

Proven *Management* *Services*

We get you out of the red and into the black.

*Full service management company
Recruitment, staff development
Mystery shopping programs
Due diligence services
Construction/development*

*Consulting Services
Competition analysis
Feasibility studies
Acquisitions/Mergers
Joint ventures*

Operational Expertise

For more information, go to selfstoragemanagement.org

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Proven Management Services

*“We get you out of the **red** and into the **black**”*

Proven Management Services is unlike other management companies looking to manage as many facilities as possible; our goal is to drive revenues at *your* facility. To do so, we limit the number of properties per Consultant. This will ensure you see our team members more than once a month, unlike other management companies that overload their DM's with 15- 20 properties and too much administrative work, allowing them only enough time to react to emergencies. By limiting the number of properties per Consultant, we will be able to spend valuable time coaching and mentoring your team to be successful, drive revenues, and improve customer satisfaction. An additional benefit to you is that we offer more personalized service to meet your needs.

Our team of seasoned experts has extensive multi-unit operations experience in self-storage and other demanding retail environments for Fortune 500 corporations. With this extensive knowledge and training, we have learned how to provide results and positively impact your facility, without the corporate bureaucracy and red tape that often limits growth and adds frustration to the mix. Our belief is simple- “if it needs to be fixed, fix it, and everything is fixable”.

Proven Management Services minimizes the struggles and challenges often encountered with ownership of a business. We have extensive experience in day to day operations, revenue management (including pricing, discounts and tenant rate increases), customer service and problem resolution, all phases of human resources including recruitment, training and retention of employees, marketing and image improvement.

We are so confident that we can impact your facility in a positive fashion, that we offer a FREE, unbiased, one time evaluation of your facility and staff. Proven Management Services will conduct a 12 point “mystery shop” evaluation at no charge to provide you with a snap shot of how your facility is performing.

Proven Management Services, unlike other management companies, does not require lengthy contract terms or expensive opt outs. If we haven't proven ourselves, then we don't deserve your business. Our goal is to provide you with the management services that your investment deserves. We also don't require you to change your signage or software systems, rather, we adapt to your systems to save your hard earned money.

Proven Management Services mission is clear- Drive revenues at your facility by fixing the fixable and using all the tools available to be successful together.

For more information, visit our website at selfstoragemanagement.org or email us at gm@selfstoragemanagement.org or call Garry Merritt at 201-873-2183.

Please find a scope of work for your review regarding the management of your facilities.

Proven Management will be responsible for the following areas:

1. Recruitment, training, management and performance reviews of staff.
All phases of staffing to include extensive training in customer service, sales and marketing and increased accountability of all staff.
2. Day to day operations.
All aspects of daily operations.- Proven Management will be the lead contact for the property.
3. Marketing plan including monthly, quarterly and yearly goals and action plans.
Marketing plans to include mailings utilizing Super Pages, in person marketing, Val Paks, banners, Chamber of Commerce events and referral programs.
4. Regular facility visits.
Facility visits to include scheduled and unscheduled visits to keep in contact with facility and staff.
5. Regular compliance audits.
Quarterly audits to ensure policies and procedures are adhered to.
6. Mystery shopping program to include monitoring staff and competition to ensure facility is competitive in the marketplace.
Monthly monitoring of competition and facility pricing utilizing revenue management.
Monthly mystery calls to ensure staff is following up on all leads.
7. Yearly tenant rate increases.
Review customer rates vs. street rates and make recommendations.
8. Foreclosure process up to and including auctions with a licensed auctioneer.
Manage and train staff on collections and conduct auctions as needed with licensed auctioneer.
9. Inventory purchasing and retail sales.
Increase ancillary sales.
10. Supply and manage vendors for all repairs/maintenance.
All repairs/upgrades will be reviewed with owners.
11. Yearly market analysis including competition survey w/in 5 miles, demographics, market place analysis, price surveys...

As you can see, Proven Management has the knowledge and experience to impact your facility in a positive fashion, but the real challenge is motivating the staff to want to be successful. That is where our organization excels.

