



**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**



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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 15<sup>th</sup> 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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# 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).

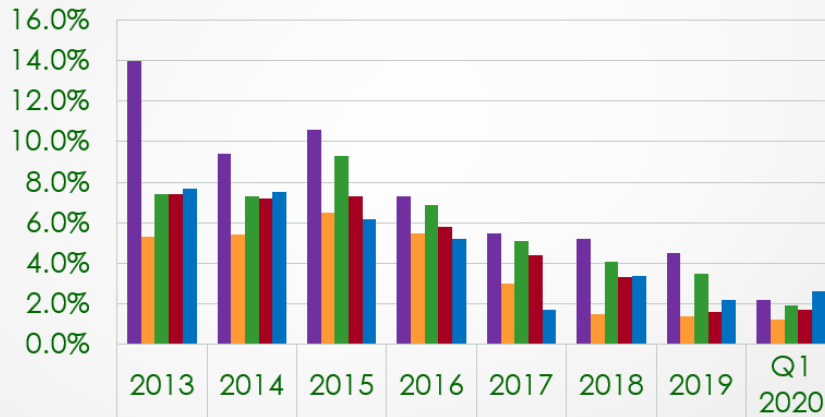
## Closing the Traffic We Generate

- ✓ 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



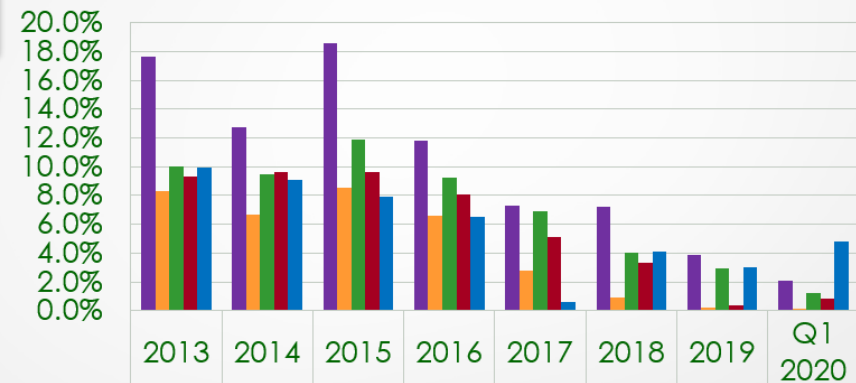
USG	14.0%	9.4%	10.6%	7.3%	5.5%	5.2%	4.5%	2.2%
Public Storage	5.3%	5.4%	6.5%	5.5%	3.0%	1.5%	1.4%	1.2%
Extra Space	7.4%	7.3%	9.3%	6.9%	5.1%	4.1%	3.5%	1.9%
Cube Smart	7.4%	7.2%	7.3%	5.8%	4.4%	3.3%	1.6%	1.7%
Life Storage	7.7%	7.5%	6.2%	5.2%	1.7%	3.4%	2.2%	2.6%

