



**Case Study: Store Transitioned to SAM’s Management from REIT**

*Before SAM take over management, it was managed by a national third-party REIT management company. We began managing this facility in 2016.*

**After one year of managing Storage Sense Wyncote, the mature store has experienced:**

- 9.2% revenue growth and lowered expenses by 5.3%
- 18.2% NOI growth, improving the bottom line by \$109K

**Since taking over management, SAM has implemented the following:**

- Rebranded to Storage Sense
- Hired new store managers
- Made necessary repairs to the facility
- Improved local awareness through marketing
- Put SAM’s proven revenue management model into place with pricing and discounting
- Decreased internet marketing spend by \$13K
- Focused on local searches, relevant content, reviews
- Payroll increase offset by other expense reductions

	REIT Managed	SAM Managed		Variance
	Oct 14- Sept 15	Jan 16- Dec 16		
Total Income	\$971, 297	\$1,060,921		9.20%
Payroll Expense	\$ 87,577.00	\$ 100,892.00		15.20%
Call Center	\$4,788	\$4,165		-13.00%
Help Desk	\$441	\$0		-100%
Internet/Website Advertising	\$18,212	\$5,259		-71.10%
Other Store Marketing	\$119	\$755		534.80%
Third Party Management Fees	\$58,281	\$51,301		-12.00%
Total Expense	\$371,196	\$351, 521		-5.30%
Net Operating Income	\$600,101	\$709,400		18.20%