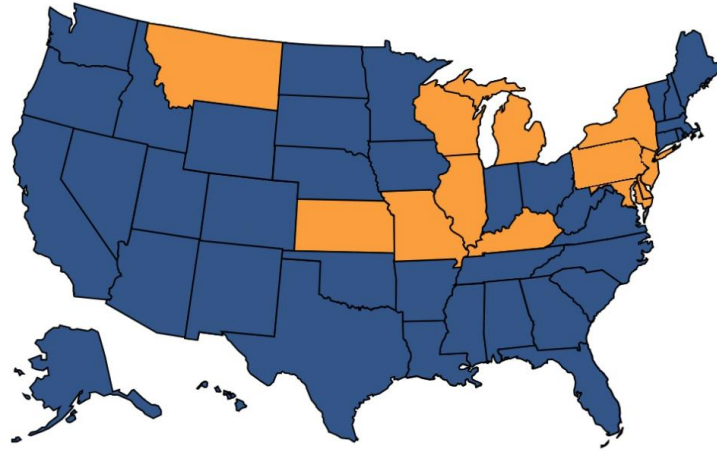


Case Study: Grafton WI

Performance Analysis & Key Insights

The logo for The StorageMall Management Group is displayed on a dark blue rectangular background. The word "The" is in white, sans-serif font. "Storage" is in a large, bold, orange font with a slight 3D effect. "Mall" is in a large, bold, white font with a trademark symbol (TM) to its upper right. Below "StorageMall", the words "Management Group" are written in a white, sans-serif font.

**The
StorageMallTM
Management Group**



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.

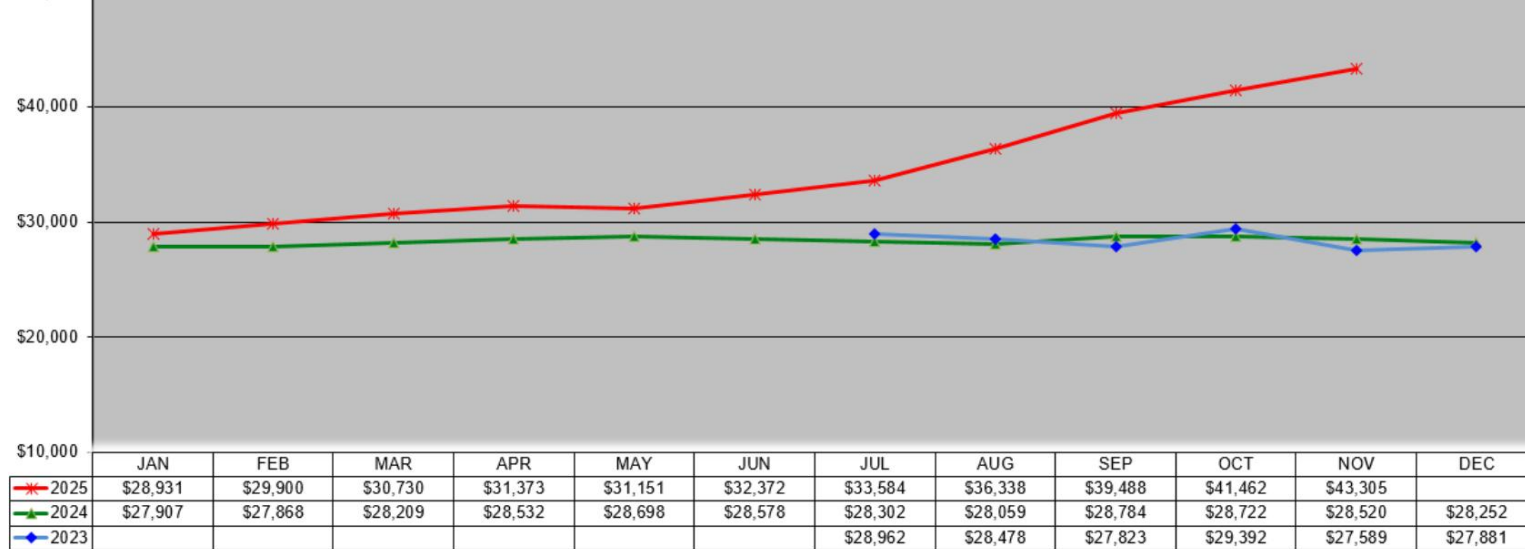
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**The
StorageMall™
Management Group**

