



How To Thrive In Any Economy With All-In-One Self Storage Software

INTRODUCTION

In the rapidly evolving business landscape of 2024, efficient, cost-effective and streamlined operations are more crucial than ever. This whitepaper explores how all-in-one self storage software can help self storage businesses thrive in an increasingly competitive environment.

ENJOY ALL-IN-ONE SIMPLICITY WITH POWERFUL CAPABILITY

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.

Integrated marketing tools help operators manage internet listings, fill vacancies quickly with qualified tenants and track campaign performance. Prospects can easily find units that meet their unique needs by searching by location, size, price, amenity and type including climate-controlled, car, boat and RV storage.

Online payments enable tenants to pay their rent online, reducing the administrative burden of handling cash or checks and ensuring timely payments. Automated reminders and recurring payment options further enhance convenience for both tenants and storage operators.

Self storage management organizes everything you need to effectively manage your facilities. Tracking property, unit and tenant data while managing maintenance, auctions, discounts, amenities, move-ins/move-outs, retail inventory and sales in one place makes facility management that much easier.

Owner statements and reports can be quickly generated and customized for specific needs, reducing the need for manual data entry and minimizing errors. Owners with multiple properties benefit from consolidated reports that provide a 360-degree overview of the portfolio.

Online leasing streamlines the process for tenants to select storage units, complete the screening process, sign leases electronically and move in their belongings without needing physical paperwork or in-person meetings. This not only saves time but also broadens the reach to potential customers who prefer digital transactions.

Tenant and owner portals provide a secure, centralized location for communication and management. Tenants can access their accounts, view payment history and submit maintenance requests. Owners can access financial reports, monitor property performance and monitor their portfolios in real time.

Built-in accounting ensures that your accounts payable, accounts receivable and general ledger functions are in order and your financial data is accurate and up to date. You can track property and corporate ledgers, maintain escrow and trust accounts, track job costs and generate financials at a click of a button.

THE BENEFITS OF ALL-IN-ONE



Reduce costs

Consolidating all your self storage functions into one platform will eliminate the need for multiple software systems. This is a significant contributor to cost savings.

When street rates are in decline, owners and operators may need to operate their business without the promise of additional resources. In times like these, affordable all-in-one technology that consolidates processes and automates routine operations can be a business saver.

DID YOU KNOW?

The self-storage sector faced higher marketing and property insurance expenses in the first quarter of 2024. Software helps offset these costs by eliminating the need for multiple systems.

Source: Yardi Matrix



Work from anywhere, anytime

An all-in-one SaaS solution that requires only an internet connection and a smart device to operate means you can manage all your facilities when and where it works for you. All-in-one also saves time by eliminating the need for constant switching among disparate apps and systems.



Streamline & automate everything

Modern self storage software automates and streamlines many of the tasks that used to be done manually. These include marketing and leasing units, tracking unit types and amenities, managing discounts, collecting rent, paying vendors, maintaining facilities, overseeing auctions, tracking retail sales and centralizing communications with prospects, tenants and owners.

Staff will also benefit from a system that allows them to be more productive, letting them focus on more important tasks. Tenants benefit from a better customer experience from the start.

DID YOU KNOW?

While the shift to online management has long been underway in the residential sector, there has been a more post-pandemic shift toward automation and centralization due to the positive impacts on time and money saved.

Source: Yardi Matrix



Keep secure, accurate, real-time data

Another benefit of all-in-one software is real-time data on everything from occupancy rates, open AR and AP, maintenance project status, tenant behavior and financial performance, enabling owners and operators to make informed decisions quickly. By working with reputable cloud providers and software with advanced security permissions, data is kept safe and accessible only to those who should have access.



Enhance the customer experience

Features such as online leasing, online account management, online payments, automated reminders and 24/7 access to information improve tenant satisfaction and retention rates.

CLIENT QUOTE

"Reflecting on earlier methods, tasks like collecting rent, handling maintenance requests and managing tenant transitions are significantly simplified."

Cindy Espolt

Property Manager & Broker
Canyon Wren Property Management, LLC

CONCLUSION: ALL-IN-ONE INCREASES REVENUE POTENTIAL

If nothing else, you need to know that the tech you invest in and take time to learn is going to pay off. A robust all-in-one platform helps your business maximize its operational efficiency and revenue potential with the following:

Dynamic pricing: Implementing dynamic pricing based on real-time analysis helps optimize rental rates and increase revenue.

Efficient resource allocation: Centralized management of multiple facilities keeps resources such as staff and equipment allocated where they are most needed, reducing downtime and improving service quality.

Scalable operations: As businesses grow, self storage software allows for seamless integration of new locations and services without more overhead.

Competitive edge: By adopting all-in-one self storage software, businesses can stay ahead of the curve in a competitive landscape.

The best self storage software offers a robust all-in-one solution for businesses looking to cut costs, save time and streamline routine tasks that are prone to human error. In doing so, savvy storage operators position themselves for success in 2024 and beyond. The integration of industry data and advanced features lets operators navigate potential setbacks and challenges with ease, helping them emerge bigger and more profitable than ever.

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

YardiBreeze.com/storage | sales@yardi.com or (800) 866-1144