



UNIVERSAL STORAGE GROUP

Your Solution for Management, Education and Development

How Can We Be
Your Solution?

Well, Here's How:



We Actively
Increase
Your Facility
Revenues

We Provide
REIT-Scale
Benefits for
Your Facility
& You



We Drive
Engagement
& Motivate
Your Property
Managers

You Enjoy
Superior
Reporting &
Connectivity



**UNIVERSAL
STORAGE GROUP**

Your Solution for Management, Education and Development

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Fewer Headaches, Higher Income.

Ok, But What Does That Look Like?



Your Solution For Third-Party Management:

Drive Engagement & Motivate Managers



Improved Employee Benefits Including Health Care, 401K, Flexible-Spending Accounts, Aflac & More

Award-Winning Continual Training Programs

State-of-the-Art, User-Friendly Technology

Devoted Area Manager and Corporate Support

Actively Increase Your Facility Revenues



Leading-Edge Marketing = More Traffic to the Site = More Leases

Rental Trucks, Boxes & Supplies, and Other Ancillary Opportunities

Increased Customer Storage Insurance Commissions

Monthly Auctions: Enforce Late Fees, Improve Collections, & Free Up Units

REIT-Scale Benefits for Your Facility & You



Cloud-Based Filing & Accounting = Very Low Postage Costs

Maintenance Coordination

Property Insurance Review = Savings

Technology Implementation & Savings Including Websites, Internet Marketing, Digital Leasing, SiteLink Web Edition, & More

Complete Human Resources, Payroll & Health Care

Superior Reporting And Connectivity



Online Report Access Anytime

Full Financial Report & Earnings Direct Deposit by the 15th of Each Month

Monthly Owner Meetings or Calls with Area Manager (Online or In Person)

Speak with a Leadership Team Member *almost* anytime (*they have to sleep sometime!*)



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Fewer Headaches, Higher Income.

Our Numbers Speak for Themselves

Watching Expenses

- ✓ 29¢ - Cost Per Sq. Ft. for our Managed Facilities' Marketing and Advertising Expenses in 2019.

Driving Traffic Organically

- ✓ 3,433,201 Marketing Messages Sent Out in 2019, Resulting in 40,557 Unique Physical Visitors Just for On-Site Events at Our Managed Facilities for the Year, and an Average of 216 Walk-Ins per Facility (not including web-generated traffic).

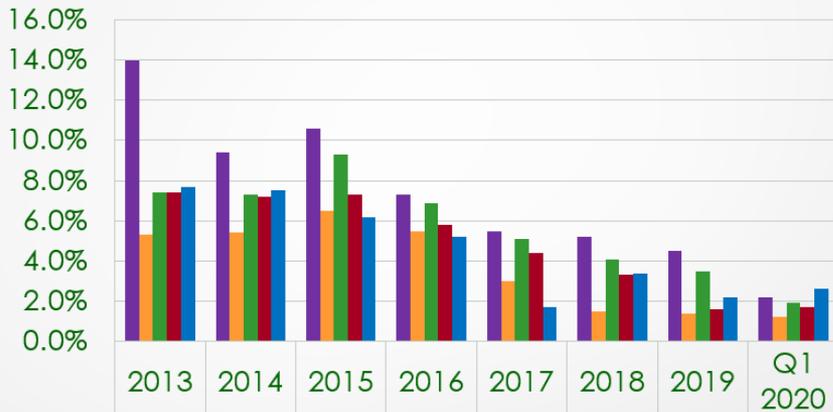
Closing the Traffic We Generate

- ✓ 90% - Average Closing Percentage of Walk-Ins to Leases for USG Managed Facilities.

Adding Revenue to the Bottom Line

- ✓ \$68.08 – Our Portfolio Average Add-On Per Lease for Boxes/Supplies & Insurance Sales.

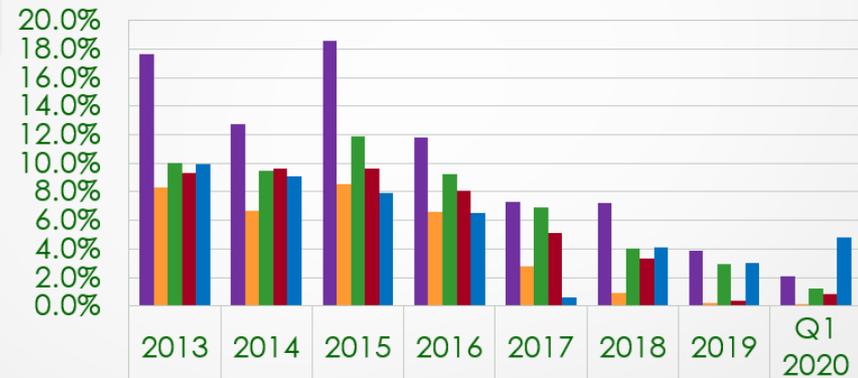
Same Store % Sales Increase vs. Prior Year



■ USG	14.0%	9.4%	10.6%	7.3%	5.5%	5.2%	4.5%	2.2%
■ Public Storage	5.3%	5.4%	6.5%	5.5%	3.0%	1.5%	1.4%	1.2%
■ Extra Space	7.4%	7.3%	9.3%	6.9%	5.1%	4.1%	3.5%	1.9%
■ Cube Smart	7.4%	7.2%	7.3%	5.8%	4.4%	3.3%	1.6%	1.7%
■ Life Storage	7.7%	7.5%	6.2%	5.2%	1.7%	3.4%	2.2%	2.6%

