

Self Storage Price Optimization

Maximizing Revenue Through Dynamic Price Optimization

Monthly Rate:

\$290

\$300

\$310

\$390

\$400

\$410

\$390
\$400
\$410

\$390
\$400
\$410

\$300

\$320

\$340

\$380
\$400
\$410

\$380
\$400
\$410

Monthly Rate:

\$290

\$300

\$310

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Perceptive**Analytics**

COMPANY OVERVIEW



Self-Storage Unit
Management Company

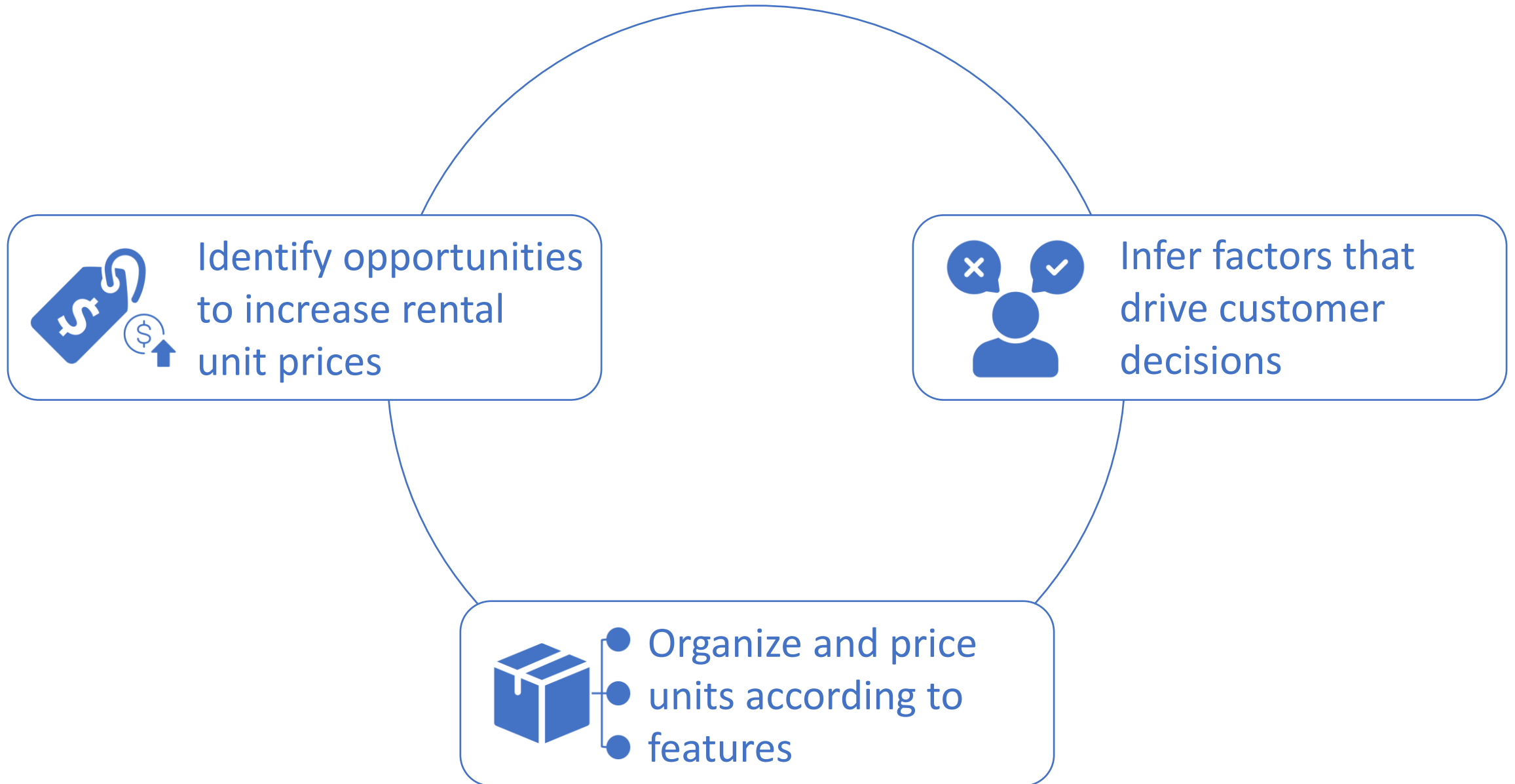


C-Suite
Executives

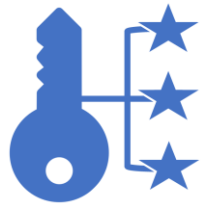


500 - 1000
Employees

OBJECTIVES



BENEFITS



Found key decision drivers- features, size, price, distance

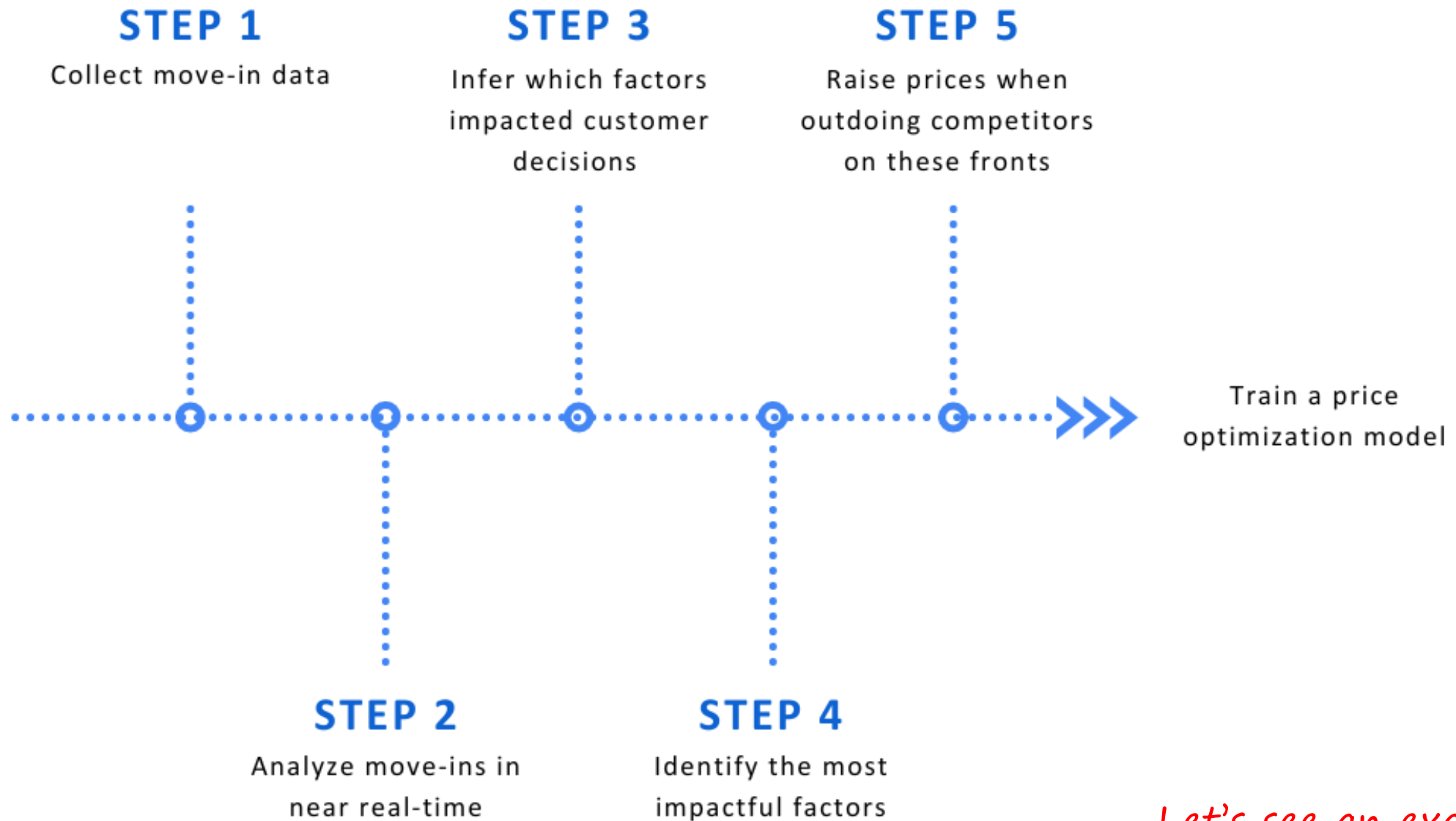


Illustrated type and scope of price hike opportunities



Helped maximize revenue without sacrificing move-ins


How to decide when price increase for your units is viable?



Let's see an example>>

Why was our client's unit chosen over competitors'?

Client Facility



Life Storage
Sacramento CA 94200
0.7 miles away

Call Now

Drive Up Access
★★★★★ 6 Reviews
[Get Hours and Directions](#)

10' X 20' Unit

\$212

Competitor A



Secure Stash Storage
Sacramento CA 94203
3.4 miles away

10' x 20' unit

\$50 Off The First Three Months
