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“Starkey Storage”

Brand Strategy Research

SEPTEMBER 20, 2018



Prepared For:

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9400 River Crossing Boulevard, Suite 102

New Port Richey, FL 34655



“Starkey Storage” Brand Strategy

20-SEP-18

Regional Storage Competitive Audit & Analysis:



iStorage Bradenton

3.6 (24)

6403 E State Road 64

(941) 200-1916

Bradenton, FL 34208

9:00 – 6:00 Monday-Friday

9:00 – 5:00 Saturday

Closed Sunday

<https://www.istorage.com/storage/florida/storage-units-bradenton/6403-E-State-Road-64-119>

Facility Features:

- Vehicle Storage
- 24 Hour Access
- Access 7 Days A Week
- Drive-Up Access
- Electronic Gate Access
- No Deposit Required
- Commercial Space Available
- Month-to-Month Leases
- Pay Online
- Car Storage
- RV & Boat Storage
- 24-hour video recording on the premises
- Fully Fenced Facility
- Well-Lit Facility
- Climate Controlled Units
- Moving Supplies Available for Purchase

Top Ratings:

1. Kory was excellent. easy to use place.
2. Clean facility. Most helpful, courteous staff.
3. Great Place for Storage Needs! Provides 24-hour Access, which is very important for individuals on a work schedule!

Lowest Ratings:

1. I've had a storage unit at iStorage Bradenton for 2 1/2 years. The rates have steadily increased while the property has gone downhill. We have reported homeless people roaming inside the gated access area in the evenings several times.
2. 2 months after ending my rental was contacted stating that I owed money, they did not close my account. NO Customer Service, but they are good at saying Sorry.
3. While the facility itself is great, mgt. is horrible (never answers the phone or returns calls) and every year you can look forward to them increasing your rates. If you're looking for long-term storage, do not look here.

Note: They **DO** respond to the Google My Business Reviewers – Positive and Negative.



CubeSmart Self Storage

4.6 (64)

11411 FL-52, Hudson, FL 34669

(727) 379-5556

9:30 – 6:00 Monday-Friday

8:30 – 5:00 Saturday

Closed Sunday

https://www.cubesmart.com/florida-self-storage/hudson-self-storage/3234.html?utm_source=local&utm_medium=organic&utm_campaign=googlemybusiness&utm_term=3234

Facility Features:

- Around-the-Clock Video Recording
- Well-Lit Premises – Interior and Exterior
- Personal Deliveries Accepted
- Indoor Parking Spaces for Cars
- Month-to-Month Leases
- Military Discounts Available
- Small Mover Help Available
- Insurance Available
- Online Payment Options

Top Ratings:

1. Helpful friendly staff, the place was very clean and neat very happy with the facility.
2. Excellent staff. Pleasant transaction. If you need a place to store your stuff, look no further. You won't go wrong here!
3. I was very impressed with the service I received. I moved from Las Vegas to Florida and I found that the people who worked here were very knowledgeable. They helped me as to what size unit I needed. They placed my units on hold for me until I arrived. Then when my moving truck arrived he asked if he could back in the entrance area and Jaime opened the gate manually so wouldn't have a problem. She checked on us during the move and kept the gate open then came back after hours to close it since the driver couldn't turn around. I consider that great service. Thanks!

Lowest Ratings:

1. Not friendly
2. Expensive
3. Recording states they are open 11 to 3 on Sunday but they were closed when we came by. Pleasant company however their business practices should align with their marketing.

Note: They **DO** respond to the Google My Business Reviewers – Positive and Negative.



Public Storage

4.7 (214)

6609 FL-54, New Port Richey, FL 34653

(727) 835-5818

9:30AM–6PM Monday - Sunday

<https://www.publicstorage.com/florida/self-storage-new-port-richey-fl/34653-self-storage/475?PID=PSLocalSearch&CID=1341&CHID=LL>

Top Ratings:

1. Great rates, friendly and knowledgeable service. Sandy was congenial and accommodating!
2. Whenever you call the manager Sandra is good at asking all your questions in a moment's notice.
3. Amazing customer service by Sandy, the manager. She gave such a detailed explanation and made sure to tell me all of the options available. Her personality was such a ray of sunshine! I would definitely recommend this location to anyone who is looking for storage. Awesome experience thanks to her!!

Lowest Ratings:

1. Prices are ok. just be aware that if you don't get a unit on the outside you will suffer. The inside units are ok as far as being kept up, the problem, you will die in there. There is absolutely no ventilation. No air movement of any kind. There needs to be some sort of powered exhaust system in there because it is flat out unsafe.