# Better vs. Bigger

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

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

## Net Operating Income % Increase vs. Prior Year

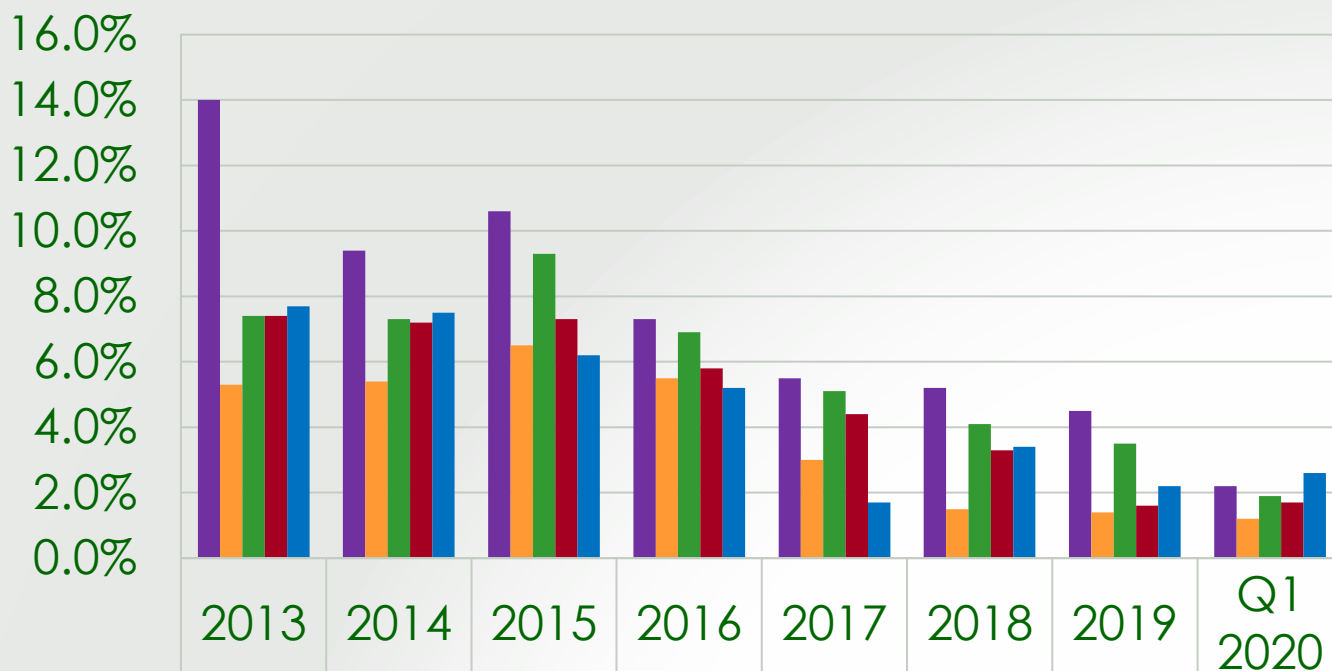


USG	17.6%	12.7%	18.6%	11.8%	7.3%	7.2%	3.9%	2.1%
Public Storage	8.3%	6.7%	8.5%	6.6%	2.8%	0.9%	0.2%	0.1%
Extra Space	10.0%	9.5%	11.9%	9.2%	6.9%	4.0%	2.9%	1.2%
Cube Smart	9.3%	9.6%	9.6%	8.1%	5.1%	3.3%	0.4%	0.8%
Life Storage	9.9%	9.1%	7.9%	6.5%	0.6%	4.1%	3.0%	4.80%

