

Employee Name. Employee Position.

Home Office Itinerary

Easy. Clean. Service.

Easy. Clean. Service

Storage Mart

Frankfort, KY



Papillion, NE



Morgan Hill, CA



Watsonville, CA



Avon, CO

Hello.

We are so excited for you to join the world's largest, privately owned, self-storage company and look forward to what lies ahead for you at StorageMart.

Welcome to the team.

Jefferson City, MO



Jefferson City, MO



Kansas City, MO



Miramar, FL



Kansas City, MO



Springfield, MO



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About Us

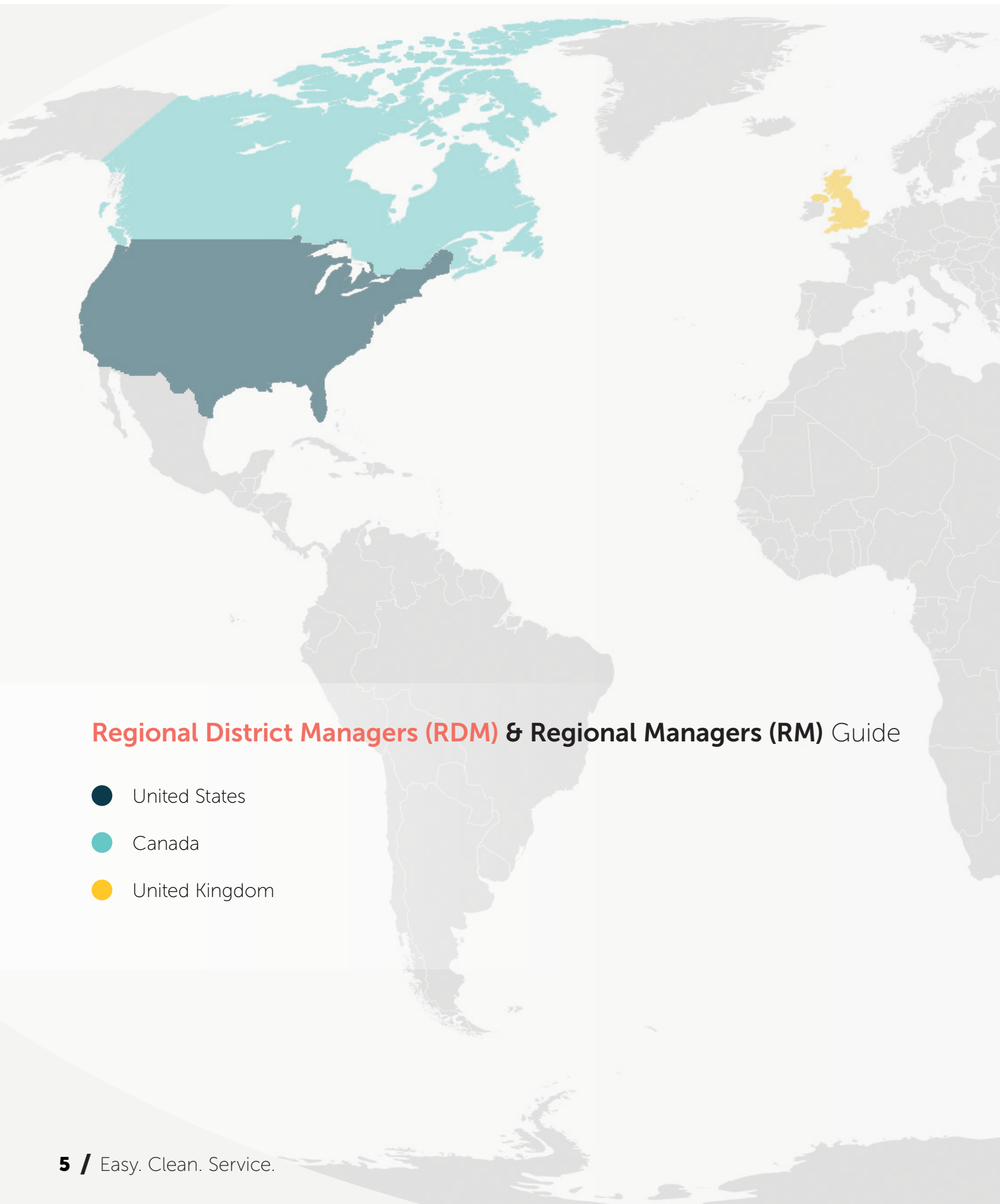
To satisfy every customer with friendly service and a welcoming self-storage environment.