2. Very high priced considering they are storage.
3. They claim climate controlled but not true. Many items had mildew only after 4 months.

Note: They **DO NOT** respond to the Google My Business Reviewers



Public Storage

4.7 (214)

6647 Embassy Blvd, Port Richey, FL 34668

(727) 777-4900

9:30AM–6PM Monday - Sunday

<https://www.publicstorage.com/florida/self-storage-port-richey-fl/34668-self-storage/2316?PID=PSLocalSearch&CID=1341&CHID=LL>

Top Ratings:

1. What a great experience, I had the pleasure of working with Kristin. She was great! The property is nice and kept up well. Prices are great! I'm glad I picked public storage over the competition! A+
2. Very pleased with the facility. It is clean; well-lit; well maintained. Unit was the perfect size. Staff is very friendly & professional. Kristin was a great help. Highly recommend.
3. I love this property!! They are always friendly and helpful. Haley and Kristin are amazing!! They are both super with customer service!
They do not ever get frustrated and always are able to answer my questions. The rates are great and I would not go anywhere else.

Lowest Ratings:

1. I am reviewing this company with zero stars. There is a known mold problem in this facility. Even after alerting the company our belongings were growing mold on them, from the air conditioning and humidity not being controlled properly, we were moved to another unit and the same problems continued. In this process, which public storage took the liberty of doing themselves, multiples of our items/boxes were lost and we are now finding other people's belongings mixed in with ours.
2. Didn't get a name but the lady working today had a terrible attitude and treated me as if I was 8 years old no people skills at all completely terrible experience
3. Worst storage facility out there. Kristen has terrible customer service skills. The facility is filthy and unsafe. Cameras don't work. They will rip you off. Don't trust these people with your valuables!

Note: They **DO NOT** respond to the Google My Business Reviewers



Public Storage

4.9 (135)

7139 Mitchell Blvd, New Port Richey, FL 34655

(727) 777-4455

9:30AM–6PM Monday – Friday

9:30AM–5PM Saturday – Sunday

<https://www.publicstorage.com/florida/self-storage-new-port-richey-fl/34655-self-storage/2307?PID=PSLocalSearch&CID=1341&CHID=LL>

Top Ratings:

1. Candice was fantastic. Worked with me to find the storage unit I needed. Definitely went above and beyond to help me through the process. I won't hesitate to recommend to friends to use this Public Storage facility. Very clean and secure. Thanks again Candice.
2. Thank you Candice. My experience with this facility was absolutely five stars.
3. They DO self-storage best...never like to put my things in storage...but when and IF I do its always a P.S.

Lowest Ratings:

1. Terrible. They changed my rate 3 times
2. LIARS!!!!!! LORI told me when I first signed up on the 8th of the month that as long as I was out before the 8th, I would not be charged for the month. LORI flat out LIED to my face!!! HORRIBLE CUSTOMER SERVICE!!! When I asked if they notified costumers about the change she only said didn't have to...read your contract. I consider that STEALING!!!! WILL NEVER USE AGAIN!!!!!!!!!!
3. Good facility but location CAN flood beware!

Note: They **DO NOT** respond to the Google My Business Reviewers



Florida Self Storage Inc. (Public Storage)

3.2 (12)

7850 Massachusetts Ave, New Port Richey, FL 34653

(727) 841-0800

9:30AM–6PM Monday – Sunday

<https://www.publicstorage.com/florida/self-storage-new-port-richey-fl>

Top Ratings:

1. Manager is nice, units are reasonably priced and facility is well kept and secure.
2. Have had a good experience here and feel my things are safe :-) Nice Staff I have had experience with too.
3. Reasonably priced and well maintained.

Lowest Ratings:

1. I would not recommend. My friend had forgotten her code on the weekend and had it rented a U-Haul trailer to move the manager at this storage place would not allow her in until Monday which cost for extra money.
2. Horrible front desk service from the lady...I don't recommend this place and if you look around you will find cheaper and better friendly service.
3. Security is sufficient. Service not so much. Lies. Overpriced. Poor business practices. Eww, bugs in the climate control section.

Note: They **DO NOT** respond to the Google My Business Reviewers

U-Haul Moving & Storage of Hudson



4.3 (32)

14906 US-19, Hudson, FL 34667

(727) 862-2572

7:00 – 7:00 Monday – Thursday & Saturday

7:00 – 8:00 Friday

9:00 – 5:00 Sunday

<https://www.uhaul.com/Locations/Truck-Rentals-near-Hudson-FL-34667/833029/>

Top Ratings:

1. Really nice place and friendly staff.
2. Always have available what I need. Really nice people and great service.
3. Cynthia and her team are all amazing, courteous and truly do treat you like family....highly recommended!!!

