELL MANICURED AND EDGED. THE PARKING AREA WAS VERY WELL MARKED AND THE ASPHALT WAS

**Curb Appeal Classification** 

Clean and Green

### Personal/Professional Appearance of Employee(s)

Clean and Green

6. Was the employee's name badge visible?

N/A

7. Was the employee wearing an Extra Space top?

Clean and Green

8. Was the employee wearing navy, black or khaki pants or shorts?

Clean and Green

9. Was the employee wearing closed-toed footwear?

Clean and Green

10. Did the employee's appearance reflect a professional image?

Clean and Green

Comments on the personal/professional appearance of employee(s):

THE EMPLOYEE WAS WEARING BEIGE SLACKS WITH A BEIGE STRIPED COLLARED SHIRT UNDERNEATH A NAVY BLUE ESS LOGO SWEATER AND TAN CLOSED TOED SHOES.

Personal/Professional Appearance of Employee(s) Classification

Clean and Green

Office Area	Clean and Green
11. What was the condition of the counters?	Clean and Green
12. What was the condition of the windows/doors?	Clean and Green
13. What was the condition of the air conditioning vents?	Clean and Green
14. What was the condition of the bathrooms in the office area?	Clean and Green
15. What was the condition of the retail area?	Clean and Green
16. What was the condition of the floors?	Clean and Green
17. Was the floor maintenance in good condition?	Clean and Green
18. What was the condition of the interior office signage?	Clean and Green
Comments on the overall annearance of the office area.	

on the overall appearance of the office area:

THE INTERIOR OFFICE WAS EXTREMELY NEAT AND CLEAN. THE COUNTERS WERE FREE OF CLUTTER AND THE ONLY VISIBLE PAPERS WERE THE ONES BEING WORKED ON BY THE OTHER EMPLOYEE. THE BATHROOMS WERE FRESHLY CLEANED AND STOCKED. THE FLOORS WERE WELL VACUUMED AND SWEPT. THE RETAIL AREA WAS NEATLY DISPLAYED, WELL STOCKED AND PRICED. ALL WINDOWS AND DOORS WERE SMUDGE FREE.

Office Area

Clean and Green

Exterior Property	Clean and Green
19. What was the condition of the golf cart?	Clean and Green
20. What condition were the keypads in?	Clean and Green
21. What was the condition of the drive aisles?	Clean and Green
22. Were the drive aisles maintenance in good condition?	Clean and Green
23. What is the condition of the RV/parking areas?	Clean and Green
24. What condition were the bollards in?	Clean and Green
25. What was the condition of the property landscape inside the facility?	Clean and Green
26. What condition were the buildings in?	Clean and Green
27. What was the condition of the exterior loading area?	Clean and Green
28. In what condition was the exterior signage?	Clean and Green
29. What condition was the exterior lighting in?	Clean and Green
30. What was the condition of the dumpster area?	Clean and Green
31. What was the condition of the fire extinguishers?	Clean and Green
Comments on the overall appearance of the exterior property:	

THE EXTERIOR OF THE PROPERTY WAS EXTREMELY CLEAN. ALL LANDSCAPING WAS WELL TRIMMED AND WITH NO WEEDS. THE DRIVE AISLES WERE FREE OF DEBRIS AND TRASH, THE RV AREA WAS VERY NEAT AND NO UNSIGHTLY VEHICLES. THE AREA BEHIND THE RV AREA WAS VERY WELL LANDSCAPED AND MAINTAINED, WITH NEWLY PLANTED TREES, TRIMMED GRASS AND AN OVERFLOW POND. THE LIGHT FIXTURES WERE IN GOOD CONDITION AND THEY WERE NOT ON AT THE TIME OF MY VISIT. THE DUMPSTER AREA WAS VERY NEAT. THE DUMPSTER WAS CLEAN AND HAD NO DIRT OR GREASE ON IT AND THERE WAS NO DEBRIS IN THE AREA. THE ONLY THING I DID NOTICE WAS 3 GUTTERS THAT WERE SMASHED IN. TWO WERE ON THE BACK BUILDING FACING THE RV AREA AND THE OTHER ONE WAS ON THE BUILDING NEXT TO #512.