StorageMart began in **1999** with a single store on Rangeline in Columbia, Missouri. Now, with **over 200 locations**, and more than 500 employees, StorageMart spans from coast to coast in the US and Canada and across the world to the UK. **Three countries**, and 13 million square feet later, StorageMart is the largest privately-owned, family-operated storage company in the world.

Led by the Burnam family, who have been in the storage industry for four generations, StorageMart is dedicated to providing easy, clean, and friendly service to every customer.

In addition, StorageMart is committed to giving back to the many communities it calls home through the **Store It Forward** program.





Regional District Managers (RDM) & Regional Managers (RM) Guide

- United States
- Canada
- United Kingdom

Alain

- **Chris Lloyd** CA
- **Dale Brumbaugh** MN/CO/KY
- **Hector Garcia** FL
- **Marcin Bakalarz** Mid South
- **David Kramer** Nebraska East
- **Fred Lechene** NY/NJ
- **Angel Morales** Texas
- **Christian LeBouc** Quebec

Phil

- **Linda Krantz** Chicago
- **Marlene Preston** Calgary
- **Della Dyck** Saskatchewan/Edmonton
- **Victor McCormack** GTA Central
- **Linda Murphy** GTA East
- **Alex Dubinsky** GTA West
- **David Fancey** London, Ont

Kevin

- **Jesse Snyder** Des Moines East
- **Debbie Garner** Des Moines West
- **Stephanie Hatfield** KC Central
- **James Ellis** KC East
- **Scott Dolehanty** KC North
- **Ben Hansen** KC South

Dan

- **Debbie Robinson** UK North
- **Dan Saunders** UK South

Tools & Resources

A snapshot of terms and tools you will use daily.

1 Rental Manager

Rental Manager is the “Lead management system” for any “pre-customer” communications. Housed in StorageBook, Rental Manager talks to Total Recall.

2 Total Recall

StorageMart’s system used for any “post rental” communications with customers. Rental Manager transfers customer info into Total Recall to be managed and is found on the remote virtual desktop.

3 Reports Center

Reports Center is found in Total Recall and is the MAIN program used when managing each customer’s account. It does tasks that Total Recall cannot perform.

Reports from Report Center are also looked at and used to track store business and increase percentages.

4 StorageBook

StorageBook is StorageMart’s internal website used by all StorageMart employees. StorageBook (sometimes referred to as SharePoint) houses tools such as ADP, the LMS, vacancy lists, facility leads and claims documents.

Ulti-Pro

Ulti-Pro is StorageMart's program for everything Human Resources (timeclock, benefits dashboard, pay stubs, time off, etc.).

Ulti-Pro has a mobile app! Login using the company access code and your StorageMart email.

5

ADP

Description HERE

6

Email

This is your email that you will use to communicate confidentially with R.M's, Home Office, HR, etc.

First.Lastname@storage-mart.com)

7

OneDrive

OneDrive is a StorageMart's chosen cloud-based system for accessing, creating, storing and sharing word documents, excel files, PowerPoint projects, and even email. This means your files should now be stored and accessed OneDrive.

Accessing OneDrive can be done through StorageBook or office.com with your personal StorageMart email and password.

8

Web Virtual Desktop

Description HERE

Link HERE

9

Helpdesk

Helpdesk is a tool employees can use to request support in the event of issues involving customer accounts, hardware/software issues, and any other general technical issues.

Helpdesk tickets are submitted through Report's Center

10

Location Email

Email specific to each store (and separate from personal StorageMart emails) used to email vendors, follow-ups for inquiries, and customer issues.

S(StoreNumber)@storage-mart.com

11

Winsen Sentinel

StorageMart's gate operation system and log of gate activity.

12

Department Definitions / **Training**

Things to know about this department:

Supports company training efforts and initiatives, manages all required training content and certifies each new manager in the field. Handles post customer communications such as lease changes, store updates, and reviews.

