

How **Centralization & Automation** Are Transforming Self Storage

Tech adoption is accelerating in self storage, and facility operators are facing a clear choice: adapt to these changes or be left behind. In this guide, we'll cover what you need to make sure your business maintains a competitive edge, even as the tech landscape shifts.

By the end of this guide, you'll have a better understanding of the role centralization and automation can play in facility management, regardless of portfolio size.

AUTOMATION IS FOR EVERYONE

Until recently, only a few of the largest self storage operators have been able to use software to centralize workflows through a single connected platform. Today, the biggest shift in self storage is the digitization of manual operations.

Businesses of all sizes can automate and centralize essential tasks such as marketing, leasing, rent collection, accounting, maintenance, stored goods protection, RV and boat tracking, auction management and more.

With the right software, every professional in the industry can:

- Discover new renters in the places they search online
- Accelerate lead conversion with built-in CRM that effortlessly manages your workflow
- Offer tenant portals for a streamlined rental experience
- Leverage integrated accounting for better data accuracy and easy financial reporting
- Manage maintenance tasks through one convenient portal

START BY FINDING THE RIGHT SOLUTION

Once you have an idea of what your tech should be able to accomplish, the next step is to explore your options. More than likely, you'll be exploring all-in-one facility management software that lets your entire office operate from the same platform.

By eliminating third-party integrations, multiple logins and unnecessary data transfers, you take most of the hassle out of the equation. You also simplify and speed up employee training. In essence, all-in-one software is the key to centralization.

Determine how you can leverage automation for similar high-volume, low-value tasks. Your approach should focus on centralization based on specialization: personnel that manage leads, tenant services, maintenance, rent collection, accounting, etc. By approaching automation this way, you eliminate redundancies and allow employees to prioritize more meaningful interactions with customers.

GIVE YOUR MARKETING A BOOST

Maintaining your online presence is critical, but it can also be one of the most tedious aspects of your business. Both internet listing services (ILSs) and property websites are designed to help you meet your customers where they search online.

The best facility management software includes automated listing syndication. Anyone on your team can update property and unit data once and have it automatically update across other online listing websites. No more wasting time on multiple entries when you need to update office hours, availability, amenities and more.

DID YOU KNOW?

There are over
3.2 million self storage-related
online searches per month

Source: StorageCafe Industry Statistics

ELEVATE LEASING

An online customer relationship management (CRM) platform is key to turning the chaos of daily work into a well-oiled machine.

- Consolidate communication with prospects, tenants and vendors
- Prioritize follow-up activities based on specific roles
- Provide remote work opportunities for leasing staff
- Gain full visibility into productivity levels
- Allow select staff to access applicant and tenant data across your facilities
- Offer tenants stored goods protection as part of an efficient move-in workflow

DID YOU KNOW?

Self storage has grown to more than 1.9 billion square feet in 2024

Source: StorageCafe Industry Statistics

CENTRALIZE OPERATIONAL & FINANCIAL DATA

It's not easy to switch between accounting and facility management solutions. Unfortunately, some self storage operators only discover this after the fact. Most businesses will benefit from single stack software that includes a robust, built-in accounting suite. Such a system ensures data integrity and lets you pull together complex financial reports in seconds.

Not only do you want to find an all-in-one system with integrated accounting, but one that is specifically tailored to the needs of real estate professionals. Your system's accounting functionality should include:

- Vendor tracking and compliance
- Revenue tracking by type (e.g., storage, parking, retail)
- Advanced reporting and flexible analytics
- Transaction-level details for revenue and expenses
- Built-in job cost functionality
- Consolidated financial reports for all facilities
- Delinquency automation
- No charge for 1099 electronic filing

The Takeaway

In 2023, roughly 52.5 million square feet of new self storage space was completed across the U.S. With all these additional storage units, it will be more vital than ever for self storage owners and managers to lean on the centralization and automation effects of modern facility management software to operate their facilities efficiently and profitably.

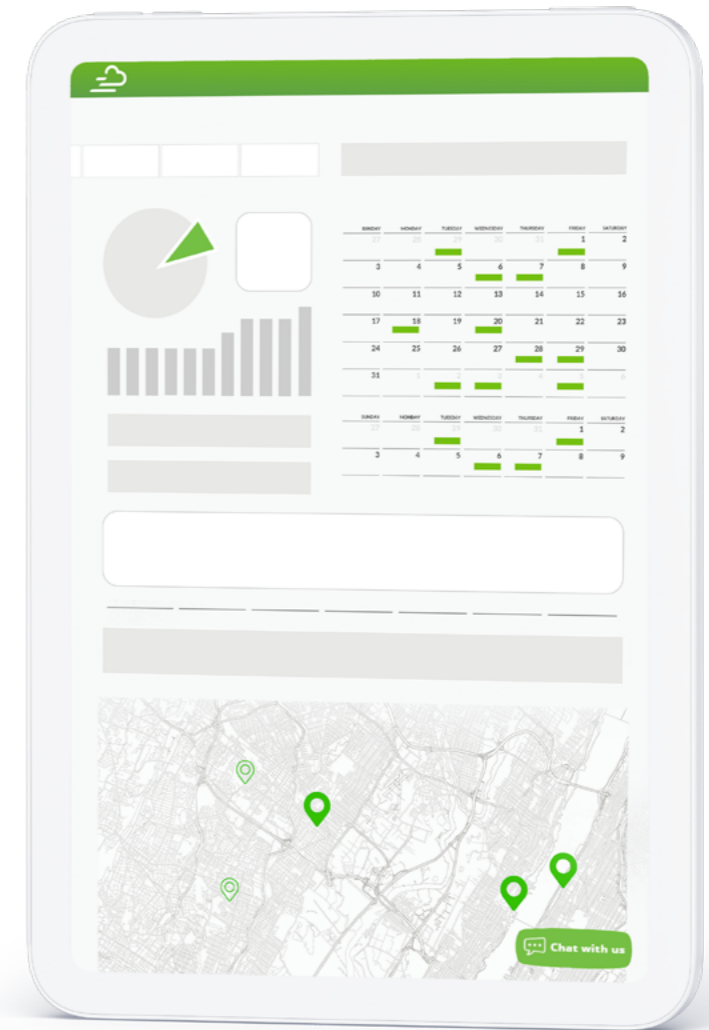
Not sure which software is right for you? We can help you figure it out. Just request a personal consultation with one of our experts.





Thanks for reading!

If you're interested in facility management software that does everything we discussed in this guide and more, reach out and **request a personalized demo of Yardi Breeze Premier**. For larger storage operators, ask us about Yardi Storage Manager, our enterprise facility management software solution.



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