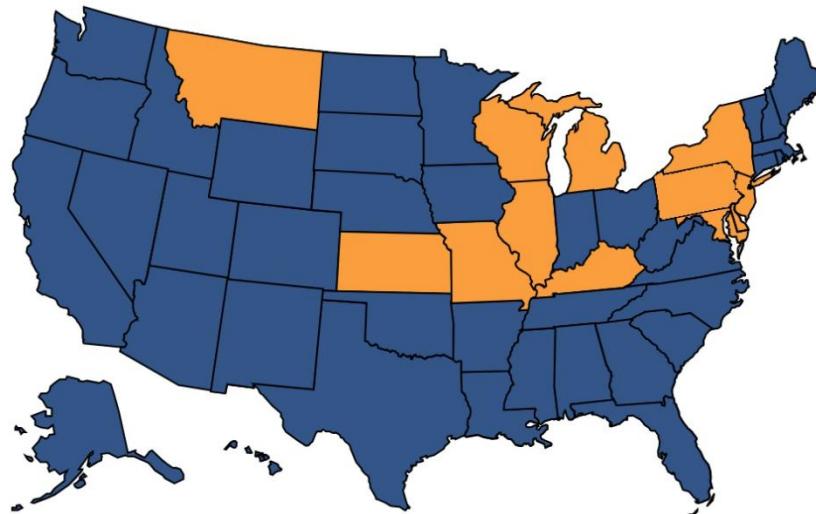


The **StorageMall**TM Management Group

Case Study: Batavia NY

Performance Analysis & Key Insights



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 mainly 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 57 properties under management in 12 different states and continuing to grow!

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.
- **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.