They Oversee:

Manager Certification

Involving the Learning Management System (LMS), Learning Plan's (RM's), New Hire Training/ Continuing Education, Coaching Sessions/Roleplays, Processes and Procedures, and Certification Test

Reputation Management

All Web/Online Reviews, BBB Complaints and/or any escalation

Name Tag & Workwear

Replenishments and Certifications

Yearly H.R. Requirement Training

Training Content Management & Creations

Promote Effective Closings, Support Training Efforts - Company Wide, Training Requests, Certifications

Duplicate Leads

Department Structure



Department Definitions / **Human Resources**

Things to know about this department:

"People" Department, handles employee's overall well-being in the workplace, including payroll, benefits, on-boarding, ensures compliance of state and federal laws, along with other various topics pertaining to all employees.

They
Oversee:

Logins for Total Recall, Storagebook

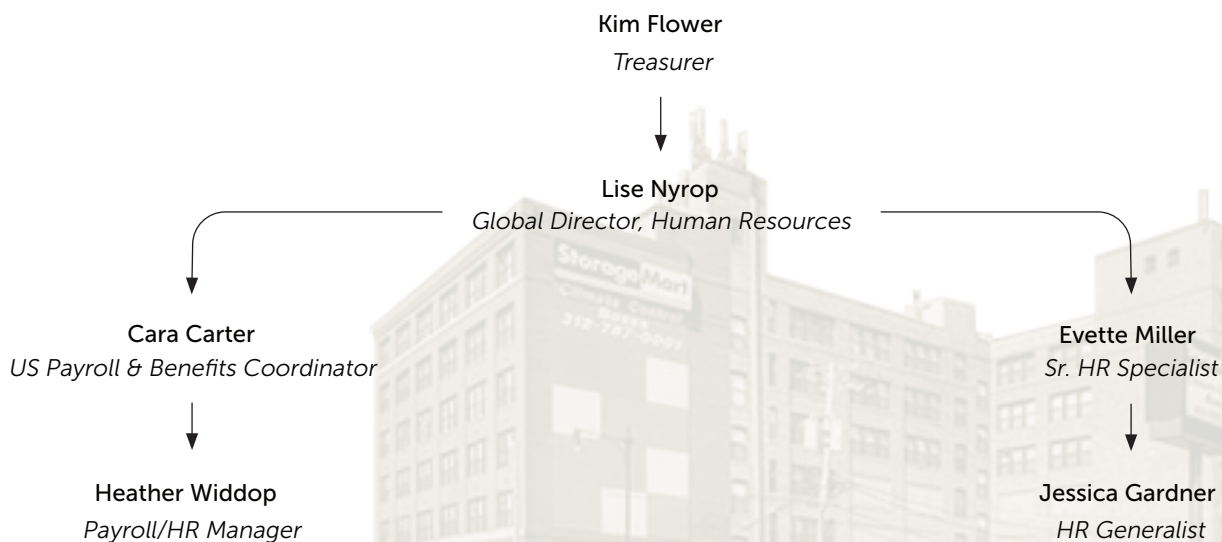
Ulti-Pro / ADP Login

Approving TimeCards/ Fixing Punches, Clocking

In/ Out - Department, Payroll Information, PTO:

Balances & Requests, Forms Library

Department Structure



Department Definitions / **Construction**

Things to know about this department:

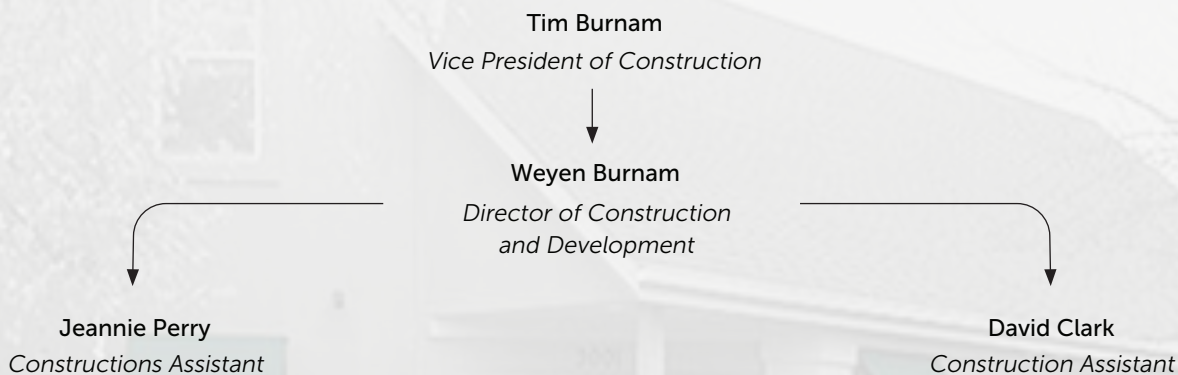
Handles site developments, provides support and contract approvals for the field, and ensures long term maintenance standards are implemented.

