

CLIENT STORIES

Owner-managed to Atomic Managed

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BACKGROUND

The property was developed years ago and self-managed by the owner. They hired two local full-time managers to run the day to day of business and were as hands-on as they needed to be. As the second generation started taking charge of the family business, they saw the need to have a professional management company handle the property so they could focus on creating more net worth and managing the assets currently in the family.

THE OPERATIONS

At the first, revenue was \$47,435 per month. Unit and economic occupancy was 71% with the gross potential income of the property being \$53,397. The owner had recently built a climate controlled building that was 2% occupied. The managers had no sales training and selling climate controlled units and believe that no one would rent them.

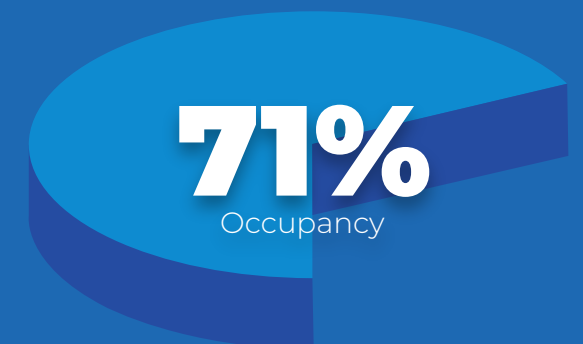
Atomic identified major areas of improvement, such as: getting a state compliant lease, setting late fees in line with state standards, adding tenant insurance, performing deferred maintenance to improve curb appeal and add to the property value, implementing a review request program, and a solid revenue management program.

THE CHALLENGE

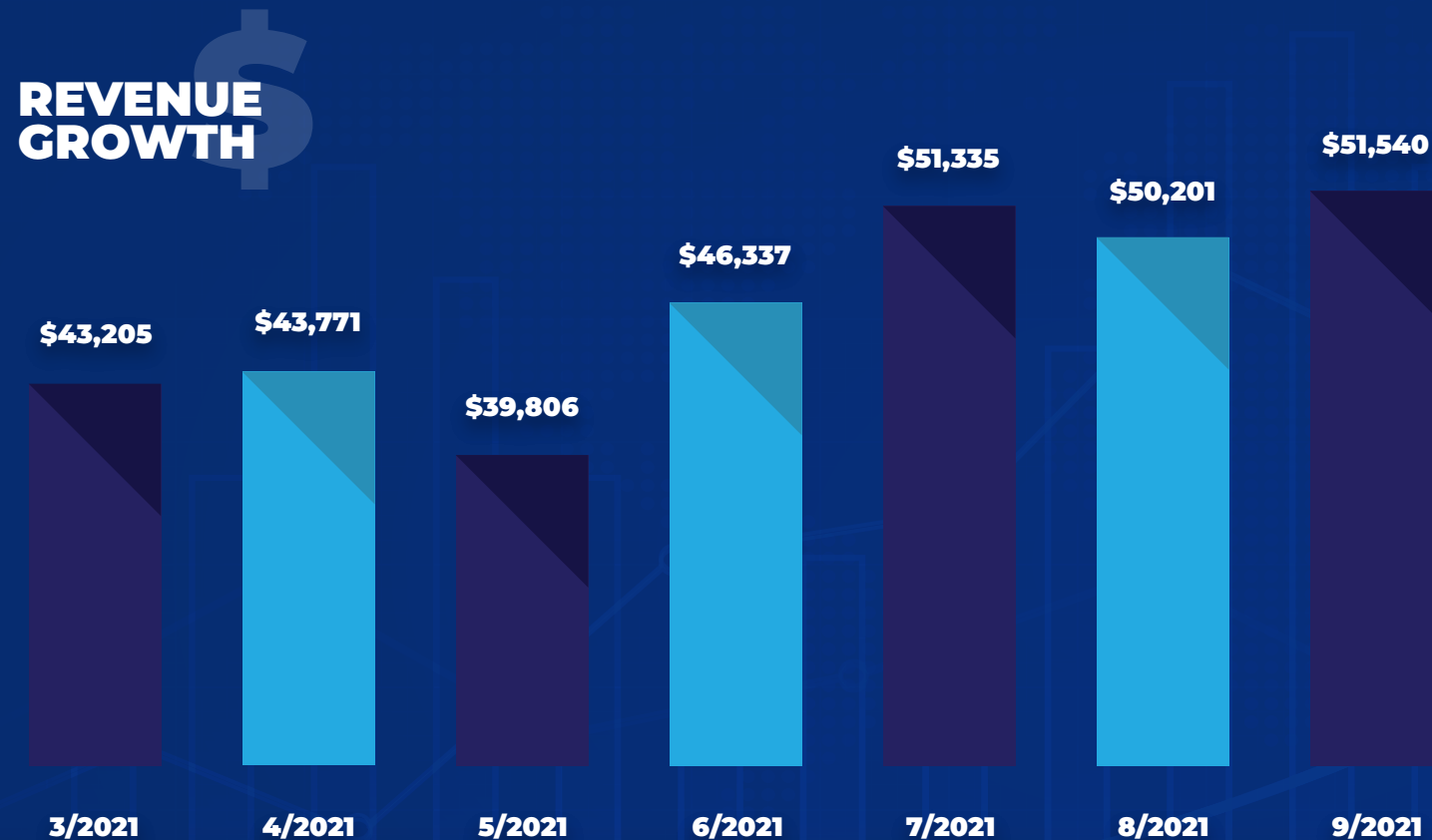
Atomic elected to keep the existing staff in place which proved challenging at times as they were used to a certain way of doing things. There were a number of issues that needed to be corrected while navigating a new competitors less than a mile from the property.