Better vs. Bigger

Net Operating Income % Increase vs. Prior Year



■ USG	17.6%	12.7%	18.6%	11.8%	7.3%	7.2%	3.9%	2.1%
■ Public Storage	8.3%	6.7%	8.5%	6.6%	2.8%	0.9%	0.2%	0.1%
■ Extra Space	10.0%	9.5%	11.9%	9.2%	6.9%	4.0%	2.9%	1.2%
■ Cube Smart	9.3%	9.6%	9.6%	8.1%	5.1%	3.3%	0.4%	0.8%
■ Life Storage	9.9%	9.1%	7.9%	6.5%	0.6%	4.1%	3.0%	4.80%

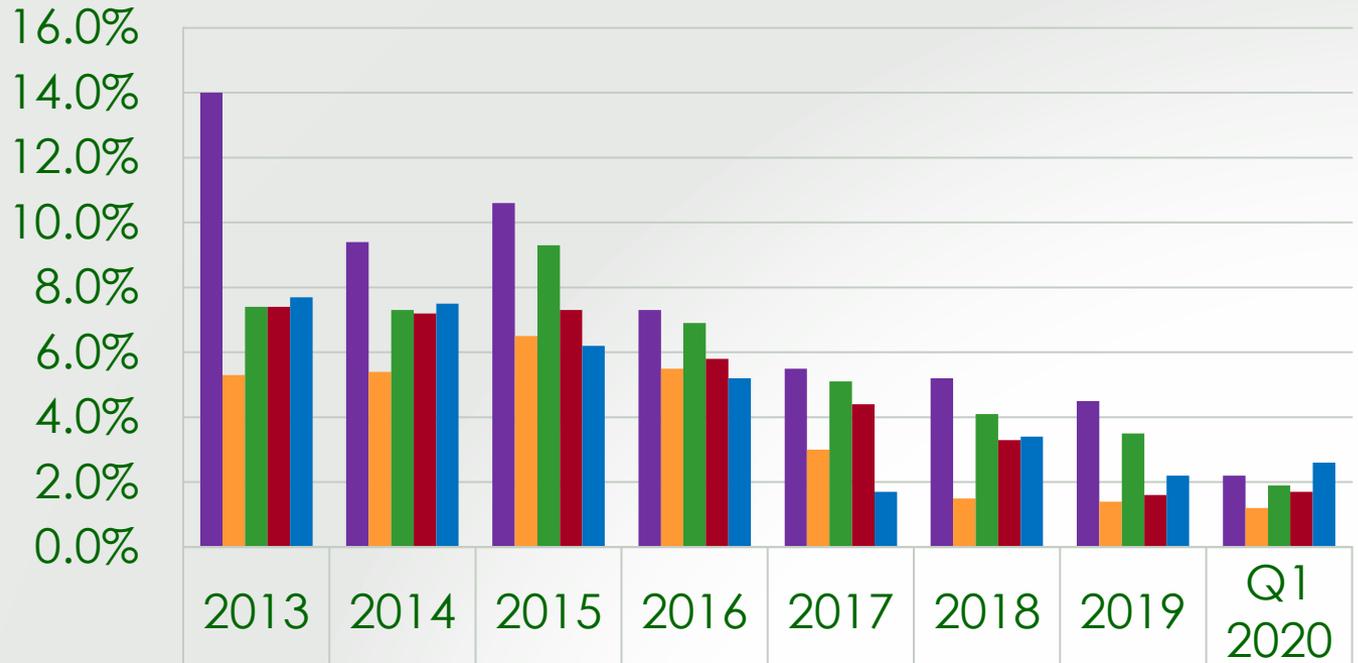
Our goal has never been to be the “biggest” in the industry.

However, being the “best” is what drives every member of our team.

USG vs. the REITs

Same Store % Sales Increase vs. Prior Year

USG Continually
Beats the REITs,
and We Can
Help You Beat
Them, too!

