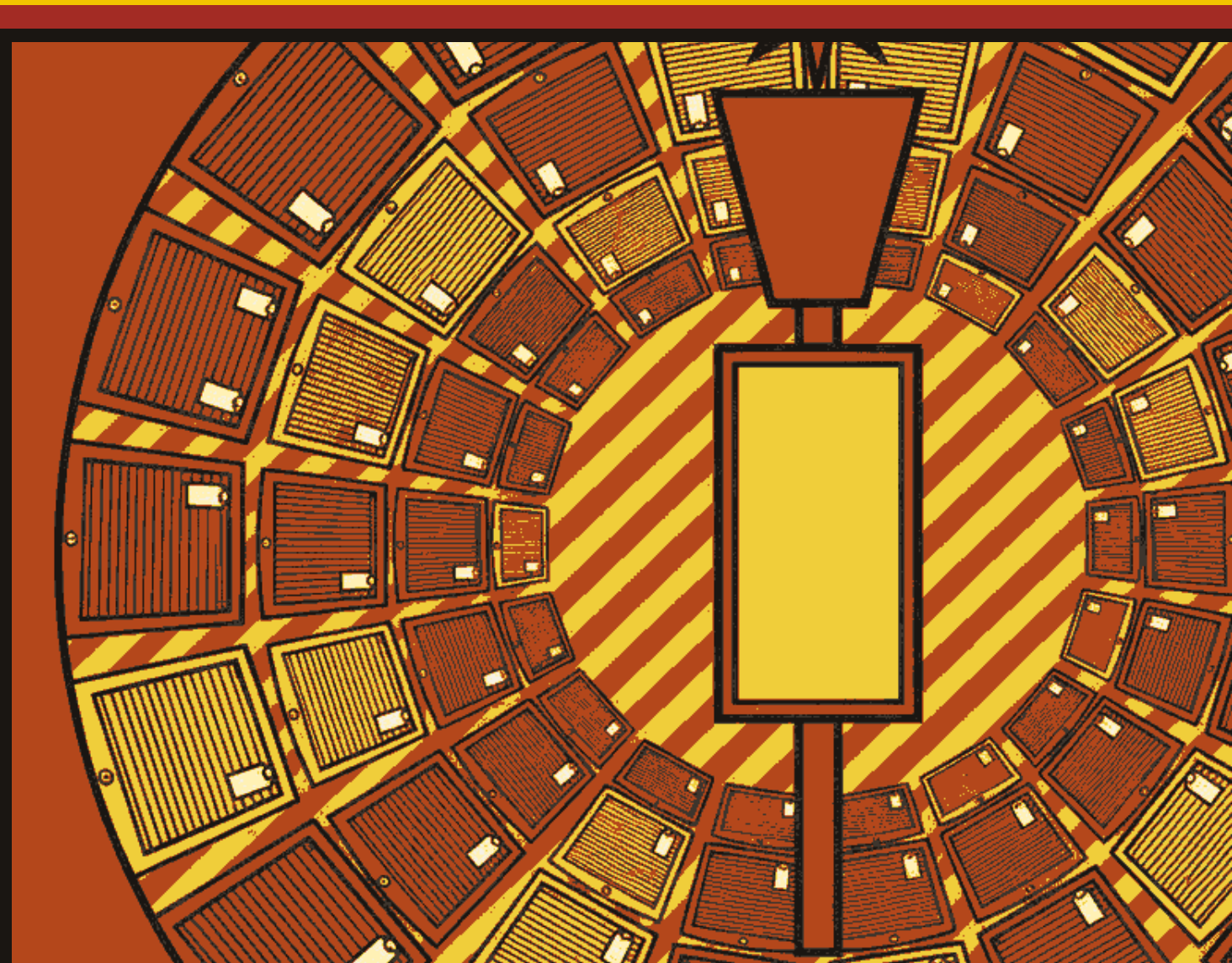


PUBLISHED PRICING

Their number is on the internet. Yours is a phone call.



WHAT YOU'LL LEARN

PP 2-3 Why the price question never reaches you

PP 4-5 How a rental happens without you

PP 6-7 What a price board changes

P 8 How do I start?

BONUS Shop-floor facts



PREPARED FOR
NEW ENGLAND INDEPENDENT SELF-
STORAGE OPERATORS

THE BLANK COLUMN

Why the price question never reaches you

A

Almost every first contact in self-storage is the same question. What does a ten by twenty cost? It arrives by phone, by web form, and through the office door, and it is nearly always the whole conversation — someone is comparing two places and needs one number to do it.

An independent site usually answers that question with an invitation. Call today for pricing. It

reads as service, and it is meant as service: the operator wants to talk to the customer, understand the unit, maybe do better than a list price. That instinct is sound and it is why the sentence is written.

The national operator down the road answers the same question with a number, on a page, at any hour. Both businesses are willing to rent the unit. Only one of them has already answered the question the customer actually asked.