THE EXECUTION

Atomic spent time on site working with the existing managers and building the relationship of trust. We encouraged them to give their opinion and brought them into the process. They are both an asset to the company and we wanted to keep them on staff, while changing much of what they had done in the past to new, easier ways. We issued new leases to ensure compliance with state standards and adjusted late fees after the notice period expired.



Atomic was able to work with the website provider to establish online rentals at one locations. We implemented a review request program which immediately offset older, bad reviews. We began offering tenant insurance to new customers, which the managers excelled at implementing. We were also able to make smaller improvements, such as changing from security deposits to administrative fees for new renters, which increases NOI. Sales training was performed to rent climate-controlled units and we adjust the bonus program to include rental of climate units, specifically.



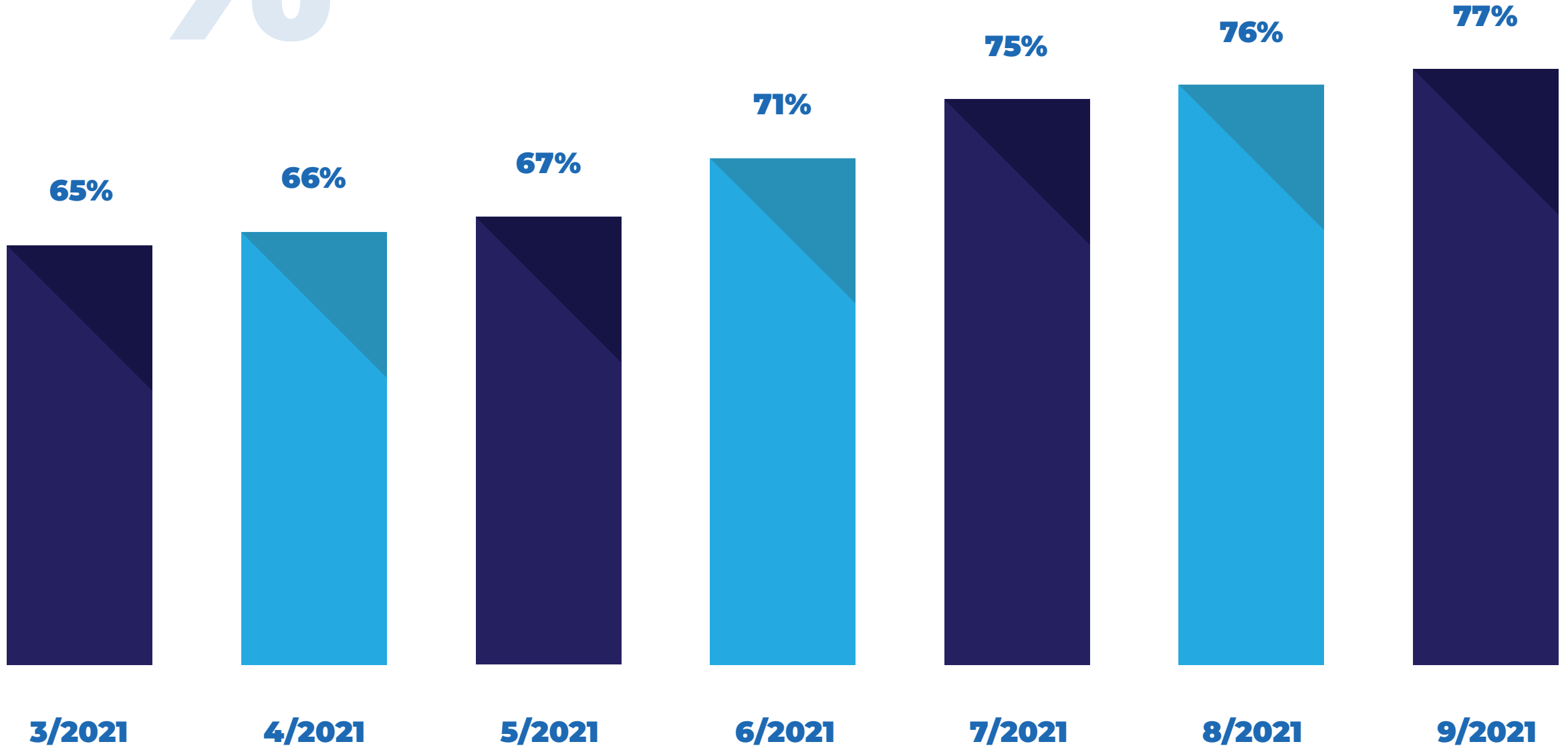
THE RESULTS

With a mix of revenue management and customer service, Atomic was able to increase the revenue of the property. As of September 2021, revenue was \$51,540 per month. Unit occupancy is 77% and economic occupancy was 78% with the gross potential income of the property being \$62,932. The climate-controlled building was rented from 2% to 60%, in 10 short months.

