



SELF STORAGE SALES NETWORK

# Market Monitor

“America’s Premier Self Storage Brokers”

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## The Marketing Solution You’ve Been Waiting For!

In today’s competitive business environment, having a website is no longer a luxury, it is a necessity. However, much like a Yellow Page ad that no one reads, a website alone will not help you build your business or fill your facility. Marketing on the Internet is a combination of web presence and traffic. SelfStorage.com has always been the first stop for renters seeking self storage on the web, but we are introducing a new solution for self storage owners to enhance their facility’s online presence and capitalize on the name and inherent traffic of SelfStorage.com. Take a moment to read our FAQs and you’ll learn why you can’t pass up this opportunity to include your facility on the Internet’s premier self storage website!

### What Do I Get?

A facility listing on SelfStorage.com includes all the contact information for your facility: location, phone, email and a link to your website. Visitors can search by location (zip code) or by name. The advantage of SelfStorage.com is that site visitors do not have to give personal information or fill out a form to see your facility’s information. In addition to the contact information, your featured facility may also include an online special which site visitors can print and bring to your facility. You can change the terms of your online special and your ad text at any time – instantly. You can also see live statistics on how many times your particular offer has been viewed to gauge the effectiveness of your online advertising.

### Will I Get Traffic to My Listing?

SelfStorage.com receives documented site traffic of nearly 1,000 unique visitors *per day* and growing. These visitors are primarily people looking to rent self storage in their local area. SelfStorage.com ranks on the first page of both Google and Yahoo search results - positions that even a seasoned facility can not match. Where else could you advertise and guarantee exposure to over 30,000 people per month who are interested specifically in renting self storage? A Yellow Pages ad can’t promise that, and a website devoted to a specific facility wouldn’t have the mass appeal that a directory site like SelfStorage.com does. In fact, many visitors to SelfStorage.com use the name alone to reach the site by typing it into their browser.

### Will I See Results?

Visitors to SelfStorage.com have several different ways to contact you, all of which give you the opportunity to see results. First, a prospective renter can call or e-mail you directly from the contact information in your listing. Second, they can print an online special coupon that you create and call or bring it to your facility. In addition, SelfStorage.com offers a new lead capture system that instantly delivers qualified prospects to your e-mail so that you can respond to quote requests directed specifically toward your facility. If the site visitor wants a rental rate quote from your facility, they

will click a link and fill out a short form on their storage needs and the timing of their request. You will be instantly notified when a request for your facility is received and if you decide that you want to pursue the lead, you can accept it and you will be charged a nominal fee. If you determine that you can not accommodate the customer, simply return the lead and you are not charged. You always determine whether to accept or return any lead through SelfStorage.com. Think of the time and expense you would normally incur to generate a serious lead through your current advertising and compare that to the ease of having qualified leads delivered right to your e-mail address. We know you'll find the system to be easy, efficient and most importantly, cost effective.

### **What if I Don't Already Have a Web Site?**

For facilities that do not have a website of their own, SelfStorage.com offers a low-cost solution! Our property websites offer three distinct templates to choose from that can showcase your location beyond the basic information included in the featured listing and can be used as your web presence under the SelfStorage.com brand ([www.SelfStorage.com/yourfacility](http://www.SelfStorage.com/yourfacility)). This allows you to have a strong visual presence on the web without the hassle and cost of hosting your own website.

In addition to the templates available through SelfStorage.com, we are also offering a way for facilities to gain a much larger web presence at a fraction of the cost of a custom site. Call our web designers at 888-414-7871 for more information on creating your semi-custom site.

### **What About Self Storage Industry Resources?**

The new SelfStorage.com is not just a marketing site, it will continue to be the number one self storage industry resource with timely articles, vendor information and links to the Argus Self Storage Sales Network, the top resource for buying and selling self storage facilities. Industry vendor listings are greatly enhanced, so that you can find quality vendors when you need products or services. The marketplace bid tool has been upgraded to allow you to request online proposals from listed vendors when you need services for your facility.

### **The Bottom Line - How Much Does it Cost?**

Becoming a featured listing on SelfStorage.com costs only \$10 per month. For that you tap into the +/- 35,000 monthly visitors looking for a storage facility. If you rent a single 10x10 unit for a few months, it easily covers the cost. If you don't have a website and want to use our professional templates, the cost is only an additional \$5 per month. The new lead capture system is very cost effective as each quote request that you choose to view and respond to is only \$5. Even if you convert 1 out of 10 requests into a paying customer, it easily pays for itself in the first month of rental. Remember, you have complete control of the quote requests and can choose which ones to accept – or to accept none at all.

SelfStorage.com is the industry's leading website and we know that you will benefit from the unmatched resources that we provide. Call our representatives at **888-414-7871** to sign up or to learn more about how a listing on SelfStorage.com can impact your bottom line!