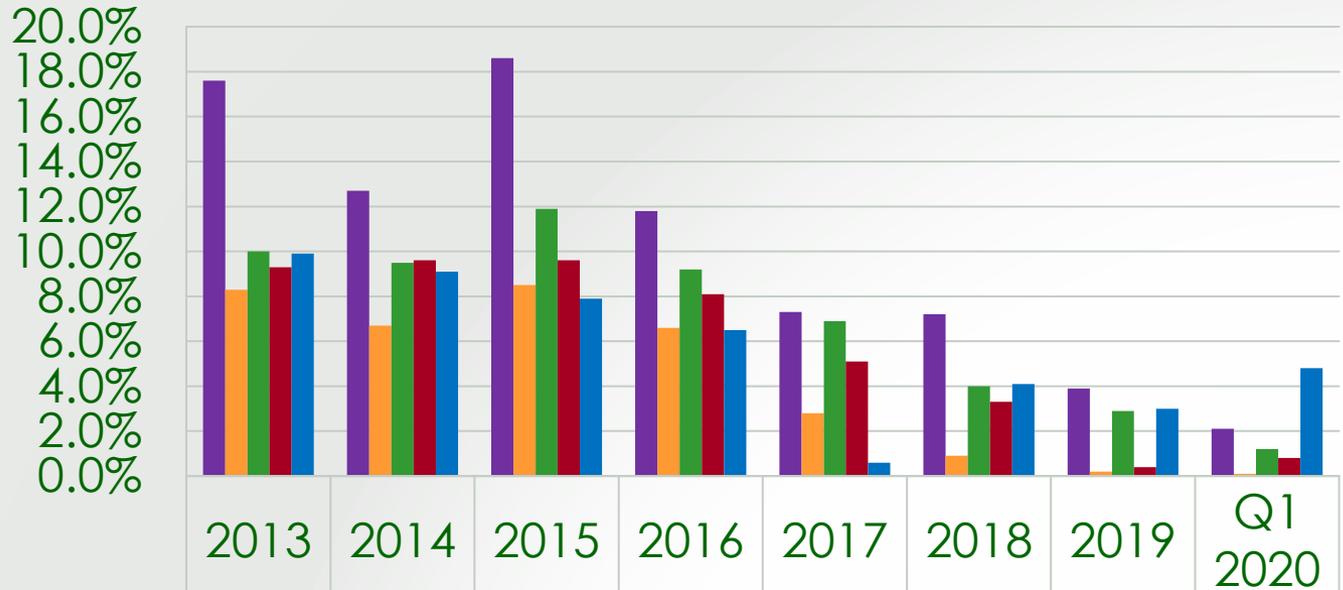


	2013	2014	2015	2016	2017	2018	2019	Q1 2020
■ USG	14.0%	9.4%	10.6%	7.3%	5.5%	5.2%	4.5%	2.2%
■ Public Storage	5.3%	5.4%	6.5%	5.5%	3.0%	1.5%	1.4%	1.2%
■ Extra Space	7.4%	7.3%	9.3%	6.9%	5.1%	4.1%	3.5%	1.9%
■ Cube Smart	7.4%	7.2%	7.3%	5.8%	4.4%	3.3%	1.6%	1.7%
■ Life Storage	7.7%	7.5%	6.2%	5.2%	1.7%	3.4%	2.2%	2.6%

USG vs. the REITs

Net Operating Income % Increase vs. Prior Year

It's Not a Fluke.
We Usually Beat Them
Year After Year,
After Year.



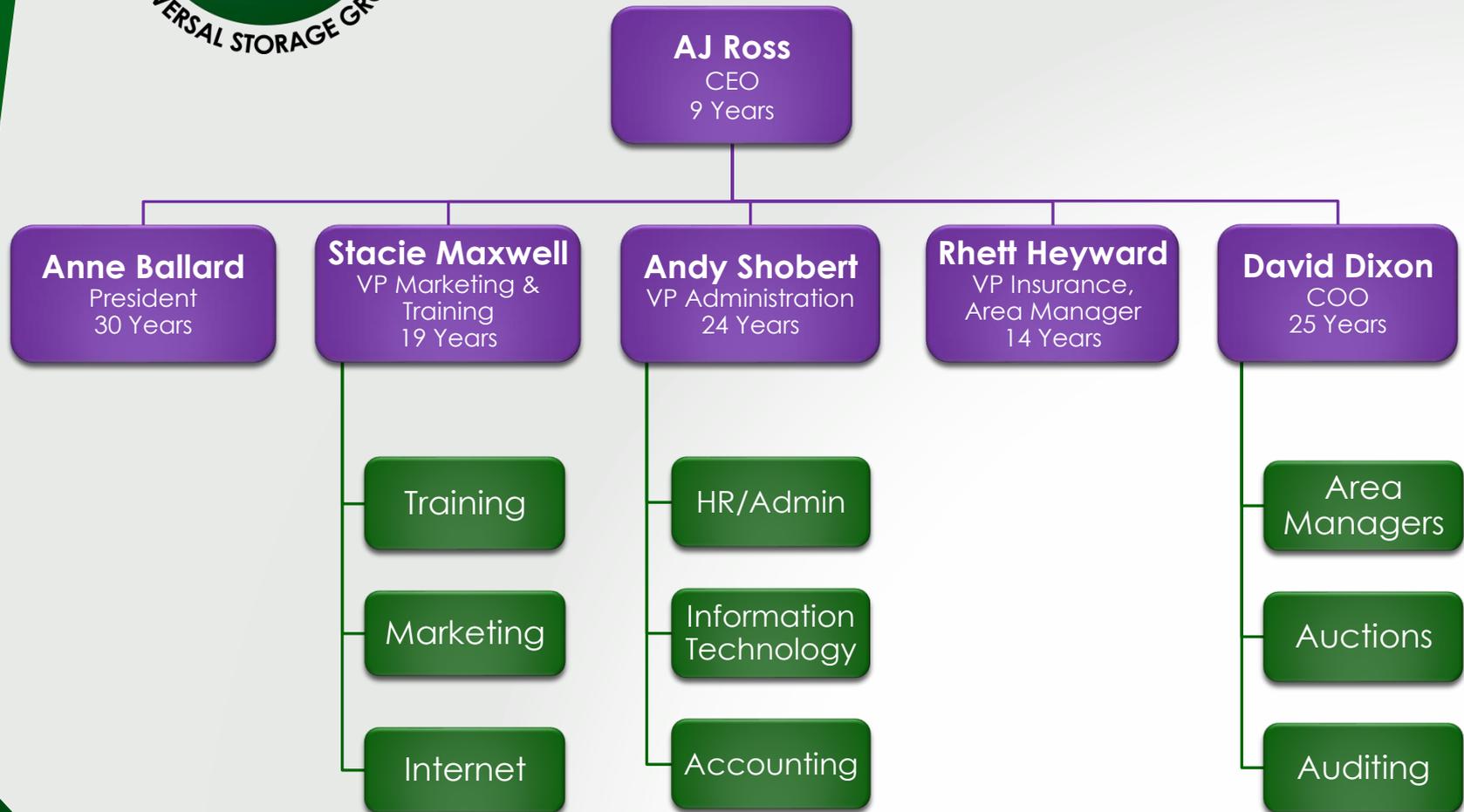
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■ Life Storage	9.9%	9.1%	7.9%	6.5%	0.6%	4.1%	3.0%	4.80%

So, Who Drives This Train to the Station?