BOTTOM LINE

When control of the site was handed over to Atomic, we were able to implement sound training and sales techniques. Over a short period of time, NOI of this location grew almost \$9,000 more a month. Like we always say, storage is the business of inches and not miles.

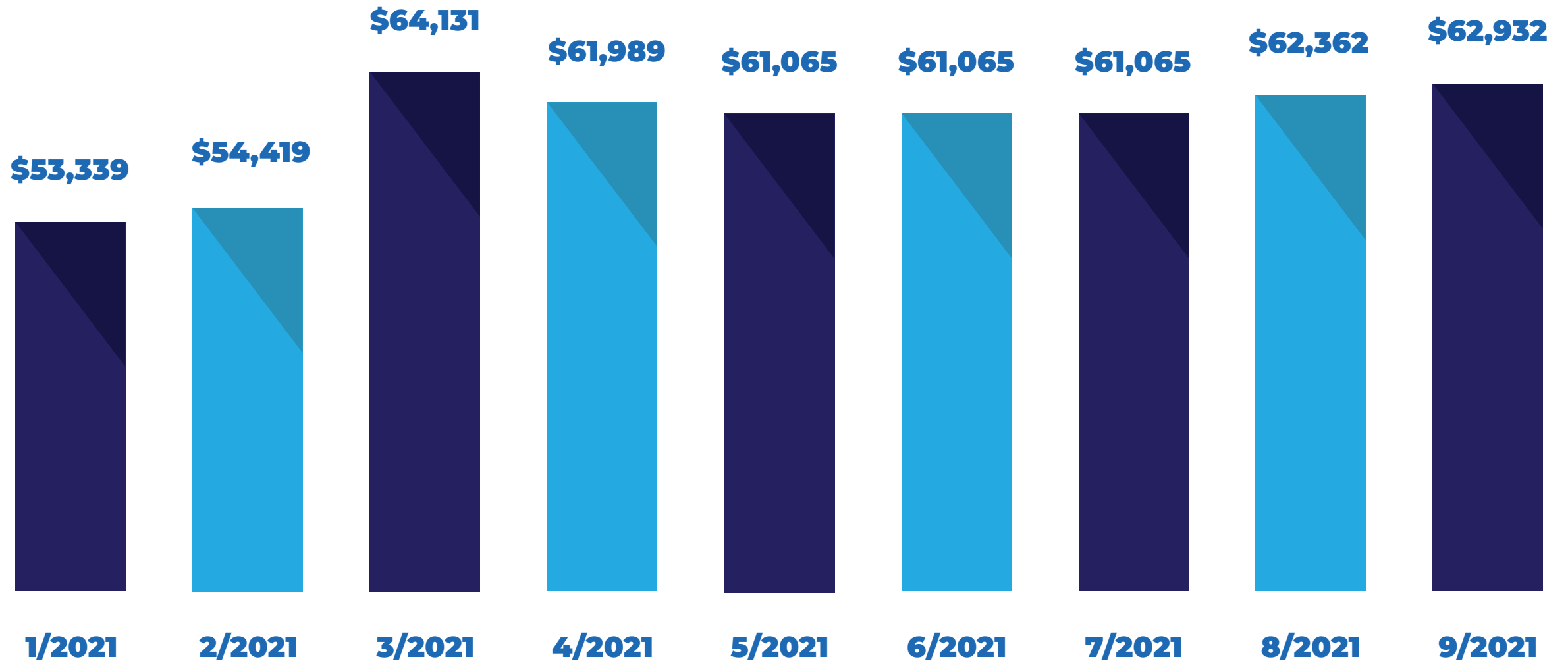
UNIT OCCUPANCY

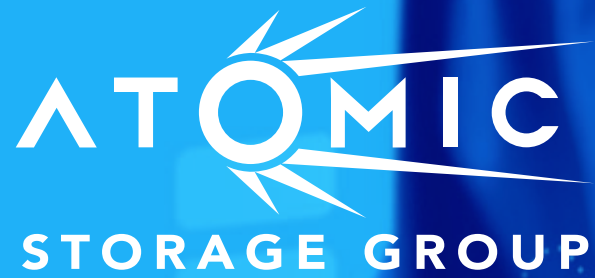


GROSS POTENTIAL



The property experienced a fire in October 2021. Thanks to the change in lease and addition of tenant insurance, the customer were able to recoup some of their loss. The owner was protected from liability with the state-aligned lease and able to recover from the experience a little easier.





LET'S TALK ABOUT YOUR INVESTMENT!



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