



How Centralization & Automation Have Transformed Self Storage

Tech adoption in self storage is accelerating every year. The question is: what do you need to make sure your business is on track for what's next? In this guide, we'll answer that question and more, covering what you need to know about the importance of centralization and automation in facility management.



The democratization of technology

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 in the digitization of most work processes. Now, businesses of all sizes can automate and centralize essential tasks such as online leasing, rent collection, maintenance tracking, stored goods protection and auction controls.

With the right software, you can elevate and invigorate all aspects of your business. Discover new renters in the places they search online and accelerate lead conversion with the help of built-in CRM that effortlessly manages your leasing workflow and a tenant portal for a streamlined rental experience. Your finance staff can leverage integrated accounting for better data accuracy and easy financial reporting. Even your operations team can benefit, managing maintenance tasks through one convenient portal. The bottom line: nearly every professional in the industry can use tech to automate and streamline their work.



It is good for the workplace environment

Employee turnover is almost more costly than tenant turnover. Tedious routines can intensify feelings of burnout, so property management companies that embrace technology to make work easier and more efficient will have a better chance of retaining their employees.

At first, the idea of digitizing your business processes may seem like an overwhelming undertaking. However, implementing a phased automation strategy and involving your staff throughout the process can energize your office, increase employee participation and improve staff retention.



It all starts with the right solution

Start by identifying which technology will work to your advantage at the property level. 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 in this way, you eliminate redundancies and allow employees to prioritize more meaningful interactions (e.g., finding and engaging with high-quality leads).



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. Internet listing services (ILS) and websites are designed to help you meet your customers where they search online. Fortunately, there are property management software solutions that include automated listing syndication so that your team can update property and unit data once and have it automatically update across other online self storage listing websites in real time. No more wasting time on multiple entries when you need to update office hours, availability, amenities and more.

DID YOU KNOW?

There are 3.2M+
self storage-related
online searches
per month

Source: StorageCafe industry statistics



Elevate leasing

An online customer relationship management (CRM) platform consolidates communication, prioritizes follow-up activities based on specific roles and may even provide remote work opportunities for leasing staff. The ideal CRM gives you full visibility into productivity levels, but it also provides select staff access to applicant and tenant data across your facilities.

Using a property management software solution that automates move-in and move-out workflows and offers tenants stored goods protection during the leasing process means more efficiency and less risk.



Centralize your data

It's not easy to switch between accounting and facility management solutions, and some self storage operators are discovering this after the fact. Single stack software with built-in accounting ensures data integrity and lets you pull together complex financial reports in seconds. Look for an all-in-one solution with integrated accounting tailored specifically to real estate professionals. And with a trusted tech partner, you know sensitive financial data is always kept secure.



New routines are just the beginning

When done right, centralization and automation lead to new routines and processes, but it also creates new growth opportunities. With everyone on your team working from one system, you ensure marketing, leasing and operations run smoothly across all your properties. It won't take long for your employees and stakeholders to see improvements throughout the lead-to-lease life cycle. Your objectives can be quickly met when your tools are secure, intuitive, scalable and fully integrated.



Streamline maintenance & operations

Unless you make yourself available around the clock, 365 days a year, it's all too easy to let maintenance requests go unattended. This could result in expensive repairs, dissatisfied tenants or even property damage.

This is yet another area where centralization and automation makes a big difference. An all-in-one property management software solution allows you to organize and track all your maintenance requests, assign tasks to vendors, link vendor invoices and automatically charge tenants for work done when needed. A mobile app makes submitting maintenance requests with photos and videos a breeze.

DID YOU KNOW?

Self storage has grown to more than 1.7 billion square feet of space in 2023. Over the span of the last 5 years, 254.6 million square feet of storage space was built – that's equivalent to 15.1% of the total inventory.

Source: Yardi Matrix



The takeaway

In 2023, roughly 52.5 million square feet of new self storage space is planned to be 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 efficiently and profitably operate their facilities.

To learn more about this important topic, see our guide:

[Why Fully Integrated Self Storage Software Is A Smart Solution](#)

If you're ready to see Breeze Premier in action, reach out and request a personalized demo.

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