

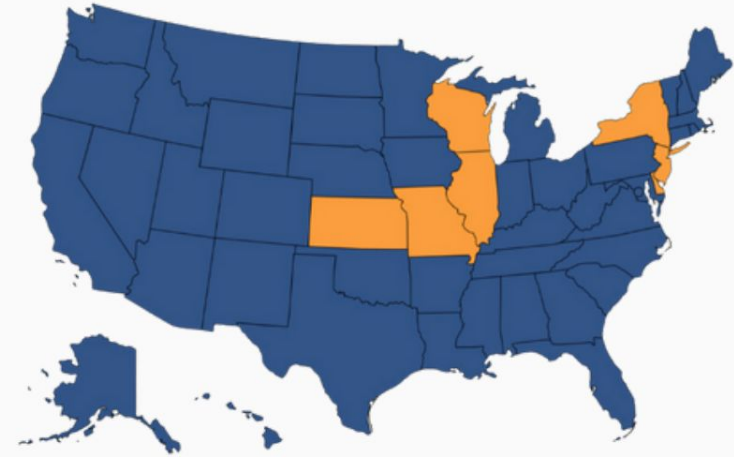
The **StorageMall**TM Management Group

Case Study: Secondary Market



About Us

The Storage Mall Management Group, LLC is a family owned and operated company with a combined 60 years of experience in owning, managing, acquiring, and developing over 1.7 million square feet of leasable storage space across the Northeast & Midwest. We pride ourselves in being able to integrate systems and processes that help maximize a property's profit while decreasing its expenses. Our services are customized to each individual property so we can provide the best local customer service possible while giving owner's peace of mind when it comes to their investment. The Storage Mall Management Group has 55 properties under management in 8 different states and continuing to grow.



Our Team

Patrick Bailey, President, Rochester, New York

Patrick Bailey is the owner and founder of The Storage Mall. Starting in 2000, Patrick has grown the portfolio across five different states with over 500,000+ square feet under ownership. He has many years of expert experience in the operations and management of self-storage assets in all different types of markets, from multi-story climate-controlled properties in major cities to smaller, more traditional stores in secondary markets. Patrick started expanding into third party management to assist other storage owners with scaling their operations and achieving efficiencies for his client's properties. Patrick has over 27 years of experience in property acquisition and operational management.

Alex Erbs, Vice President of Business Development, St. Louis, Missouri

Alex Erbs started with The Storage Mall in 2014 serving in many different operational capacities. When a storage opportunity came up in his hometown, Alex transitioned to work with his family to co-found Gateway Storage & Erbs Management Group. He managed the day-to-day operations and business development for third party management. In 2022, Erbs Management Group & The Storage Mall merged to be a leader in self-storage third party management. Alex oversees all new business for the team, including management, acquisitions and developments. Alex is on the board for both the Illinois Self Storage Association & Missouri Self Storage Owners Association.

Frank Certo, Vice President of Operations, Pittsburgh, Pennsylvania

Frank Certo has 20 years of experience in the sales, operations, and team building arenas. He has successfully directed large self-storage portfolios, totaling several million square feet of storage space. Frank served in executive level positions for multiple operators in the storage industry over the past 18 years. Throughout his years of experience, Frank has served on the Board of the Pennsylvania Self Storage Association, been a regular speaker at national storage conferences, and helped build and contribute to a national self-storage best practices group which includes over 50 member organizations.

Case Study

Property A

- Fully stabilized class B facility in a secondary market consisting of 394 units across 51,430 sq ft of drive up and climate-controlled units.

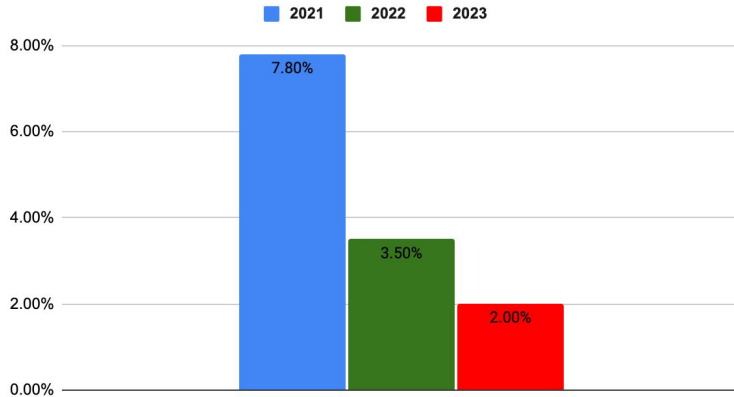
Facility Features

- Climate controlled and drive up units
- Exterior vehicle parking
- Fenced and gated
- Security cameras
- Exterior Lighting