We believe that the most essential ingredient to success is to have a staff that is willing and able to succeed. To do this we train and motivate the teams to excel and provide top notch customer service and salesmanship by implementing the following:

1. One-on-one training.
2. Constant evaluation- in person and through mystery shopping.
3. Empower the employees to make sound decisions.
4. Promote an entrepreneurial attitude—run it as if it was mine.
5. Promote teamwork.
6. Create and manage rental contests.
7. Acknowledge and praise positive performance.
8. Increase accountability.
9. Create incentives to get staff to want to rent units.
10. Live by the Golden Rule- “treat others the way you would want to be treated”.

At Proven Management, we prefer not to handle the accounting functions so we can focus our energy on the operational aspects, however, we can provide accounting functions if required. All needed purchases will be discussed, agreed upon and a check request submitted to you for approval/purchase.

Our goal is to ensure your properties run smoothly and efficiently with no stress on your part.

Proven Management is confident that we can grow the revenues and occupancy to more than offset any fees incurred for our services, while increasing the value of your facility and reducing your workload.

Please feel free to contact me at 201-873-2183 to discuss any questions you may have. We look forward to working with your organization.

Sincerely yours,

Garry Merritt

Garry John Merritt
31-11 Broadway, Fairlawn, NJ, 07410

Garry Merritt, the founder of Proven Management Services, has extensive corporate experience. He has over 17 years of successful operations experience from service to retail and this extensive knowledge has enabled him to positively contribute to Proven Management Services' success.

Garry graduated college in May of 1989 with a degree in Business Economics. He joined the work force with Midas International as a manager trainee. There he learned every aspect of management and customer service on the front lines by running a million dollar + store. Working in a union environment with a demanding customer base proved to be second nature as Garry quickly established himself as one of the top managers in the industry. He was promoted to District Manager where he again excelled by recruiting and retaining top notch personnel to drive sales to an all time high.

Garry then moved on to work for Storage USA, a General Electric Company, where once again his extensive management skills proved to be an incredible asset. He easily proved that his performance at Midas was repeatable in an entirely different industry by again having the top performing district five out of six years. His contribution to GE was recognized repeatedly as he set unprecedented growth records year after year. He was promoted to Senior District Manager where he managed in excess of a 30 million dollar a year market with over fifteen locations and 80 employees. Garry used his problem solving skills to enhance an in house computer software program and to anticipate changes in the market place and to assist in the acquisition and disposition of numerous facilities. If there was a problem to be solved, rest assured, Garry was leading the team to resolve it.

During his tenure with Midas International, Storage USA and General Electric, Garry underwent extensive training with all three corporations from team building classes/events, Human Resource Training, computer training and field training. After amassing this extensive knowledge, Garry decided it was time to reap the real fruits of his labor and go into business for himself.

Garry's vision for Proven Management Services LLC is to provide a management company that is focused on driving revenues to the owners of the companies he manages. Rather than focus on getting as many properties under his management umbrella, we limit the number of properties per consultant to ensure a positive impact at your facility. By ensuring quality time is spent at the properties, Garry is confident that he can create a positive, fun and profitable work environment for all.

Benefits of utilizing Proven Management Services for your management company:

- Ownership of a business/real estate without the management responsibilities.
- Proven Operations Managers with the ability to maximize revenues and increase customer satisfaction levels.
 - Experience- our teams have experience in service and retail environments with extensive knowledge of the Self Storage industry.
 - Extensive multi-unit operations experience for Fortune 500 companies.
- Local knowledge of industry and market place.
- Proven Management Services will provide the following:
 - Recruitment, training, performance reviews and management of staff.
 - Supply and manage vendors for all repairs/maintenance.
 - Mystery shopping program to include monitoring staff and competition to ensure facility is competitive in the marketplace.
 - Day to day operations.
 - Customer service/customer complaint resolution.
 - Yearly tenant rate increases.
 - Foreclosure process up to and including auctions.
 - IT systems-operational software, email, gate and security systems.
 - Inventory purchasing and retail sales.
 - Marketing plan including monthly, quarterly and yearly goals and action plans.
 - Regular compliance audits.
 - Regular facility visits.
- Yearly market analysis including competition survey w/in 5 miles, demographics, market place analysis, price surveys...
- Affiliate of numerous self-storage entities to maximize purchasing power of software, insurance plans, inventory supplies and other products.
- Access to the world's largest reservation center- Open 24/7/365.
 - \$20.00 fee per confirmed reservation.
- Web-based software for real time data and flexibility.