Facility Profile

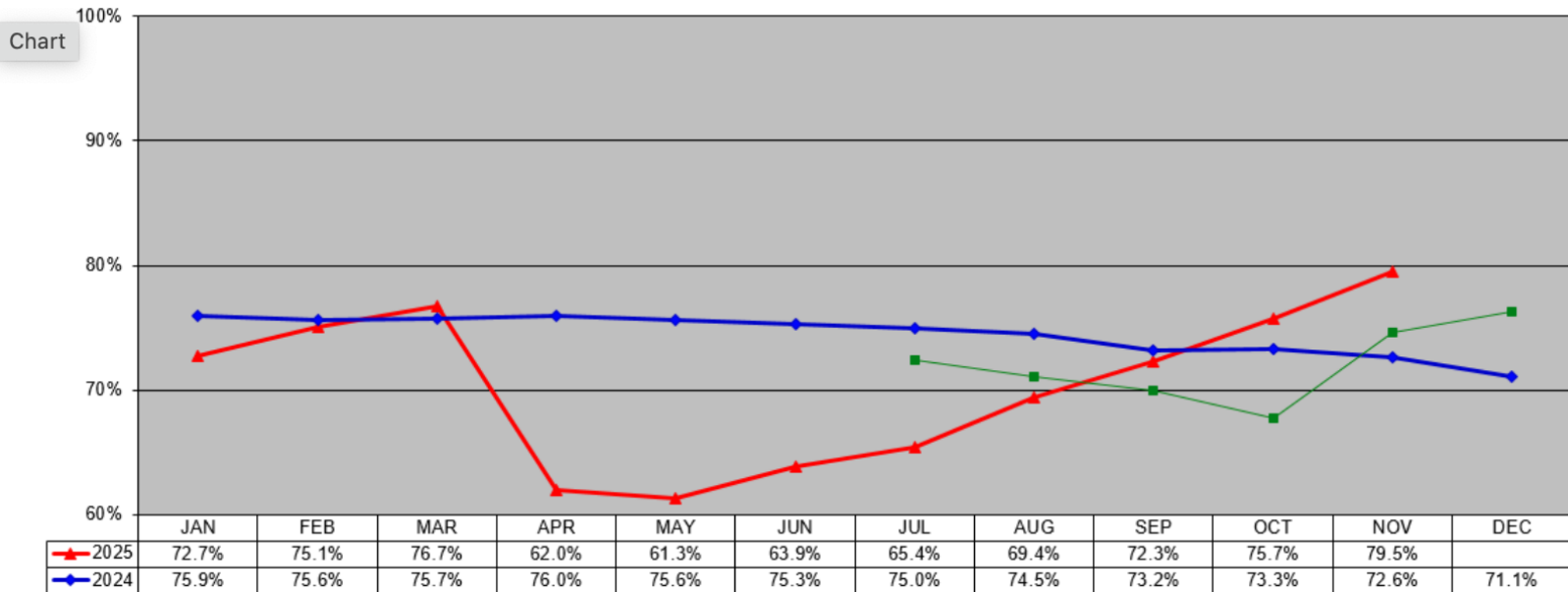
- **Location:** Grafton, WI
- **Asset Type:** Stabilized Class A Climate Controlled Facility
- **Total Units:** 404
- **Total SF:** 63,247
- **Features:** Access Control, Cameras, Lighting, Drive Aisle
- **Asset Status:** Recently expanded with indoor parking component





Revenue Performance

-Revenue has demonstrated strong year-over-year growth, driven by the implementation of disciplined dynamic pricing strategies and optimized revenue management practices. As newly delivered units continue to lease up and with consistent ECRI implementation, the asset is positioned to sustain continued revenue expansion and margin improvement.



Occupancy History

- The temporary mid-year decline in occupancy reflects a planned increase in supply following the delivery of new indoor parking units. Lease-up velocity has been strong since completion, validating sophisticated grass roots and digital marketing efforts.
- Current occupancy exceeds pre-expansion levels, and continued stabilization of the expanded unit base is expected to support durable occupancy performance and long-term revenue growth.

Contact

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- Mail: 3349 Monroe Ave #251, Rochester, New York 14618
- Drew Bailey
- drew@thestoragemall.com
- (585)-766-5944

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