



Year-End White Paper Case Studies





What Changed and Why It Matters

- Massive shift in the industry
- What worked in 2021 and 2022 doesn't work the same today
- More competition
- More supply
- More rate pressure
- More customer expectations





XPS Solutions – 2025 Self Storage White Paper

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Introduction

This summary consolidates the most important data points and insights from the 2025 XPS Solutions Self Storage White Paper. It is intended to support presentation development, executive briefings, and internal or external education using XPS performance data.

INTRODUCTION

SETTING THE STAGE FOR THE MODERN TENANT EXPERIENCE

Tenant experience has become a defining factor in self storage performance. As expectations evolve, operators are being asked to deliver faster access, clearer communication, and consistent service across phone, web, and digital touchpoints, often while managing leaner onsite teams and growing operational complexity.

For more than 25 years, XPS Solutions has supported self storage operators through these changes. What began as a traditional call center has evolved into a technology-powered services organization purpose-built for the industry, combining live agent expertise, remote management support, and integrated communication tools.

Drawing on 2025 performance data and operational insights, this white paper reflects hundreds of thousands of tenant interactions, tens of thousands of rentals and reservations supported, and over \$50 million in tenant rent processed annually. It examines how live agents, automation, and emerging AI supported tools work together to improve efficiency, protect revenue, and support long-term net operating income (NOI).

OVER \$50M IN TENANT RENT PROCESSED

Supported through a hybrid service model combining automation and live agent expertise





Scale of Operations

- ❑ Hundreds of thousands of tenant and prospect interactions annually
- ❑ Hundreds of thousands of inbound calls are handled each year
- ❑ Tens of thousands of rentals processed
- ❑ Tens of thousands of rentals processed
- ❑ Tens of thousands of reservations supported
- ❑ Over \$50 million in tenant rent processed annually





Tenant Journey Insights

- ❑ Tenant decisions span physical, digital, and human touchpoints
- ❑ First impressions often begin with curb appeal, signage, lighting, and security perception
- ❑ Digital research via facility websites precedes most phone calls
- ❑ Inbound calls highlight friction in FAQs, site clarity, and rental flow
- ❑ Optimizing online clarity directly improves conversion rates

TENANT EXPERIENCE: FROM DRIVE BY TO WEB TO PHONE

The tenant journey often begins with a drive by. Physical curb appeal, security perception, signage, and lighting remain foundational to successful conversions. While AI search adoption has doubled, traditional SEO combined with AI optimized search content is now required for discoverability.

Tenants most often arrive at phone conversations after reviewing facility websites. These calls provide operators with valuable insight into where friction exists online. Optimizing FAQs, reducing online rental barriers, and improving site clarity directly increase conversion.

Understanding the Modern Tenant Journey

- Traditional SEO paired with AI optimized content
- Curb appeal, signage, lighting, and security
- Inbound calls highlight gaps in FAQs, site clarity, and rental flow
- Tenants often review facility websites before calling

Tenant Decisions Rarely Happen in a Single Moment

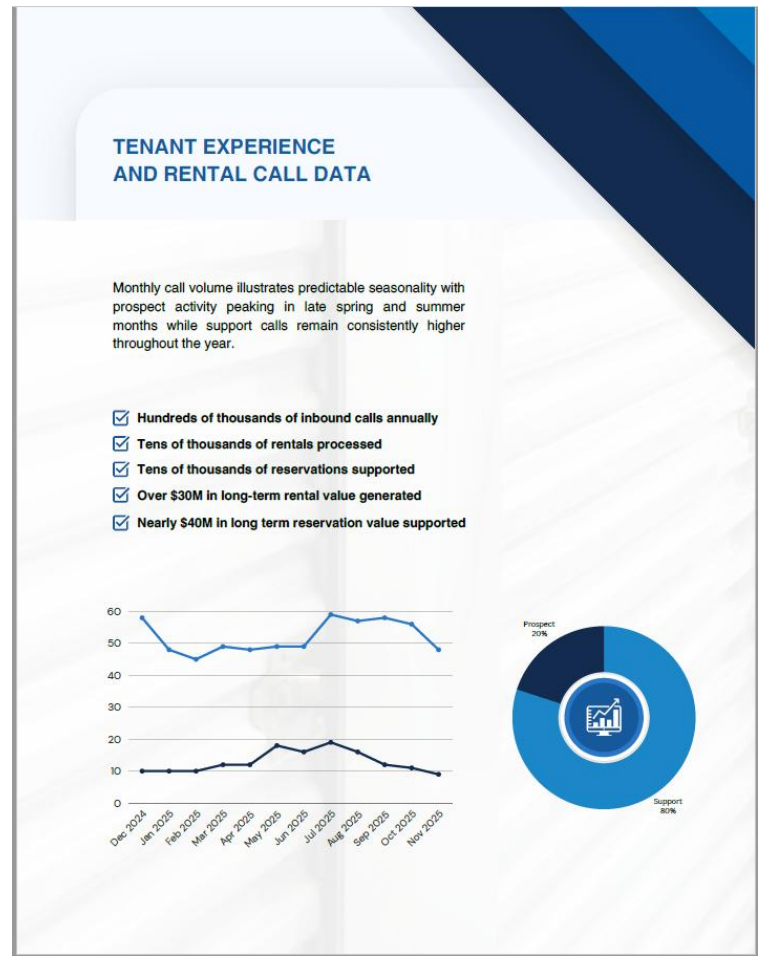
“ They are shaped by first impressions, digital clarity, and the confidence built as prospective tenants move from physical spaces to online research and, ultimately, human conversation. Understanding this progression allows operators to identify friction early and create more consistent, conversion focused experiences. ”

VP of Client Experience - Shannon Charbonneau



Call Volume & Seasonality

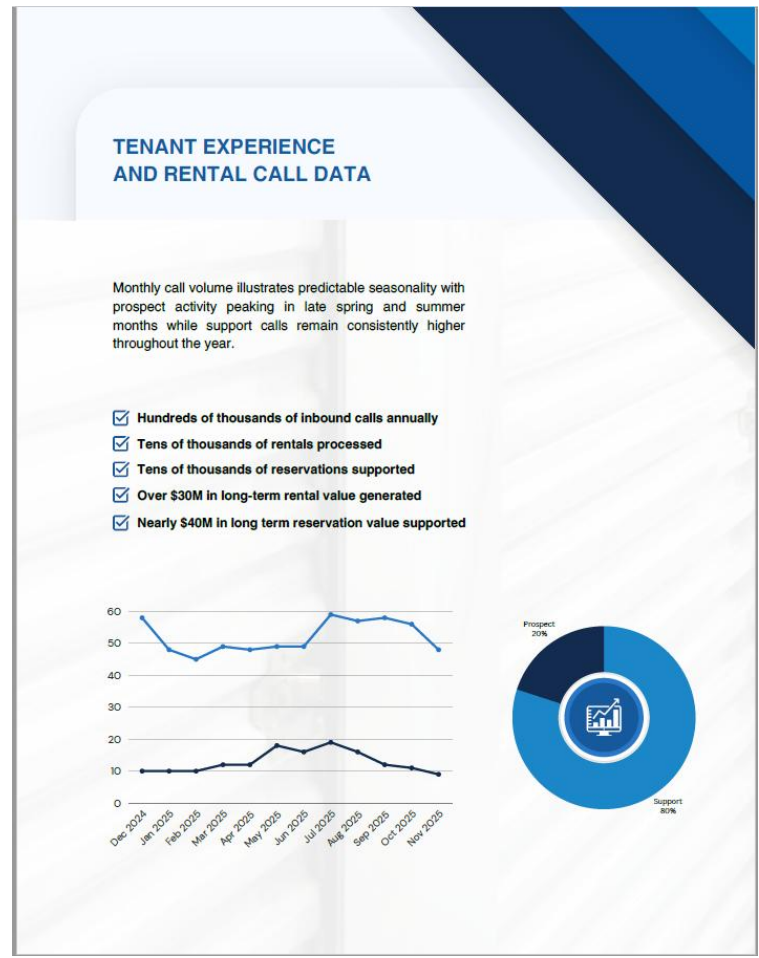
- ❑ Predictable seasonal trends observed across the year
- ❑ Prospect call activity peaks in late spring and summer
- ❑ Support calls remain consistently higher year-round
- ❑ Call mix averages approximately 80% support calls and 20% prospect calls





Rental & Reservation Value Insights

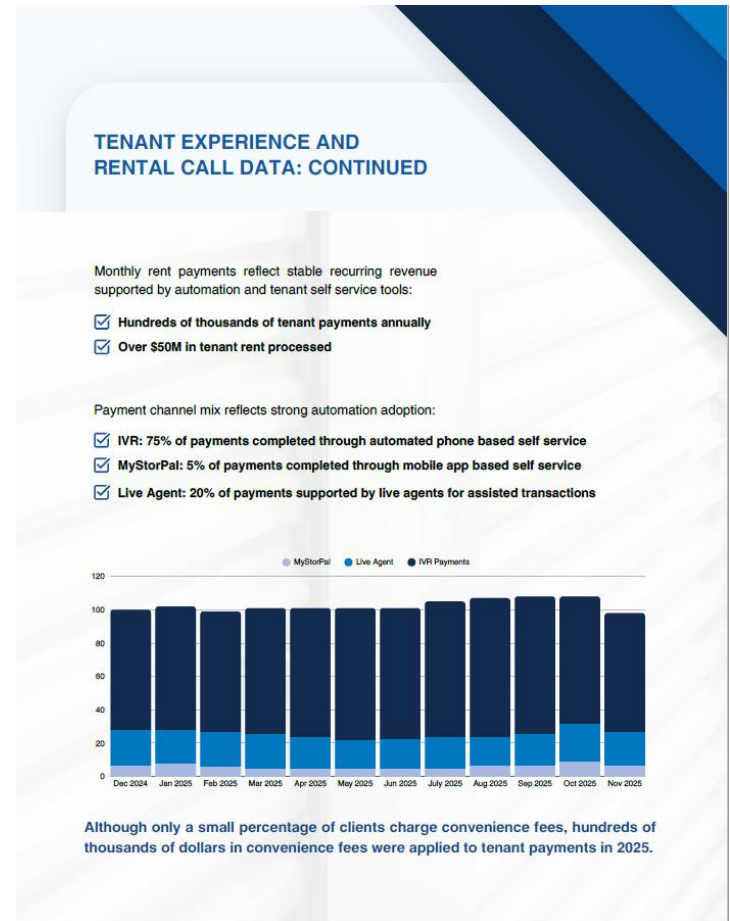
- ❑ Rental value remains consistently higher than reservation value across the 12 months
- ❑ Rentals average approximately 15-30% higher than reservations
- ❑ During peak leasing months, the rental-reservation gap narrows (approximately 10-20%)
- ❑ Outside peak season, rentals maintain a wider spread, reinforcing the value of consistent follow-up





Payments & Automation Adaption

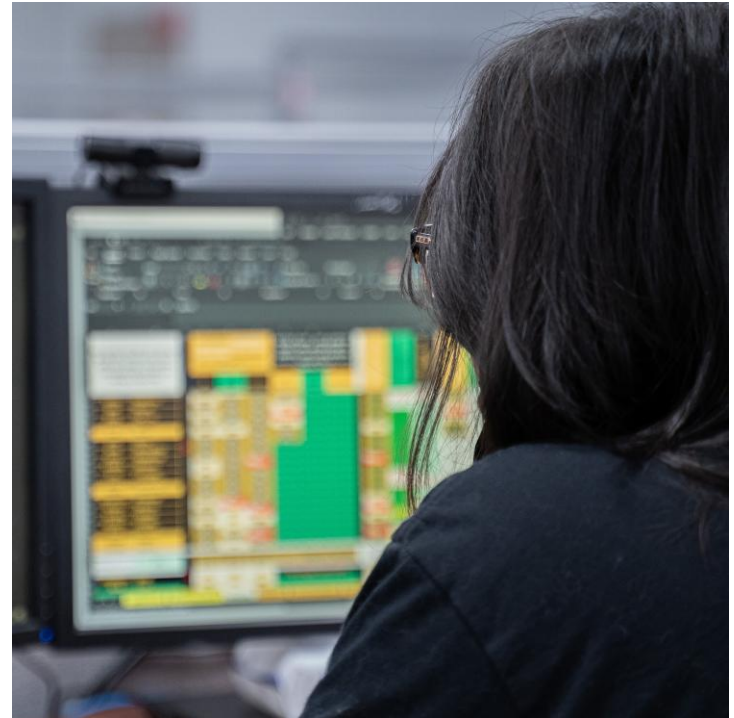
- ❑ Monthly rent payments reflect stable recurring revenue
- ❑ Over \$50 million in tenant rent processed annually
- ❑ IVR: ~75% of payments
 - ❑ MyStorPal mobile app: ~5% of payments
 - ❑ Live agent-assisted payments: ~20% of payments





Convenience Fee Observations

- ❑ Only a small percentage of clients apply convenience fees
- ❑ Despite limited adoption, hundreds of thousands of dollars in convenience fees were processed in 2025





Staffing & Agent Experience

- ❑ 100% of Remote Managers have direct self-storage operational experience
- ❑ Over 60% of Rental Agents are trained and experienced
- ❑ All Remote Managers and Rental Agents are U.S.-based
- ❑ Approximately 10% of agents are bilingual in Spanish



TENANT EXPERIENCE AGENTS AND RENTAL AGENTS

XPS prioritizes industry-trained professionals with direct self-storage operational experience. All Rental Agents and Remote Managers meet these criteria. Teams operate under structured QA programs and KPI accountability to maintain consistent service quality.