Your success is my responsibility. My job is to be successful together.

**SAMPLE
TRAINING
MODULES
&
MARKETING
IDEAS**

SHOW ME THE MONEY \$\$\$\$\$\$\$

We all realize that the storage industry has changed dramatically. Gone are the days when all you needed was a building and a Yellow Page ad to fill up your facility. With the increase in competition, the recession and the consumer shift in spending we need to make sure we capitalize on every sales opportunity we get. That is why it is so important to close the sale and get the rental.

The first step in closing the sale is to “Envision the sale”. Meaning you need to believe in your product, your company and most importantly yourself to get the sale. If you don’t have a positive attitude, chances are you will convey that message to your potential customer and lose the deal.

When you are talking with a prospective customer we need to do as much listening as talking. You need to *hear* what that particular person’s “hot button” is and use all your product knowledge to match the features of your facility with the needs of the customer to ensure you create a perceived value for the customer. We need to use features and benefits to satisfy the “what’s in it for me” mentality of the consumers. Once you have created value in the product/service, that potential shopper will become a customer.

When a shopper enters your facility, we need to make sure they are given all the attention they deserve. Try to converse with them on the same side of the counter (don’t use the counter as a barrier to you and the customer). Use your facility as a selling tool. Take the customer on a tour of the property and point out all your features—show and tell. Show them the gated access with keypads, point out security cameras, glitz boards, individual door alarms, wide drive aisles, large drive up units.... This will create value and allow you to build some rapport with the customer (certainly a lot more relationship building than just quoting a rate over the counter).

Be prepared!! Know your competitors as well as you know your own facility so you can do two things. First, by knowing your competitors weaknesses, you can stress your strengths and better sell your product. Secondly, you can ensure that the shopper is comparing the facilities (apples to apples) with all the facts and again build value in your product by clearing up any incorrect assumptions.

After you have determined the size of unit and thoroughly explained all the value built into your facility, you need to bring the customer to the lease presentation area and start the closing process by making a closing statement such as “Have a seat here and I will start your rental agreement’ or something like ‘I just need a few more minutes of your time to complete the rental agreement for you”.

Last but not least, is the second sales effort (if necessary). Be prepared with rebuttals to any objections to the sale. Summarize to the customer his needs with our matching features and benefits to reinforce that customer’s needs have all been met. Ask them if

there was something else they were not sure of, or if they needed clarification on any items. Don't be afraid to ask them flat out why they would not want to rent with you today. You will be surprised how simple it is to overcome their objection. It could be as simple as wanting to talk to a spouse for approval or not being sure of what the payment methods we accept! Try not to let the customer leave without signing the lease. Explain to them that when they move in, it'll be a busy enough day for them. You can save them time by completing the lease now and giving them a gate code so that they can move in anytime during our extended gate hours vs. being limited to office hours.

Ask for the sale and the customer will “Show you the money”.

Let's thrive, not survive.

- **Listen to the customer**—hear what they are saying and match their needs with our features. Sell them what they need only.
- Discounts- adhere to current discount program. Don't discount highly occupied units; instead steer customers to units eligible for discounts.
 - Highlight the unit availability report with 2 different colors to better identify units eligible for discounts
 - Push units eligible for discounts
 - Quote discounted price first.
- Quote cheapest unit first- NEVER quote premium priced units first- instead offer the “loss leaders” to get the customer to visit the facility.
- Closing the sale- “Show me the money”
 - Need to give 125% to close the sale
 - Use show and tell to sell your facility
 - KNOW YOUR COMPETITION
 - Excellent CCC follow up
 - Offer solutions to customer's problems.
 - Make at least 2-3 closing efforts- overcome the objection.
- \$20.00 move in special after the 20th of the month only.—SENSE OF URGENCY DISCOUNT. RED, YELLOW, GREEN
- TRI- your success in selling TRI = your success all year.
 - Pro rate TRI with tenants if necessary for 3-6 months
 - List price vs. street price
 - Tenant rate increases do not result in increased move outs. The impact on occupancy is minimal, yet the impact on revenues is significant.

Effective Marketing Techniques/Ideas

Our business climate has changed dramatically over the last year. In the past we could sit back and wait for the customers to come to us and simply rent them a unit. That has changed now due to increased levels of competition and a slow economy. We need to be proactive and creative in our marketing efforts.

