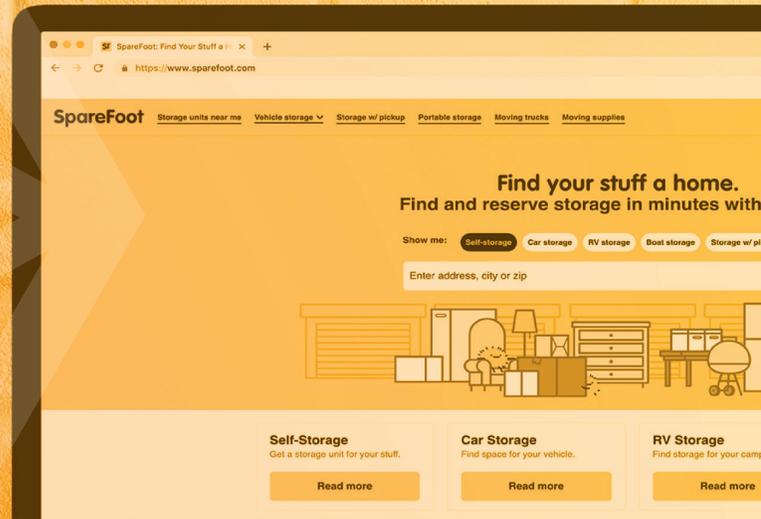


DO MORE

# LEASING



## THE CHALLENGE

For years, storage operators have tried to solve the marketing riddle by experimenting with various marketing tactics including everything from sophisticated online marketing to traditional tactics like outdoor advertising and print. The reality is that most operators have found the results of those efforts to be mixed at best. As a result, the storage industry has continued to search for a marketing program that consistently and reliably delivers meaningful results and real-life demand for their facilities.

## THE SOLUTION

SpareFoot lets storage operators need a simple and reliable marketing program that increases their occupancy and provides clear visibility into the return on their marketing spend. They need a proven, effective way for their facility to be found by the right consumers in the right place at the right time. Most importantly, operators need a way to accomplish these things without increasing the operational burden on their management staff.

## THE STORABLE APPROACH

Designed with both the operator and the consumers in mind, the SpareFoot Marketplace by Storable helps guide consumers to a facility that best meets their needs. Our capabilities work together to enhance demand for facilities and ensure the efficacy of every marketing dollar spent. When it comes to consistently delivering return on marketing investment, the SpareFoot Marketplace by Storable delivers unmatched value.



### INCREASED FACILITY DEMAND

by leveraging sophisticated techniques to capture a high volume of search engine traffic and feeding that traffic to operators.



### AN ENHANCED CONSUMER EXPERIENCE

by guiding the consumer to the storage facility that will meet their needs and their budget.



### ENHANCED DECISION MAKING

with easy, at-your-fingertips access to performance data for all facilities and units listed on the SpareFoot Marketplace.



visit [www.storable.com/marketplace](http://www.storable.com/marketplace)

email [domore@storable.com](mailto:domore@storable.com)

# DO MORE

WITH  
STORABLE  
MARKETPLACE

## SpareFoot Marketplace by Storable Capability Overview

At Storable, we believe that filling your empty units should be simple and reliable. The SpareFoot Marketplace by Storable can help you get more out of your marketing budget.

### FACILITY DISCOVERABILITY

**Industry-Leading Search Rankings** — Leverage the SpareFoot Marketplace to help consumers find your facility through natural search engine results at or near the top of the page for many popular storage searches.

**Facility Listing Page** — Showcase your facility and stand out from the competition with configurable unit display options, facility photos, customer reviews, and interactive maps.

### INTUITIVE CONSUMER EXPERIENCE

**Online Reservations** — Enable consumers to easily reserve a unit at your facility directly within the SpareFoot Marketplace which is then passed to your team as a lead.

**Tenant Services** — Rely on the experienced storage experts from the SpareFoot Marketplace call center to match consumers—who prefer to navigate their storage options via the phone—to your facilities.

### SEAMLESS SOFTWARE INTEGRATION

**Automatic Inventory Updates** — Ensure unit availability is always up to date and reduce demands on management staff by streamlining inventory management through our various management software integrations.

**Automatic Monthly Reconciliation** — Save valuable time while ensuring the accuracy of move-ins by eliminating manual reconciliation efforts through management software integrations.

### REPORTING & ANALYTICS

**Impression & Reservation Reporting** — Monitor your portfolio's performance on the SpareFoot Marketplace with detailed reporting that includes total impressions, reservations, and other critical data.

**Local & National Pricing Database** — Utilize pricing data from various markets across the country to help you optimize your rental rates and better plan for rate changes.