

Unlocking Efficiency and Growth: A Guide to Remote Property Management for Self-Storage Operators

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Introduction

As a self-storage operator, your responsibilities encompass managing multiple facilities, ensuring customer satisfaction, and maximizing profitability. However, achieving these goals while maintaining a healthy work-life balance can be challenging. That's where remote property management (RPM) comes in. By embracing the right tools and technologies, you can streamline your operations, reduce costs, and achieve greater efficiency in managing your self-storage business.

In this e-book, we will guide you through the world of RPM, helping you understand its benefits, how to choose the right software, and how to implement it in your self-storage business successfully. By the end of this guide, you'll have the knowledge and insights to take advantage of the transformative power of remote property management.

Chapter 1: Redefining Self-Storage Operations with Remote Property Management

The Evolution of Operations in Self-Storage

In the realm of self-storage, we've come a long way, haven't we? Remember when operations used to be about hefty logbooks, towering stacks of paper, and a landline ringing off the hook? Well, those days are behind us. The tech wave has swept up our world, bringing along some serious perks!

Say hello to powerful tools like call tracking, [customer relationship management \(CRM\)](#), and more. Now, you, the self-storage operator, are in the driver's seat. These innovations let you peek under the hood of your operations, turbocharge your efficiency, and redefine customer interactions - no more guesswork or endless phone calls!

Setting the Stage: Remote Property Management (RPM)

As self-storage operators, we're all too familiar with customers wanting more - more access, convenience, flexibility - around the clock. So, what's the answer? Step into the future with [Remote Property Management \(RPM\)](#).

RPM is like your personal magic wand - manage multiple properties from your couch, beach chair, or favorite coffee shop. Suddenly, managing self-storage operations becomes a breeze, making onsite staffing a thing of the past, and increasing cash flow.

Onsite Property Management vs. RPM: The Showdown

Onsite property management has its charms, sure. But let's face it - it also comes with the hassle of higher overhead costs and the constraints of staff scheduling. RPM, on the other hand, is the cool new kid on the block, offering you the freedom to manage your properties whenever you want, wherever you are in the world.

Enter CallPotential's RPM suite - your loyal sidekick automating tasks like check-ins and payments, keeping staffing needs minimal and operational efficiency at maximum.

Why Self-Storage Operators are Falling in Love with RPM

More and more self-storage operators are utilizing RPM. And why not? It's a charm! Let's count the ways:

1. **Cost Efficiency**: RPM helps you cut down on overhead costs. Those dollars saved on traditional onsite personnel can now go into growing your business.
2. **Scalability and Flexibility**: Say goodbye to tying up your financial resources in fixed costs. With RPM, you're free to grow, adjust, and scale at your own pace. Welcome to flexible operations!
3. **CallPotential's Software**: The icing on the cake is our software, facilitating tenant payment efficiency and offering advanced lead management capabilities - hello, streamlined income collection, and effective tracking of potential clients!
4. **Advanced Employee Monitoring**: We even got you covered with employee monitoring, ensuring your team's time is used effectively and helping you manage performance.
5. **Global Access**: One of the most desirable features of RPM software? The world is your oyster. Manage your business from any corner of the world, at any time. This means quicker response times to issues, soaring productivity, and improved operational efficiency.

[CallPotential's RPM suite](#) makes your self-storage operations smooth, agile, and customer-friendly.

The Magic of a Hybrid RPM Model

While an all-out RPM model is the next big thing, some operators prefer a "best of both worlds" approach with a hybrid RPM model:

1. **Overhead Cost Reduction**: Like its full RPM sibling, the hybrid model helps cut down costs tied to onsite personnel.

2. The "Hub and Spoke" Approach: Here's where it gets interesting - maintain a mix of onsite and fully remote facilities, tapping into the strengths of both management styles.

3. CallPotential's Software: Whether onsite or remote, our software streamlines operational tasks and keeps your business humming smoothly.

This hybrid approach isn't a one-size-fits-all strategy. It's flexible, allowing you to strike a balance between onsite and fully remote facilities.

Success Stories: RPM's Impact on Self-Storage Businesses

RPM has already brought powerful transformations to self-storage businesses worldwide. Don't take just our word for it - Gary Edmonds, owner of The Storage Manager and an avid CallPotential user, shares his experience:

“Not only is this more efficient, but we are producing a much better sales agent for a facility than what we could do if we had a live body at each facility.”