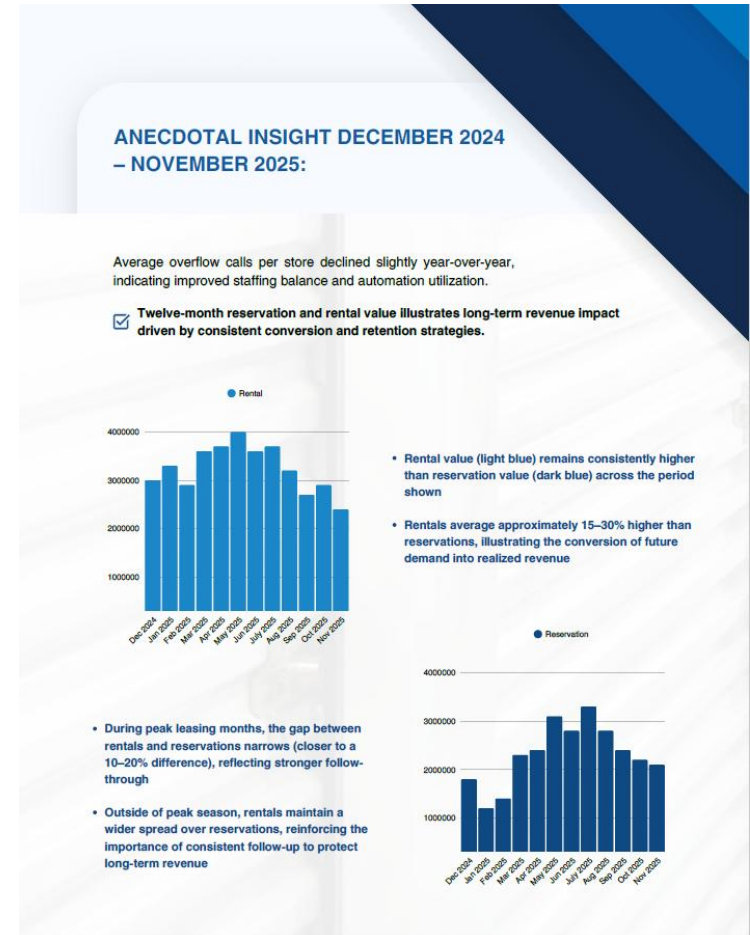
All XPS Remote Managers and Rental Agents are U.S.-based and trained specifically for self-storage operations, ensuring consistency, accountability, and a deep understanding of tenant and operator needs.

Approximately 10% of agents are bilingual in Spanish, supporting clearer communication across a broader tenant base.



Anecdotal Operational Insights

- ❑ Average overflow calls per store declined slightly year-over-year
- ❑ Indicates improved staffing balance and automation utilization
- ❑ Consistent conversion and retention strategies drive long-term revenue impact





Looking Ahead 2026 & Beyond

- ❑ AI-powered support introduced for balance inquiries, payments, and gate codes
- ❑ All AI-supported interactions include immediate live agent backup
- ❑ Live rental agents will continue to handle all sales calls
- ❑ Ongoing focus on tenant experience, operational efficiency, and NOI protection.

2026 & BEYOND: AI-POWERED SUPPORT, LED BY XPS EXPERTS

XPS IS INTRODUCING AI SUPPORT FOR:

- Balance inquiries
- Payments
- Gate codes

All supported with immediate live agent backup.

LIVE RENTALS AGENTS WILL CONTINUE TO HANDLE ALL SALES CALLS:

Tenant XM Platform Expectations:

- Direct SMS integration
- Screen pop functionality
- Guided scripting support

MyStorPal Manager Tools:

- Mobile-first functionality for onsite teams
- Eliminates clipboard-based workflows
- Real-time SMS-integrated updates

SCAN QR CODE

Review the data driving these insights. This PDF provides clear, visual summaries of tenant demand, payment activity, and conversion trends to support more informed operational decisions.



Conclusion And Questions

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 **EXPERIENCE MATTERS™**
THEIRS | YOURS | OURS

CONCLUSION

EXPERIENCE MATTERS

Theirs.
Tenants demand frictionless access to rentals, payments, and service across multiple communication channels.

Yours.
Operators benefit from extended coverage, automation, and staffing optimization that improves conversions and retention.

Ours.
XPS Solutions leverages 25 years of industry experience to deliver reliability, empathy, and measurable value.

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What This Means For Your Operations

- Conversion is breaking down before the call
- Follow-up drives revenue
- Customer friction is costing you rentals



Granite Risk Advisor- Property Insurance Updates

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Claims Management and Adjusting



Insurance is Becoming Operational

- Cyber risk is now required- not optional
- Better facilities = better insurance outcomes
- Mixed use = higher scrutiny



Expertise is Replacing Price Shopping

- Specialized advisors outperform generalists
- Understanding operations = better coverage + pricing
- Strategy matters more than quotes





What's Changing

- Deductibles are increasing
- Flood and wind are modeled everywhere
- Data is now required



What You Need to Do

- Document maintenance and inspections
- Increase liability coverage (umbrella)
- Prepare for stricter underwriting



The New Standard

- Each location is underwritten individually
- Data drives pricing
- Better operators get better terms



Bottom Line

- Document everything
- Invest in security and technology
- Strengthen lease language
- Implement tenant insurance



What This Means for You as an Operator

- Your operations impact your insurance
- Discipline = better outcomes
- Risk management = NOI protection



Conclusion And Questions

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Claims Management and Adjusting



Open Tech Alliance- 2025 in Review & The Road Ahead: Self Storage Technology Trends That Will Define 2026

Contact Information:



Your **Trusted** Partner in Self Storage

Build a storage operation backed by powerful tools that help you find customers, drive rentals and manage your day-to-day business.

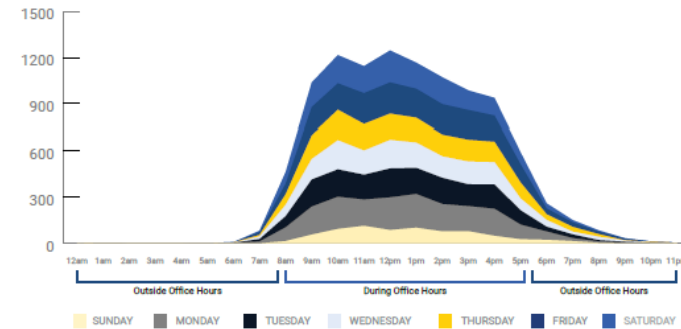




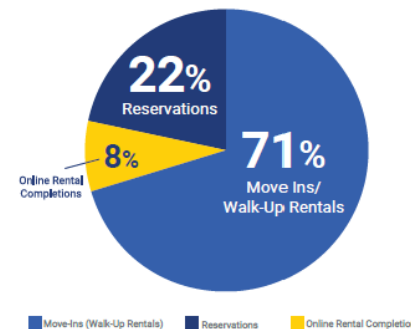
10 Things That Happened in 2025

1. **Monday** persisted as the top day for new tenant rental inquiries completed over the phone (from 10 am to 2 pm)
2. **85%** of tenants who called to make a payment opted to use a **self-service** payment method to complete their transaction.
3. **Drive-up traffic** accounts for **most new kiosk rentals**

CALL CENTER RESERVATIONS



DRIVE-UP TRAFFIC ACCOUNTS FOR MAJORITY OF NEW KIOSK RENTALS



Data from kiosks in the field shows that 71% of all new storage rentals come from walk-up customers, highlighting the role of real-time, always-available self-service in capturing these rentals.




10 Things That Happened in 2025

- In 2025, **26%** of storage tenants who completed a transaction at a kiosk opted to **pay in cash**.
- Mobile applications** for storage auctions yielded **243% more bids per auction** on average than those bid on exclusively via a mobile website.
- Operators who posted **10 photos** in their online auctions saw **average sale prices 41% higher** than those posted with only 5 photos.

PREFERRED PAYMENT METHODS,
ALL TRANSACTIONS

 **72%**
OF KIOSK CUSTOMERS
PAID WITH A CREDIT CARD

 **26%**
OF KIOSK CUSTOMERS
PAID WITH CASH

 **2%**
OF KIOSK CUSTOMERS
PAID WITH A CHECK/ACH

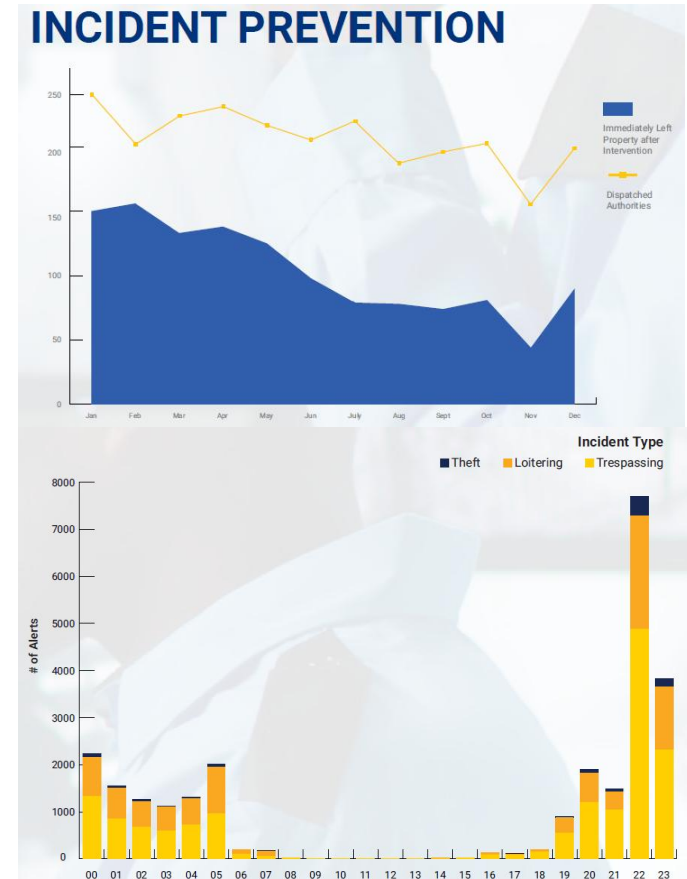
41%
increase in avg
sale price





10 Things That Happened in 2025

7. Operators sought fewer systems with deeper integrations.
8. 2025 marked another step forward in remote and hybrid model adoption.
9. Security conversations shifted from reaction to prevention.





10 Things That Happened in 2025

10. Electronic locks began to move from pilot to portfolio strategy.

KEYLESS LOCK ADOPTION



TROJAN STORAGE

Trojan Storage has made electronic locks part of its standard technology package at all new builds and acquisitions as part of a complete access control management strategy. In addition to improved security, smart locks save their team hours across sites managing delinquent and vacant units.



U STORE IT

U Store It implemented electronic locks, CIA access control and a self-service kiosk at its Liffey Valley location in Dublin, the largest self storage facility in Europe. U Store It became the first operator to leverage OpenTech's international suite of solutions to offer a fully automated storage experience.