Lowest Ratings:

1. The worst customer service I've ever encountered. They put me on auto pay without my consent then called me a liar and hung up on me when I called to resolve the issue after my account was hit unexpectedly. I've never been treated with such disrespect. I'm getting my stuff the heck out of there this weekend. I don't trust them at all. Stay away if you know what's good for you!
2. horrible service red flagged me for no reason.
3. Always raising rates for no reason.

Note: They **DO NOT** respond to the Google My Business Reviewers

U-Stor Ridge Road



4.4 (84)

7215 Ridge Rd, Port Richey, FL 34668

(727) 842-8882

9:00 – 6:00 Monday – Friday

9:00 – 4:00 Saturday

8:00 – 12:00 Sunday

<http://www.u-stormangement.com/locations/tampa-florida/u-stor-ridge-road>

Top Ratings:

1. Hours, Accessibility, Prices were great! Staff was ALWAYS professional and courteous! They were always kind and thoughtful. The property was always clean and neat as well as the hallways inside our building. I would recommend U Stor on Ridge Rd to anyone who needed this service!
2. Very good place..easy access and friendly staff...never had a problem..recommend them for storage!!
3. VERY CLEAN. MANAGERS ARE SUPER FRIENDLY & VERY ACCOMIDATING. VERY NICE STORAGE FACILITY.

Lowest Ratings:

1. Do not use this place for your storage... they are rude and double what you owe if you are late even a day... worst company.
2. Rude. Ignorant. Not willing to work with anyone. Horrible customer service. Never again will I use this place.
3. Lady at front desk rude. don't need to deal with it. Expensive - and when I took my things out they were infested with roaches had to bomb 4 times to get my things cleaned.. They're is cleaner storages than this one.

Note: They **DO NOT** respond to the Google My Business Reviewers

United of Pasco Self Storage (U-Stor)



4.2 (26)

11214 US-19, Port Richey, FL 34668

(727) 868-6278

8:00 – 6:00 Monday – Friday

8:00 – 3:00 Saturday

9:00 – 1:00 Sunday

<http://www.u-stormangement.com/locations/tampa-florida/united-pasco>

Top Ratings:

1. There awesome here! Very nice, great service, fast. They explained everything in bill.
2. Awesome people to deal with. Really good prices.
3. Have had a great experience with United of Pasco self-storage. They are always nice and helpful, whenever we need something they do their best to accommodate our needs. We highly recommend their facility for storage.

Lowest Ratings:

1. Don't trust these people. This place has been great until recently. We have a storage unit as well as RV storage. We received an email from them giving us less than a week to find a new place for our RV or they will have it hauled away. We have never been late on our rent and have been doing business with them for over 7 yrs.
2. After being charged 80.61 per month for over a year I go to the unit I've been renting only to find out it has been leaking thru the roof in three, different places and a lot of things were moldy and ruined They wouldn't even let me make claim in writing I instead I was told to put it on my home owner's insurance end of story. THEY OFFER NO HELP OR EVEN SHOWED THAT THEY CARED ABOUT MY DAMAGES
3. Average service.

Note: They **DO NOT** respond to the Google My Business Reviewers

Trinity Towers Self Storage



3.9 (25)

10409 FL-54, Trinity, FL 34655

(727) 375-7530

9:00 – 5:30 Monday – Friday

8:30 – 3:30 Saturday

Closed Sunday

<https://www.trinitytowers-storage.com/>

Top Ratings:

1. Debra is extremely helpful, polite & has a great sense of humor. She is honest & always has a smile on her face. While I have had interactions with other people there, I always keep coming back because Debra has always taken very good care of me
2. The facility is great, convenient and clean! Debbie was accommodating and efficient!
3. Great people they have supplied this charity storage for 2 years highly recommended big hearts good people

Lowest Ratings:

1. Someone rented a unit here online in my name and when I called to find out what was going on, they said would get back to me. Still Waiting...I live in Brandon would not go to Trinity to rent storage unit as a local. Just confused!!

2. The storage facility is great the women named Deborah is very unpleasant and rude. She even left and very rude message on my answering machine. She gives short answers and even when I called on the phone asking what time they were open till she seem to recognize my voice and was rude as well. The woman does not belong working with people she is very unpleasant. If it wasn't for her unpleasant demeanor I would give them 5 stars.
3. Does what it's supposed to be. Staff is a little funny.