Universal Storage Group Leadership Team



Over 120 Years of Combined Industry Experience!

And What Do We Have to Show For It?



Eleven Facility of the Year Winners!



Plantation Self Storage, Bluffton, SC
Overall Winner, 2000



Plantation Storage, Myrtle Beach, SC
New Facility Winner, 2008



Store Self Storage, Palm Beach Gardens, FL
Overall Winner, 2009



Plantation Self Storage, Lexington, SC
New Facility Winner, 2001



Security Self Storage, Westlake, OH
Overall Winner, 2008



iStore Self Storage, Birmingham, AL
Overall Winner, 2011



Elmwood Self Storage, New Orleans, LA
Overall Winner, 2004



CityStorage, Atlanta, GA
Construction Winner, 2009



StorageWorx Self Storage, London, Ontario
Overall Winner, International Winner 2012



Akamai Self Storage, Ewa Beach, HI
New Facility Winner, 2006

No Other Third-Party
Management Company
Has Received More
Facility of the Year
Awards!



Red Carpet Self Storage, Franklin, TN
Overall Winner, 2017

Best Manager Training Program in the Self Storage Industry!

TRAINING



WINNER
ISS 2019
INSIDE SELF-STORAGE®

2018 · 2017 · 2016
2014 · 2013 · 2012
BEST OF BUSINESS
BEST MANAGER TRAINING

No Other Third-Party
Management Company Has Received More
Best of Business in Manager Training Awards!



Best Third-Party Management in the Self Storage Industry!



USG Facilities - New Development



**Red Carpet
SELF STORAGE**



USG Facilities - Conversion



14TH STREET
SELF STORAGE

USG Facilities - Conversion



USG Facilities – Reno. & Revitalize



**WALKER
STREET**
MINI STORAGE



2019 USG Store Averages

- Average Store size in 2019 was 60,297 Net Rentable SF
- 2019 average unit size was 117 s.f. and average units per site was 514.
- 2019 Average Gross Possible Income of \$14.58 psf/yr or \$1.215 psf/month
- Box Sales Per Lease 2019 was \$28.31
- **USG Portfolio Same Store Sales Increases**
 - Actual Occupied Unit Rates +6.25% - Economic Occupancy
 - Unit Occupancy +2.0%
 - Total Insurance Sales +12.18%
 - Total Payments + 9.28%
 - Gross Potential Rates +1.38%
 - Gross Occupied Rates +5.84%



So, What Can We Do For You?



Menu of Services

Full-Service Menu:

- Third-Party Management
- Consulting
- Training
- Developmental Services
- Feasibility Studies

***We Can Do As Much
Or As Little As Is
Needed!***

A La Carte Menu:

- Training
 - Operational
 - Marketing
- Consulting
 - Operational
 - Developmental
- Audits
- Secret Shopping
- Comparable Surveys



Universal Storage Group Management Processes

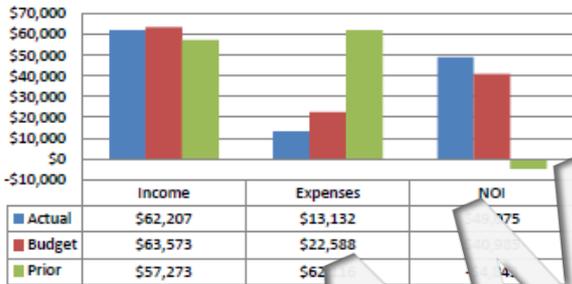
- **Daily Close And Balance**
- USG uses **SiteLink Web Edition** operating software. 
 - Instant reporting on your Smartphone and online access anytime.
 - Paired With SLWE, we also deploy our proprietary onsite backup for proper checks and balances with the **©USG TARGETS Workbook**.
 - *“Tracking **A**nd Reaching **G**oals **E**quals **T**otal **S**uccess! “*
 - TARGETS is Maintained Onsite & In Cloud, and Contains:
 - **O & F** – Occupancy & Financial: Daily Sales, Traffic Conversions, Ancillary Sales, Income vs. Budget For Bonuses
 - **PMG** – Personal Marketing Goals for the Manager Onsite
 - **EOM** – End Of Month Manager Synopsis
- **USG Columbia Office Audits Deposits & Transactions,**
- **Month End Close & Financials,** “Zero Out” Accounts & Report Activity
We Send You CTO or “Cash To Owner” or
Request for CTU “Cash Throw Up” During Lease Up.
Monthly Reports Packages Are Sent On Or Before The 15th