STORHUB SELF STORAGE

StorHub became the first Australasian operator to deploy INSOMNIAC SmartLocks®, bringing seamless keyless entry to tenants at its Braeside facility. StorHub is building a future proof operation with modern tenant amenities and streamlined operational management.





10 Predictions, Focus Areas, and Industry Signals for 2026-

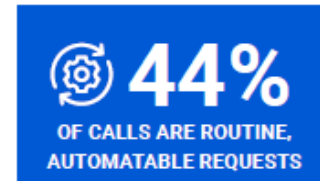
From OpenTech Alliance's Perspective

1. Tech-Led Tenant Experience Will Separate Leaders from the Pack

In 2026, the most successful operators won't treat technology as a replacement for service, but as a way to deliver better service more consistently.

2. Smart, Keyless Access Will Move from Advantage to Expectation

In 2026, they will increasingly be viewed as standard infrastructure—valued as much for operational control and visibility as for tenant convenience.



TENANT INTERACTION WITH LOCKED AND DELINQUENT UNITS, 6 MONTH PERIOD





10 Predictions, Focus Areas, and Industry Signals for 2026- *From OpenTech Alliance's Perspective*

- 3. Simpler, Faster Deployments Will Influence Technology Decisions. Vendor partnerships will play a large role in this.
- 4. AI and Automation Will Be Judged by Outcomes, Not Features. **Blended AI-and-human workflows** will continue to outperform fully automated or fully manual approaches.

336,932
of times Live Help enabled a tenant to complete a self-service transaction in 2025



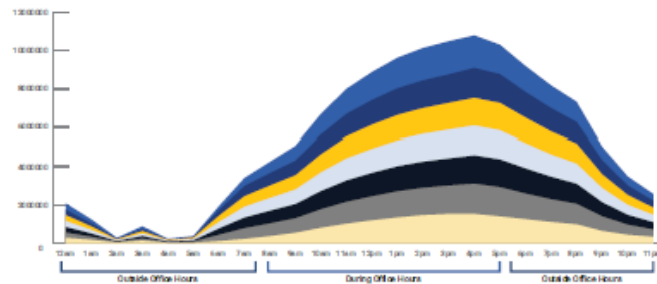
230K
TOTAL COMPLETED PAYMENTS WERE TAKEN BY THE CALL CENTER IN 2025


34,804 by STORAGE COUNSELORS	194,744 by SELF-SERVICE
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10 Predictions, Focus Areas, and Industry Signals for 2026- *From OpenTech Alliance's Perspective*

- 5. **Cloud-Based Operations Platforms Will Become Operational Essentials**
- 6. Data Will Be Used to **Guide Day-to-Day Decisions, Not Just Reporting**



 **43%**
OF ALL VISITS OCCUR AFTER HOURS.
*Calculated Su-Sa, 8a-5p

MOST POPULAR TIMES TO VISIT OVERALL

- #1 - 4:00 p.m.
- #2 - 3:00 p.m.
- #3 - 5:00 p.m.



10 Predictions, Focus Areas, and Industry Signals for 2026- *From OpenTech Alliance's Perspective*

7. Global Adoption Will Accelerate, With Strong Local Nuance

8. Remote and Hybrid Facility Models Will Continue to Mature

UNIFYING FACILITY SYSTEMS FOR GREATER VISIBILITY AND CONTROL



GATE ALERTS

Gate sensors identify open or malfunctioning access points that may create safety concerns.



ACCESS CONTROL

Pinpoint activity such as loitering, delinquent access attempts and tenant visits.



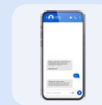
OFFICE ANALYTICS

Sensors on your doors help monitor open/closed times and peak periods of activity for each location.



SECURITY MONITORING

AI-powered security services remotely monitor and respond to incidents at your facility in real-time.



MOTION ALERTS

Increase monthly revenue with tenant paid motion alerts. Get visibility into unauthorized unit entry.



WATER SENSORS

Sensors alert you via text or email to water leaks on your property before they become a big issue.



ELECTRONIC LOCKS

Secure vacant and rented units and manage overlocks remotely with electronic locks.



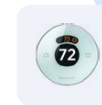
WIRELESS NETWORK

Extend commercial-grade wireless internet coverage across your property to connect smart devices and enable reliable communications.



CALL CENTER

Third-party call centers can control access to your facilities to address tenant issues in real-time.



HVAC

Monitor and control the temperature of your facility thermostats remotely to conserve energy and time.



UNIT ALARMS

Tie wired door alarms to your access system for real-time alerts to unit break-ins.



UNIT OVERLOCK

Easily manage overlocks with keypad notifications and a mobile payment link when your tenant is denied access at the gate.



10 Predictions, Focus Areas, and Industry Signals for 2026-

From OpenTech Alliance's Perspective

9. Deep, Reliable Integrations Will Be a Baseline Requirement

Tight integration between access systems, self-service tools, and property management software will be expected—not exceptional.

10. Support Infrastructure Will Be Recognized as Core Technology

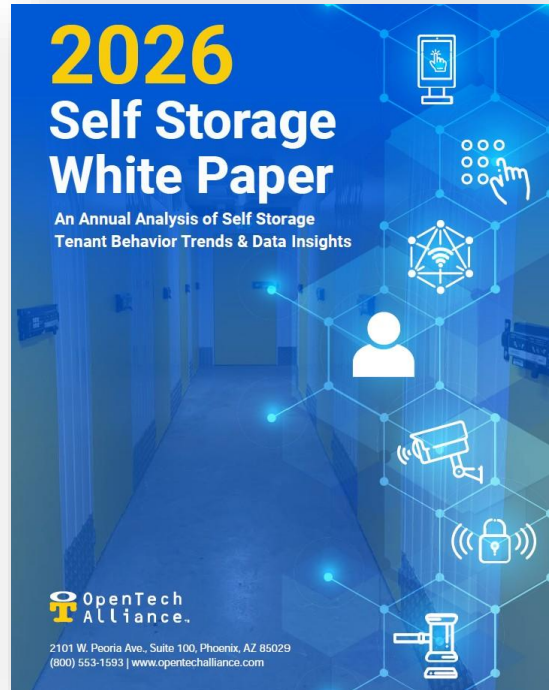
Global Support Services, Available 24/7

Get real help, when you need it. At OpenTech, you're more than a number. Our dedicated technical support team is on-call and ready to assist you around the clock. Day or night, call us to speak with a live agent who's here to help you get the answers you need.

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For More Information:



For More Information:

<https://opentechalliance.com/2026-self-storage-data-white-paper/>



Storable State of Self-Storage: 2025 Trends and 2026 Predictions

Contact Information & Additional Resources





2025 Top Trends

Top 5 Trends from 2025

1. Occupancy held steady in 2025.
2. Demand correlated with regional moving trends
3. Market-based demand drives rate competition
4. Economic factors are the biggest driver changing customer behavior.
5. Operators used less aggressive pricing strategies post - COVID

RESOURCES





2025 Occupancy



2025 Occupancy Held Steady Throughout The Year

Still Above Pre-Pandemic Levels



AL



2025 Demand



Demand Correlates to Regional Moving Trends

High-growth states like FL, GA, & TN show outsized search demand, pushing competitive rates & strategies



vs.

Average of (3) Google Search Terms: "storage near me," "self storage," and "storage units"

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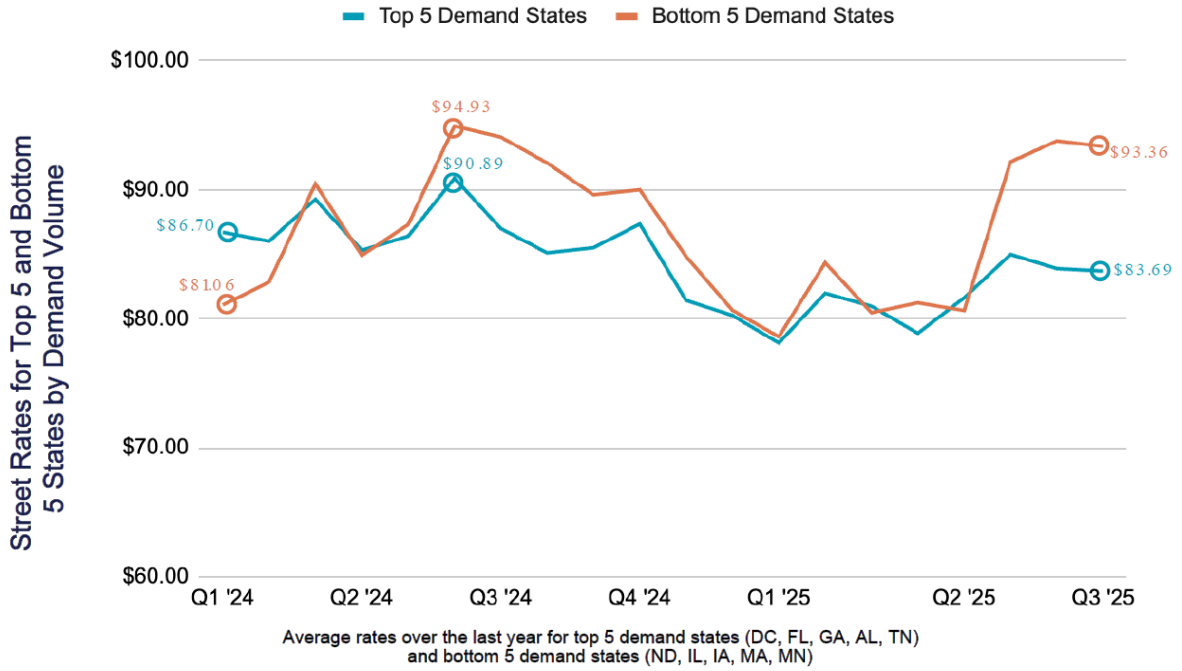


2025 Demand and Rates



Market Based Demand Drives Rates


Top demand states have more competition, lowering their move-in rates to capture demand



IDENTICAL



2025 Economic Factors



Economic factors are the biggest driver changing customer behavior.

What's driving the biggest changes in your customer base?

1. Economic factors
2. Housing market changes
3. Lifestyle changes
4. Generational shifts
5. Business storage needs

“I believe there will be an increase in customers needing storage because they had to move out of home because they can't afford.”

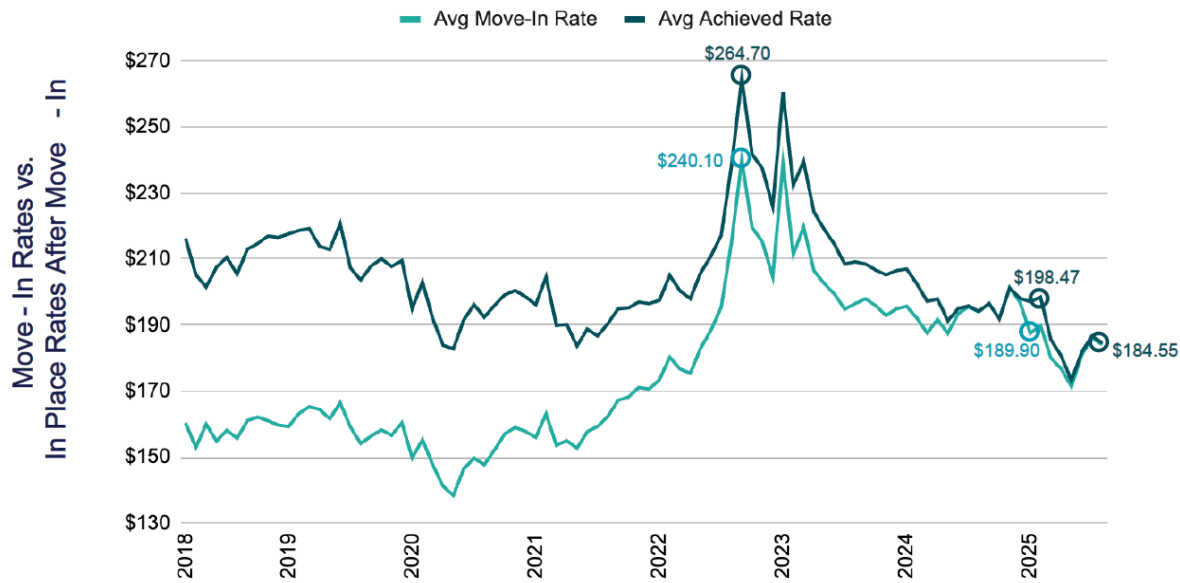
“Housing market will remain sluggish, dampening storage demand.”