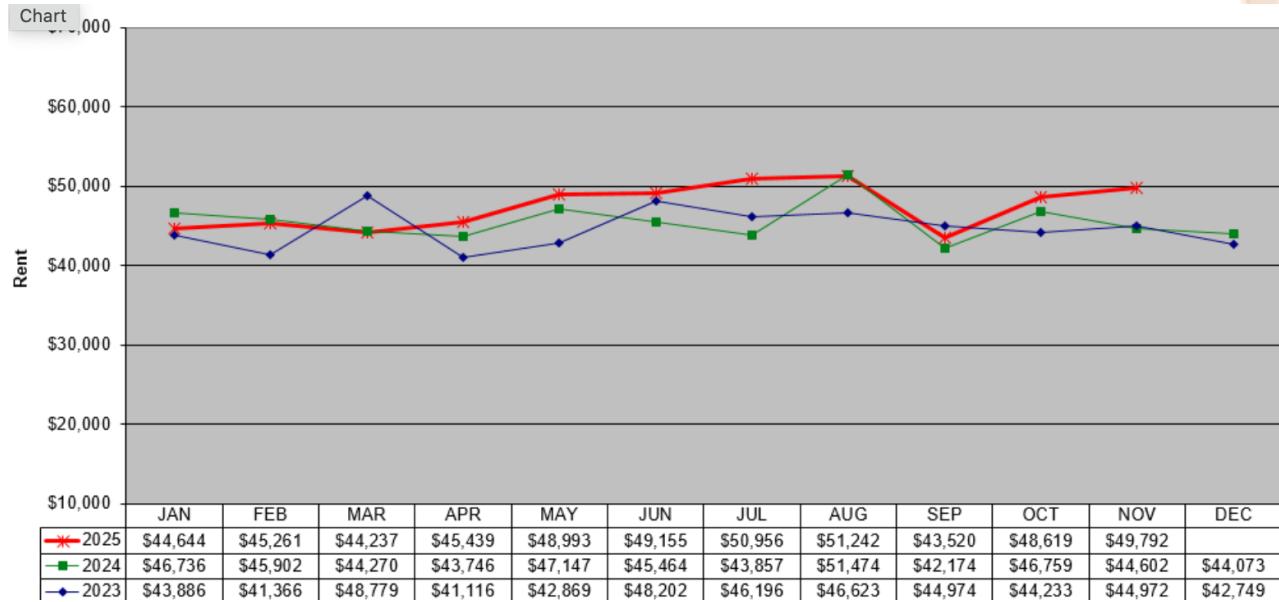


The Storage MallTM
Management Group

Facility Profile

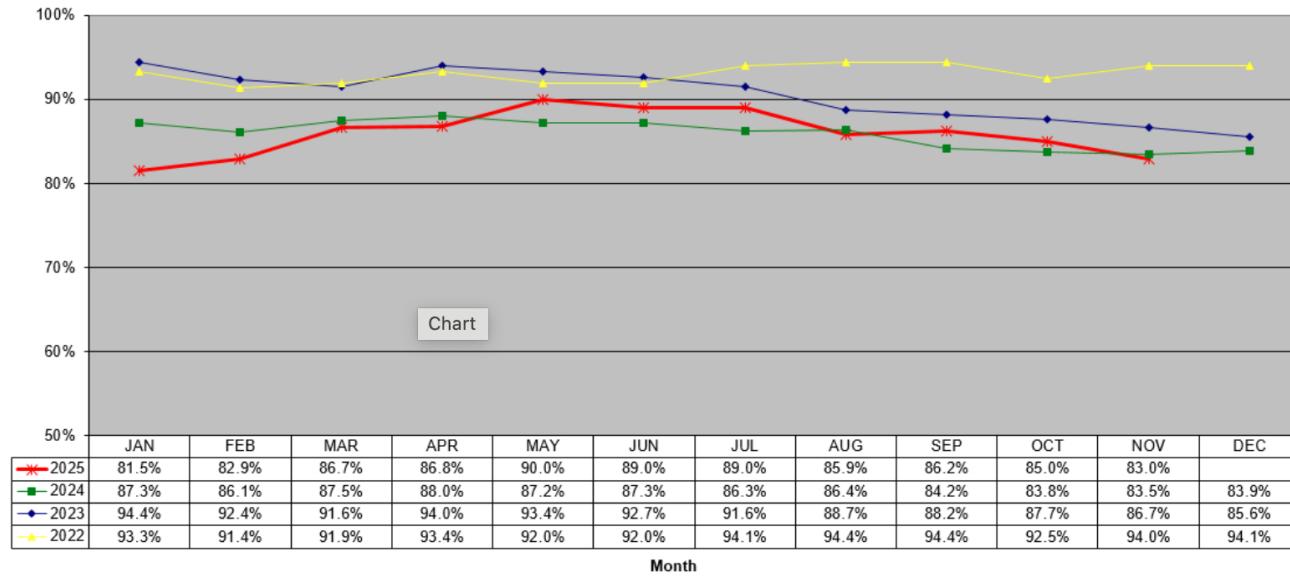
- **Location:** Batavia, NY
- **Asset Type:** Stabilized Class B Facility in Secondary Market
- **Total Units:** 394
- **Total SF:** 51,430
- **Unit Mix:** Climate Controlled, Drive Up, Exterior Parking
- **Features:** Fenced and Gated, Cameras, Lighting
- **Asset Status:** Fully Stabilized operating asset





Revenue Performance

-Revenue has demonstrated consistent year-over-year growth despite natural fluctuations in physical occupancy within an 80–90% operating range. Performance has been driven by disciplined in-place rent growth, strong collections management, and ancillary revenue optimization. This operating strategy has enabled steady NOI expansion while maintaining competitive market positioning.



Occupancy History

- The property currently operates at approximately 84% physical occupancy while maintaining strong economic occupancy levels, reflecting effective pricing discipline and limited discounting. Maintaining occupied unit rates at or above prevailing market levels has allowed the asset to generate sustained revenue growth even as occupancy moderates from prior peak levels. This approach supports long-term rate integrity and margin stability.

Contact

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