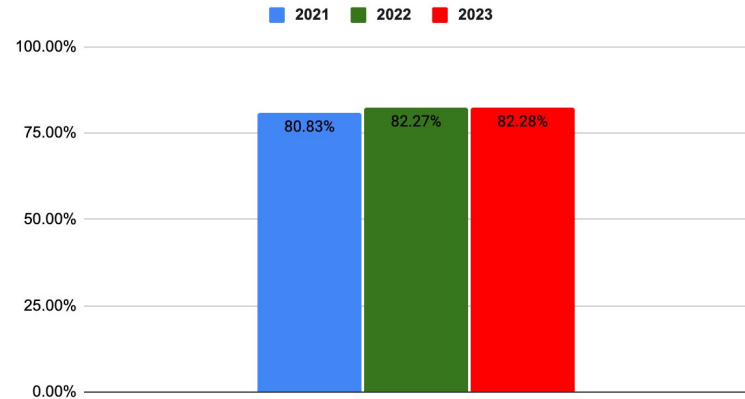
Occupancy and Delinquency

Delinquency



- Lowering delinquency to 2% resulted in an increase in unit inventory to be rented at a higher rate.
- Currently at 84% physical occupancy and 82% economic occupancy.

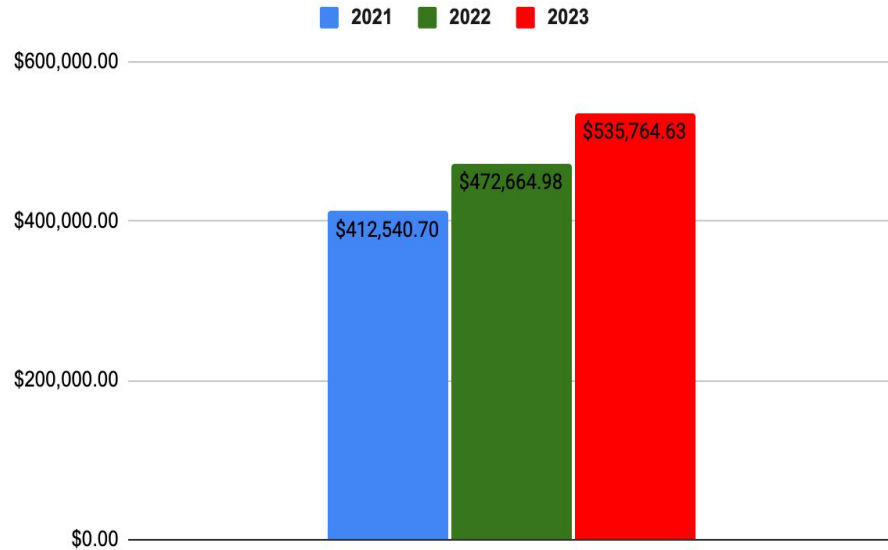
Economic Occupancy



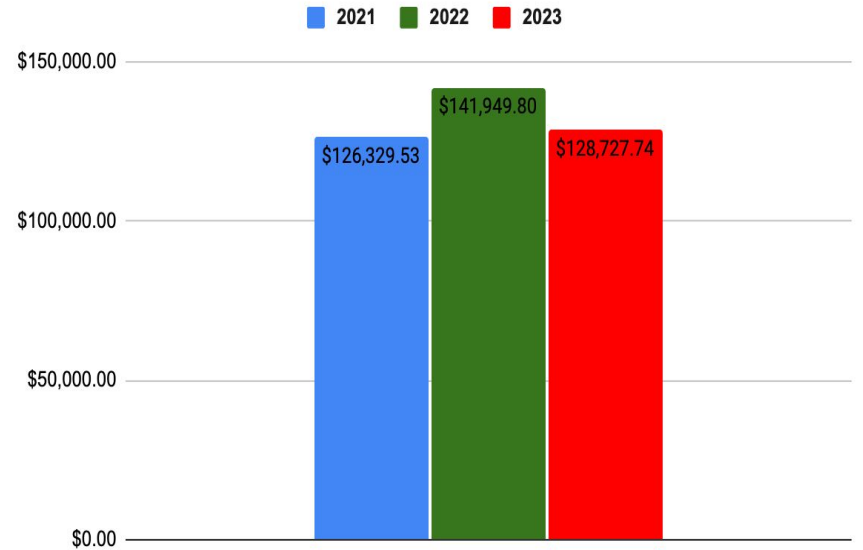
- Occupying these units with tenants consistently paying at or above street rates has resulted in increased revenue despite a drop in physical occupancy.
- Managing unit turnover allows for higher rent potential and increased ancillary income.

