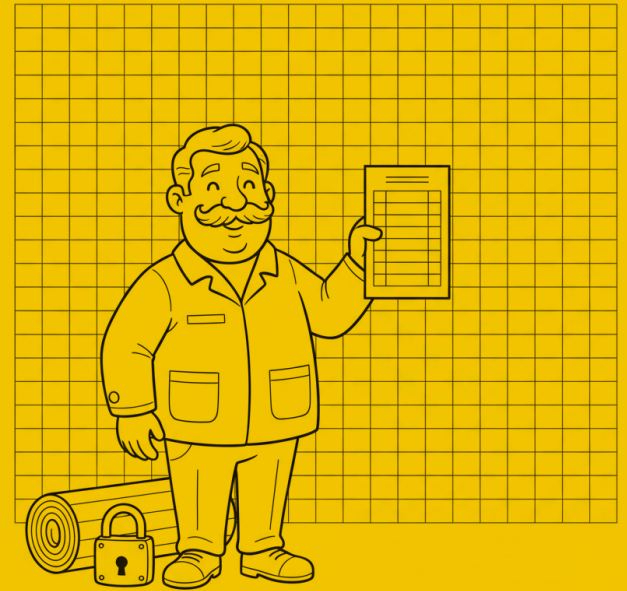


The 3-Minute Guide to Published Pricing

BREAKING DOWN ONE BLANK COLUMN
IN LESS TIME THAN IT TAKES
TO ANSWER THE PHONE





The Question

WHAT EVERYBODY ASKS FIRST

Call breakdown: Nearly every first contact in self-storage is one question — what does a ten by twenty cost. It arrives by phone, by form and through the door, and the answer decides the rest:

1

THE ASK

Somebody is comparing two sites and needs one number to do it. Size, price, done. Everything else in the conversation depends on that answer existing.

2

THE INVITATION

Call today for pricing is written as service, and it is meant as service — you want to talk to them, size the unit, maybe do better than a list price.

3

THE COST

The comparison still happens. It just happens somewhere you cannot see, against a competitor who already answered.

The Big Fix difference: The board shows you every size you rent with the number beside it — and every size still blank, which is the list of calls you are asking people to make.

1





The Blank

WHERE THE CALL GOES INSTEAD

Comparison breakdown: A national operator publishes live, bookable rates across every size it rents. An independent site next door publishes a phone number. Both want the rental:

1

THE GRID

A full published table, updated on its own, readable in seconds at any hour — including the hours your office is dark.

2

THE HOURS

A site closed two days a week is closed about a hundred days a year. The competing site is open on all of them and hired nobody to be.

3

THE SIGN

The pylon at the road is the one page you own that needs no software at all, and it is usually the last place anybody puts a price.

Worth knowing: The gap is not the hours. A published price keeps working when the door is locked; an unpublished one stops the moment it is.

2





The Board

IT STOPS AND ASKS A PERSON

Workflow breakdown: The workflow never sets a price and never publishes on your behalf. It changes when you find out a size has no number on it:

1

IT READS

What you already publish — your listings, your sign, and the competing grid down the road, gathered onto one page instead of three tabs.

2

IT NAMES

One row per size you rent. Filled on the left, blank on the right. No score, no percentage, just which lines are empty.

3

IT STOPS

It prints the sign copy and waits. You write the number. That part stays yours — the machine never sets a price.

The outcome: The Sunday-night envelope becomes a page that was already on the desk.

3





The Gate

THE SEQUENCE, IN FULL

Gate breakdown: Every step is named, and the last one is a person. This is the whole chain, in order — there is no step after the signature and no way to skip to it:

1

IT RUNS MONDAY

Six in the morning, triggered by the day of the week and not by anybody remembering. Nobody logs in and nobody asks

2

IT READS BOTH COLUMNS

Theirs comes off the public listing feeds that already carry the chain's live per-unit inventory and price, and off whatever the

3

IT MATCHES SIZE FOR SIZE

Like size against like size, and every size with no equivalent on either side gets flagged instead of matched. At the bottom of the

4

THE BOARD PRINTS

One page, one line per size: your published number, their published number, their current special, and the date and the source on every cell.

5

A PERSON SETS THE NUMBER

The board reports positions and it never sets a price. The number is set by the person whose name is on the building, at the desk, with the

The rule: Nothing sends, files or closes itself. The workflow prepares the decision; a named person makes it.

4

Monday whether

quote. Yours comes off your

within the trade area rents at all.



When It Is Wrong

BECAUSE SOMETIMES IT WILL BE

Failure breakdown: Every workflow is wrong sometimes. What matters is whether it tells you, and whether it can act on its own while it is wrong. Ours is built so the answer to the second is no:

1

IF A NUMBER CANNOT BE READ

That cell prints NOT READ TODAY. It never prints a zero, and it never prints a number it did not see that morning.

2

IF THEIR PRICE MOVES ON WEDNESDAY

The board is Monday's reading, and every cell carries the date it was read. A number that moves midweek sits wrong on the page until the next Monday — the

3

IF YOU WANT IT TO PICK THE NUMBER

It will not — it prints what two businesses have each already told the public, side by side, with the date it read them. A recommended price that loses money is

4

IF THE QUESTION IS INSIDE YOUR STOREFRONT

The board runs today on public data alone and needs nothing from you to produce the first one. What it cannot read from outside is one switch inside the storefront you

Why this page exists: We could not find a competitor in this trade publishing a failure path. We would rather print ours than have you discover it.

5

Thanks for reading.

THE WORKFLOW FILM, THE SPEC SHEET AND THIS GUIDE ALL PRINT FROM ONE BRIEF.

PRODUCED BY

mrwilson

FOR

NEW ENGLAND INDEPENDENT SELF-STORAGE OPERATORS

The audit is free, and it produces this guide again for your shop — your records, your obligations, and the one thing worth fixing first.

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