Note: They **DO NOT** respond to the Google My Business Reviewers



Extra Space Storage

4.6 (147)

3118 US-19, Holiday, FL 34691

Phone: (727) 938-6464

9:30 – 6 Monday-Friday

9:00 – 5:30 Saturday

Closed Sunday

https://www.extraspace.com/Storage/Facilities/US/Florida/Holiday/1000000318/Facility4.aspx?cid=org::maps&utm_source=google&utm_medium=organic&utm_campaign=org::maps

Top Ratings:

1. This place is awesome has great prices and good deals. Much better than the Public Storage down the road they're terrible. Ed is a great guy always friendly and ready to help. Highly Recommend this storage facility
2. We have been storing commercial tools and office supplies here for over 6 years. The staff here are great. They allow us to have truck deliveries to our storage space even when we're not there which makes our business operations very easy and seamless. Some of our employees store their belongings here too. Wes & Ed always take care of any issues quickly and professionally and the delivery guys always have good things to say about this place.
3. The guys here are excellent! Could not ask for better customer service and knowledgeable information. No hidden fees. Ed and Wes are great! After dealing with 2 other companies today to find a unit closer to home was the biggest mistake. I'd rather drive a little further to Extra Space. I should have known better. Its clean, safe, and friendly here. Glad I came back.

Lowest Ratings:

1. Unfortunately, I have a small place. Looking for a bigger place. Used this storage place Ed he is behind the counter. He is great. But manager another guy makes you feel as though you are bothering him. He's a real piece of work. Can't wait to leave
2. Very overpriced, the owners are rude and feel like they can raise the price to unreasonable heights. The units are not that well-kept and suffer from rodents. We will no longer be doing business with this storage site.
3. So my husband and I rented a storage space from here for over three years. We were in a very large unit and it was not air conditioned. Before Extra Space bought it out, the prior staff was rude and not helpful. The new staff was nice. However, our belongings had been damaged due rats/mice. Boxes had been damaged and our furniture had been ruined due to their droppings.

Note: They **DO NOT** respond to the Google My Business Reviewers

Bayonet Self Storage Inc.



4.8 (8)

7132 FL-52, Hudson, FL 34667

(727) 868-5900

8:30 – 6:00 Monday - Saturday

Closed Sunday

<http://bayonetstorage.com/>

Top Ratings:

1. Love it and staff mind their business
2. Reasonably priced. Pleasant management
3. Nice staff and affordable.

Lowest Ratings:

1. Nice people seems like a very friendly atmosphere and easy gate to get into. Good location, the door to my shed it's a little hard to open but that's the only complaint I have.

Note: They **DO NOT** respond to the Google My Business Reviewers

Storage Center New Port Richey



4.7 (40)

8747 Old Country Rd 54, New Port Richey, FL 34653

(727) 375-0742

9:00 – 6:00 Monday – Friday

9:00 – 3:00 Saturday

9:00 – 1:00 Sunday

<https://www.thestoragecenter-npr.com/>

Top Ratings:

1. They were very helpful in meeting my storage needs. They gave me better pricing than I found on the website, plus a move in special. Very kind & courteous staff as well!
2. Great customer service. Hassle free.
3. Very nice people work here very helpful and that is why I was a comeback customer

Lowest Ratings:

1. One star – no comment
2. I arrived on the date my reservation was made by **Spare Foot**. (August 31). It seems Spare Foot told this storage the day before. (August 30) Spare Foot also told me I was renting a 20X10 outdoor access climate controlled unit...which this Storage Area does not have.

Note: They **DO NOT** respond to the Google My Business Reviewers

The Storage Center Port Richey



4.8 (90)

8728 US-19, Port Richey, FL 34668

(727) 843-0113

9:00 – 5:30 Monday – Friday

9:00 – 3:00 Saturday

Closed Sunday

<https://storagecenterportrichey.com/>

Top Ratings:

1. This experience ended up to be a pleasant one. Jody set me up with everything I needed to accommodate all the things I had. I rented a large storage area and a smaller one for the leftovers and also she fit in my 25-foot boat and my two trailers. She was very helpful and friendly and offered cold water and was very nice. you just want to stand there and talk to her all day. I would use this place again. Danny
2. It was very easy to obtain a unit from N.Y. STATE to FLORIDA
I've been to and had other storage companies which have been one complication after another. Especially trying to get a unit from out of state. I appreciate the kindness and efficiency of the company and its workers.
Thank you and have a Beautiful day.
3. Everyone was great! From the time you walk into the door you are helped with a smiling face. Any issues and they are there to help. Thank You Jody and Preston. We appreciate The Storage Center of Port Richey

Lowest Ratings:

1. One Star review – no comment.
2. High prices and sketchy staff. No restroom after hours. People live in their unit. Is that even allowed?? I will never rent from them again.