Financial Analysis

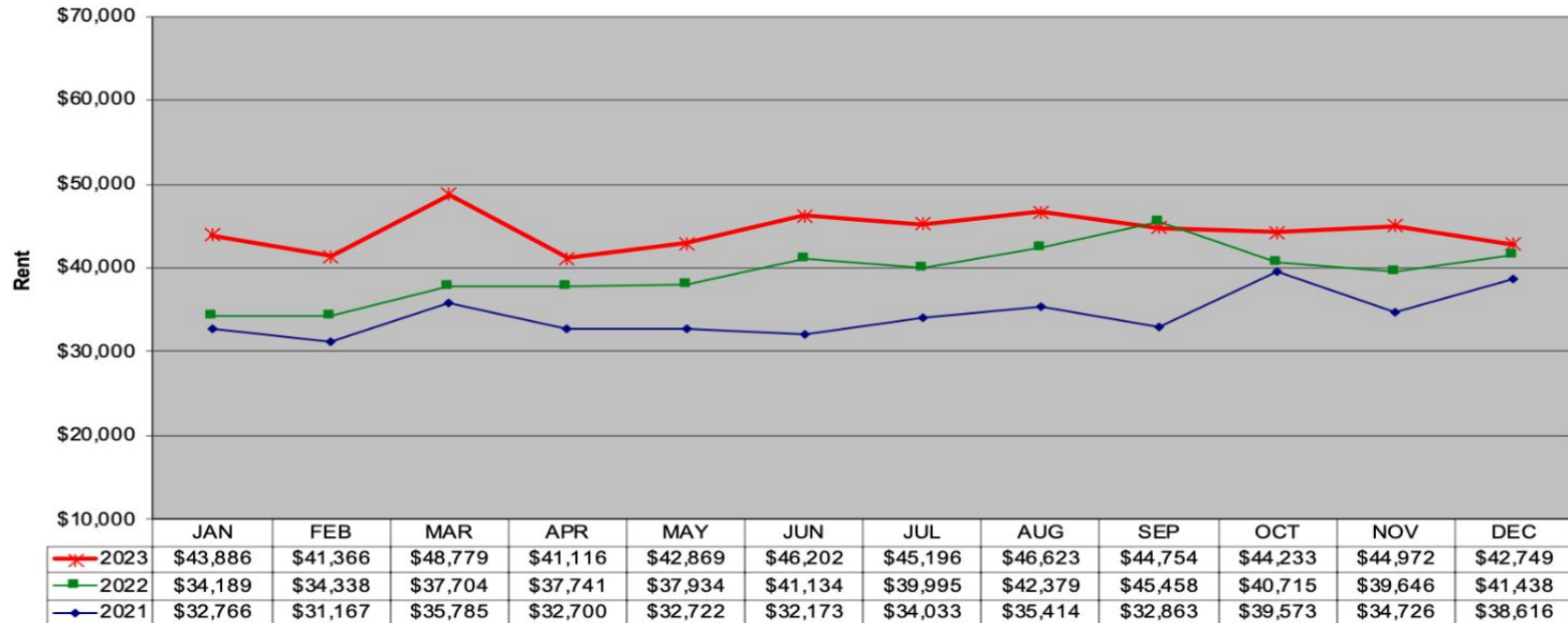
Annual Revenue



Annual Expenses



Financial Analysis



Contact Us

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The logo for The Storage Mall Management Group is displayed on a dark blue rectangular background. The text "The StorageMall™" is written in a bold, sans-serif font, with "The" in white, "Storage" in orange, and "Mall™" in white. Below this, the words "Management Group" are written in a smaller, white, sans-serif font.

The
StorageMall™
Management Group