Feel like you're ready to redefine your self-storage business with RPM? CallPotential is here to guide your journey. Our RPM suite is designed for a smooth transition with no extensive infrastructure changes.

Get the CallPotential advantage with features like:

- Easy communication across multiple channels (text, email, pay-by-phone)
- Quick and barrier-free payment system
- Actionable insights from real-time data
- Instant call detection and routing to the right specialist
- Compatibility with existing phone systems and properties for remote work capabilities

Join us, and experience service excellence from our team, rated 99% in customer satisfaction. It's time to take your self-storage business to new heights! [Schedule a demo of our Remote Property Management Suite](#) today.

Chapter 2: Unleashing Your Business Potential with the Power of RPM Software

Imagine a Future Fueled by RPM Software

Take a leap into the future with us. Imagine yourself sitting comfortably at your desk, sipping your morning coffee, and managing multiple properties effortlessly, without needing to set foot on-site. Welcome to the digital shift brought by RPM software! This isn't just about cutting costs or growing your self-storage empire; it's about reimagining and redefining the way you do business. It's about harnessing the power of CallPotential's [Remote Property Management suite](#). A tool bursting with advanced features like top-tier access control, an all-inclusive CRM, intricate call tracking, and much more.

Decoding the Enigma: Unveiling the Power of RPM Software

Think of RPM software as a Swiss Army Knife for your self-storage business. It's not just about blocking or allowing access, it's about building a fortress where your tenants feel safe and protected. CRM isn't merely a database - it's a powerful tool that enhances customer experiences and accelerates conversions. Call tracking isn't about prying eyes, but a gateway to critical business insights that can propel team performance and operational efficiency to a whole new level.

Guardians of Your Galaxy: Robust Security and Monitoring

The power of RPM software is exemplified by its unmatched security and monitoring capabilities. Imagine your business as a castle, fortified by comprehensive access control that keeps your premises secured and unwanted visitors at bay. Combined with the magic of automated check-ins, you gain a bird's eye view of your kingdom, promptly spotting any unwelcome activities and nipping problems in the bud.

Automation: The Heartbeat of Modern Business

Imagine you had a magic spell that could transform everyday chores like payments, check-ins, and customer notifications into self-performing tasks. That's exactly what automation in RPM software does! This magic not only liberates your team from mundane tasks but also empowers them to concentrate on what's truly important - creating unforgettable customer experiences. With features like CallPotential's automated check-in and access control, your business becomes a well-oiled machine that functions smoothly and efficiently.

Your Treasure Chest: Conversion Tools for Revenue Growth

RPM software isn't just about keeping things running smoothly; it's your treasure map to plentiful revenue growth. With features that streamline the lead conversion process and automated customer notifications, you're set to deliver consistently exceptional service, turning tenants into loyal patrons. CallPotential's advanced sales tools allow you to identify golden opportunities and strike while the iron is hot. You're not just earning more; you're writing your own success story.

Soaring High: Embracing the Cloud for Unprecedented Flexibility

In the vibrant world of property management, being chained to a desk is old news. With the power of RPM software, managing a business is as easy as browsing your phone. Respond to customer queries in real-time, eliminate delays, and watch as your customer satisfaction levels skyrocket. CallPotential takes it a step further with our innovative mobile access control feature, granting tenants the freedom to navigate the rental process right from their devices. We merge convenience and security in a way that sets you leagues ahead of your competition.

It doesn't stop there. CallPotential's RPM suite also includes a real-time occupancy tracking tool. This gives you a current, detailed view of your facility's occupancy, enabling proactive management and swift resolution of any issues. We're not just setting the bar, we're pushing it further than any existing Property Management Software (PMS) in the self-storage industry.

Embark on a New Journey with CallPotential

Choosing CallPotential's RPM suite is like setting sail on an exciting adventure, where your self-storage business is primed to conquer new horizons of efficiency and revenue growth. Adopting CallPotential isn't just about a software upgrade, it's about embracing a transformative approach designed to skyrocket your business into the stratosphere.