& Waived Deposit!

3 left at
\$200.00

View all prices


Client's unit is closer

Fulfills customer's drive-up access need

\$12 pricier but meets customer needs

Let's compare with another competitor

Client Facility



Life Storage
Sacramento CA 94200
0.7 miles away

[Call Now](#)

Drive Up Access
★★★★★ 6 Reviews
[Get Hours and Directions](#)

10' X 20' Unit

\$212

Client's unit is much closer

Competitor's unit is upstairs

Client's unit is much cheaper

Competitor B

Sacramento Safe Store
Sacramento CA 94207 **4.5 miles away**

10'x20' ⓘ
Large

\$1 FIRST MONTH RENT

\$295/mo
~~\$368~~
Online only price

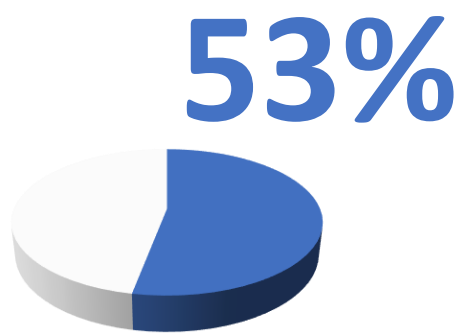
Climate Controlled
Upstairs/elevator

[View all prices](#)

Since client best fulfills customer's requirements, they can leverage higher willingness to pay and hike prices>>

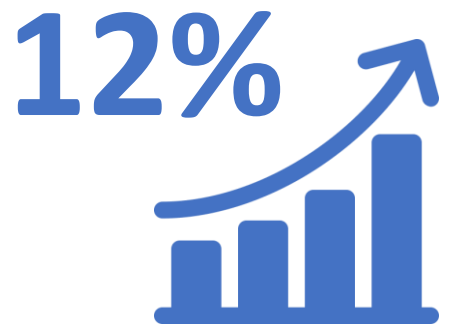
Analyzing several move-ins shows...

Features, size, price and distance are key factors. Consequently...



Units can benefit from a price hike

which
would
result in



Potential revenue boost

Train a price optimization model atop this analysis to boost revenue!



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