# USG vs. the REITs

## Same Store % Sales Increase vs. Prior Year

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

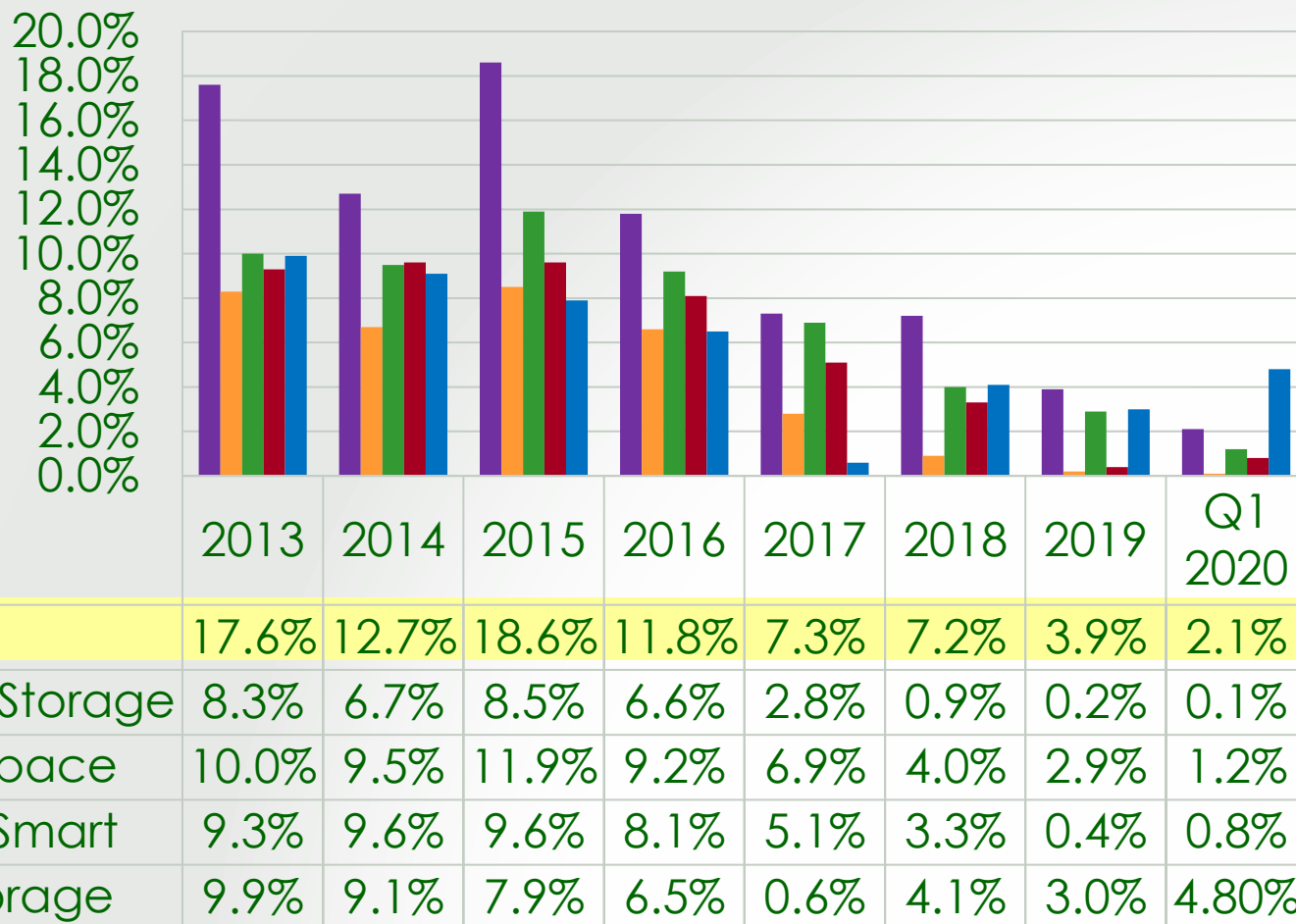


USG	14.0%	9.4%	10.6%	7.3%	5.5%	5.2%	4.5%	2.2%
Public Storage	5.3%	5.4%	6.5%	5.5%	3.0%	1.5%	1.4%	1.2%
Extra Space	7.4%	7.3%	9.3%	6.9%	5.1%	4.1%	3.5%	1.9%
Cube Smart	7.4%	7.2%	7.3%	5.8%	4.4%	3.3%	1.6%	1.7%
Life Storage	7.7%	7.5%	6.2%	5.2%	1.7%	3.4%	2.2%	2.6%