2025 Rates



On average, operators have been deploying less aggressive strategies post - Covid



TIAL



Top 5 Predictions for 2026

Top 5 Predictions for 2026

1. Operators will face similar macro trends in 2026.
2. Operators will focus on superior customer service.
3. New market entrants will drive wider tech adoption.
4. Operators plan to enhance customer experience with technology investments.
5. Slow housing market continues to extend average length of stay.

RESOURCES





2026 Macro Trends

Macro Trends: A Similar Operating Environment in 2026 

- 1
Core inflation fluctuated and held at ~3%
- 2
Fed rates cut and mortgage rates have lowered
- 3
Growing rental market could impact tenancies in hot markets



2026- How to Differentiate



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Storable

Operators plan to differentiate with superior customer service.

How are you planning to differentiate in 2026?



Strategy	Percentage
Superior customer service	77.65%
Competitive pricing	55.75%
Advanced security features	19.91%
Convenient locations	26.11%
Technology/digital experience	23.23%

9



2026- Competitive Concerns

New Market Entrants Are The Top Competitive Concern  Storable



What type of competition concerns you most for 2026?



Competition Type	Percentage
New market entrants	31.15%
Traditional self-storage operators	21.44%
Corporate/institutional investors	16.70%
REITs	17.16%



2026- Customer Experience & Technology

Operators Plan to Enhance Customer Experience with Technology Investments 

- 1 Smart Security Cameras and Monitoring
- 2 Customer Communication Platforms
- 3 Property Management Software Upgrades
- 4 Automated Gate and Access Systems
- 5 Digital Payment Solutions

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2026- Key Takeaways & Actions

Key Takeaways & Actions				Storable
				
Tenant Demand Remains Seasonal	Optimizing For Tenant Experience Is Critical	Regional Fluctuations Influence Market Dependent Strategies	Slow Housing Market Could Positively Impact Average Length of Stay	
ACTION	ACTION	ACTION	ACTION	
Adjust marketing accordingly for your specific environment	Assess opportunities to improve every touchpoint along the tenant journey	Maintain strategic flexibility to act fast across markets and trends	Potential tailwind for retention	



Contact Information & Additional Resources





Noke & Janus: 2025 Year in Review- Growth, Security, and Innovation





Highlights From The Past Year

1. Continuing to see more interest in owner-operators looking to optimize operational efficiency with smart locking technology.
2. As of the end of Q3, adoption of the Noke Smart Entry system continued its upward trend, with 439,000 units installed by the end of Q3, a 35.9% increase from the prior year.
3. We saw more emphasis on improving security this year, as theft and break-ins appear to continue to be on the rise.
 1. Particular focus on securing the unit with enhanced security doors and smart locks with security-grade motion sensing



Announcements From Janus



Expanded into Canada and we now have a location in Ontario, making it easier to do business with us in the Canadian market

Developed the NS Series Door, designed to provide a heightened level of safety and security of the individual unit door

Through our BETCO brand, we developed and began manufacturing a new decking product line, which provides more design flexibility and helps reduce cost for new multi-story construction projects

BETCO also recently received SDI certification on our decking line--SDI provides uniform standards for the engineering, design, manufacture, and application of steel floor and roof decks. **BETCO is one of only 30 deck-producing members and across North America**

Nokē launched a **new web portal**, to allow seamless, enterprise level experiences for operators to run their facilities more efficiently.



What This Means for Operators

- Security impacts revenue, not just risk
- Smart tech improves efficiency and control
- Customers expect convenience and safety



storagepug

StoragePug 2025 Digital & Market Trends: Rate Pressure, Oversupply, and the New Search Landscape

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10 Takes From 2025

1. In 2025, independent operators felt downward pressure on rates from REITs and their achieved rate strategy. This topic has been (and should continue to be) talked about.
2. The damage from (often independent) non-feasibility-study storage developments opening. The “I had the land already/self-funded” crowd had a rough time leasing up. They usually say, “I called the facilities, and they were full in 21/22/23, so we started building!” Lots of these folks are missing their “we will lease up in 12 months!” unrealistic goals.

This leads to oversupply, impacting existing operators who do a great job and have awesome systems- they suddenly have 800 additional units that should never have been built in the market.



10 Takes From 2025

3. AI took off! Google is still dominant, but it has real, honest challengers for the first time in a long time. Informational traffic has fallen across the board.
4. Operators are seeing fewer total visits, but a similar number of Leads and Rentals
5. Organic results are getting pushed further and further down the results page. Local search results (map pack) matter more than ever.
6. AI models are building Local Business segments to compete with Google Maps. Google will stay the dominant source of digital leads, but ChatGPT will gain on them significantly as AI gets better at answering local queries and people get more comfortable using it.



10 Takes From 2025

7. All sources of digital traffic will push businesses to use ads more and more to ensure their business gets seen.
8. Housing prices have outpaced income growth significantly over the past 6-7 years. Combined with steep mortgage rates, people aren't moving much. You're likely to see more renters storing extra stuff than storing during a move.
9. Local Service Ads (LSAs) appeared in 7% of keywords in Dec 2024, but 44% by Dec 2025. And now, more LSAs appear per SERP, pushing local pack and organic further down. LSAs are a new type of ad where you pay per lead, not per click.
10. Through StoragePug, operators generated \$5 MM in first-month rental income in 2025. Only \$5,769 came from AI sources (~0.11%)

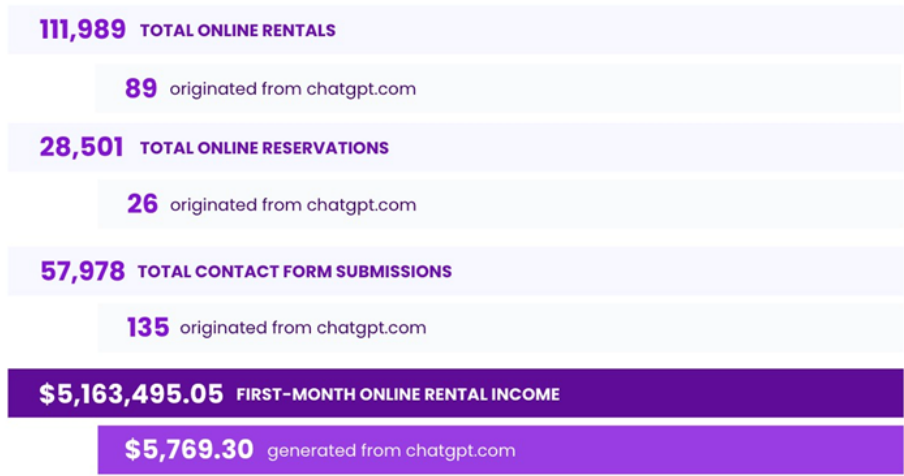
In terms of rentals, the Pug Pack generated 111,989 online rentals. Only 89 came from AI sources



Buyers Experience

2. Buyer's Experience

2025



Source: Pug Pack stats from GA4





storagepug

For More Information:

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**Lab Coat Marketing
Research: Attention Spans
& Conversion Optimization**





The PRIMARY Bet for 2026: Attention Spans are Shrinking FAST

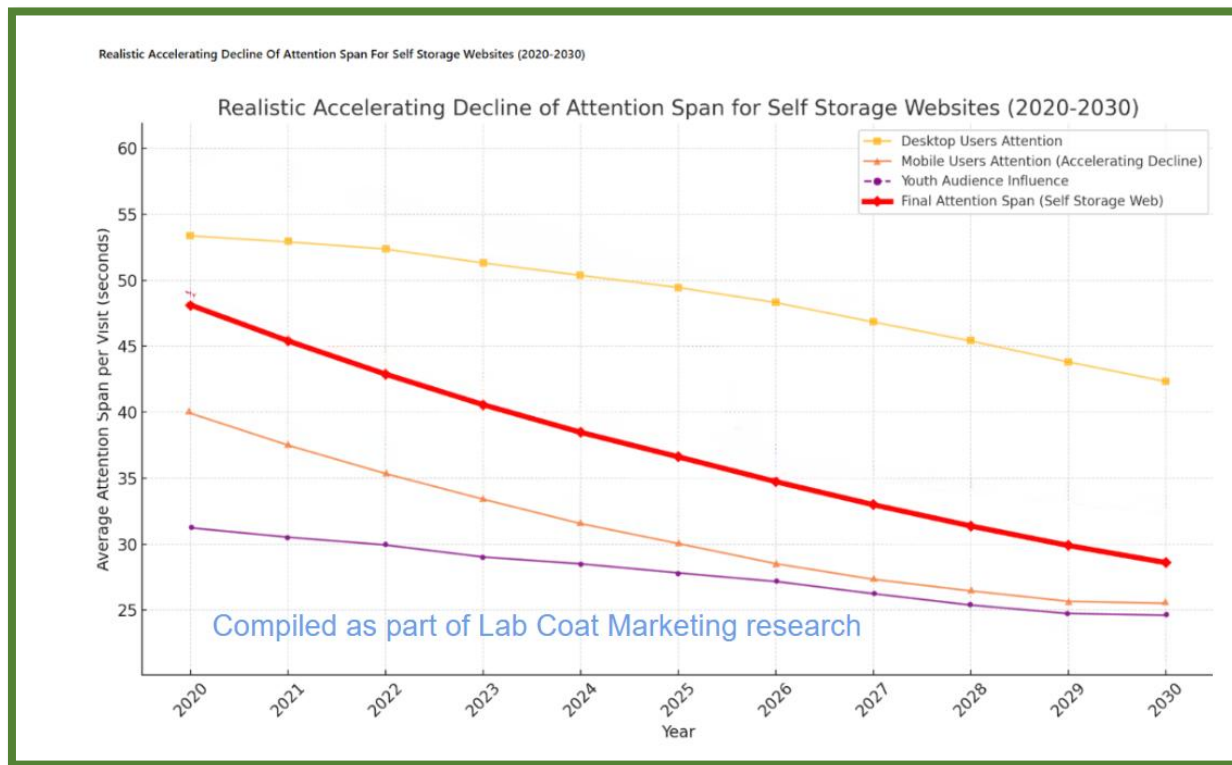
2026 Primary trend to bet on



**Attention Spans
are Shrinking
FAST**

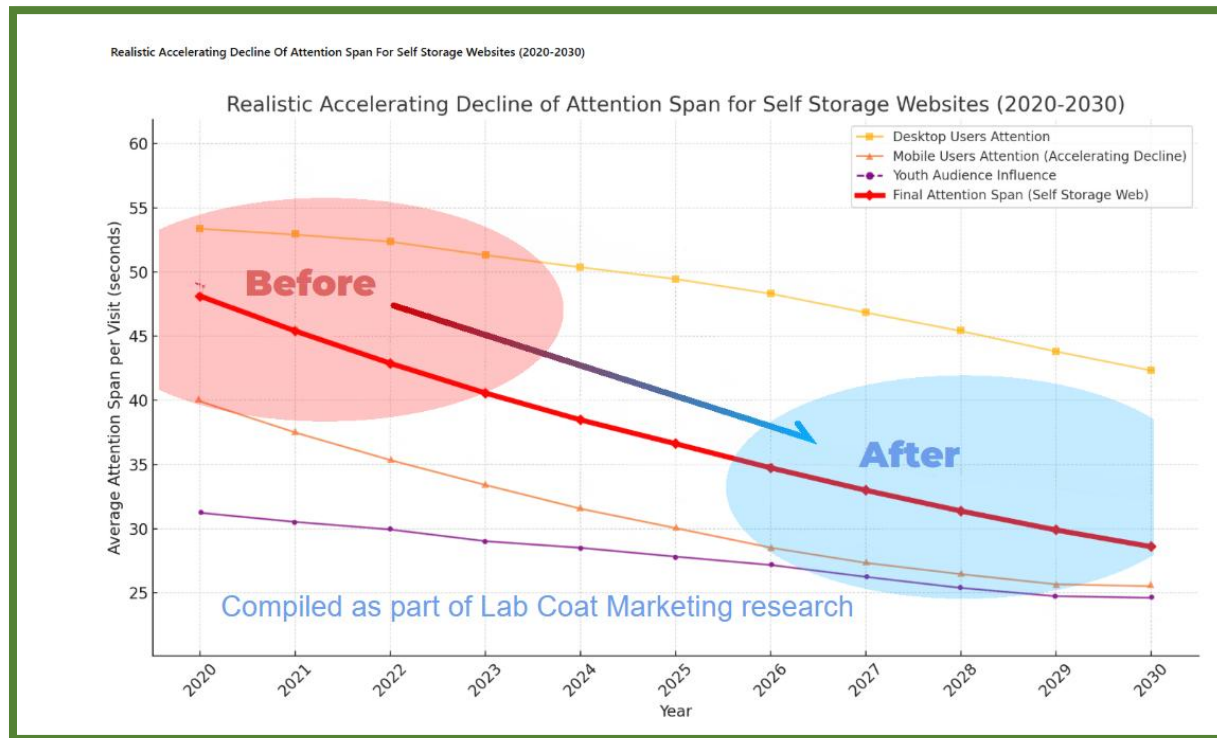


The Data: Accelerating Decline in Attention (2020-2030)