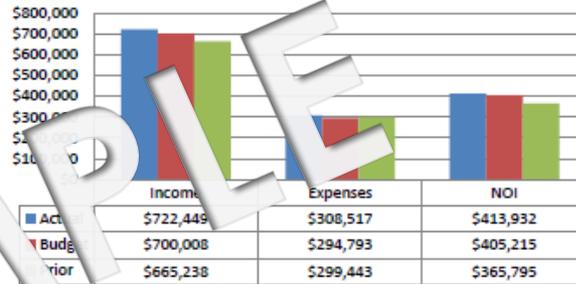
Executive Dashboard

Month of
December 31, 2018

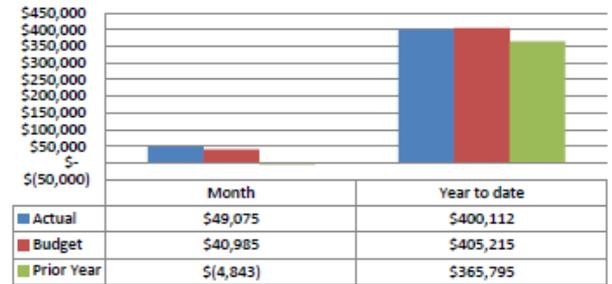
Monthly Income, Expenses, & NOI



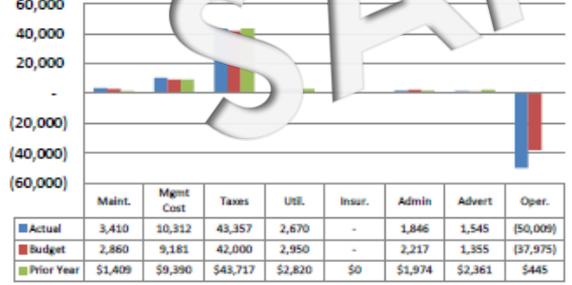
YTD Income, Expenses, & NOI



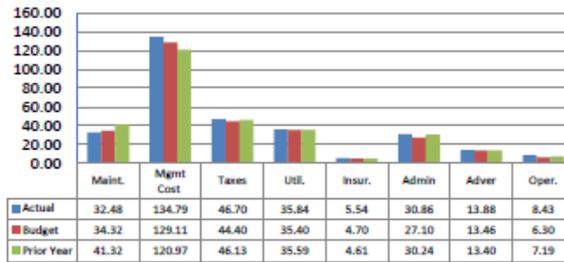
Cash To Owner



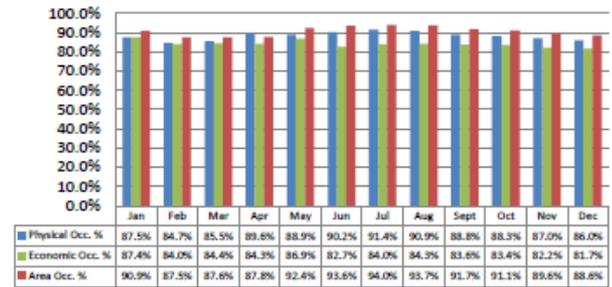
Monthly Expenses



Year to Date Expenses (in Thousands)



Occupancy



Mo. Expense \$/Total Income \$	21.11%
Same Store Sales Increase %	8.60%
\$ Delinquent/Gross Potential	4.49%

YTD. Expense \$/Total Income \$	42.70%
# of New Contacts Added	59
Emails Sent	10603

Conversion Ratios	
Calls/Walk Ins %	90.00%
Walk Ins/Lease %	100.00%

Monthly-Percentages of Income for Op Exp, Debt, & CTO



YTD-Percentages of Income for Op Exp, Debt, & CTO



USG Dashboard

Cover Sheet To Monthly Financials



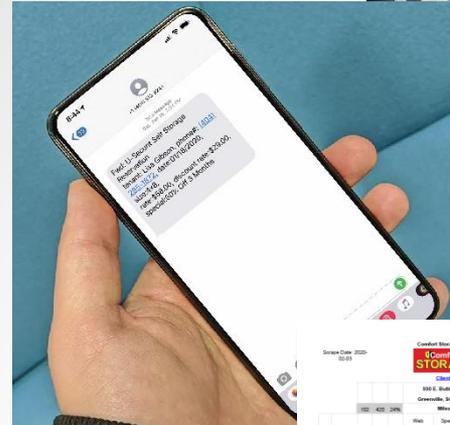
X-mas Event

Water Issue In Back

Extra Space Breaking Ground

Operational Technology

- **Paperless, Fully Online and No-Contact Leasing** for safety and convenience
- **Ring Doorbells** for better visibility and service
- **Store Cell Phones** for better connectivity and communication
- **Daily Price Scraper** for staying on top of market pricing trends



Storage Unit		Comfort Storage C81	Prime Storage Group	Public Storage	Life Storage	Space Shred Self Storage	Extra Space
Unit	Price	Unit	Price	Unit	Price	Unit	Price
C 10x10	\$30	C 10x10	\$40	C 10x10	\$31	C 10x10	\$26
C 10x15	\$30	C 10x15	\$44	C 10x15	\$56	C 10x15	\$25
C 10x20	\$27	C 10x20	\$48	C 10x20	\$73	C 10x20	\$49
C 10x25	\$99	C 10x25	\$84	C 10x25	\$96	C 10x25	\$69
C 10x30	\$59	C 10x30	\$84	C 10x30	\$96	C 10x30	\$69
C 10x40	\$149	C 10x40	\$98	C 10x40	\$132	C 10x40	\$80
C 10x50	\$100	C 10x50	\$98	C 10x50	\$132	C 10x50	\$80
C 10x60	\$122	C 10x60	\$171	C 10x60	\$171	C 10x60	\$120
C 10x70	\$142	C 10x70	\$221	C 10x70	\$221	C 10x70	\$144
S 10x10	\$79	S 10x10	\$36	S 10x10	\$36	S 10x10	\$45
S 10x15	\$88	S 10x15	\$72	S 10x15	\$80	S 10x15	\$65
S 10x20	\$56	S 10x20	\$72	S 10x20	\$80	S 10x20	\$65
S 10x25	\$113	S 10x25	\$57	S 10x25	\$113	S 10x25	\$109
S 10x30	\$170	S 10x30	\$114	S 10x30	\$114	S 10x30	\$135
S 10x40	\$229	S 10x40	\$125	S 10x40	\$125	S 10x40	\$144
P 10x20	\$25	P 10x20	\$50	P 10x20	\$50	P 10x20	\$50

Brand Management

Have a Brand?