# 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.



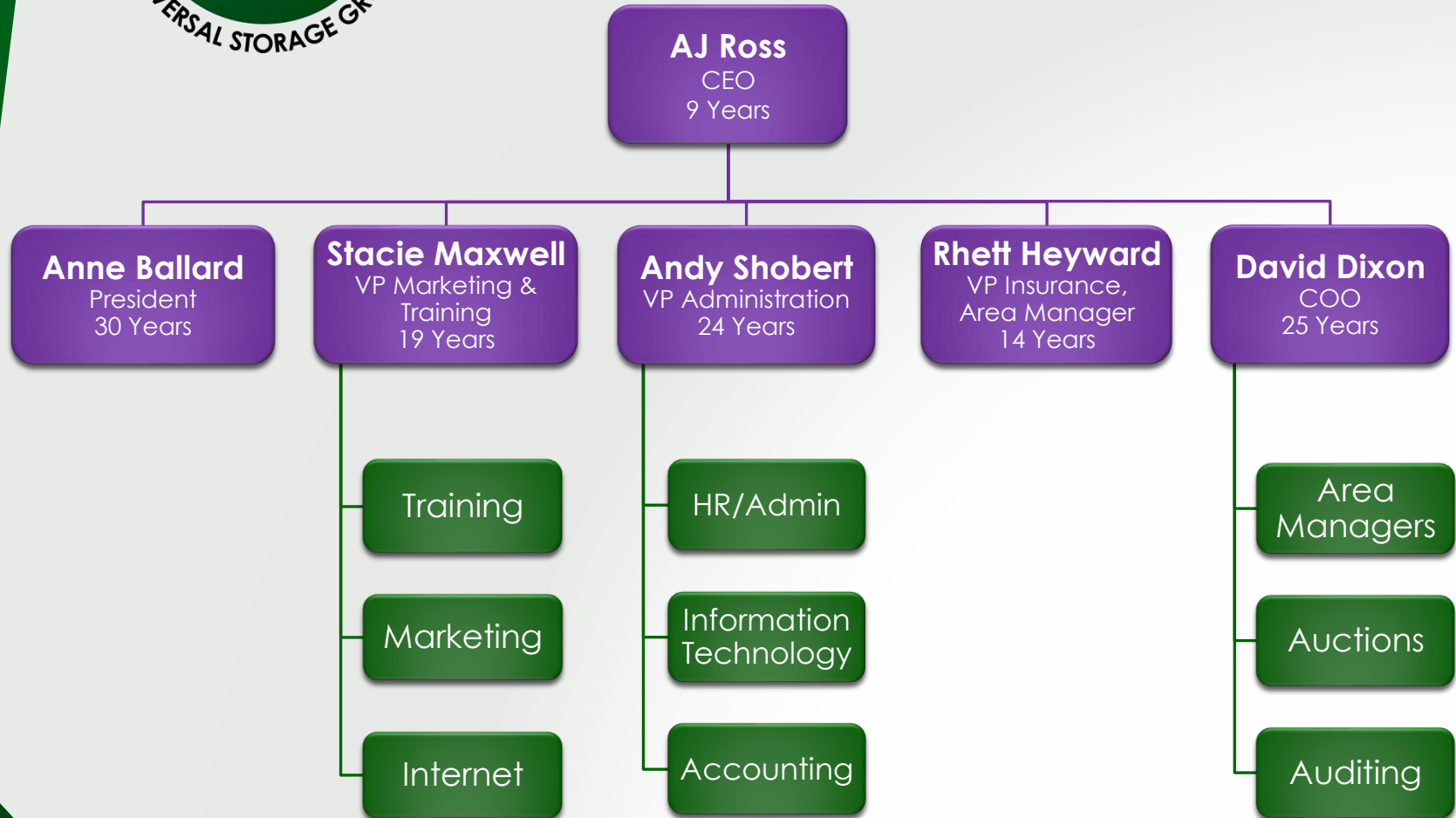


# So, Who Drives This Train to the Station?





# 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!





# Best Manager Training Program in the Self Storage Industry!

# TRAINING

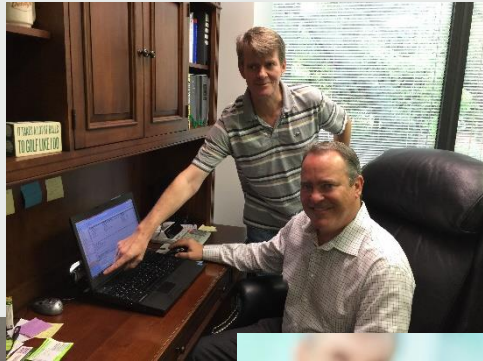


**WINNER**  
**ISS 2019**  
INSIDE SELF-STORAGE®  
**BEST OF BUSINESS**  
2018 • 2017 • 2016  
2014 • 2013 • 2012  
**BEST MANAGER TRAINING**

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!



WINNER  
**ISS** 2020  
INSIDE SELF-STORAGE® **BEST OF BUSINESS**  
BEST THIRD-PARTY MANAGEMENT



# USG Facilities - New Development



**Red Carpet  
SELF STORAGE**



# USG Facilities - Conversion



**14<sup>TH</sup> 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 And Reaching Goals Equals Total Success!*”
  - 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 15<sup>th</sup>

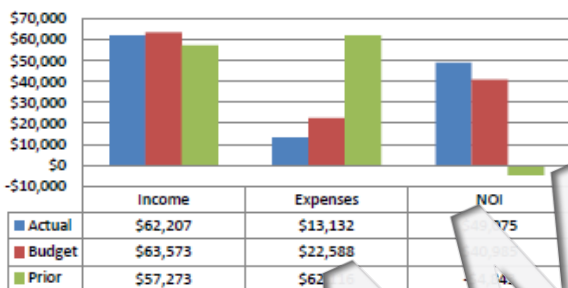


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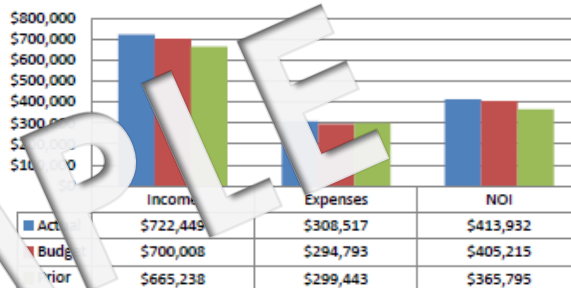
# Executive Dashboard

