

SELF-STORAGE

HOW DOES IT STACK UP?

*Quite simply, it beats all other
real estate sector investments –
including hotels and apartments:*

- Higher Returns
- Strong Demand
- Low Overhead
& Maintenance
- Recession-Proof

Now you can **unlock** this
dynamic business opportunity –
and **lock in success!**



**STORAGE
AUTHORITY**
SELF-STORAGE MADE EASY

*A Franchised System For
Operations • Sales • Marketing*



WHY SELF-STORAGE – AND WHY NOW?

The numbers say it all:

- There are more **SELF-STORAGE** facilities in the United States than McDonald's and Subway locations combined – and more are needed to meet growing demand.
- **SELF-STORAGE** is now a \$26 billion per year industry – and projected to grow more than \$1 billion per year for the next 10 years
- Demand for **SELF-STORAGE** is strong – driven by such factors as divorce, death, downsizing, and relocation plus by growth in population, number of renters, and household size
- **SELF-STORAGE** is recession-proof – when the economy is strong, people buy more things and when the economy is weak, people downsize, preferring to store their things rather than get rid of them
- Unlike many business sectors, **SELF-STORAGE** is less price sensitive to price increases – once consumers become tenants, they want to avoid moving their possessions so they do little or no comparison shopping
- 1 in 10 American families currently rents a **SELF-STORAGE** unit – that's up from 1 in 17 reported in 1995, making **SELF-STORAGE** a huge untapped market
- Competition is limited and fragmented – of the approximately 52,000 **SELF-STORAGE** properties nationwide, only 10% to 12% are owned by large operators, while more than 85% are owned by "mom and pop" entrepreneurs

Noted lawyer and investment analyst Ben Stein said it best recently:

"SELF-STORAGE right now resembles the opportunity in the oil industry in the 1950's or Silicon Valley in the 1990's ... this is the sweetest spot in the whole American economy ... it's the perfect storm (for) a hurricane of profits."



Why choose a franchise?

Your benefits include:

- Turnkey business – regardless of previous ownership experience
- Proven systems for training, operations and marketing
- National image and brand awareness
- Assistance with site selection, construction and/or renovation
- Purchasing power with preferred vendors
- Easier to obtain financing

A franchise is the successful way to reduce risk and increase profits – for restaurants, hotels, fitness, and now **SELF-STORAGE**!



WHY CHOOSE **STORAGE AUTHORITY**?

We have created a "turn-key" business model to help you successfully harness the full potential of owning **SELF-STORAGE**.

It's an unmatched package of easy-to-understand, proprietary systems and support services carefully created to guide you – or your designated site manager – every step of the way, from start-up through ongoing operations:

1. Site selection plus design and construction guidance for new facilities
2. Renovation and rebranding for existing properties
3. Defined market area of exclusivity
4. Training classes
5. Comprehensive operations manual
6. State-of-the-art management, accounting, and billing software
7. Customer relationship software plus loyalty retention programs
8. Group purchasing discounts with preferred vendors
9. Brand recognition with group advertising plus national and local websites
10. Proprietary "Dynamic Ease" systems that cover the complete business cycle from land acquisition to marketing and sales

Perhaps you are an experienced business person or busy professional who wants to make a valuable addition to your investment portfolio and ongoing income stream. Perhaps you want to own a business as a new career, as second income, or as a retirement option.

Regardless of your situation, we can help guide you every step of the way by surrounding you with a management team that has more than 50 years of experience in self-storage and franchising.

Our knowledge reduces your learning curve – and strengthens your foundation for success.



What are typical start-up and operating cost?

- Initial licensing fee: \$35,000
- Monthly fees: 2.5% for marketing and 6% for royalty
- 10-year owner-friendly contract
- Initial capital: \$400,000 minimum for equity & working capital – exact costs depend on factors such as land cost, location, facility size
- Approved by the SBA, with financing options available through several qualified lenders

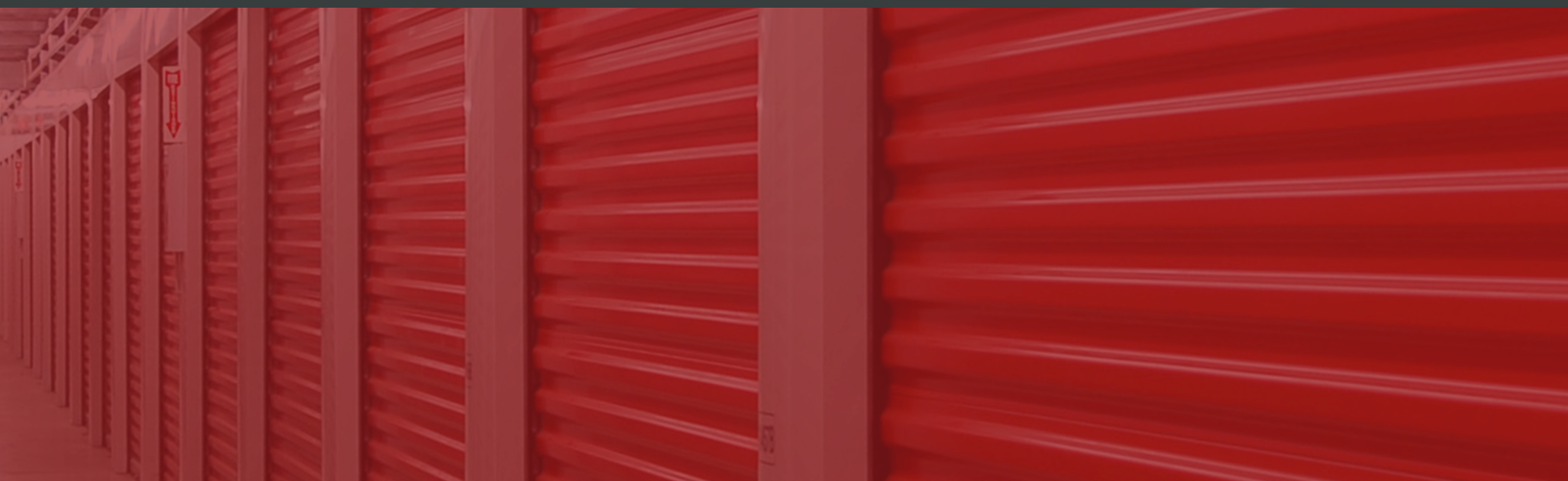
*Actual costs and results will vary. While we cannot estimate sales or profits for a particular facility, financial details can be reviewed by requesting a copy of our Franchise Disclosure Document (FDD)



Check out more details at: www.StorageAuthorityFranchise.com

We provide all the tools you need for success.
It's the right investment in the right industry at the right time.

Make Your Move. TODAY!



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677 N. Washington Blvd.
Sarasota, FL 34236

1-844-33-STORE (78673)
info@storageauthority.com

Check out more details at:
www.StorageAuthorityFranchise.com

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In NY, an offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the NY Department of Law. Minnesota Franchise Registration #F7944. If you have any questions, please let us know.