



THIRD-PARTY MANAGEMENT

- Feasibility
- Consulting
- Training
- Development

"People First. Tech-enabled. Trusted Results."

WHY USG?



Over 30 years of exceptional third-party management experience.



We will grow your site's revenue by 25-35% within 12 months.



100+ facilities under management.



Award-winning results.

USG'S MANAGEMENT SERVICES

We manage it all so you don't have to:

- Web, Online and Social Media Marketing
- Community Marketing with On-site Events, Signage and Local Community Programs
- AI-enabled Revenue Management
- Financial Management & Reporting
- Facility Operations & Maintenance
- Call Center
- Manager Staffing and Training
- Tech Stack Management

PROVEN RESULTS

Whether a new facility or an existing one, USG delivers proven financial results in record time.

ACCELERATED LEASE-UPS

The average lease-up time (c of o to 85% occupancy) for a new USG-managed facility is 22 months.

New Construction Stores Managed by USG

Months to Lease-Up (RECENT)

CITY	STATE	MONTHS TO LEASE UP (AT 85%)
Birmingham	AL	16
Birmingham	AL	15
Ventura	CA	13
Senoia	GA	10
Paulding	GA	8
Lake Charles	LA	42
Missoula	MT	10
Raleigh	NC	40
Beaufort	SC	12
Summerville	SC	22
Knoxville	TN	36
Murfreesboro	TN	40

USG AVERAGE 22 MONTHS

When USG manages the opening of a new store, it takes an average of 22 months to reach 85% occupancy.

EXCEPTIONAL TURNAROUNDS

USG delivers an average of 35% increase in revenue and NOI growth within 12 months post-takeover.

USG Takeover Stores-Turnaround Results

Average Revenue Growth 12 Months After USG Takeover (RECENT)

CITY	STATE	MONTHLY REV TAKEOVER (\$000s)	MONTHLY REV IN 12 MOS (\$000)	USG REV INCR 12 MOS
Yuba City	CA	\$75	\$80	7%
Ft. Lauderdale	FL	\$91	\$93	2%
Byron	GA	\$37	\$55	49%
Hinesville	GA	\$40	\$53	33%
Cartersville	GA	\$38	\$42	11%
Gainesville	GA	\$32	\$40	25%
Acworth	GA	\$41	\$55	34%
Forest Hills	GA	\$35	\$42	20%
Union City	GA	\$40	\$60	50%
Bonaire	GA	\$33	\$38	15%
Rincon	GA	\$20	\$45	125%
Arabi	LA	\$50	\$80	60%
Brookhaven	MS	\$12	\$20	67%
Cleveland	OH	\$25	\$35	40%
Hayes	VA	\$30	\$70	133%

USG AVERAGE \$599 \$808 35%

Once USG takes over an existing store, revenue increases an average of 35% within 12 months.

Can Your Management Do This?

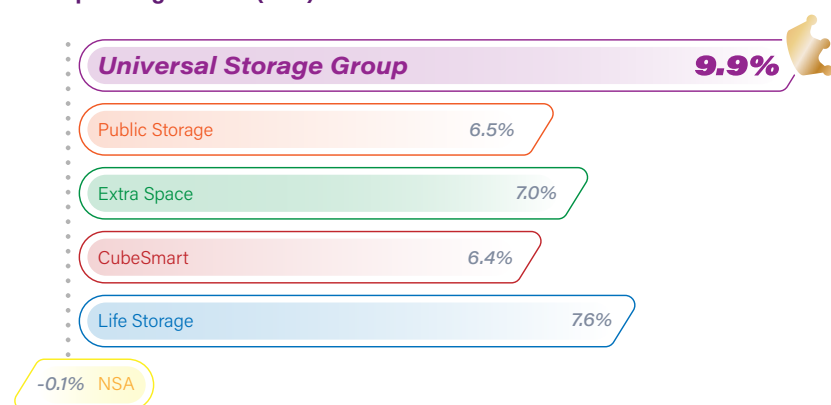
INDUSTRY-LEADING PERFORMANCE

Beating the REITs in revenue & NOI growth, year after year.

USG vs. the REITs

Net Operating Income (NOI) % vs. Prior Year

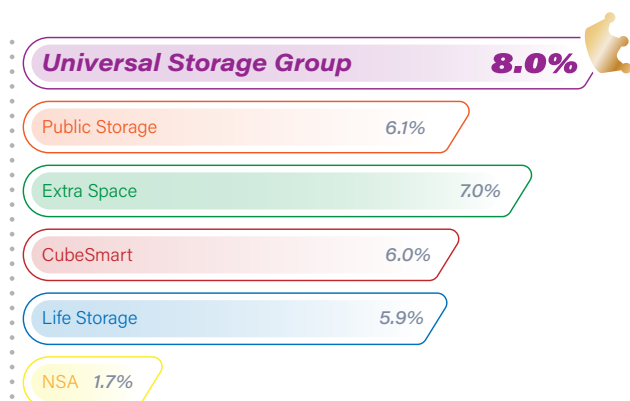
2018-2025



USG vs. the REITs

Same Store % Revenue Increase vs. Prior Year

2018-2025



YOUR BRAND OUR MARKETING EXPERTISE

Let USG handle your marketing programs and technology from start to finish.