They Oversee:

Provides Support/ Contract Approval for Large
Capital Improvement Projects

Designs, Budgets, Completes Assists all Revenue
Enhancing Projects, Ensures Proper Maintenance Standards
are Implemented by Operations Acquisition Developments

Department Structure



Department Definitions / **Marketing**

Things to know about this department:

Helps promote our business and drive sales to each one of our location. Serves as the face of the company for things such as materials or the company website.



They Oversee:

Driving Visitors to Our Website and Stores

via Paid Advertising, Managing Rank in Google,
Organic Web Results, Storage Industry Aggregators

Optimization of Company Website and Social Media

Email Marketing Funnels, Understanding Target Audience

Advertising and SEO Strategy

Targeting Ads to Local Areas- Geography

Store It Forward

Charity Donations

Reviews

Department Structure



Department Definitions / **Accounting**

Things to know about this department:

Responsible for preparing all business financial statements, controlling overall financial health, and debts.

They Oversee:

Company Structure

Financial, Reports

Business Environment

Company Size / Competitors

Financial Statements

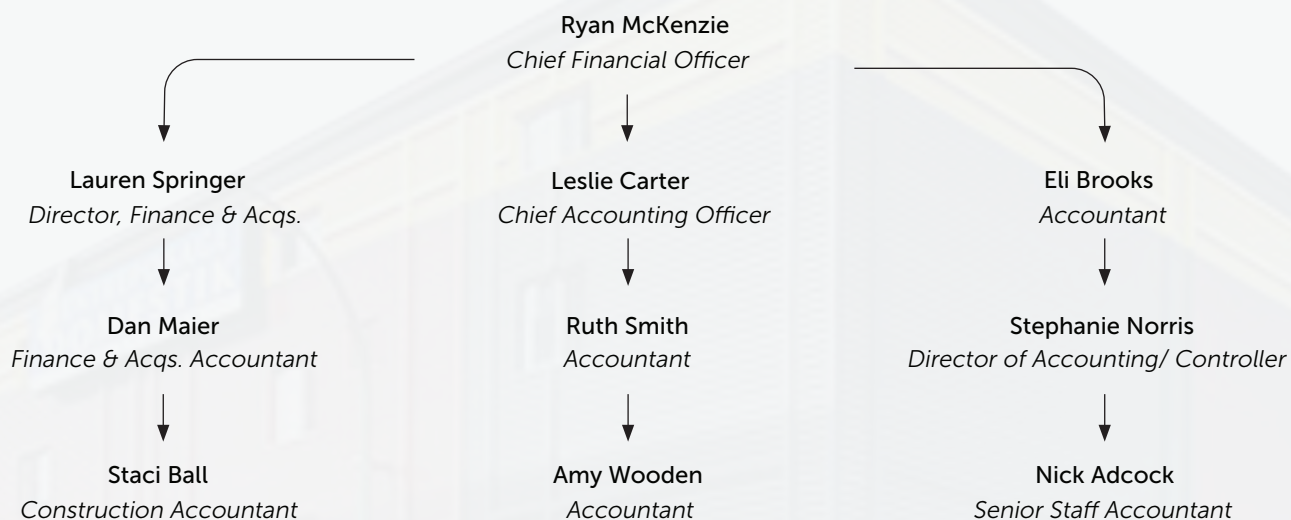
Year End

(9/30 for U.K. & 12/31 for U.S. & CAN)

Monthly Close Schedule

Quarterly Debt Compliance /
Annual Audits

Department Structure



Department Definitions / **Accounts Payable (AP)**

Things to know about this department:

Inter-department of accounting that ensures all company invoices are paid.