Month of  
December 31, 2018

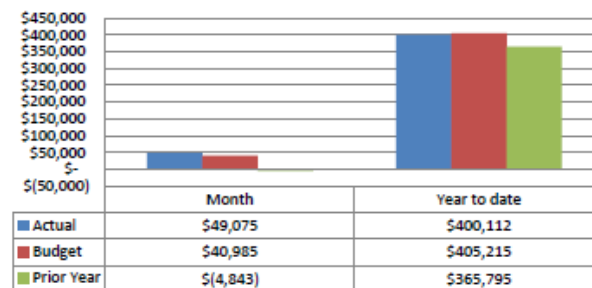
## Monthly Income, Expenses, & NOI



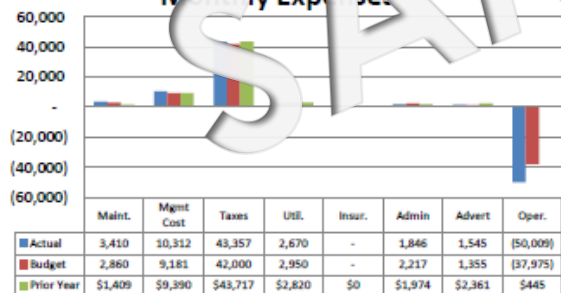
## YTD Income, Expenses, & NOI



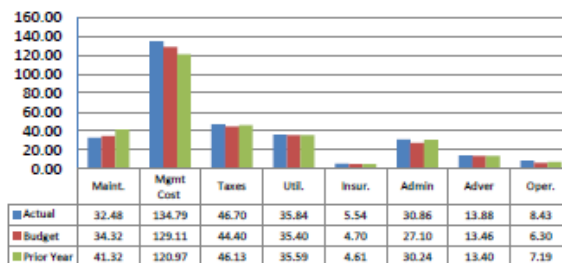
## Cash To Owner



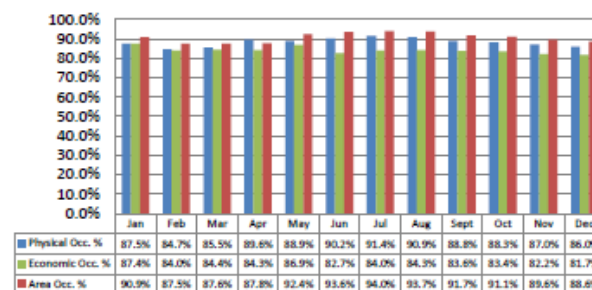
## Monthly Expenses



## 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%**

## Month Variance Explanation

## Key Issues / Ongoing Projects/ Improvement Plan

**USG Dashboard**

**Cover Sheet To Monthly Financials**



X-mas  
Event

Water Issue  
In Back



Extra Space  
Breaking  
Ground



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

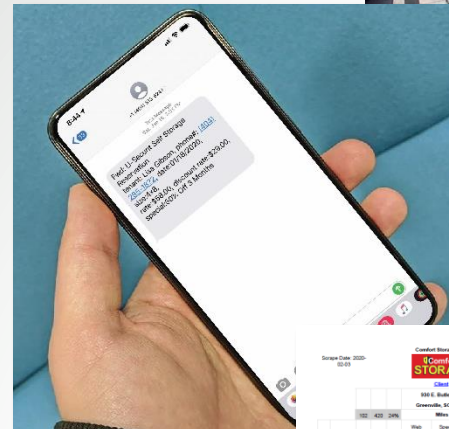


## YTD-Percentages of Income for Op Exp, Debt, & CTO



# 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



Source Date: 2020-10-01

Consumer Storage C&I

**Consumer Storage C&I**  
1000 S. Boulder Rd.  
Greensboro, NC 27407

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Unit 6

Unit 7

Unit 8

Unit 9

Unit 10

Unit 11

Unit 12

Unit 13

Unit 14

Unit 15

Unit 16

Unit 17

Unit 18

Unit 19

Unit 20

Unit 21

Unit 22

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Unit 35

Unit 36

Unit 37

Unit 38

Unit 39

Unit 40

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Unit 43

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Unit 46

Unit 47

Unit 48

Unit 49

Unit 50

Prime Storage Group

**PRIME STORAGE**  
1000 S. Boulder Rd.  
Greensboro, NC 27407

Unit 1

Unit 2

Unit 3

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Unit 37