Note: They **DO** respond to the Google My Business Reviewers

Storage World & Car Wash

4.6 (80)

10522 FL-52, Hudson, FL 34669

(727) 856-0880

9:00 – 4:00 Monday – Friday

9:00 – 1:00 Saturday

Closed Sunday

<https://sites.google.com/site/storageworldandcarwash/>

Top Ratings:

1. I have been using them as my storage facility for a few years now and they are the absolute nicest people ever! They are affordable and work with me whenever I need it. Highly recommended storage facility!
2. A great family owned and operated business. Have used them for years. Highly recommend!!
3. Highly recommended! Best storage unit around! Super clean location and u can stop in for an awesome car wash. Extremely friendly staff!

Lowest Ratings:

1. Very affordable place to keep your stuff but the lighting is pretty sad I can barely see what's inside my storage unit
2. *Other negative reviews were about the car wash services.

Note: They **DO** respond to the Google My Business Reviewers

E-Z Mini-Storage



E-Z MINI STORAGE
Family Owned Since 1966

4.5 (25)

15830 US-19, Hudson, FL 34667

(727) 498-2462

9:00 – 5:00 Monday – Friday

8:00 – 1:00 Saturday

8:00 – 1:00 Sunday

https://www.ezministorage.com/self-storage-hudson-fl-84189?utm_source=GoogleLocal&utm_medium=storEDGE&utm_campaign=84189

Top Ratings:

1. I've used this storage before very pleased friendly staff
2. I have rented storage units before and this place is top of the list. They are always clean and well secured. Great prices too!
3. Clean, well-maintained & customer friendly facility. Tony goes above & beyond! Go-to place for storage in West Pasco.

Lowest Ratings:

1. *3 Reviews with no comments. One Star and two Three Stars.

Note: They **DO NOT** respond to the Google My Business Reviewers

Affordable Secure Self Storage



4.6 (23)

8619 New York Ave, Hudson, FL 34667

(727) 862-6016

9:00 – 5:00 Monday – Sunday

<https://www.affordablesecurselfstorage.com/>

Top Ratings:

1. I've have my stuff stored here for a long time. The office manager is so polite and nice. This is a good place to stored your items
2. Good storage place. Love the staff ♥V
3. Great place to store your stuff...friendly and helpful staff...prices reasonable

Lowest Ratings:

1. Raising PRICES AGAIN...I've been a customer for more than 3 yrs. Raising prices substantially even every 6 months. Find another place. I am tired of it. They get you in then continue to take advantage. Only reason I stayed this long is because of Val. The people here in Florida are tired of your Massachusetts company price gouging. No way to do business!!!
2. Two Star with no comment.

Note: They **DO** respond to the Google My Business Reviewers

Castle Keep Mini Storage



4.5 (27)

17326 US-19, Hudson, FL 34667

(727) 314-6468

Open 24 hours Monday – Sunday

https://www.unitedministorage.com/self-storage-hudson-fl-f6694?utm_source=GoogleLocal&utm_medium=storEDGE&utm_content=f6694

Top Ratings:

1. Always a pleasure working with United Self Mini Storage and their team of professionals.
2. This is a good place to storage thing
3. Very Professional

Lowest Ratings:

1. 3 Stars - Good place.
2. 4 Stars - Nice staff. Make sure u get all info before use
3. Friendly staff. Clean easy access storage. Paying your bill on line is much more complicated than it needs to be.

Note: They **DO NOT** respond to the Google My Business Reviewers

Local Storage Facilities - Google Reviews Summary:

The only self-storage facilities to acknowledge the customer reviews:

- CubeSmart
- The Storage Center Port Richey
- Storage World & Car Wash
- Affordable Secure Self Storage

The top negative review is due to poor customer service.

Remaining most common negative review dealt with:

- Cleanliness
- Condition of the facility
- Expense

National Self-Storage Competitive Audit & Analysis:

Top 10 Largest Self Storage Companies in the U.S.

Source: <https://auctionstx.com/what-are-the-top-10-largest-self-storage-companies-in-the-u-s/>

1. Public Storage Inc.



<https://www.publicstorage.com>

Brand differentiator:

- California-based company has 2,064 storage facilities in 38 states as well as locations in Europe.
- Long history of service - Public Storage built its first self-storage facility in 1972.
- Customer focus and its leadership position in the self-storage industry.
- Public Storage is a respected and trusted operator of self-storage facilities.

