

# Universal Move-In Special Policy

All **3 month minimum** stay specials have been eliminated.

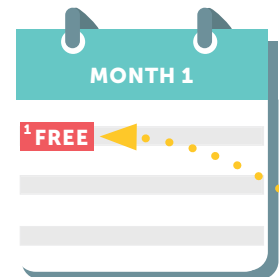


**NO LONGER**

offering specials based on the

**FIRST HALF  
OR SECOND  
HALF**

of the month



The only time a customer will get a **FREE MONTH** is when they move in on the **1st day of month 1.**

There will always be a payment in month **ONE** and then a separate payment billed on the **FIRST** of month **TWO.**

We have changed how we apply

**Discounts,  
Prorates, &  
Value Coverage**

charges at **move-in.**

Don't get rates confused with how we apply discounts and Value Coverage.



Rates are going to change all the time, **as normal.**

Any questions, please contact the Training Department at [\\_trainingdepartment@storage-mart.com](mailto:_trainingdepartment@storage-mart.com)

## Universal Move-In Special Policy

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1.

**Any move in special** (ex “free month”; or “50% off”), **will apply to the second month** unless the move-in date is the first of the month.

- a. These updates eliminate the current system of prorating and applying move-in specials based on the move in date (i.e. 1-15th, 15- EOM).
  - b. If it is the **1st day** of **month 1**, the special will apply to **month 1**. If it is the second through the end of **month 1** (2nd-31st), the special will apply to **month 2**.
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2.

**At time of rental (walk-in, web, SRC), all customers will pay in full:**

- a. Prorated First Month’s Rent through End of Month (EOM)
  - i.e. Rent will be prorated daily at the normal monthly rate — **regardless** of the day of the month, and customers will receive a bill on the first day of **month two**.
- b. Administration Fee
- c. Value Coverage
  - i.e. **remains free** for the **move-in** month

3.

**A. If the rental was at full price (no discount),** Value Coverage will be **free** for month one and **full** price for month two.

**B. If a move-in special** is attached to the rental (ex. "free month or "50% off"), Value Coverage will be **free** for **month one and month two**.

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4.

**All pre-payment and minimum stay requirements have been eliminated.**

The "minimum stay" programs for walk-in customers and SRC created leads/rentals are all **discontinued**.

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Customers will only pay charges associated with their move-in month at time of move-in.

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Charges associated with the second month will always be **billed separately** due on the first of the **second month**.

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We will no longer take payments for month one and month two automatically. All monthly charges will be billed separately.

**Here are several examples of the updated policy:**

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## Examples

If a customer rents a unit on July 28 with **no discount**:

### Charges Due:

July 28	Admin Fee	Prorate Rent (July 28-31)	Free Value Coverage
August 1		<b>Full August Rent</b>	<b>Full Value Coverage</b>
September 1		<b>Full September Rent</b>	<b>Full Value Coverage</b>

If a customer rents a unit on July 28 with a **“free month” special**:

### Charges Due:

July 28	Admin Fee	Prorate Rent (July 28-31)	Free Value Coverage
August 1		<b>Free August Rent</b>	<b>Free Value Coverage</b>
September 1		<b>Full September Rent</b>	<b>Full Value Coverage</b>

Month two will always be the month the special is applied to. Remember, specials will always be applied to a **full month** moving forward.

## Examples

If a customer rents a unit on July 28 with a **50% off special**:

### Charges Due:

July 28	Admin Fee	Prorate Rent (July 28-31)	Free Value Coverage
August 1		<b>50% August Rent</b>	<b>Free Value Coverage</b>
September 1		<b>Full September Rent</b>	<b>Full Value Coverage</b>

Remember, if you have a move-in special (free month or 50% off) **month two Value Coverage** will be **free**. If you had **no discount**, **month two Value Coverage** is to be paid in full.

If a customer rents a unit on July 1st with a **50% off special**:

### Charges Due:

July 1	Admin Fee	<b>50% July Rent</b>	Free Value Coverage
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# Examples

If a customer rents a unit on July 1st — this is a **Free Month**:

Charges Due:

July 1	Admin Fee	Free July Rent	Free Value Coverage
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Remember, a **Free Month** will only apply if it is the **1st of month 1**.