THE NUMBERS

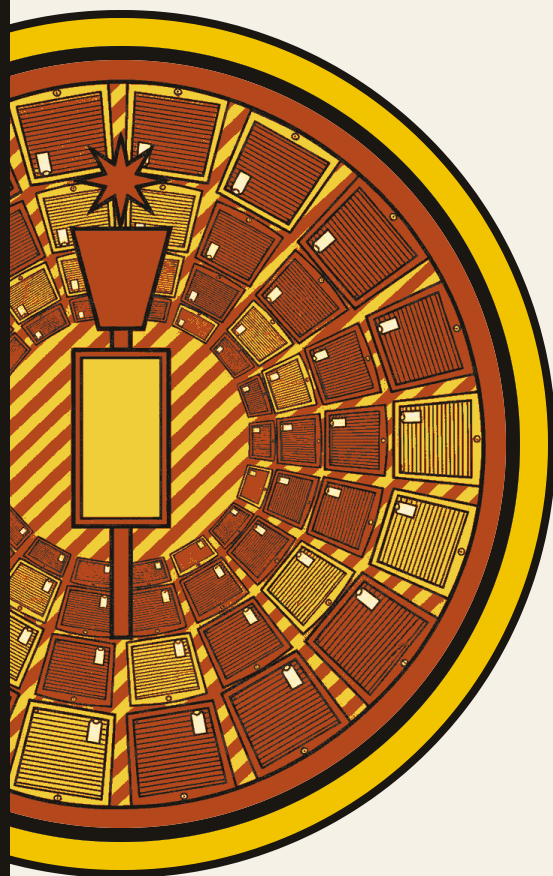
A national operator publishes live, bookable rates for every size it rents — a full grid, updated on its own, readable in seconds. The independent site next to it publishes a phone number.

WORTH KNOWING

An unpublished price is not a neutral position. Someone comparing two sites has to make a call to learn one price and no call to learn the other, and that difference is paid entirely by the operator who asked for the call.

THE TAKEAWAY

The blank column does not stop the decision. It moves the decision somewhere the operator cannot see it happen.



SIGNS & NUMBERS

Every single time.

SHOP-FLOOR FACT: THE FIRST QUESTION Nobody calls a storage site to ask about the climate control first. They ask what it costs, and everything else follows from the answer.

THE CLOSED THURSDAY

How a rental happens without you

Independent sites keep human hours. The office is open when somebody is in it, closed a day or two a week, and closed at night — which is a completely ordinary way to run a small business and has been for a hundred years.

The chain does not keep hours. It rents at two in the morning, on the closed day, during the holiday,

because the price is published and the rest of the transaction does not need a person. Nothing about that is clever. It is just a consequence of having answered the price question in advance.

So the closed day is only a closed day for one of them. The other is still renting units on it, out of the same town, to the same customers, with nobody at the counter.

THE NUMBERS

A site closed two days a week is closed roughly a hundred days a year. The competing site is open all of them, and it did not hire anybody to be.

WORTH KNOWING

The gap is not the hours. A published price keeps working when the office is dark; an unpublished one stops the moment the door locks.

THE TAKEAWAY

Nobody here is lazy or behind. One business answered a question in advance and the other answers it in person, and that single difference decides who is open at 2am.



Ladder is right there.

SHOP-FLOOR FACT: THE SIGN IS THE SLOWEST PAGE The pylon at the road is the one place a price can be published with no software at all — and it is usually the last place anybody thinks to put one.

“They were not calling to haggle. They were calling because there was nothing to read.”

ON THE RECORD, OFF THE LOT: Roland Pelletier is a character from the Mr. Wilson field film — written from the self-storage dive and played by an actor. A composite of what the research found. Not a client, and not a customer testimonial.



Roland Pelletier

ONE SITE · 179 UNITS · NEW HAMPSHIRE

What do people ask you first?

— What a ten by twenty runs. That is the call. Ninety per cent of it is that one question.

What did your listing say?

— Call today for pricing. I wrote it that way on purpose — I wanted to talk to them.

Did they call?

— Some did. The rest called the place down the road, or never called anybody, and I have no way to count those.

What is open on Thursday?

— Not me. The chain is. Their price is on the page, so their office being shut does not matter the way mine does.

AND FROM THE OTHER SIDE OF THE DESK



“The board shows me the empty line. I write the number in it. I would not want that the other way around.”

MRS. WILSON · SHE RUNS THE SHOP · ALSO A CHARACTER

SO HOW DO I ACTUALLY START?

The audit is free and it reads what you already publish. Here is what a price board does once it is running:

- 1 Reads what is public** Your listings, your sign and the competing grid down the road, gathered on one page instead of three tabs.
- 2 Fills one column** Every size you rent, with a number beside it. The empty ones are the ones costing you calls.
- 3 Prints the sign copy** The same numbers, set for the rider panel, so the slowest page you own says the same thing as the fastest.
- 4 Leaves you the number** Every size you rent carries a price a customer at 2am can act on. It never sets one — it shows you the blank, and you write it.

One fix at a time. You keep the keys.

MRWILSON.TECH