**Exterior Property Classification** 

Clean and Green

 Interior Property	Clean and Green
32. What was the condition of the units that were inspected?	Clean and Green
33. What was the condition of the hallway floors?	Clean and Green
34. What was the condition of the hallway walls and doors?	Clean and Green
35. In what condition was the interior lighting in?	Clean and Green
36. What were the condition of the elevators?	N/A
37. What was the condition of the interior loading areas?	Clean and Green
38. What was the condition of the stairwells?	N/A
39. What was the condition of the customer bathrooms on the property?	N/A
40. What was the condition of the interior signage?	Clean and Green
41. What was the condition of the interior fire extinguishers?	Clean and Green
Comments on the overall appearance of the interior area:	
THE INTERIOR OF THE PROPERTY WAS EXTREMELY CLEAN AND VERY WELL MAINTAINED. T THE UNIT WERE VERY CLEAN AND MOVE IN READY. THE HALLWAY FLOORS WERE FRESHLY DOORS WERE DUST FREE, AS I DID A FINGER TEST AS I WALKED BY. THE LIGHTS WERE AL TIMERS FOR THE LIGHTS. THE STORE HAD NO ELEVATOR, STAIRS OR CUSTOMER BATHROO	MOPPED AND SPOTLESS. THE L WORKING AS WELL AS THE
Interior Property Classification	Clean and Green

Safety

Clean and Green

While you were visiting our facility did you notice any safety hazards that could endanger either our customers or employees, that were not clearly identified?

Clean and Green

Comment: THERE WERE NO SAFETY HAZARDS ON THIS PROPERTY.

Safety Classification

Clean and Green

Comment:

Customer

Clean and Green

Would you feel comfortable renting at this Extra Space Storage, based on the Clean & Green of this facility?

Comment: I WOULD FEEL VERY COMFORTABLE RENTING A UNIT AT THIS LOCATION. IT WAS EXTREMELY CLEAN AND MAINTAINED, THE STAFF WAS VERY FRIENDLY AND MADE YOU FEEL WELCOME.

**Final Shopper Comments** 

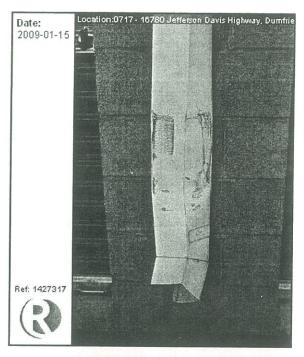
Comment: DRIVING INTO THE PROPERTY THE FIRST THING I NOTICED WAS THE BEAUTIFUL LANDSCAPING OF TREES, BUSHES, ORNAMENTAL GRASSES AND SCULPTURES. IT WAS VERY WELCOMING AND APPEALING TO THE EYE. WHEN I WALKED INTO THE OFFICE H.C. GOT UP AND GREETED ME. HE WAS VERY PROFESSIONAL AND FRIENDLY. AS I WALKED THE PROPERTY, I NOTICED MORE WELL MANICURED LANDSCAPING. THE PROPERTY WAS FREE OF ALL TRASH AND DEBRIS. THE FLOORS AND WALLS WERE FRESHLY MOPPED AND CLEANED WITH NO SIGNS OF PEST ON PROPERTY. THE PROPERTY WAS VERY WELL MAINTAINED AND VERY CLEAN. I WOULD DEFINITELY RENT A UNIT AT THIS FACILITY.

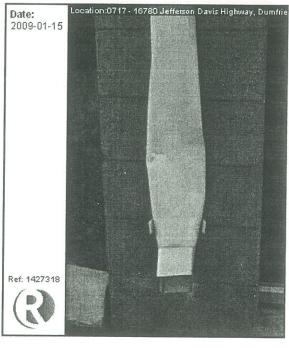
**Customer Classification** 

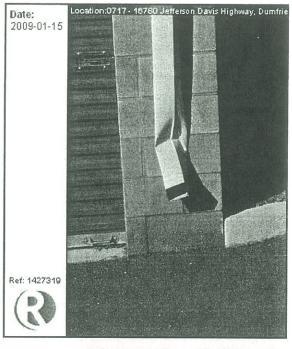
Clean and Green

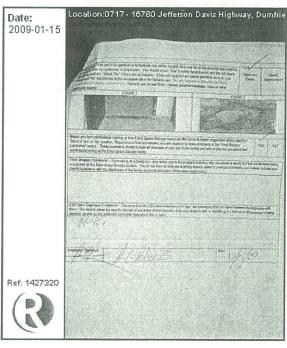
**ESS Store Employee Comments** 

ESS EMPLOYEE DID NOT WANT TO MAKE A COMMENT.









Dear HC,

HOPE YOU HAVE THE MOST WONDERFUL CHRISTMAS EVER.

Thanks for all your hard work! We really approciate having you on our team.

Alan Michael Demir