Unit 38

Unit 39

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Unit 48

Unit 49

Unit 50

Public Storage

**Public Storage**  
200 E. Wendell Rd.  
Greensboro, NC 27407

Unit 1

Unit 2

Unit 3

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Unit 16

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Unit 37

Unit 38

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Unit 50

Life Storage

**Life Storage**  
1700 Wendell Rd.  
Greensboro, NC 27407

Unit 1

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Unit 37

Unit 38

Unit 39

Unit 40

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Unit 49

Unit 50

Space-Share Self Storage

**Space-Share Self Storage**  
1000 S. Boulder Rd.  
Greensboro, NC 27407

Unit 1

Unit 2

Unit 3

Unit 4

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Unit 36

Unit 37

Unit 38

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Unit 50

Extra Space

**Extra Space**  
1000 S. Boulder Rd.  
Greensboro, NC 27407

Unit 1

Unit 2

Unit 3

Unit 4

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Unit 26

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Unit 32

Unit 33

Unit 34

Unit 35

Unit 36



# 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





2020

## Marketing Plan



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Stacie Maxwell, VP Marketing & Training  
Universal Storage Group

# USG Marketing Plan-

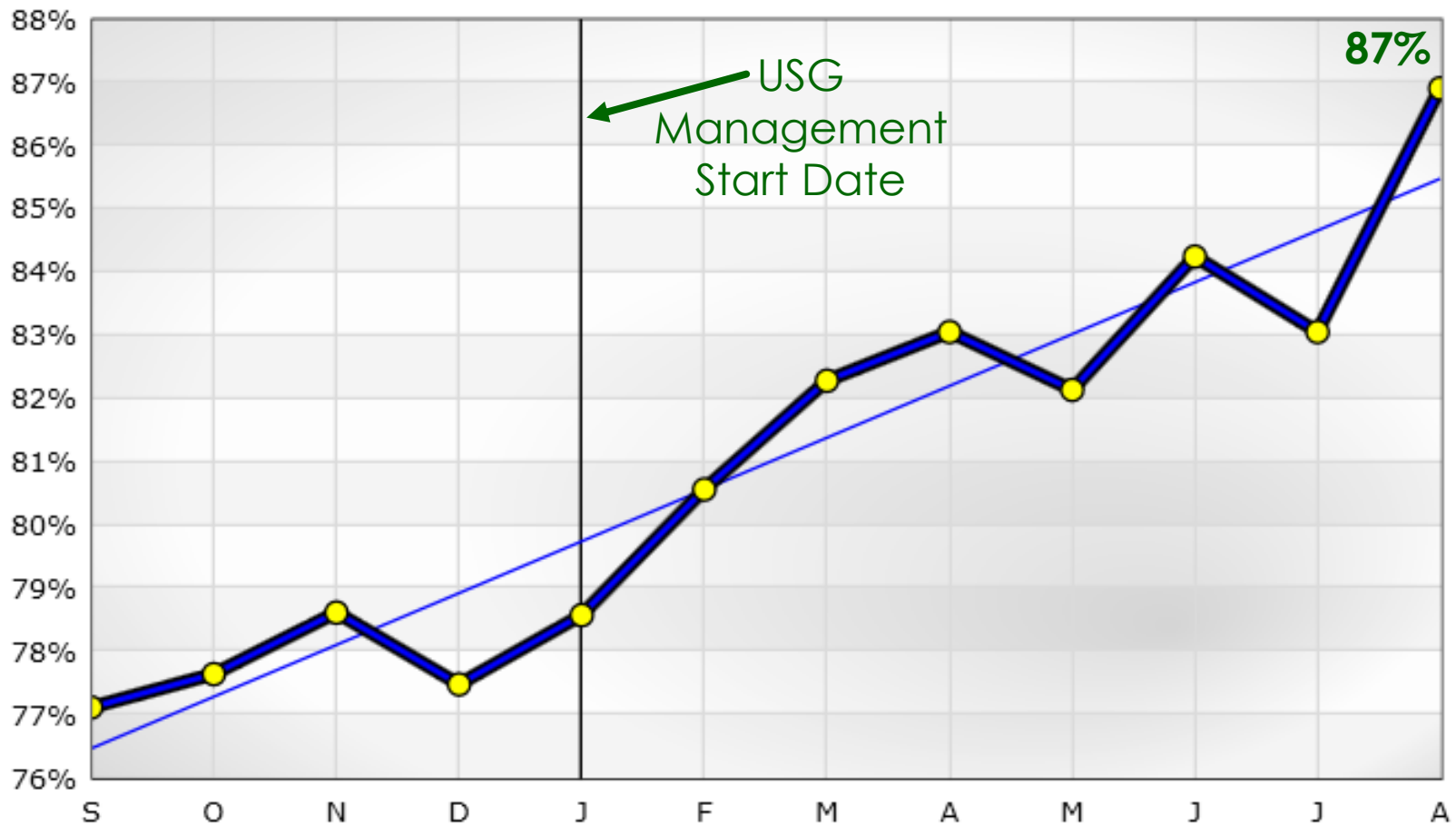
Customized For Each Location  
Built On Our Four Areas Of  
Concentration