2. Extra Space Storage



<https://www.extraspace.com/>

Brand differentiator:

- Operates in 35 states, with a total of 882 facilities.
- Properties in 38 states, Washington, D.C. and Puerto Rico.
- Offers security, attractive landscaping, and professional property management in every facility.

- Dedication to Customer Service:
 - Convenience
 - Security
 - Professionalism
 - Customer Service with a Smile
- Client testimonials on website.

3. U-Haul International Inc.



<https://www.uhaul.com/>

Brand differentiator:

- Maintains 1,144 facilities across the country in all 50 states.
- 24-hour access at most locations.
- No deposit, make payments online.
- Online access to control your room, communicate with your facility manager, check payment history, and print receipts.
- Individually alarmed rooms available.

4. CubeSmart.



<https://www.cubesmart.com/>

Brand differentiator:

- Founded in 2004 in Wayne, Pennsylvania and has already expanded to include 477 storage facilities in 28 states.
- **Client focused:** "Exceptional Self Storage Experience"
- Award-winning Customer service separates CubeSmart from the rest.
- "Exceptional WOW! customer experience."
- Customer testimonials on website.
- Storage, service, and solutions sure to exceed your expectations.

5. Sovran Self Storage Inc. (Uncle Bobs') – Rebranded as LifeStorage



<https://www.lifestorage.com/>

Brand differentiator:

- Customer testimonials on website
- Based in Buffalo, New York and maintains 451 storage facilities across 26 states.
- One of the largest self-storage companies in the world.
 - Prior to 2017, the company operated under the brand Uncle Bob's Self Storage.

- Committed to providing the absolute best customer service in the self-storage industry.
- Large Elevators - multi-story, climate-controlled self-storage buildings feature oversized elevators.
- Wi-Fi Internet Access.
- Drive-Up Self Storage – some located within climate controlled section.
- Delivery and Package Acceptance.

6. Derrel's Mini Storage Inc.



<https://derrels.com/why-choose-derrels/>

Brand differentiator:

- It is a major self-storage company in California, with 53 locations between Bakersfield and Sacramento.
- Wide-drive aisles and full width, easy-to-open swing-out doors that allow customers the greatest amount of maneuverability.
- There are no facilities currently operating outside of California, but the company does have plans to expand.
- The goal: to build attractive self-storage facilities with architectural and visual appeal, which include water features and beautifully landscaped grounds; to select sites that will be convenient for those in the growing community.

7. Strategic Capital Holdings LLC – (SmartStop Self-Storage)



<https://smartstopselfstorage.com/>

Brand differentiator:

- **Website has very basic information, nothing extraordinary.**
- Operates 120 facilities in 17 states.
- Pay online using mobile phone.
- Committed to hiring the best team members in the industry.

8. Storage Mart



<https://www.storage-mart.com/>

Brand differentiator:

- Based in Columbia, Maryland, Storage Mart has 132 facilities in 15 states.
- An active participant in local communities and charitable causes in every state it does business in, including offering a scholarship program for students.
- **“Store it Forward”** - active in serving the local communities and globally by giving back to non-profits. A local business giving back to our hometowns.
- **“Feedback Campaign”** - StorageMart pledges a donation to charity for every review left online.
- **“Sponsorship & Service”** - We lend a hand to organizations hosting events. To give back they offer discounted storage space to local organizations making a difference.
- Their website lists the target audience who may want a storage unit:
 - Homeowners
 - Businesses
 - Baby boomers
 - Contractors
 - Renters.
- **StorageMart’s Brand Promises:** dedicated to providing easy, clean, friendly service to each and every customer.
- Wide doorways, indoor loading bays, hand carts and dollies, and many other conveniences.
- Pledge to be the cleanest storage facility in town.

9. Simply Self Storage



<https://www.simplyss.com/>

Brand differentiator:

- Headquartered in Orlando, Florida, and has facilities in 16 states. Overall, there are 116 facilities.
- Takes pride in the selection and training of all employees.
- Include climate controlled and non-climate controlled storage, RV and boat parking, drive up access.
- Nothing outstanding beyond the normal self-storage offering.

