

6 ways

to attract tenants to your storage facility

without advertising

43 million Americans move every year.

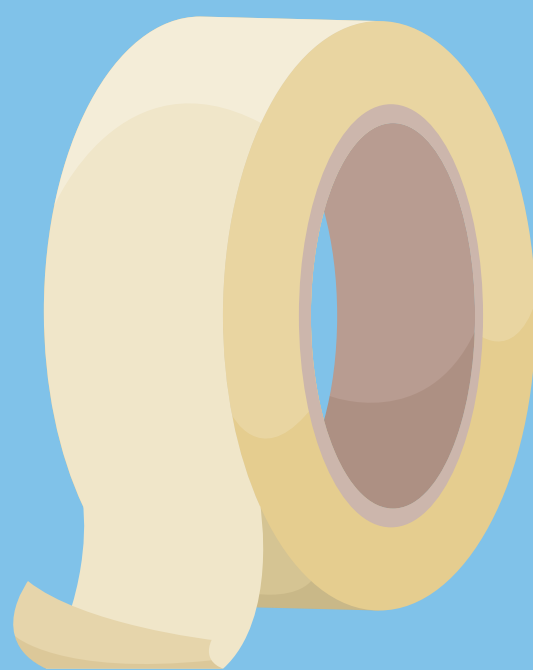
Are you getting your share?

A good online reputation will keep your units occupied — and is within your control. Here are 6 steps you can take to improve your reputation and attract more tenants.



1. Update your business listings.

If they can't find you online, they won't find your storage facility. 97% of consumers use the internet to find a local business.¹



2. Request reviews from current tenants.

Over 85% of consumers read at least 10 online reviews before determining the quality of a local business.¹ And 68% will leave a review when asked.²

3. Get engaged on social media.

Don't let the complainers control the conversations about your facility.



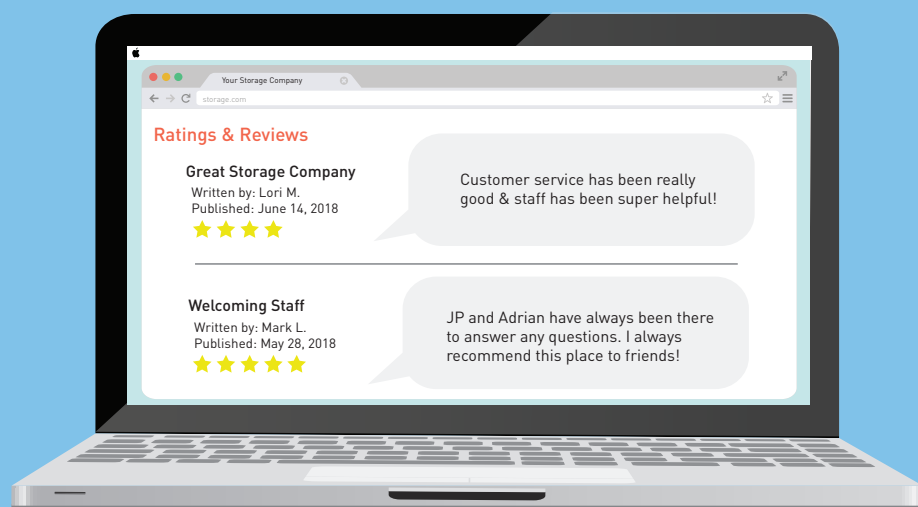
4. Ask for honest feedback.

Send out surveys to your customers to find out what you're doing right and gain insight into what you could do better.



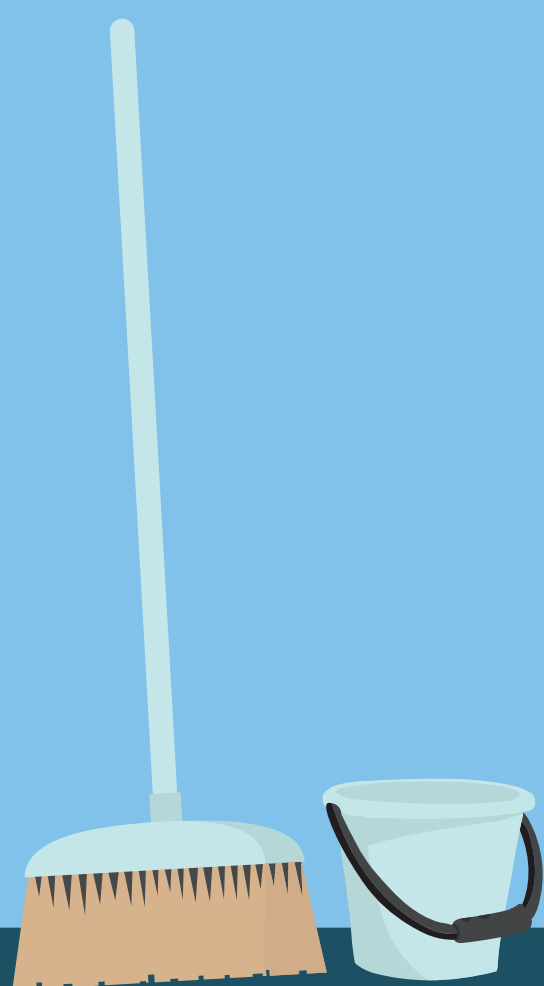
5. Publish and promote reviews.

Recent, detailed reviews inspire trust. Stream online reviews to your website to provide context and credibility to star ratings.



6. Make improvements.

Address the issues your customers bring to your attention. There's no better way to demonstrate commitment to customer satisfaction.



Keep your reputation under control, and keep your units full.

Sources:

¹ Moz

² Local Consumer Review Survey 2017