They Oversee:

Processing Invoices, Home Office Invoices

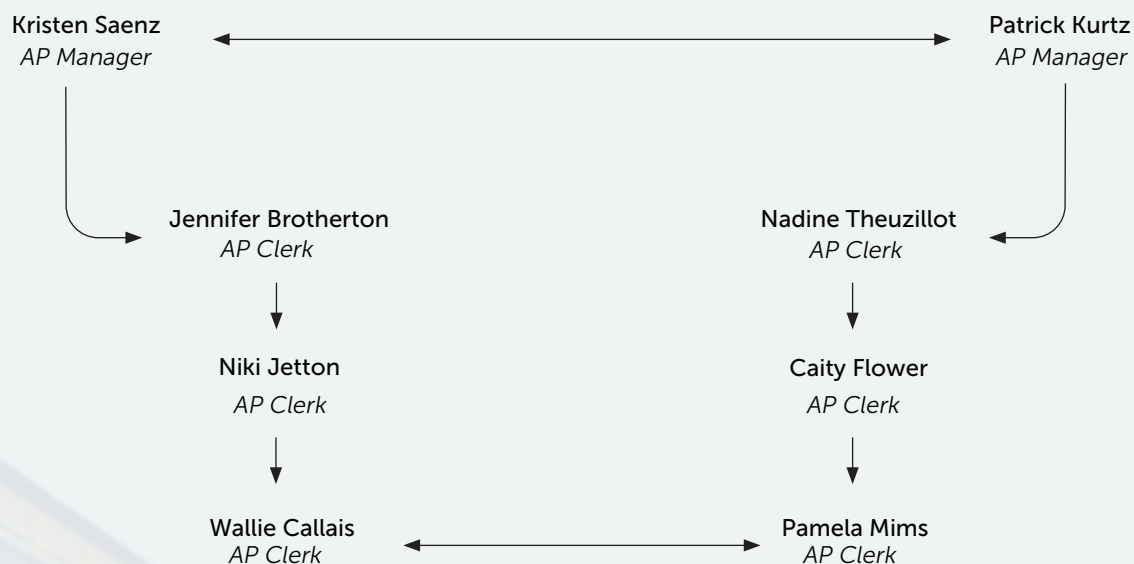
Approval Process, Check Printing

Call Routing/Call Volume/Answer Rate

Handle Monthly Close Schedule

Submit Invoices

Department Structure



Department Definitions / **Sales Resource Center (SRC)**

Things to know about this department:

Company phone center that receives and handles all of StorageMart's customer calls for things such as inquiries, customer service issues, or complaints.

They Oversee:

SRC Mission

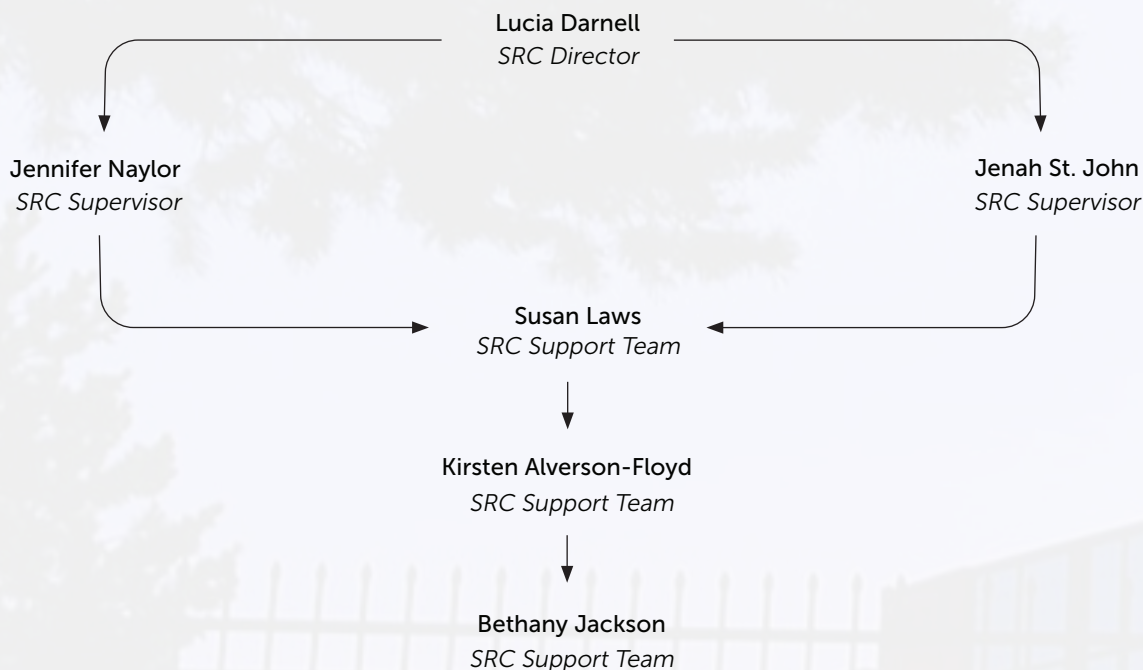
Introduction to SRC Support Team Staff

Call Routing/Call Volume/Answer Rate

Call Center App

Types of Bookings, Features, Store Features,
Customer Service Calls (Customer Issues,
complaints, and resolutions)

Department Structure



Department Definitions / **Information Technology (IT)**

Things to know about this department:

Establishes, monitors, and maintains all technology systems and services for the company.