The Data: Accelerating Decline in Attention (2020-2030)





The Daily Deal Solution: 10X Improvement

'Daily Deal' brings High Vacancy unit to top
Resulting in a 10X Improvement in conversion
rate for unit compared to the others on the page

The screenshot shows a storage unit selection interface with three units listed. The 10x20 unit is highlighted with a blue dashed border and a 'Today's Best Deal' badge. It features a '50% Off 2 Months !!' offer, a rate of \$64 (down from \$129), and a 'Select' button. The 5x10 unit is listed below it with a 'Learn More' link, 'Drive Up' and 'Ground Floor' options, an 'IN STORE \$89' price, a '\$50 WEB RATE', and a 'LIMITED UNITS' warning with a 'Select' button. The 10x10 unit is listed at the bottom with 'Drive Up' and 'Ground Floor' options, an 'IN STORE \$125' price, and a 'Select' button.

Unit Size	Location	Special Offer	Rate	Buttons
10x20	Ground Floor	50% Off 2 Months !!	\$64 (Rate 129)	Select
5x10	Drive Up / Ground Floor	IN STORE \$89	\$50 WEB RATE	Select (LIMITED UNITS)
10x10	Drive Up / Ground Floor	IN STORE \$125	\$89	Select



Holiday Storytelling: Doubling the Impact

Impact of holiday storytelling on special selection



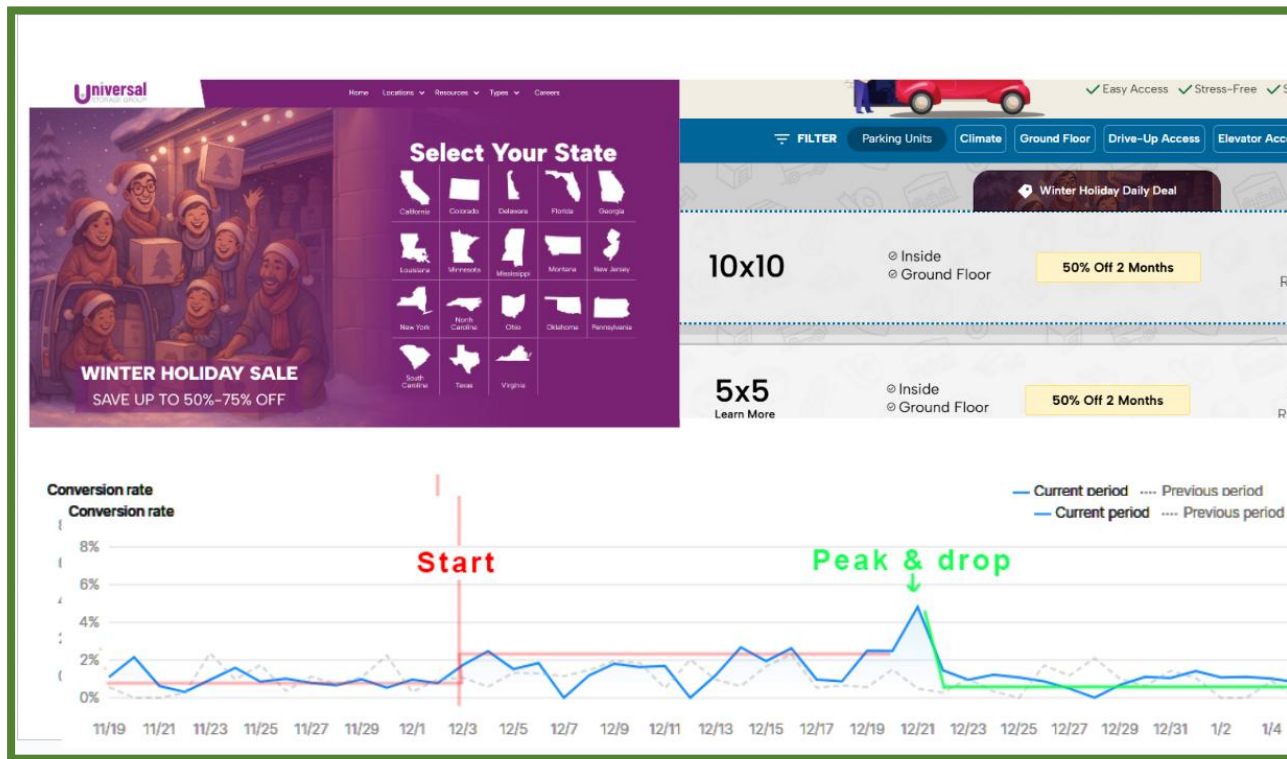
Daily deal special conversion rate nearly doubled when the holiday special was active



The impact of this special seems to increase over the course of the month with a peak The Sunday before Christmas with a quick decrease and regression to baseline



Web Marketing Performance: 35% vs. 20% Industry Baseline





The Cross-Out Rate Strategy Impact

2025

76% of Web Leads had Special

Total web move in increased from 32% to 35% year over year

5% less of move in's had a special -
likely due to the cross out rate strategy that was implemented at the beginning of the year

IN STORE \$90	WEB RATE \$50	Reserve
-----------------------------	-------------------------	----------------



Key Takeaways



- Attention spans declining 50% by 2030- optimize for SPEED
- Daily Deal strategy = 10X baseline improvement (20X with holiday storytelling)
- 35% web conversion vs 20% industry average = 175% improvement
- This is original research you won't find anywhere else

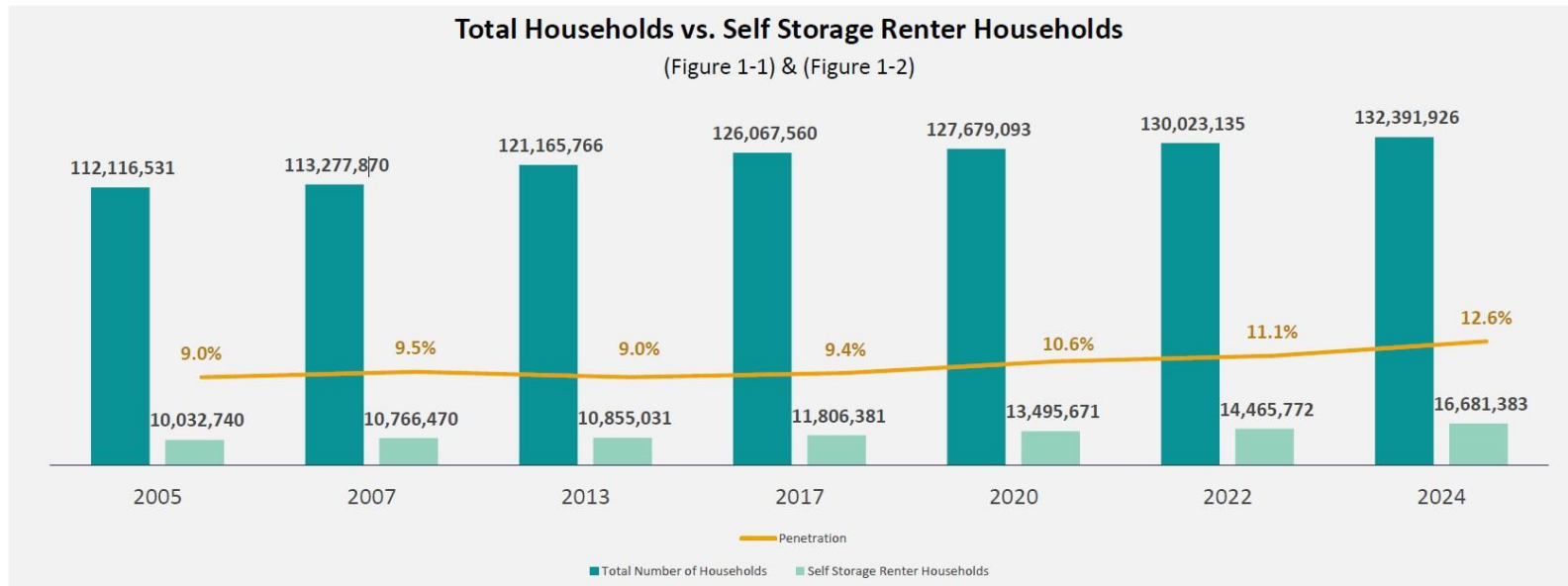


Self Storage Almanac & Self Storage Demand Study Consumer Charts





SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

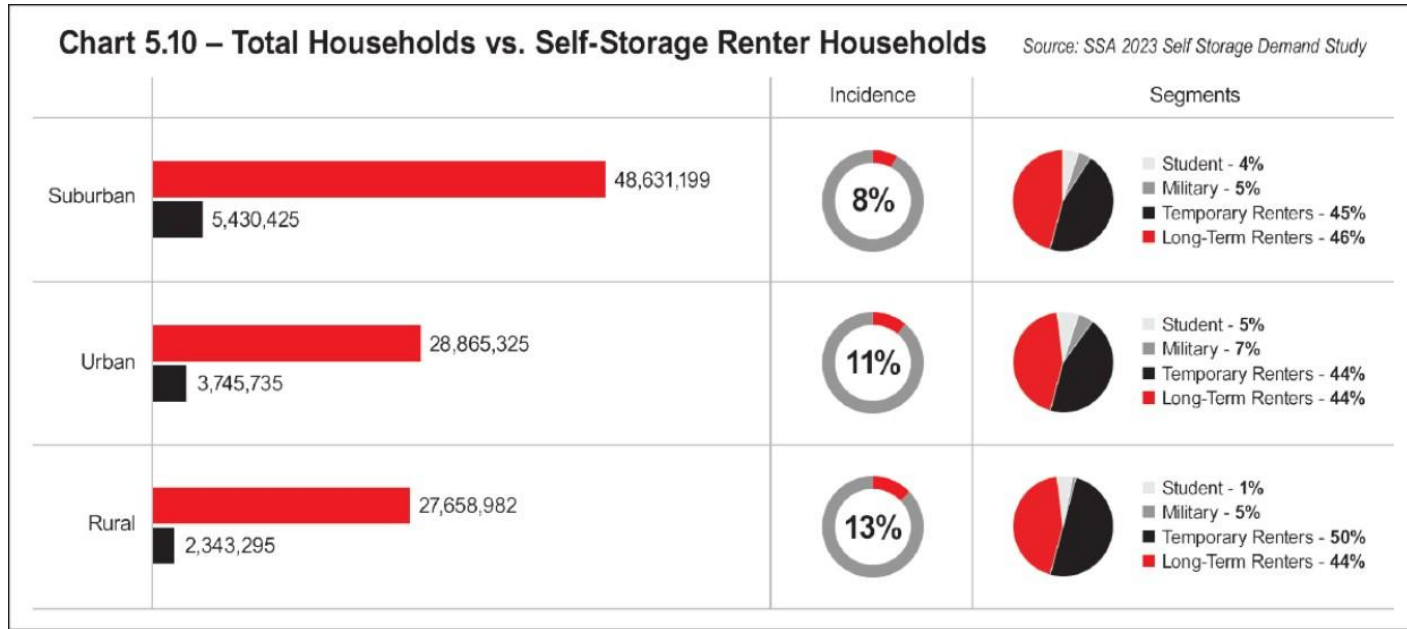


12.6% of all American households currently rent a self-storage unit.