- ✓ 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

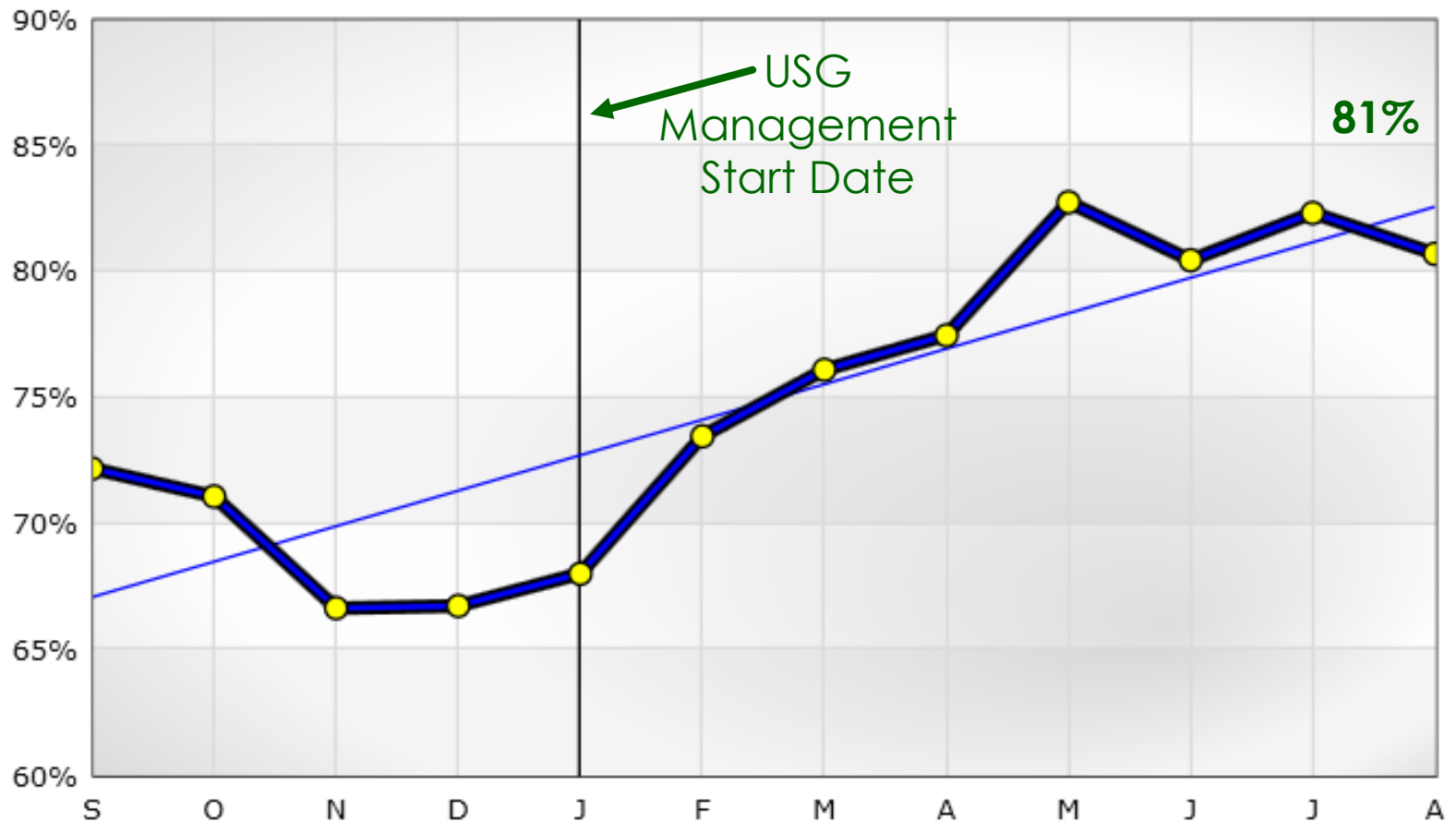
## "The Big Picture"