Great! We will maintain its integrity throughout all platforms

Need a Brand?

We've got you covered! We have designed and developed over 100 brands with our in-house design expert





**UNIVERSAL
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Your Solution for Management, Education and Development

2020

Marketing Plan



CONFIDENTIAL

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Stacie Maxwell, VP Marketing & Training
Universal Storage Group

USG Marketing Plan-

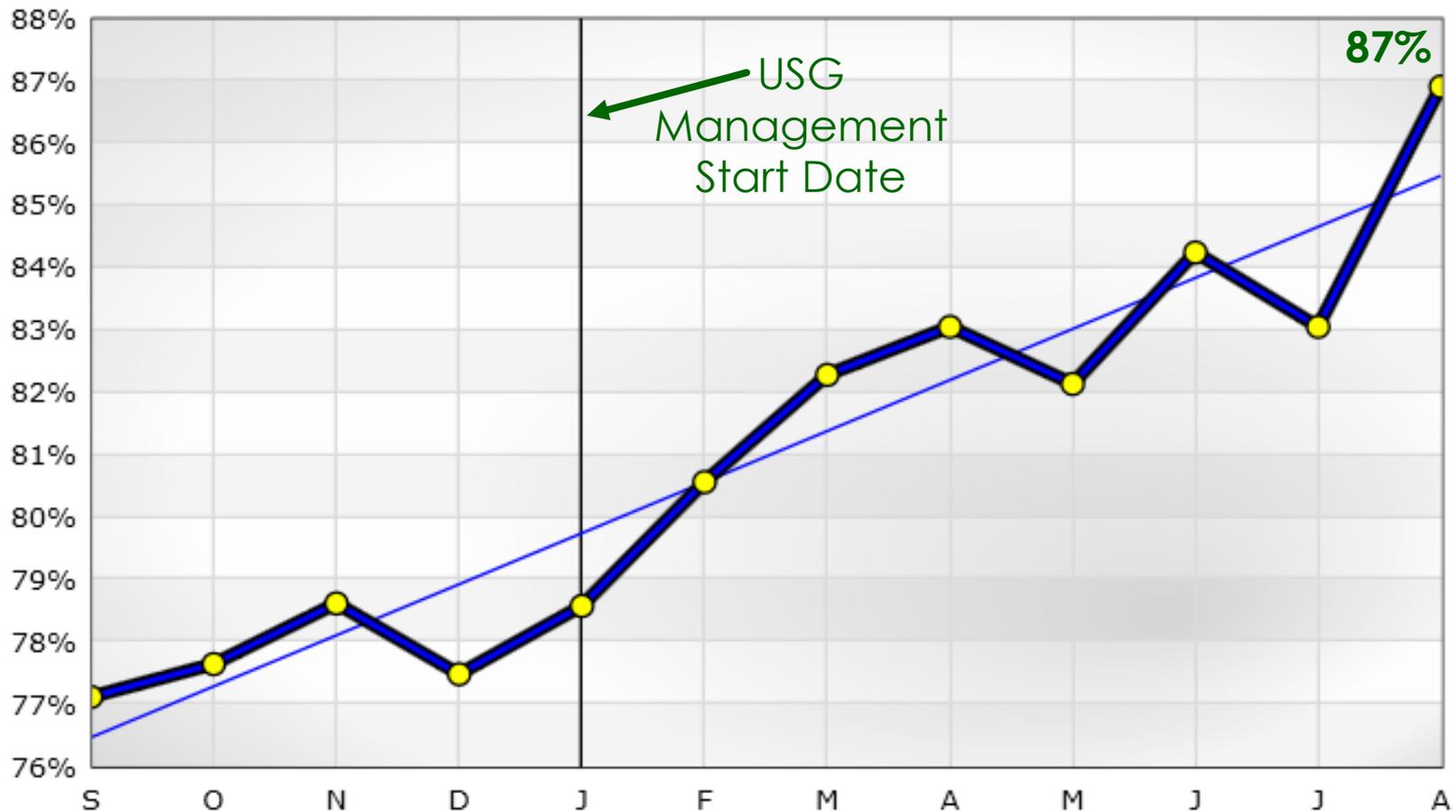
*Customized For Each Location
Built On Our Four Areas Of
Concentration*

- ✓ **Community Involvement**
- ✓ **Internet, Social Media, & Email Marketing**
- ✓ **Business Networking & Referrals**
- ✓ **In-Store Events and Promotions**