Source: SSA 2025 Self-Storage Demand Study



2025 SELF STORAGE ALMANAC AND 2025 SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS



Source: 2025 Self-Storage Almanac

FIGURE 2-11:

Residence of Renters



24% of storage users live in apartments or condos

72% of storage users live in single-family homes

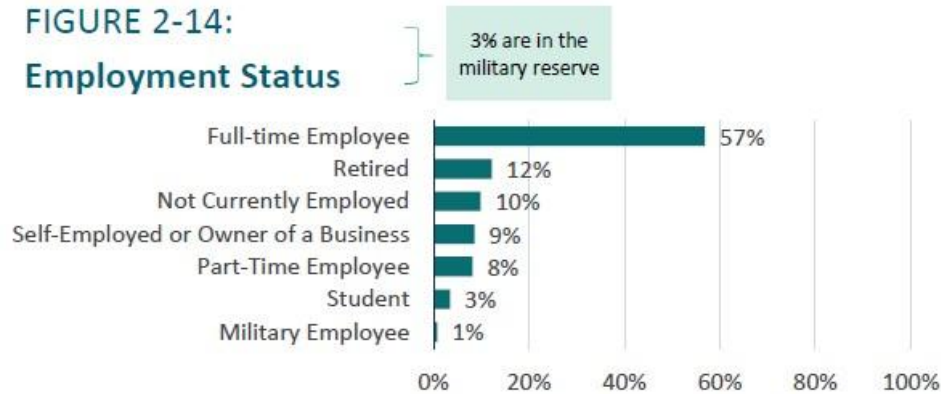
Source: SSA 2025 Self-Storage Demand Study



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

FIGURE 2-14:

Employment Status

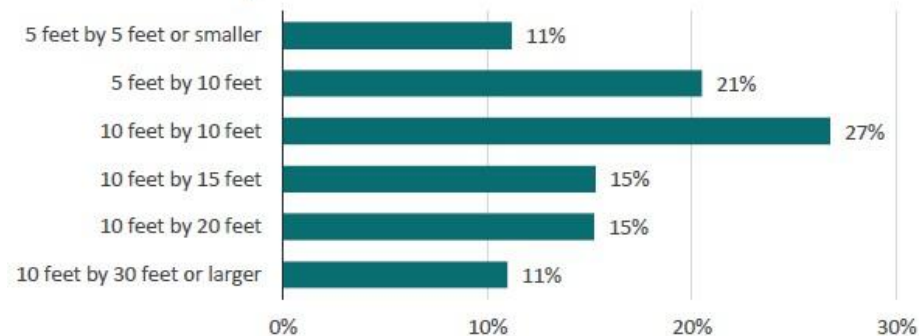


57% of renters are employed full-time

9% are self-employed or business owners

FIGURE 2-19:

Size of Primary Unit



27% of storage renters choose 10x10 units

26% choose 10x20 or larger

Source: SSA 2025 Self-Storage Demand Study



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

Household Income of Renters



The largest group (28%) has household incomes of \$125,000 or more, and the second largest group (14%) has a HHI of \$100,000-\$125,000. The average household income of storage renters is \$94,000.

FIGURE 2-6:
Marital Status

47% of storage renters are married, 17% previously married, and 36% never married.

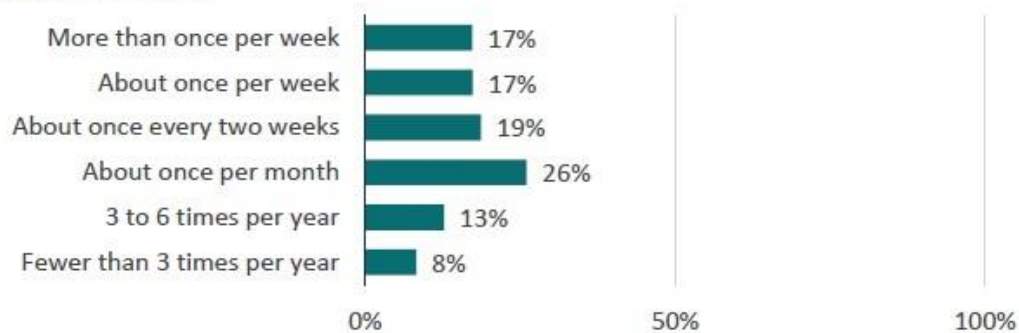


Source: SSA 2025 Self-Storage Demand Study



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

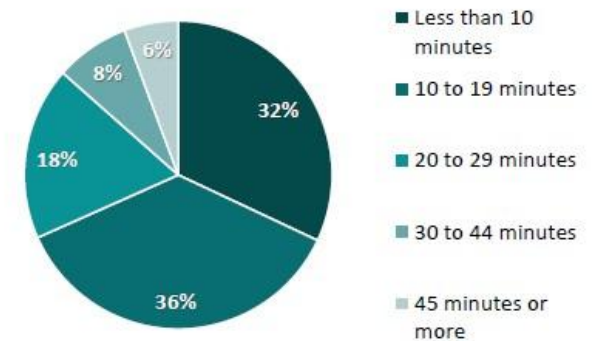
FIGURE 2-21:
Visits to Unit



79% of all renters visit their unit about once a month or more

FIGURE 2-23:
Travel Time to Unit

68% of storage renters travel less than 20 minutes to their unit



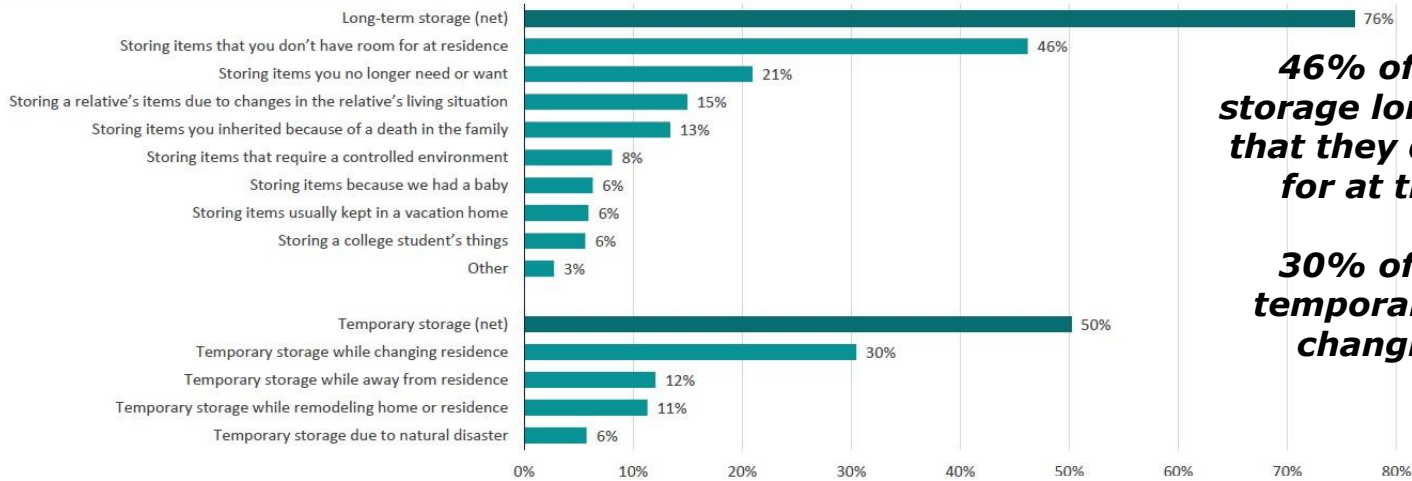
Source: SSA 2025 Self-Storage Demand Study



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

FIGURE 2-25:

Reasons for Renting a Self Storage Unit*



46% of renters utilize storage long-term for items that they do not have room for at their residence.

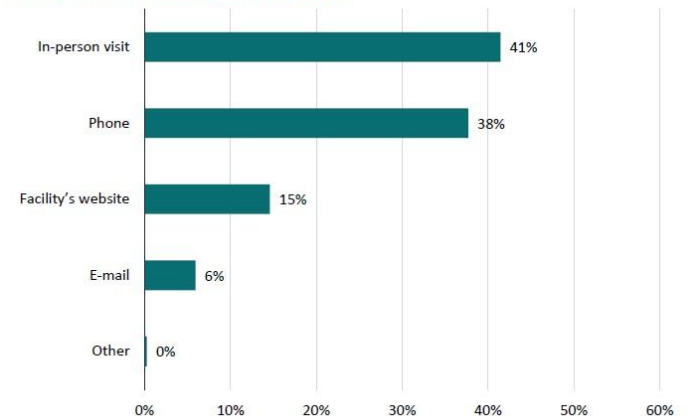
30% of renters utilize temporary storage while changing residence.

38% of renters first called the store or company for pricing

41% have first contact in person with a visit

FIGURE 2-31:

First Contact with Chosen Facility



Source: SSA 2025 Self-Storage Demand Study



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

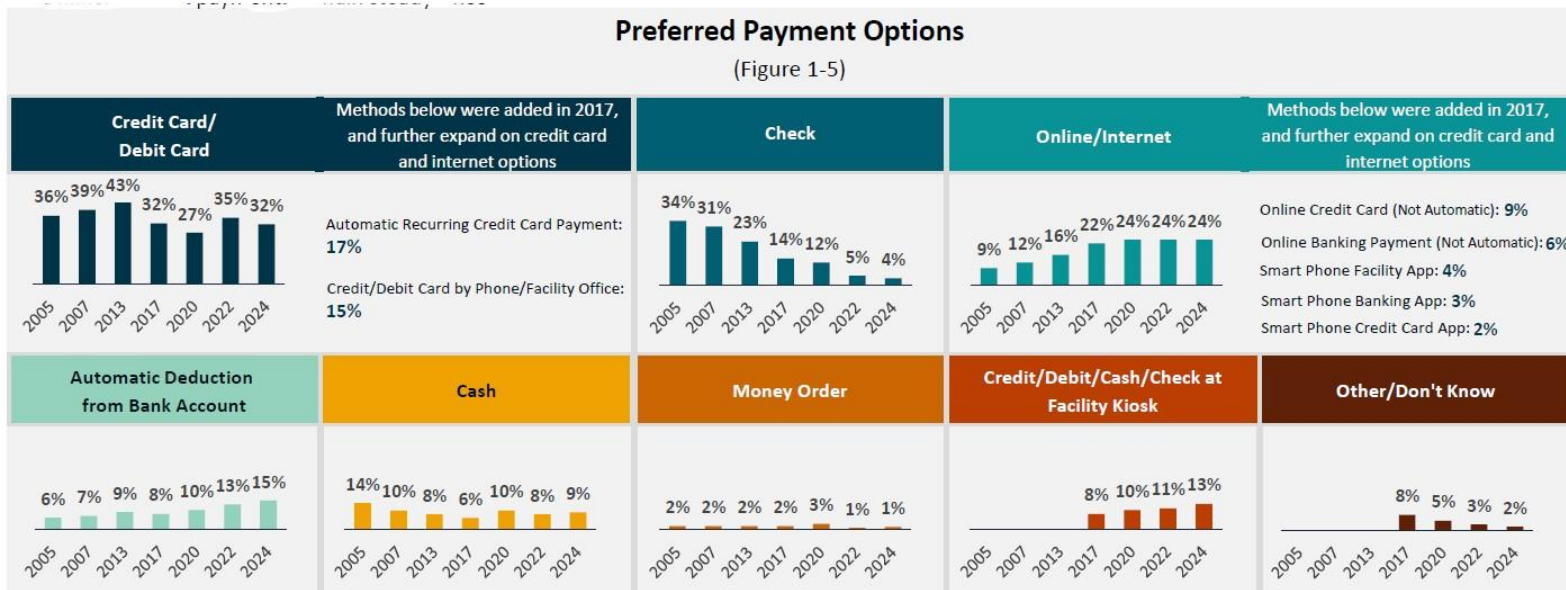
Table 5.4 – Length of Stay

Less than 3 months	12.0%
3 to 6 mo	19.0%
7 to 12 months	20.0%
1 to 2 years	25.0%
Over 2 years	24.0%