Our software is packed with features like access control, comprehensive Customer Relationship Management (CRM), call tracking, Smart Route, automated check-ins, and so much more. These aren't just fancy tech words; they are tried-and-true, cloud-based technologies that have proven their mettle in the real-world battleground. Now, we've bundled these power-ups under the RPM banner, perfectly aligned with the beat of the industry.

In essence, choosing CallPotential is a step towards reshaping your business ethos, turbocharging your performance, and pioneering the future of self-storage operations. Are you ready to soar into the next era of property management?

[Schedule a demo with us today.](#)

Chapter 3: Picking the Perfect RPM Software for Your Business

Sizing Up the Challenge: Reflecting on Your Unique Needs and Goals

When it comes to charting a course towards the ideal RPM solution, it all starts with you. Take a moment to ponder the unique challenges your self-storage business faces. Are there inefficiencies you're itching to iron out? Features you've dreamt of that could turbocharge your operations? By gaining clarity on what you really want, you'll be able to sift through the RPM software market with a laser-focused vision, ensuring that the tool you end up with is tailored to your specific needs.

Navigating the RPM Landscape: Building Your Own Compass

Now, onto the exciting part! With your business needs and goals as your North Star, it's time to venture into the wide world of RPM solutions. Consider crafting a custom guide that breaks down each potential solution's offerings - from their dazzling array of features, pricing models, and the reliability of their customer support, right down to what real users are saying about them. With your guide in hand, you'll feel like a seasoned explorer, confidently steering toward the RPM software that best suits your business needs.

Decoding the Essential: Your Must-Have Features in RPM Software

In the sea of RPM software features, it can be challenging to distinguish the pearls from the pebbles. Fear not; we've got your back! Access control should be at the top of your list – a non-negotiable feature for ensuring secure facility access. Next up, automated check-ins - a dream feature that smooths out processes and reduces customer wait times. Other tools in your treasure chest should include automated collections, customer notifications, tenant management tools, and real-time occupancy tracking - all boosting operational efficiency.

Balancing the Books: Making a Smart Investment

It's time for the numbers to talk. When selecting your RPM software solution, the cost will inevitably play a significant role. But remember, the best value for money doesn't always come cheap. Think of your RPM software as a long-term investment - the returns in savings, efficiency, and peace of mind can far outweigh the upfront costs. Keep an eye out for solutions that offer continued

support, regular software updates, and a positive ROI - these hidden treasures make a true difference to your business.

Listening to the Voices of Experience: The Power of Reviews and Testimonials

There's wisdom in the crowd. User reviews and testimonials provide a treasure trove of insights into how an RPM software performs under real-world conditions. Look for the telltale signs of a great software solution: stellar customer service, user-friendly interface, scalability, and overall user satisfaction. By weighing the experiences of others, you're equipping yourself with the knowledge to make a well-informed decision - a priceless advantage as you select the RPM software that best suits your long-term business plans.

The CallPotential Advantage: Your Business, Supercharged

Our CallPotential RPM software solution is more than just a tool; it's an ally, a trusted companion in your self-storage business journey. It's designed with you in mind, offering a cornucopia of features such as omni-channel communication, automated customer notifications, AI-enabled SmartRoute, call tracking, and real-time occupancy tracking. With CallPotential, you won't need to worry about costly infrastructure - getting started is as simple as saying "yes" to efficiency, ease, and unparalleled operations management. Welcome to the future of self-storage business.

Chapter 4: Mastering the Art of Successful RPM Implementation

Turning Trials into Triumphs: Conquering the Challenges of RPM Implementation

Embarking on the journey of RPM implementation can feel like navigating a minefield of potential pitfalls - from the complex task of data migration to comprehensive team training. The secret to emerging victorious? Thoughtful planning and tackling challenges with a resolute spirit. Embrace uncertainty - be ready to adapt your strategies, timeline, and resources as needed. After all, flexibility is the hallmark of every successful explorer.

The A-Team: Preparing Your Crew for the Adventure

Just as every successful expedition requires a well-prepared crew, your transition to an RPM solution calls for a team that's ready for the change. Ensure that your team isn't just familiar with how the software operates, but is genuinely excited about how it will become their new ally in managing daily tasks. Arm your team with the proficiency and skills to fully leverage the RPM software. Consider comprehensive training as their power-up - empowering them to utilize the software with confidence and precision.