Case Study A: Charlotte, NC

Area Occupancy - Trailing 12 Months

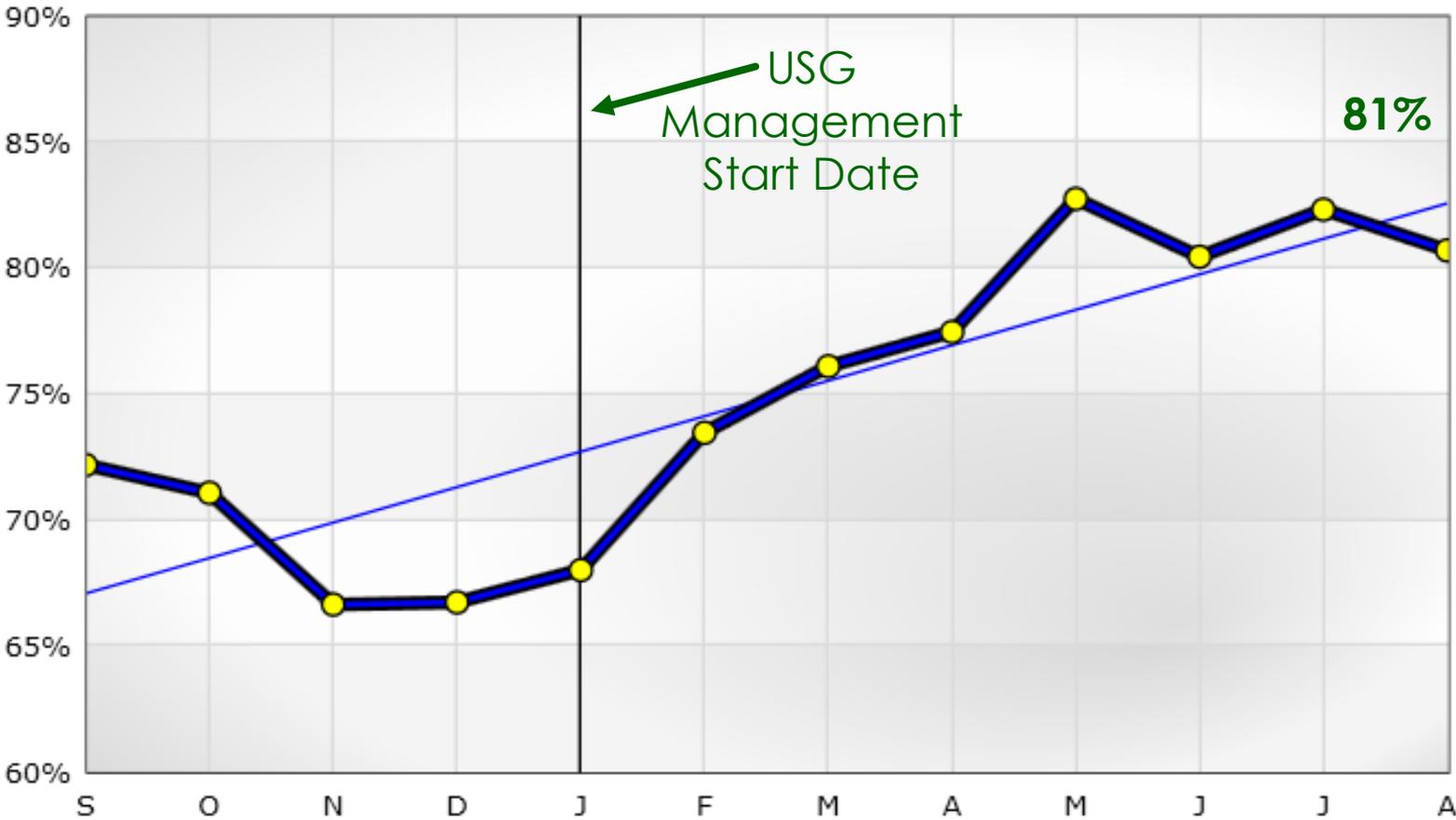
“The Big Picture”



Case Study B: Florence, SC

Area Occupancy - Trailing 12 Months

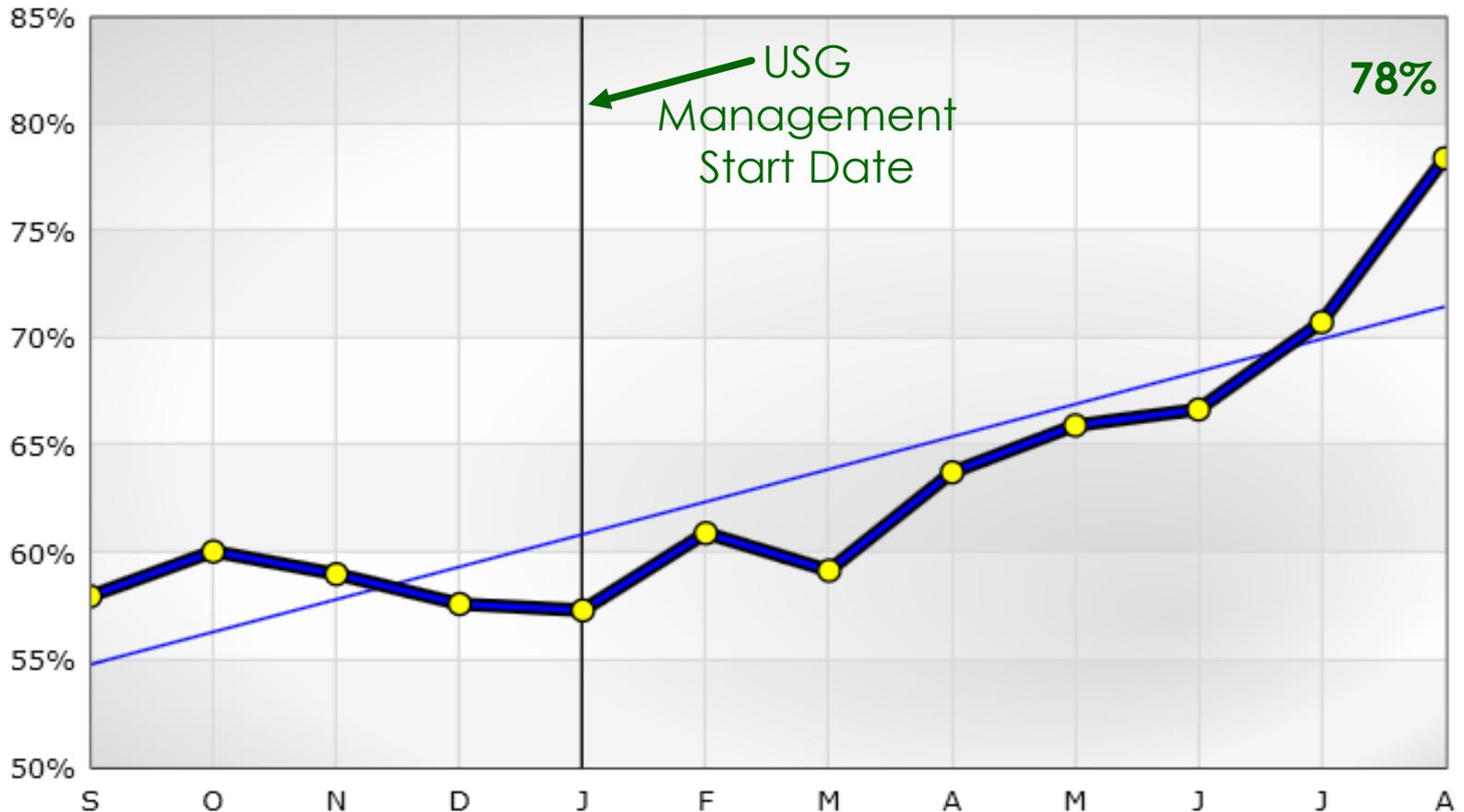
“The Big Picture”