Source: SSA 2023 Self Storage Demand Study

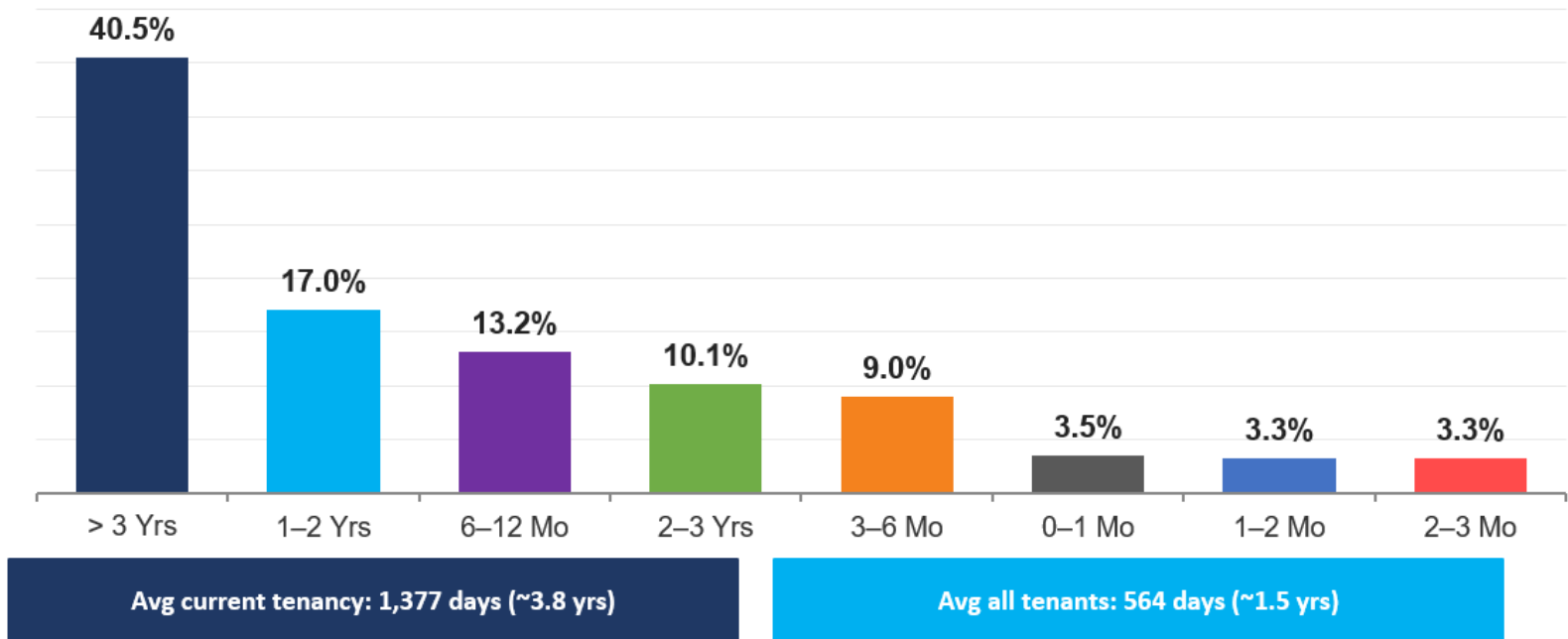
25% of renters stay 1-2 years

24% of renters stay longer than 2 years





USG 2025 Average Length of Stay



Source: USG 2025 Year-End Review



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS

Bolded features are consistent across regions.

FIGURE 4-33:

Top 10 Features Most Willing to Pay Extra For

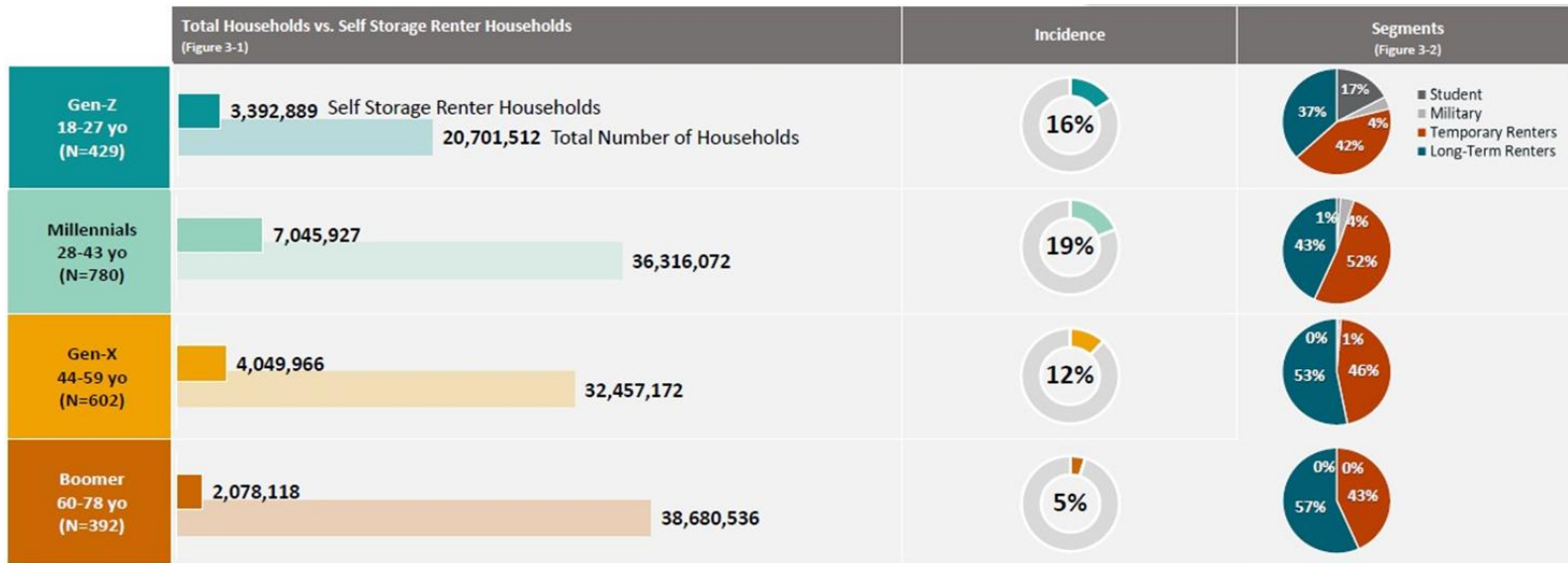
Northeast		Midwest		South		West	
Electronic gates at entrance	37%	Electronic gates at entrance	41%	Anytime access to self storage unit	46%	Electronic gates at entrance	41%
Pest control	36%	Pest control	40%	Pest control	43%	Anytime access to self storage unit	39%
Anytime access to self storage unit	35%	Anytime access to self storage unit	38%	Electronic gates at entrance	42%	Pest control	39%
Storage unit has its own security alarm	35%	Drive-up parking to self storage unit	33%	Humidity of unit is controlled	38%	Security guards monitor/patrol site at all times	32%
Close to place of residence	33%	Storage unit has its own security alarm	33%	Storage unit has its own security alarm	37%	Fire sprinklers in storage unit	31%
Humidity of unit is controlled	33%	Fire sprinklers in storage unit	31%	Close to place of residence	37%	Close to place of residence	30%
Fire sprinklers in storage unit	32%	Humidity of unit is controlled	29%	Fire sprinklers in storage unit	36%	Storage unit has its own security alarm	30%
Discount rates for long-term rental	28%	Close to place of residence	28%	Self storage unit is air-conditioned	35%	Drive-up parking to self storage unit	30%
Self storage unit is heated	28%	Self storage unit is air-conditioned	27%	Drive-up parking to self storage unit	33%	Discount rates for long-term rental	29%
Drive-up parking to self storage unit	28%	Security guards monitor/patrol site at all times	26%	Security guards monitor/patrol site at all times	29%	Humidity of unit is controlled	28%

Customers are willing to pay more for added features.

This is a prioritized list of features that should be considered in order to enhance facility profitability.