10. Platinum Storage Group (StorageDirect)



<https://www.storagedirect.com/>

Brand differentiator:

- Located in Laguna Hills, California, this business manages 106 facilities in 15 states.
- Customer testimonials on website.
- Minimum rental period of two weeks.
- Access 365 days a year.
- Payment methods listed: mail, phone, automatic payment via your debit or credit card, overnight drop box, walk-in during business hours. (No mention of online account management).
- Storage Direct is a proud partner of StorageFront! <https://www.storagefront.com/>

“Starkey Storage” Questions and Answers:

- **Will this be the only storage facility that Deeb will be building, or will there be others in the area?**
 - Just this one for right now.
- **What will be the hours?**
 - OFFICE: MON-FRIDAY 9 AM TO 5:30 PM, SAT 9 AM TO 4 PM, SUN 10 AM TO 2 PM;
 - CLIENT ACCESS: Business Clients 24 Hour. Boat/RV 24 Hour; Residential Storage 6 am to 10 pm.
- **Is there security on the premises?**
 - YES, all entry to the facility is controlled via "customer personal" security code entered into a keypad."
 - There is also extensive video security throughout.
- **What are the outstanding benefits and features?**
 - Amenities:
 - Climate Controlled Storage
 - Drive-Up Storage
 - Carts (for interior units)
 - Wide Aisles for large trucks/trailers
 - Boat/RV Storage with with wide aisles
 - Fully paved and full lighting
 - Online Reservation System
 - Online Payments
 - Truck Rental
 - Boat/RV Wash Area.
- **What technology will be used? Apps?**
 - Online reservations
 - Online payments
 - Boat/RV "Stay In Vehicle Access"
 - Video Security
 - Electronic Keypad Entry/Access

- From the plans it looks like you will store RVs, boats, cars?
 - YES
- Will you be listing it on any websites? For example: www.sparefoot.com.
 - YES
- Is there anything else we should know that was not mentioned in these questions, for branding purposes?
 - NEW FACILITY, CLEAN & BRIGHT,
 - Household and Personal Storage Solutions
 - Boat/RV & Commercial Vehicle Storage,
 - Motorcycle/Vehicle Storage Units/ Indoor & Outdoor!
 - Electric Available (some units),
 - Lighting Available (some units),
 - Business Storage (drive up and climate controlled). Sorry, no food products allowed.

Top reasons people use storage:

- More Americans and more mobility.
- Furniture is an emotional purchase for many consumers because it facilitates 'sharing and a sense of togetherness among friends and family in the home.
- Downsizing or change in life circumstances.
- Business owners and contractors in need of extra space.
- Nostalgia helps us deal with transitions and hold onto items we are not ready to let go of.
- Active military members make up six percent of self-storage renters.
- Thirty-one percent of self-storage renters hold onto their storage unit for six months or less, according to the SSA.

How to choose a storage facility (Source – Zillow):

- Storage type
- Location & Climate Control
- Accessibility
- Security
- **Surveillance system.**
 - **Fence.**
 - **Gate**
 - **Live guards.**
 - **Fire prevention equipment.**
 - **Storage unit features.** There should be an efficient ventilation system in the storage units, or suitable gaps at the top of the walls, to enable air circulation and prevent the buildup of mildew. The floor should be slightly raised to keep water out of the unit, and the door should be solid and equipped with a sturdy latch where you can place your own personal lock.

Extended Local Search – (Includes Wesley Chapel, Dade City, Spring Hill & Land O’ Lakes)

Store Smart – Spring Hill

<https://www.springhillstoragefl.com>

Simply Self Storage

<https://www.simplyss.com>

Outer Space Mini Storage

<https://outer-space-storage.business.site>

Storage King USA

<https://www.storagekingusa.com>

A/C Storage Place

<https://www.acstorageplacefl.com>

Access Mini Storage

No Website

Facebook Page: <https://www.facebook.com/pages/Access-Mini-Storage/104876532911433>

Allen Road Mini Storage

<https://www.allenrdstorage.com>

Arnie's Mini Storage

No Website

Facebook Page (Incomplete) <https://www.facebook.com/pages/Arnies-Mini-Storage/132811516769099>