They Oversee:

Password Related issues

Employee Systems Set Up

Phone/Voicemail, Email (Archived for a Lifetime, Identify Spam),

IT Support Issue

Computer/Laptop (GP Access on Laptop)

Department Structure



Department Definitions / **Revenue Management**

Things to know about this department:

Predicts and researches customer behavior, competition, and trends to maximize revenue growth. Sets all prices, promotions, and determines Value Pricing for all units.

They Oversee:

Value Pricing

Ranking units

Discounts / Promotions

Pricing Data Screens

Starting Rates / Increases

Demographic Mapping

Tableau Reports

Rent Increases - Existing Customers

Competition Report

APW

Department Structure



Super Saver - EXCLUSIVE, ONLINE-ONLY, ONE-TIME OFFER, that is extended to customers on the StorageMart's website through a chat bot.

Department Definitions / **Asset Management**

Things to know about this department:

Audits StorageMart's portfolio and reviews operational goals. This department also controls reporting, business intelligence, and company metrics.

They Oversee:

Business Intelligence

Creates and Maintains All Reports, Data

Query Requests, Maintain Marketing

Database / Ops Dashboard

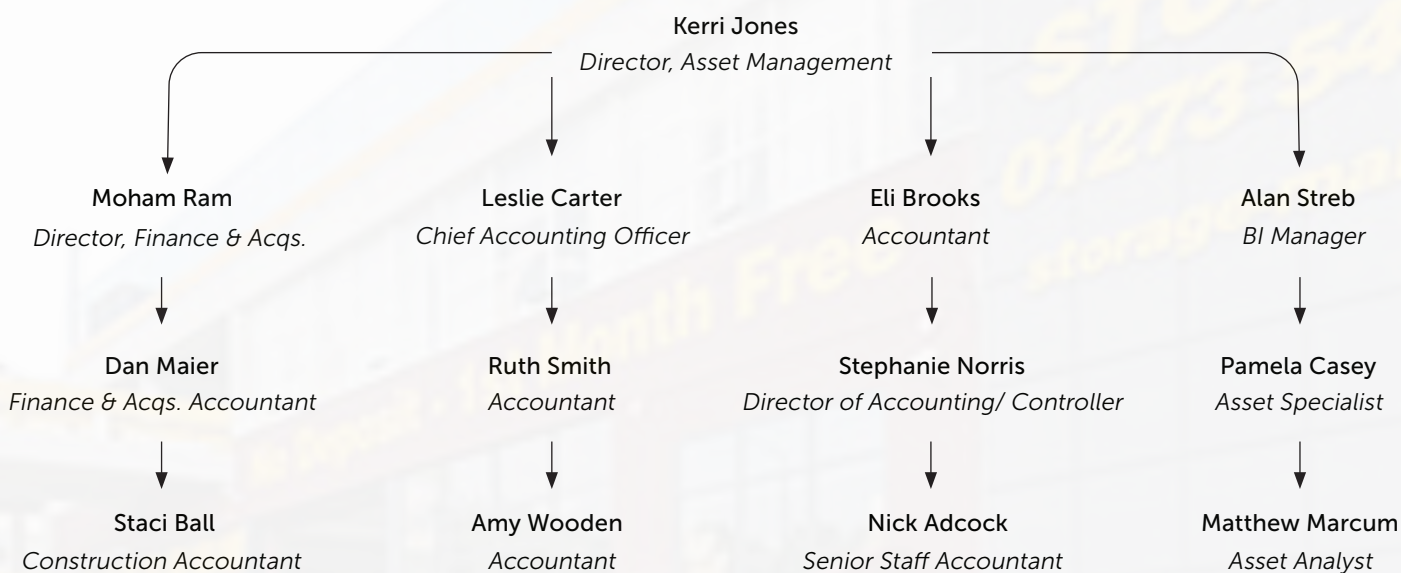
Reporting

Monthly Watch List

Review Operations

Goals and Audits

Department Structure



Department Definitions / **Acquisitions**

Things to know about this department:

Responsible for the selection and purchase of new locations.



