
Scaling smart: Self storage technology built for multi-facility operations



Overcoming operational complexity & growth

As self storage operators look to expand their portfolios, they introduce additional complexities, both logistical and customer related. The good news is that technology can help, and many of today's facility management software solutions that help single-facility businesses succeed can do the same for multi-facility operations. However, larger or more sophisticated self storage businesses need to be mindful of how well their management technology works at scale.

Operators with multiple facilities face unique challenges in standardizing operations, delivering consistent customer experiences, consolidating data for strategic decision-making and efficiently scaling administrative functions. This white paper will explore the challenges multi-facility self storage businesses face today and provide clear guidance on the technology needed to overcome them with less effort, faster results and an improved bottom line.

“ The self storage market in the U.S. is experiencing unprecedented, sustained growth, currently providing over 1.7 billion square feet of rentable space.

— Yardi Matrix Self Storage Market Data

A significant shift in recent years has been the rise of multi-facility operators who increasingly dominate new development and acquisitions. Historically, self storage management has been fragmented, typically involving single-location operators relying on manual processes such as paper-based systems, simple accounting software and locally installed property management applications.

Today, as portfolios expand, these traditional approaches become increasingly untenable. Maintaining operational consistency, enforcing uniform branding and managing administrative tasks efficiently across multiple locations can be challenging, if not impossible, without the right technology and standard operating procedures (SOPs) in place.

The complexity multiplies exponentially with each additional facility, requiring a shift toward more sophisticated, centralized solutions.

Industry consolidation is helping fuel this shift, as institutional investors and larger companies acquire or develop multiple sites simultaneously. As facilities multiply, a reliance on disjointed systems leads to inefficiencies, such as repeatedly logging in and out of disparate software or manually reconciling data. Such cumulative inefficiencies are the prime culprits hindering productivity and growth potential. This consolidation trend underscores the importance of SOPs and integrated cloud-based technology.

Standardizing operations across sites

Unified operational systems play a critical role in ensuring consistency across a growing portfolio. Maintaining uniformity across multiple sites builds a robust brand reputation, enhances customer trust and simplifies operational oversight.

Operators benefit significantly from unified workflows in critical areas such as staff training, facility maintenance and tenant management. For example, standardized systems streamline onboarding and training processes, enabling staff to learn and operate efficiently within a single coherent framework. This drastically reduces the complexity of managing multiple sites and minimizes the learning curve when employees transition between locations.

Standardization also addresses common operational inconsistencies. Anyone with experience managing multiple accounting and property management systems knows the inherent

inefficiencies quickly lead to redundant data entry, discrepancies in financial reporting and delays in information availability. Unified platforms eliminate these inefficiencies by centralizing data and processes, significantly reducing administrative workloads and enhancing accuracy.

Operators adopting standardized operational systems consistently report marked improvements in administrative efficiency, often seeing upwards of 30% gains in productivity (Yardi Matrix Internal Benchmarking Report). The clarity and consistency afforded by unified workflows empower managers and staff to focus more on strategic growth initiatives and customer service, rather than becoming bogged down in repetitive administrative tasks.

Centralized control with local flexibility

A significant challenge in multi-facility management is balancing centralized control with the ability to adapt to local market conditions. Integrated technology platforms offer operators tools that provide overarching oversight while enabling tailored strategies at the facility level. These centralized systems allow for nuanced pricing, targeted promotions and location-specific service offerings, enabling operators to respond dynamically to local market demands.

Operators in markets such as Phoenix and Dallas, for example, have reported revenue increases of up to 12% by leveraging centralized data insights to implement localized pricing strategies effectively (Yardi Matrix Market Insights, March 2025).



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Moreover, centralized platforms streamline administrative oversight while allowing regional managers to make tactical adjustments based on local trends and consumer behavior. This flexibility ensures each facility can respond quickly to local market shifts without sacrificing the benefits of centralized data management and control.

Consistent customer experience

Ensuring a consistently high-quality service experience across multiple locations significantly impacts customer satisfaction and brand loyalty. Integrated technology platforms play a critical role in delivering uniform customer experiences, providing streamlined digital solutions such as online rentals, self-service payments and automated communication tools.

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Operators with unified digital customer experiences report customer satisfaction scores 25% higher than their peers.

— StorageCafe Consumer Preferences Survey, 2024

This consistency is vital, as it directly affects brand perception and customer retention. Real-time unit availability updates, integrated gate access solutions and intuitive online tenant portals further enhance the customer experience by reducing friction and facilitating effortless interactions.

Consistent service quality across locations ensures tenants receive reliable and predictable experiences, significantly strengthening customer loyalty and facilitating tenant transitions between facilities within the operator's portfolio. The adoption of centralized digital solutions thus becomes a critical component in achieving high levels of tenant satisfaction and operational success.

Future-proofing through scalable technology

Selecting technology solutions that are scalable and adaptable is critical to future-proofing multi-facility self storage operations. Scalable cloud-based platforms facilitate remote management, mobile accessibility and the seamless integration of emerging technologies such as artificial intelligence.

Cloud-based infrastructure provides continuous software updates without additional costs or downtime, ensuring operators benefit from the latest technological enhancements without disruption.

This operational efficiency allows businesses to reinvest savings into strategic growth initiatives, positioning them to be effective in the face of unpredictable, competitive market pressures.

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Over 70% of top-performing self storage portfolios now rely on cloud-based technology.

— Yardi Matrix Technology Adoption Trends, 2024

What's next: Finding the right solution

Investing in integrated and scalable cloud-based technology platforms positions self storage operators for sustained growth, improved operational efficiency and a better customer experience. Given the wide-ranging tasks a centralized solution must cover, it's important to choose a technology provider with a longstanding reputation for innovation, customer service and leadership in its space. Look for decades of proven success and be wary of free software solutions, generic accounting systems or newcomers who often include hidden charges, exorbitant fees, rate hikes and other means of disguising costs and software capabilities. Identify an all-in-one self storage solution that will offer everything you need on day one, detailing all costs and expectations for customer support. This will help you narrow down your options and find the best solution for you.

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

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