B & G Mini Storage

<http://bandgmovers.com>

Bayonet Self Storage

<http://bayonetstorage.com>

Central Storage

<https://centralselfstorage.com>

Denton Ave Boat & RV Storage

<http://dentonavestorage.com>

East 54 Mini Storage

No Website

Out O’ Space Storage

<https://www.easystordadecity.com>

H & M Storage

No Website

Holiday Self Storage
<https://www.extraspace.com>

Johnson's Mini-Storage
<https://www.moverscorp.com>

Land O Lakes Storage
No Website

Metro Self Storage
www.metrostorage.com

Mile Stretch Self Storage
<http://www.milestretchselfstorage.com>

North Trinity Self Storage
<http://www.northtrinityselfstorage.com>

Outer Space Storage
<https://outer-space-storage.business.site>

Ramey Storage
No Website

San Ann Self Storage
<https://www.sanannselfstorage.com>

Seminole Storage
No Website

Sentry Mini Storage Inc.
<https://www.sentryministorage.com>

Seven Springs Self Storage
<http://7springsselfstorage.com>

Stack & Store
<https://www.stackandstore.com>

Stockpiles Self Storage
www.selfstorage.com

Stor-Ette Storage
<https://www.storettestorage.com>

Storage Stations
<https://www.selfstorage.com>

Store 'N Save Mini Storage
<http://www.foreit.com>

Sun Storage Inc.

No Website

Tower Self Storage

<https://tower-self-storage.business.site>

Trinity Towers Self Storage

<https://www.trinitytowers-storage.com>

Tropicare Outdoor Storage

No Website

Zephyr Mini Storage

<https://www.hideawaystorage.com>

National Storage Audit & Competitive Analysis:

Storage Authority



<http://www.storageauthority.com>

PODS



<https://www.pods.com>

U-Haul



<https://www.uhaul.com>

1-800PackRat



<https://www.1800packrat.com>

Big Box Storage



<https://www.bigbox.com>

Smartbox



<https://www.smartboxmovingandstorage.com>

GarageTownUSA



<http://garagetown.com/>

Zippy Shell



<https://www.zippyshell.com>

Closet Box



<https://www.closetbox.com>

MyWay Mobile Storage



<https://www.mywaystorage.com>

Brand Name Considerations:

Brand Name: Starkey Storage
Trademarkable: Yes
Domain Name: Premium Domain - \$2,095.00
Social Media: Available
Florida Corporation: Not Available

Brand Name: Starkey Blvd Storage
Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Hunter Ridge Storage
Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: River Ridge Storage
Trademarkable: Yes
Domain Name: Not Available
Social Media: Available
Florida Corporation: Available

Brand Name: Cotee River Storage
Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: De Cubellis Road Storage
Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Tanglewood Storage
Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Brand Name: Pasco Storage
Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Not Available

Brand Name: Pasco County Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Timber Greens Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Sunshine State Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Inactive

Brand Name: Citadel Storage

Trademarkable: Application invalidated / abandoned
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Brand Name: Fortress Storage

Trademarkable: No
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Brand Name: Freedom Storage

Trademarkable: No
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Not Available

Brand Name: Power Storage

Trademarkable: Yes
Domain Name: Not Available
Social Media: Available
Florida Corporation: Not Available

Brand Name: Lifetime Storage

Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Brand Name: Knights Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Community Storage

Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Not Available

Brand Name: Deeb Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Deeb Family Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Deeb Family Self-Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Deeb's Garage Mini Storage

Trademarkable: Yes
Domain Name: Available
Social Media: Available
Florida Corporation: Available

Brand Name: Uber Storage

Trademarkable: Yes
Domain Name: Not Available
Social Media: Available
Florida Corporation: Available

Brand Name: Patriot Storage

Trademarkable: Yes
Domain Name: Not Available
Social Media: No Available
Florida Corporation: Available

Brand Name: American Storage
Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Not Available

Brand Name: iStorage
Trademarkable: No
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Not Available

Brand Name: UStorage
Trademarkable: Yes
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Brand Name: AmeriStorage
Trademarkable: No
Domain Name: Not Available
Social Media: Not Available
Florida Corporation: Available

Online Self-Storage Search Providers:

SpareFoot.com



<https://www.sparefoot.com/>

US SelfStorage



<https://usselfstorage.com>

Movers Corp



www.moverscorp.com

StorageArea



<https://www.storagearea.com>

SelfStorage.com



<https://www.selfstorage.com>

Yellow Pages



<https://www.yellowpages.com>

White Pages



SEARCH. FIND. KNOW.

<https://www.whitepages.com>

B2B YellowPages.com



<https://www.b2byellowpages.com>

Manta



<https://www.manta.com>

Yelp



<https://www.yelp.com>

Brand Name Recommendations:

1. Starkey Storage
2. Starkey Blvd Storage
3. Hunters Ridge Storage
4. Cotee River Storage
5. Pasco County Storage
6. Timber Greens Storage
7. Sunshine State Storage
8. Knights Storage
9. Deeb Storage
10. Deeb Family Storage
11. Deeb Family Self-Storage
12. Deeb's Garage Mini Storage

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