We can:

- Create your facility name and logo
- Design and launch your website, PPC and SEO campaigns
- Create and execute monthly email marketing
- Establish social media accounts and content
- Design, create, and purchase promotional materials
- Establish and train managers on community marketing and referral programs
- Design and host large-scale on-site events

Let our marketing team & programs drive leases for you.

Branding as individualized as our service.



CLIENT LOYALTY

Our clients love the results we deliver for them.

Average USG client tenure is 8+ years; one treasured client has been with USG since we began 30 years ago.

"Through USG's management expertise, they helped us to develop a new standard for self-storage and a level of customer service that exceeds our clients' expectations."



Seth Spiegel
VP of Development - Channing Corporation
STORE Self Storage, Palm Beach Gardens, FL

"People First. Tech-enabled. Trusted Results."

RESULTS-ORIENTED & ACCESSIBLE LEADERSHIP

Direct access to experience that moves the needle.

In working with USG, you don't get a customer service rep or a help desk ticket. You get direct access to our full executive team—people who have seen every market condition, every challenge, and every opportunity this industry has to offer.

Together, our leadership team brings over 150 years of industry experience.



A.J. Ross
CEO



David Dixon
COO



Becca Deneke
CFO



Kim Hoelting
VP Marketing
& Training



Tonia Fowler
VP of HR



Tana Bryant
Regional Manager



Angela Wright
Regional Manager

TENANT SATISFACTION

Tenants across all of our managed facilities rate us on Google with 4.9 stars.

2025 USG Site Tenant Ratings:

Google ★★★★★ 2,800 Reviews, 4.9 Average Rating

LET US MANAGE YOUR TECHNOLOGY STACK

The result is simple: lower operating costs, less complexity, and a smarter, industry-specific way to run your facility—backed by 30 years of real-world industry experience.

With our all-in-one solution, you get:

- **Exclusive USG-negotiated group rates**
- **Best-in-class management software** to streamline operations
- **High-converting website design** with built-in rental and reservation integrations
- **Marketing communications tools** that drive tenant loyalty and engagement
- **AI-driven revenue management tools** to maximize profitability
- **AI-powered phone training and performance assessments**
- **Dedicated IT support** tailored to your facility
- **Reliable VoIP phone systems** for seamless communication
- **Smart locks** for secure, convenient access control
- **Advanced smart security systems** to protect your assets

EMPLOYEE LONGEVITY AND GROWTH

USG's corporate staff is among the most tenured in the industry; the average length of service is 14 years.

"I have been with USG for over 10 years, they offer best-in-industry compensation, benefits & training. There is so much opportunity for advancement."



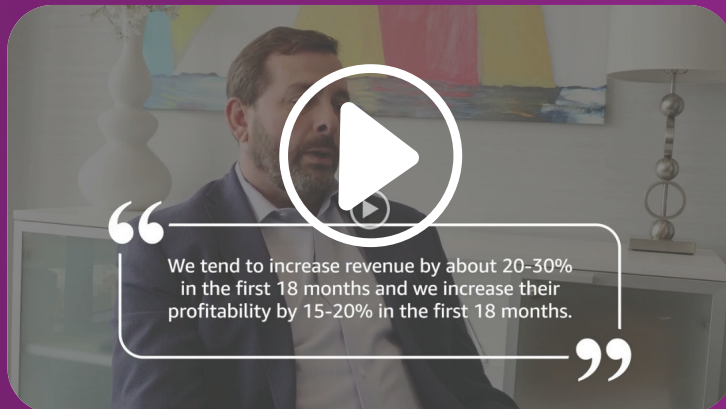
Carol Hernandez
USG Area Manager, 10+ Years with USG

Put us to work for U

SIMPLIFIED CONTRACTS & FEES

We believe you should know exactly what you're paying and why before you sign anything.

- One year contract. No long-term lock in.
- Flat monthly fee or a percentage of collections.
- All third-party costs are outlined upfront. No markups. No surprises.



Play to See Us in Action

Ready to grow? Let's talk:



Lou Barnholdt

VP OF SALES & DEVELOPMENT
Region 1
Lou@UniversalStorageGroup.com
843-368-2491



Sarah Beth DeFazio

VP OF SALES & DEVELOPMENT
Region 2
SarahBeth@UniversalStorageGroup.com
678-896-5049



Andy Shobert

VP OF CONSULTING
Andy@UniversalStorageGroup.com
803-422-1037



Mary Hunter

SALES MANAGER
Mary@UniversalStorageGroup.com
470-451-2715