We need to be smart with our marketing time and money and try to create a maximum impact with minimal effort.

The first thing we need to do is **START NOW**. We cannot wait for tomorrow because tomorrow will never happen and if we wait too long for tomorrow to happen we will lose today.

Remember, if it is to be, it is up to me.

Enough philosophy, let's get down to business.

Marketing techniques

1. **RRR program.**
2. **Referral Programs.**
3. **Word of mouth.**
4. **Local advertising- Val Pak, newspaper, radio...**
5. **Chamber of Commerce.**
6. **Banners/signage.**
7. **Mailers.**
8. **Sponsored events.**
9. **Local marketing (canvassing local businesses).**

Rent, Rent, Rent Program

The easiest and most effective marketing tool we have---- **THEY CALLED YOU!!!**

1. Set up clipboard at every phone with local map and directions, unit availability report and blank RRR sheet.
2. Use the RRR sheet for every caller and walk in to record rates quoted, customer info.....
3. Call back with in 1 hour of initial contact to offer additional info to customer or clarify any questions they may have.
4. Call back at least 3 times (including initial call back) - try to call back on Saturday and Sunday so you have a better chance of getting someone at home.
5. If customer requests additional info, than do a mailer including feature card with rates filled out, applicable brochure, business card, ½ for 1 or 2 month business card and a promotional item.
6. Set up appointments and call to remind customer of appointment.

RRR- RENT, RENT, RENT

67% of all lost business is due to poor follow up.

DATE _____ Phone _____ Walk in _____

1. “Thank you for choosing Storage, this is _____ and your name is _____?”

2. Have you ever used Self Storage before? Yes _____ No _____

Regardless of response, tell them about at least 3 features of your facility

Security Access hours Convenience Price
Free moving truck Location Climate/Non Drive up units

3. I just need to know what you are storing so I can recommend a size that best suits your needs and to save you money. *Always quote the size recommended and one size smaller.*

Unit 1 _____ Price _____ Discount _____

Unit 2 _____ Price _____ Discount _____

4. How does that sound? *Listen for the customer’s response and address any concerns the customer may have. Once you have gained agreement, you can close the sale.*

5. When did you need that unit? _____ *Need to create a sense of urgency.*

6. When can you come to see that unit? Tonight or tomorrow?
By giving them only 2 choices, it mentally gets that customer to commit to an appointment with you at your site- then you can better sell them with show and tell.

7. Do you know where we are located?—*provide good directions and landmarks even if they say they know where you are- don’t risk them going to the comp down the road.*

8. Oh, and I need your phone number so I can alert you to any additional specials that may become available. _____.

9. Thanks for choosing Storage.

Call backs- *1ST call with in 24-48 hours of initial contact. Remaining callbacks done based on feedback from customer.*

Date _____ Comments _____

Date _____ Comments _____

Date _____ Comments _____

REFERRAL PROGRAM

Every letter or invoice that leaves the facility needs to include a referral coupon. We should not waste this great opportunity to get the message out to our tenants when the only cost is printing.

If you are providing a good service to your customers than you can rest assured that they will be happy to refer you to a friend or an acquaintance in need. A verbal referral is the best referral you can get.

To maximize the tenant referral program you need to do the following:

- Hang referral banners throughout facility

- Mount referral posters with coupons at all high traffic areas/loading docks.

- Place coupons on counters in the office

- Attach coupons to all outgoing documents

- Purchase a red ink stamp with referral program and stamp all printed materials (invoices, letters...).

The more you get it out there, the more successful the program will be.

Word of mouth.

This is the best referral you can get. Treat the customer right and they will refer you and your facility. It may not happen today, but the dividends of good customer service are limitless.

Local Advertising: Val Pak, **Clipper Coupon,** **Newspaper**

This is the most expensive and probably one of the least effective methods we have to spread the word.

We need to make sure if we are going to spend the money, that we track the returns.

Make sure you have a folder set up called “Advertising”. All rentals generated from the advertisement need to have photocopy of contract and coupon attached to it and placed in the folder so we can track the results

All advertisements need to have a promo code.

If we can't track the return, we will not spend the money next time on something that is either not valued by the team or simply ineffective.