SELF STORAGE ALMANAC AND SSA SELF STORAGE DEMAND STUDY CONSUMER CHARTS



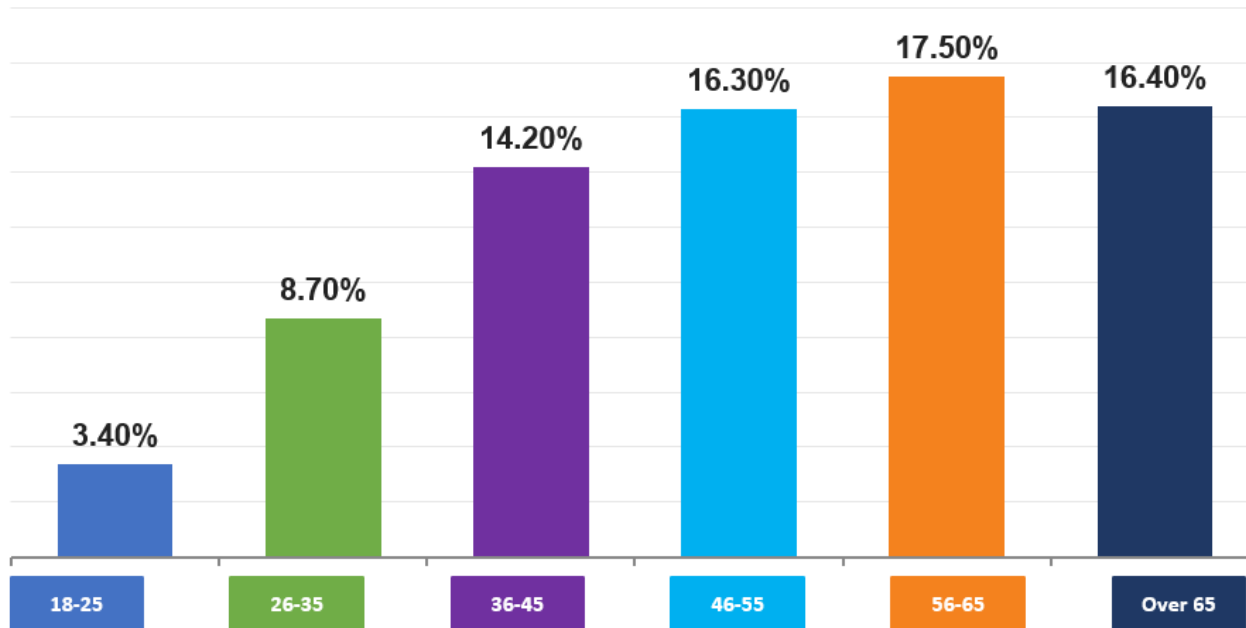
Source: 2025 Self Storage Demand Study

Different generations = different expectations



USG DEMOGRAPHIC CHARTS

USG 2025 Customer Age Groups

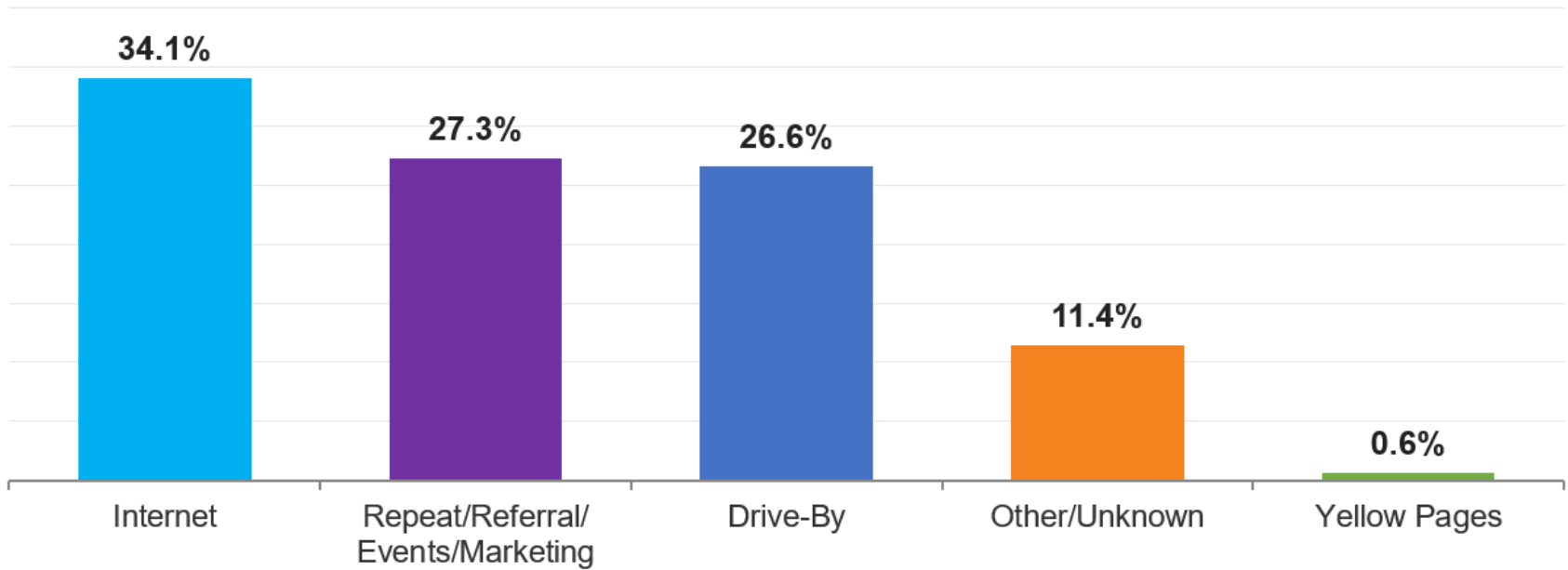


Source: USG 2025 Year-End Review



USG DEMOGRAPHIC CHARTS

USG 2025 Traffic Sources

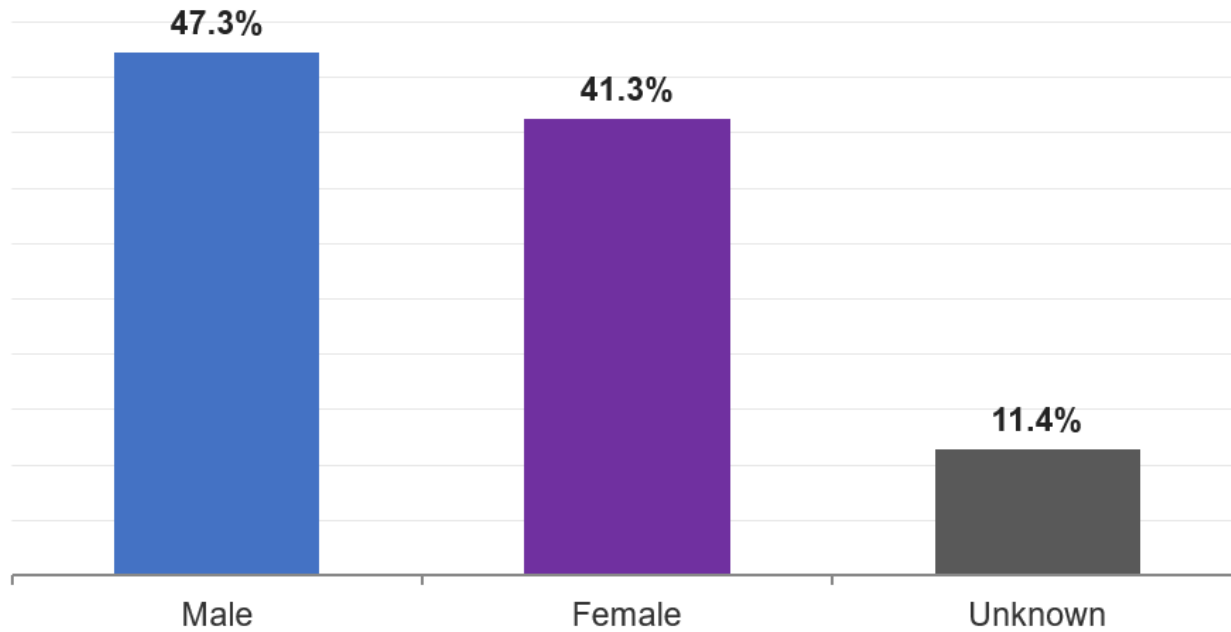


Source: USG 2025 Year-End Review



2025 SELF STORAGE DEMAND STUDY and USG DEMOGRAPHIC CHARTS

USG 2025 Gender Distribution

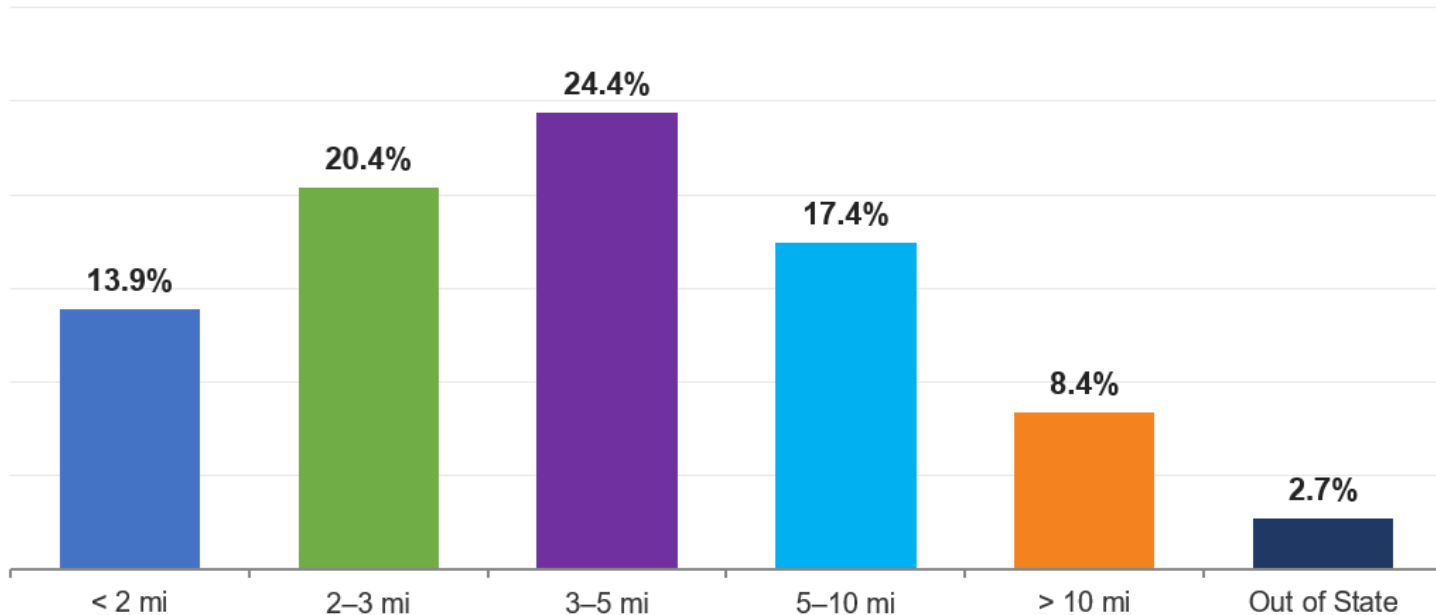


Source: USG 2025 Year-End Review



As you can see from our USG 2025 Year-End Review data, customers predominantly come from the 3–5-mile radius, 24.4%; however, it should be noted that for unique offerings such as we have included in your layout and unit mix, a site such as this can pull 86.2 % of traffic from up to and over 10 miles.

USG 2025 Customer Distance from Store

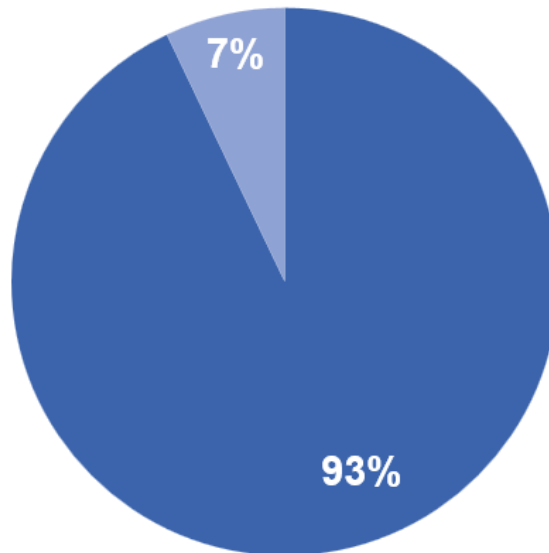
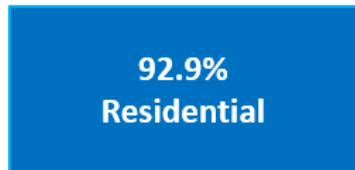


Source: USG 2025 Year-End Review



USG DEMOGRAPHIC CHARTS

USG 2025 Customer Type



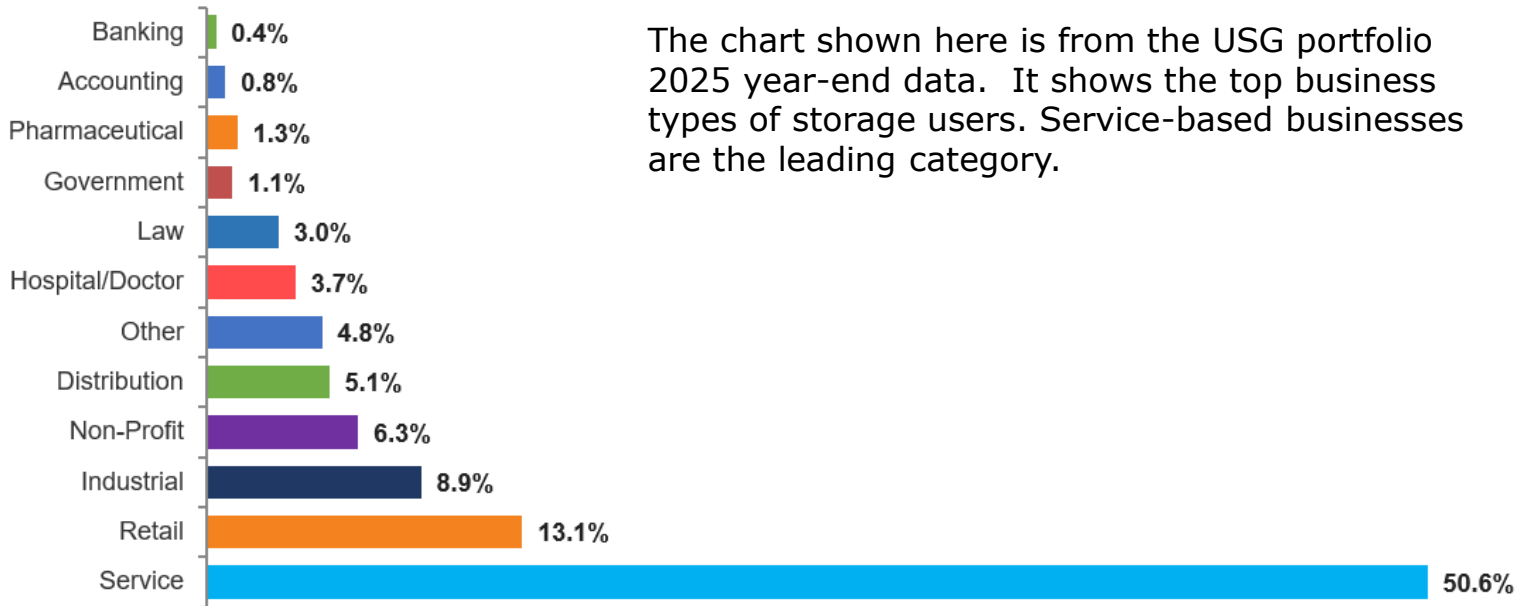
■ Residential ■ Commercial

Source: USG 2025 Year-End Review



2025 SELF STORAGE DEMAND STUDY and USG DEMOGRAPHIC CHARTS

USG 2025 Commercial Business Types



The chart shown here is from the USG portfolio 2025 year-end data. It shows the top business types of storage users. Service-based businesses are the leading category.

Source: USG 2025 Year-End Review



What Actually Wins in 2026

- Know your market before you build or buy
- Control your data, don't guess
- Invest in customer experience and speed
- Leverage technology- but don't lose the human touch
- Protect your asset through smart risk management
- Execute consistently- small adjustments drive big gains

The operators who win in 2026 won't be the biggest- they'll be the most disciplined.