Case Study C: Charlotte, NC

Area Occupancy - Trailing 12 Months

“The Big Picture”





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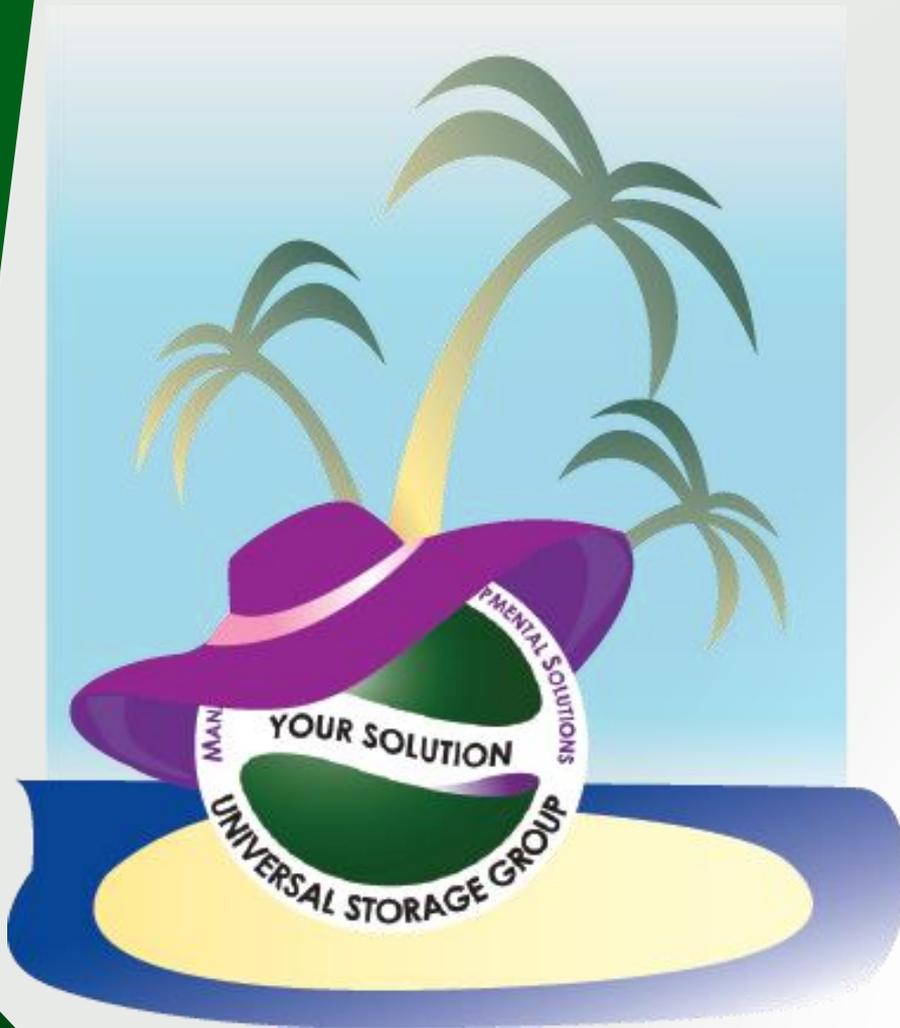
Your Solution for Management, Education and Development

Fewer Headaches, Higher Income

- Your Identity, REIT Scale Benefits
- Stable & Long-Term Players
- Award-Winning Training & Services
- Best Manager Training 7 Years:
2012, '13, '14, '16, '17, '18, '19
- 11-Time Facility of the Year Winners
- Best Third-Party Management 2020
- Industry Marketing Experts
- Leaders In Technology Integration
- Options To Buy Or Sell Properties
- Management, Consulting, Training,
and Developmental Services



The Bottom Line:



We've
Got You
Covered!



www.UniversalStorageGroup.com • 770.801.1888