Deal Bell - The acorn style bell located in the Home Office

One ring: Bragging rights

Two Rings: The Bonus Bell, we've acquired a new location or have opened a new store somewhere in the world

Three Rings: Lunch is served

They Oversee:

Beginning to Close

Business Plan (including Post Close)

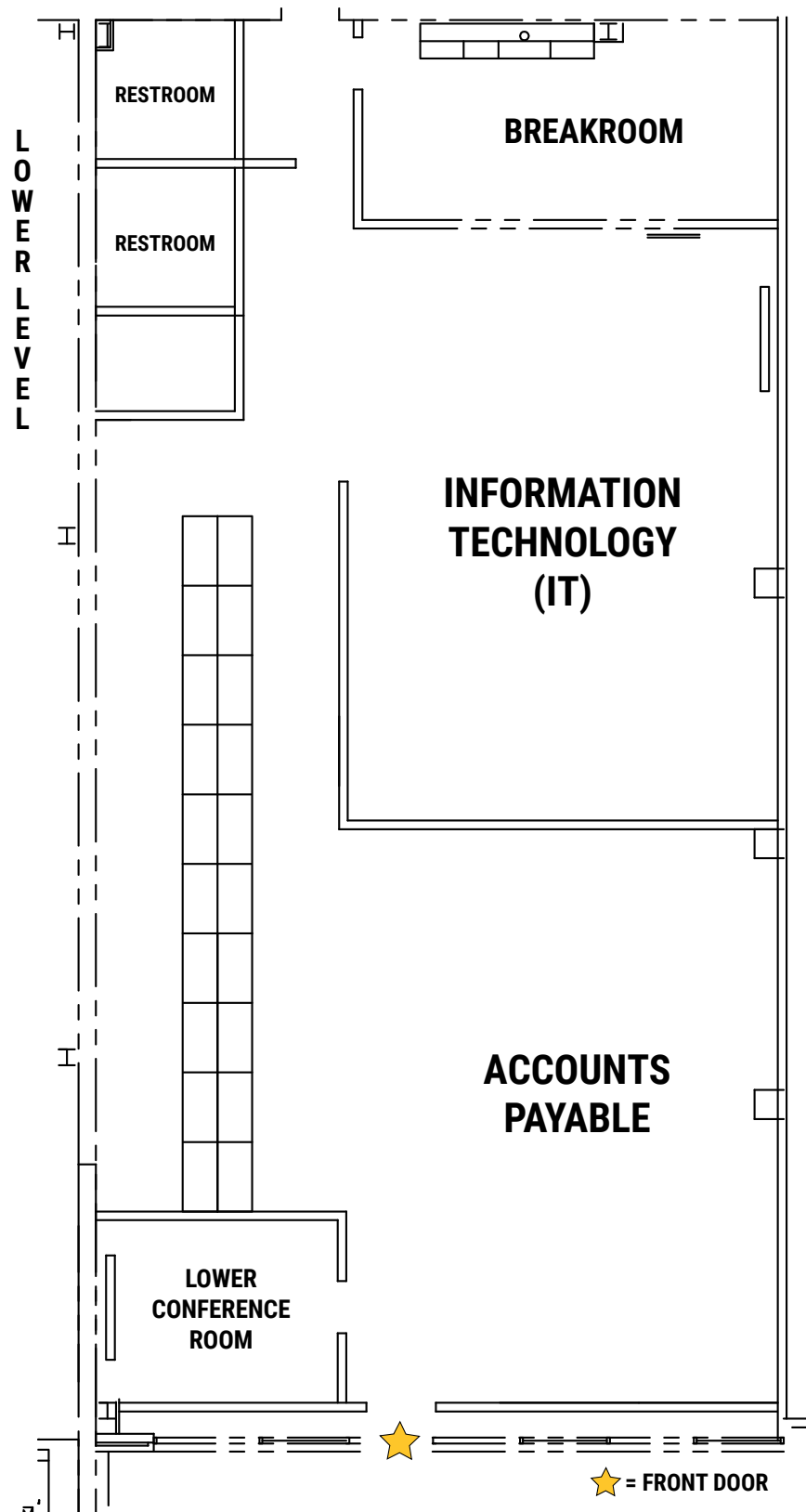