# Case Study B: Florence, SC

Area Occupancy - Trailing 12 Months

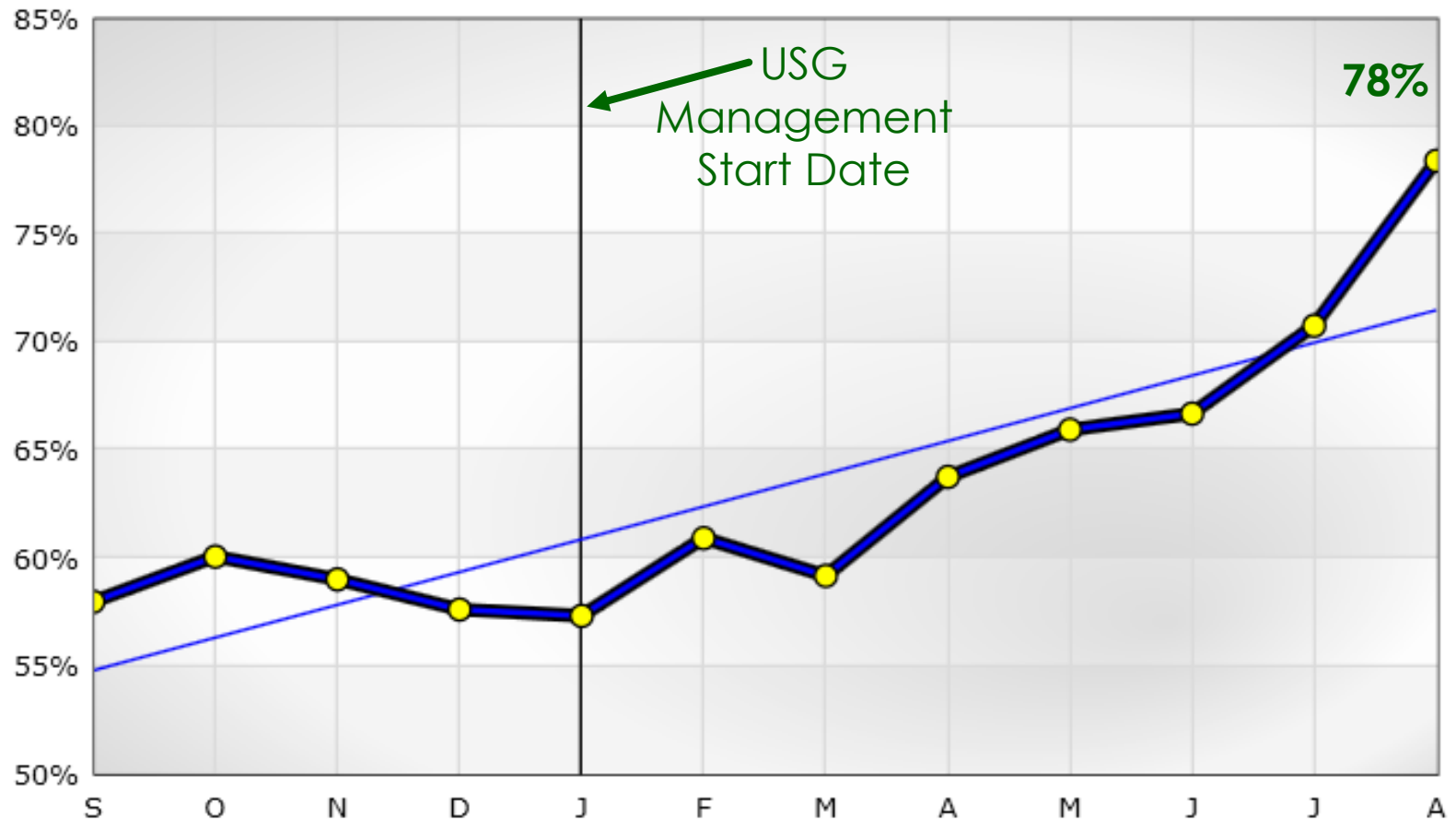
## "The Big Picture"



# Case Study C: Charlotte, NC

Area Occupancy - Trailing 12 Months

## "The Big Picture"





# UNIVERSAL STORAGE GROUP

*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](http://www.UniversalStorageGroup.com) • 770.801.1888