

THE PRICE BOARD CHECKLIST

SELF-STORAGE · PUBLISHED PRICING

MR. WILSONONE FIX AT A TIME.
YOU KEEP THE KEYS.

Run this against your own sizes, once. Every line is something a customer could already look up about somebody else. The point is that one page holds every size you rent and shows you which ones have no number beside them.

READ THIS FIRST — The board never sets a price. It shows the blank; you write the number. Treat any figure it carries from a competitor as what that site published on the day it was read, not as what the market is worth — rates move, and a stale number argued as current is worse than no number at all.

THE SIZES

- ☐ Every unit size you actually rent, in your own words for it
- ☐ Climate and drive-up listed separately where they price differently
- ☐ Anything you rent that is not a unit — boat, vehicle, outdoor space
- ☐ Sizes you no longer offer, removed rather than left to be asked about

THE SIGN

- ☐ What the pylon at the road says today, word for word
- ☐ Whether any price appears on it at all
- ☐ The rider panel, and whether the letters for a number exist in the box
- ☐ Who has the ladder, and how long a change actually takes

THE PAPER TRAIL

- ☐ The date this sheet was filled in, on the sheet
- ☐ Who wrote each number, by name
- ☐ A print of your own listing as it read that day
- ☐ The next date somebody will look at this again

THE PUBLISHED PAGE

- ☐ A price a person can read without calling anybody
- ☐ The size beside it, so the number means something
- ☐ Where a listing says call for pricing, the size it is hiding
- ☐ What the phone says after hours, and whether it names a price

THE COMPARISON

- ☐ The nearest competing site that publishes rates
- ☐ How many sizes they publish, against how many you do
- ☐ The hours they rent in, against the hours you are open
- ☐ The date that comparison was read, on the sheet itself

CHECKED AND SIGNED BY

DATE

The board reports positions. The number is set by the person whose name is on the building, at the desk, with the page in front of him.