Department Structure

Mike Burnam
CEO
↓
Alex Burnam
Director of Acquisitions

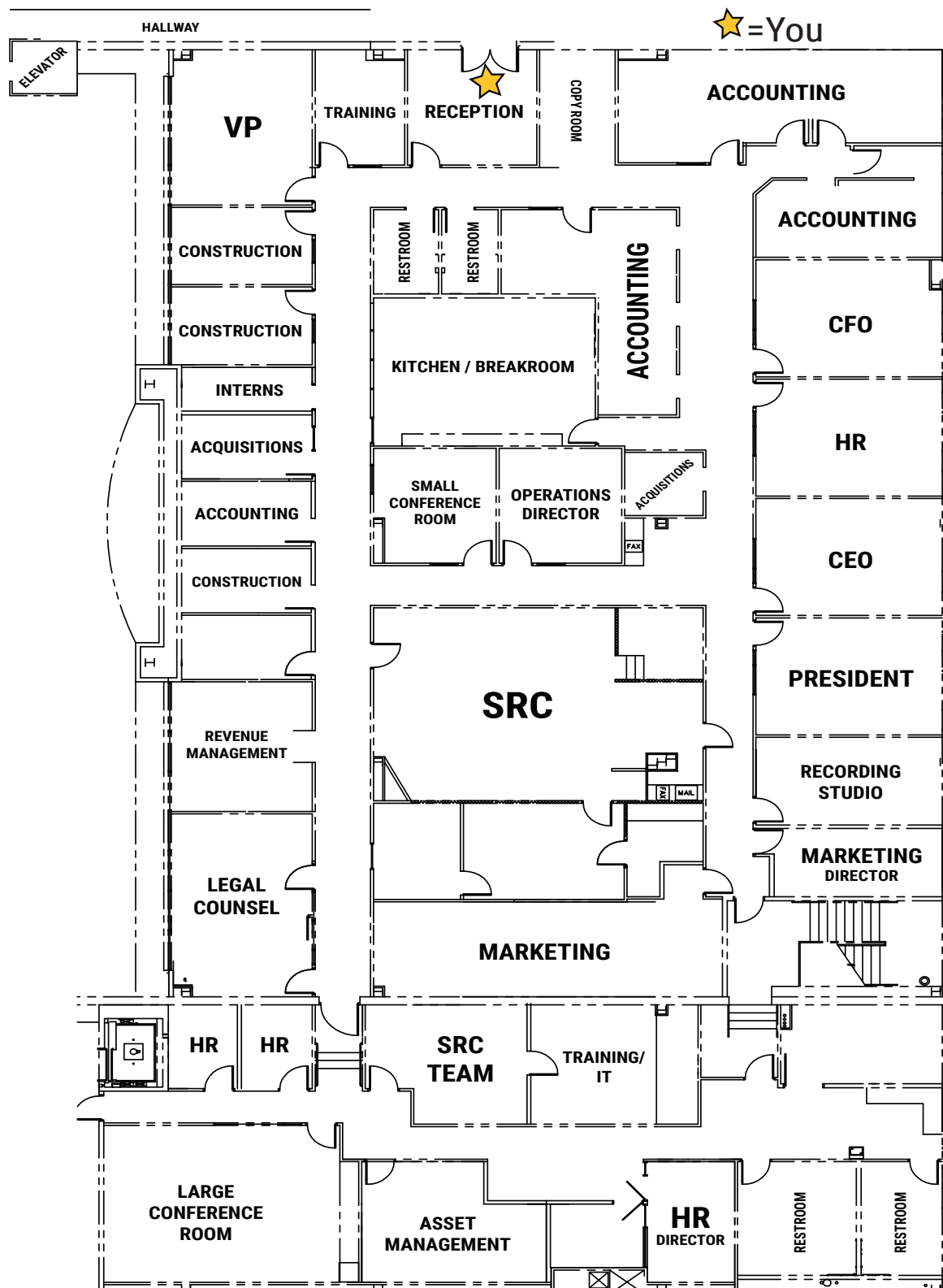
Mark Bukich
Acquisitions Associate

Zach Shultz
Acquisitions Associate

Home Office Map / **First Floor**



Home Office Map / **Second Floor**





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