Chamber of Commerce

The Chamber is an effective tool to get involved with the business community. Schedule yourself to attend some events or dinners to do some networking. We need to network ourselves to the business community and there is no better vehicle than the Chamber of Commerce.

Contact your Chamber to get a mailing list of all members, if you have not done so already, and mail the package out we mentioned in the past to each member.

Find out what publications or mailings the Chamber sponsors and we will get involved in those as well.

Chamber of Commerce mailing

To Whom It May Concern:

We would like to take a moment of your time to let you know that *your facility name* has opened a state of the art self-storage facility right around the corner from you.

Is your back room filled to capacity, shelves overflowing, or worse, no room for new products? Then we can solve your dilemma with units of all sizes from 5X5's to 10X30's. With the high cost of office and retail space, it makes good sense to store your valuables and records with us.

Renting with us is easy and affordable with no deposits and no long-term leases. We offer 24-hour access seven days a week so you can get to your storage unit when it is convenient for you.

As a special introductory offer to all fellow Chamber of Commerce members, *your facility name* is offering 30% off all monthly rates for six months!

If you have any questions at all, please feel free to call me at (201)- 555-1212.

Sincerely yours,

Garry Merritt

Marketing the easy way

Marketing has become an important aspect of our jobs and the ticket to our success. With that said, how effective is your marketing technique?

Just for a moment, think about the last time a sales rep came into your facility. How was he greeted and what impact did he have on you? What did you do with his business card or his marketing info? More likely than not, he was merely an interruption to your busy day and his brochures ended up in the circular file cabinet (trash can). Now what makes you think you are not perceived the same way when you visit a prospective client? Obviously, cold calling is not always very effective.

An effective technique we have been using as an icebreaker with our teams is what we call a “food drive”.

The manager determines who he/she is going to market to and purchases several dozen donuts or candy bars. The first visit is very brief and goes something like this, “Hi, my name is Harry from the Storage facility; I just wanted to drop off this snack and to let you know that if you or a client ever have a need for storage, feel free to give us a call.”

A couple of weeks go by and the manager does a follow up visit, again with a snack of some sort. This visit is a little more thorough and informative, but again we are not pressing for the sale or the referral. At this point we are still soft selling and just letting the contact know about storage and that we have similar customers.

Again, we wait a couple of weeks and follow up with another visit and another snack but this time the visit is much different. When the contact sees the manager come in with the snack this time, we get the same reaction as Pavlov’s dogs; the contact is salivating for the snack. Now we have started to build a rapport with the contact and can actually sell the Storage facility and self-storage and get 100% of the contact’s attention instead of being just an interruption to their day. Suddenly we are “part of the gang” instead of some guy or gal dropping off brochures that no one cares about and our ideas and services are well received.

It does not end here. We let the contact know that we are a service that they can offer their customers, both internal and external, and that we will take good care of their customers and offer a referral fee to them for every customer they give us. When that contact sends you a rental, you need to go above and beyond to let them know you appreciate their business and if possible personally thank them. Continue to nurture the relationship with occasional donut or pizza drops to keep you in their thoughts, but now you can focus your energy on the next contact and food drive.

Office clutter taking over? "Your Facility" has the answer



- ❖ We can solve your storage needs:
 - ❖ Access 365 days a year
- ❖ Access from 6am - 10pm 7 days a week
 - ❖ No security deposit required
 - ❖ Month to month rent
 - ❖ Truck rental
 - ❖ Insurance available
 - ❖ Deliveries accepted

$\frac{1}{2}$ off 1 month rent*
(555)-555-5555

Limited time offer. New rentals only. Not good with any other offer.

ATTENTON REAL ESTATE AGENTS!

DOES YOUR CUSTOMER NEED STORAGE?

ARE THEY IN BETWEEN HOUSES?

NO PLACE TO STORE THEIR VALUABLES?



HAVE WE GOT THE ANSWER FOR YOU

“Your Facility”

JUST GIVE YOUR CUSTOMER ONE OF THE ATTACHED BUSINESS CARDS AND PUT YOUR NAME ON THE BACK. IF THEY STORE WITH US WE WILL PAY YOU:

\$20.00 CASH

It's that easy!!

Contact Garry Merritt at 201-873-2183 for more information