Harmonizing Your Symphony: Melding RPM with Your Current Workflow

Envision the RPM software as the latest instrument joining your business symphony. The true test lies in harmonizing its tune with the rhythm of your existing operations. Make sure that the software not only fits seamlessly into your current processes but also resonates with your unique business methods. When you successfully incorporate RPM into your workflow, you're orchestrating a powerful harmony of efficiency, taking your self-storage business to new heights.

Shining Beacons: The Vital Role of Data Migration and Training

In the odyssey of RPM implementation, proper data migration and comprehensive training are your trusty compass and map. It's vital that your valuable data finds a safe and accurate berth in the new system, and your crew develops a deep understanding of the software's intricacies. After the initial setup, keep a sharp lookout for any further training needs that might arise, transforming them into stepping stones for additional growth and proficiency.

Your Guiding Star: Rely on CallPotential's Expert Support for a Smooth Voyage

Every epic journey deserves a seasoned guide. Look no further - CallPotential is here to lead the way in your RPM implementation adventure. We recognize the importance of a smooth transition and are dedicated to steering your ship clear of treacherous obstacles. Our expert team of navigators will assist you in setting up your RPM solution, training your crew, and offering continued support in your ongoing voyage. With CallPotential at the helm, your journey is set for success, ensuring that you unlock the full bounty of remote property management's advantages.

Chapter 5: Charting Your Course: Kickstarting Your Journey with RPM

Conducting an Audit: Is RPM Right for Your Business?

Before embarking on your RPM journey, it's crucial to evaluate your vessel - your business. Conduct an audit, assess your current operations, pinpoint your needs, and outline your objectives. Also, anticipate potential storms - the challenges and risks that may lay ahead. This process will arm you with insights to make a wise decision and prime the stage for a victorious RPM implementation.

Mapping Your Objectives: Determining Key Performance Indicators (KPIs)

With a keen understanding of your business needs, it's time to set your course and determine your Key Performance Indicators (KPIs). Establish measurable objectives across your self-storage business landscape, and set milestones to monitor your journey. Make it a habit to evaluate the data you gather regularly to assess your RPM solution's effectiveness.

Joining Forces with CallPotential: Customized Solutions to Fit Your Needs

At CallPotential, we appreciate that each self-storage business is a unique entity, and hence, we offer customized solutions to meet your specific needs. Our seasoned team will accompany you throughout the RPM implementation process, from setting up the system to training your crew and offering continual support. Align with CallPotential to ensure a smooth transition and unlock the full treasure trove of remote property management.

Tapping into CallPotential's Remote Property Management Software

CallPotential's Remote Property Management software is your secret weapon to streamline self-storage operations, simplify maintenance tasks, and enhance your properties' visibility. Our intuitive dashboard serves as your spyglass, offering real-time data for all your locations, efficient management of maintenance requests, and enabling top-notch customer service. The cherry on top - you don't need extensive infrastructure to get started. With a computer or phone, you can swiftly set up our RPM software.

Conclusion

Remote property management is shifting the self-storage landscape, offering unparalleled flexibility, cost savings, and operational efficiency. By harnessing the power of RPM software and joining forces with CallPotential, you can supercharge your self-storage business, deliver memorable customer experiences, and chart a growth path in a fiercely competitive industry. Whether you're conducting an audit, setting objectives, or on the lookout for tailored solutions, our experienced team stands ready to back you at every twist and turn. It's time to hoist the sails and experience the transformational power of remote property management.

Set a course for success and [schedule a demo with CallPotential](#) today - unlock the boundless potential of your self-storage operation.

Resources (Other than CP website/content. These are just websites I looked at when researching RPM information for the book. No direct information from these sites have been used.)

<https://storeganise.com/blog/self-storage-remote-management>

<https://www.janusintl.com/news-media/blog/self-storage-remote-management>

<https://www.radiusplus.com/post/how-remote-self-storage-management-is-changing-the-industry/>

<https://www.storable.com/resources/learn/managing-a-self-storage-facility/>

<https://boxwell.co/property-management-for-your-self-storage-business/>

<https://www.januseurope.com/3-steps-to-help-remotely-manage-self-storage-facility>

<https://members.storelocal.com/blog/guide-to-self-storage-management>