



# CLIENT STORIES

Ground -Up Development - Atomic Managed

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### BACKGROUND

The property was a ground-up development. The owners had used REITs in the past, but due to an SBA loan, they needed an SBA approved company and selected Atomic Storage Group. The certificate of occupancy was delayed multiple times due to COVID and construction issues, but Atomic was able to work with the owners and plan to open the property as soon as approvals were issued.

### THE OPERATIONS

Atomic hired local staff to manage the day to day of the property and implemented correct systems from the beginning. We handled all the marketing before the site was ready to open, and performed tasks to ensure we could hit the ground running.

### THE CHALLENGE

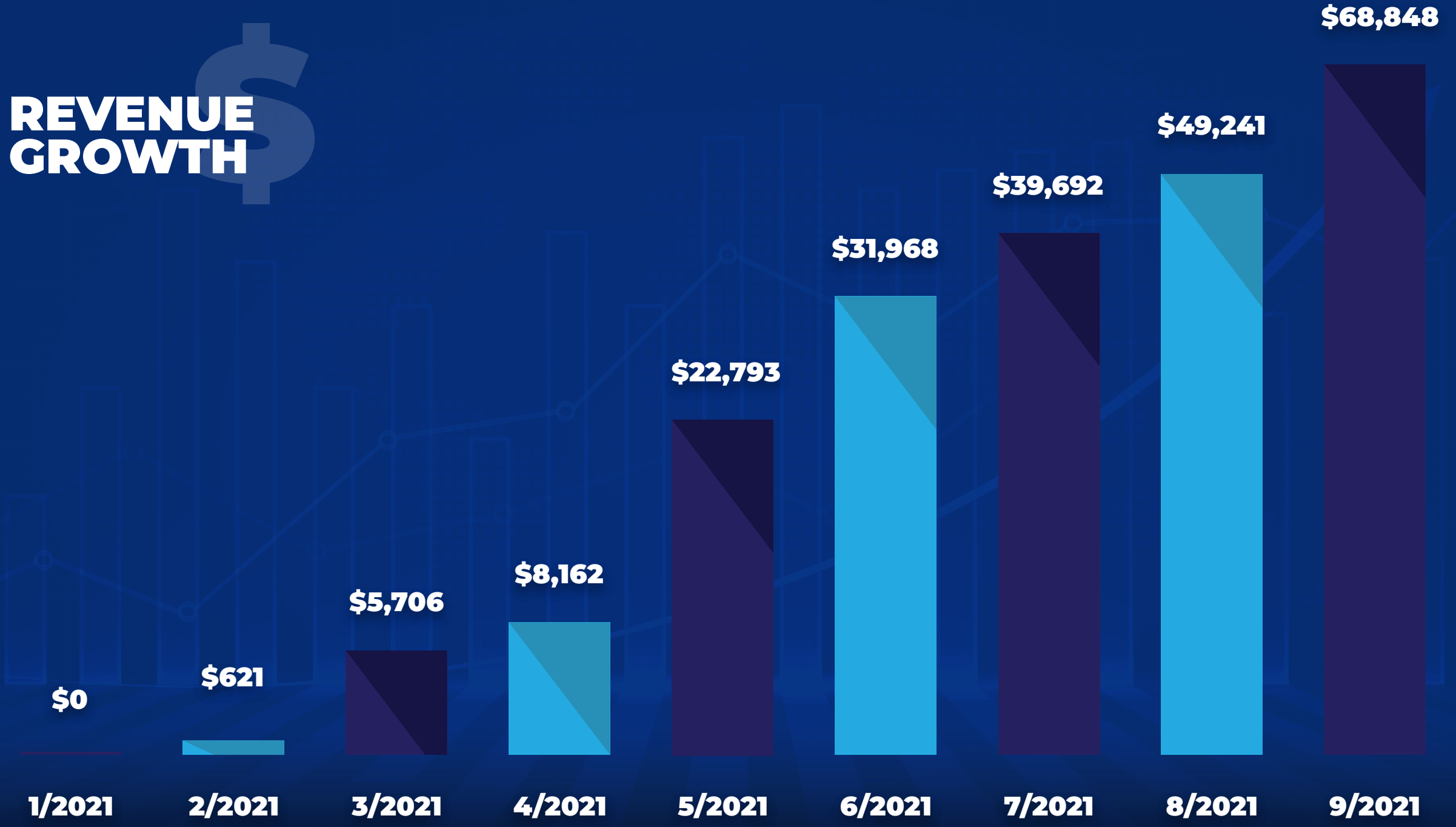
Construction delays had the owners four months behind their anticipated opening date, which hurt projections and had them pay the shortfall out of pocket. Atomic's task was to achieve break-even as fast as possible and make up ground in operations caused by construction delays. We had to execute this task by hitting occupancy targets while also balancing the need for real dollars in the bank to stop the operational shortfall each month.

### THE EXECUTION

Atomic hired sales driven managers who could handle a fast-paced store and close deals. We planned our marketing to ramp up the store as fast as possible and make sure to keep a close eye on revenue management to ensure we were adding.



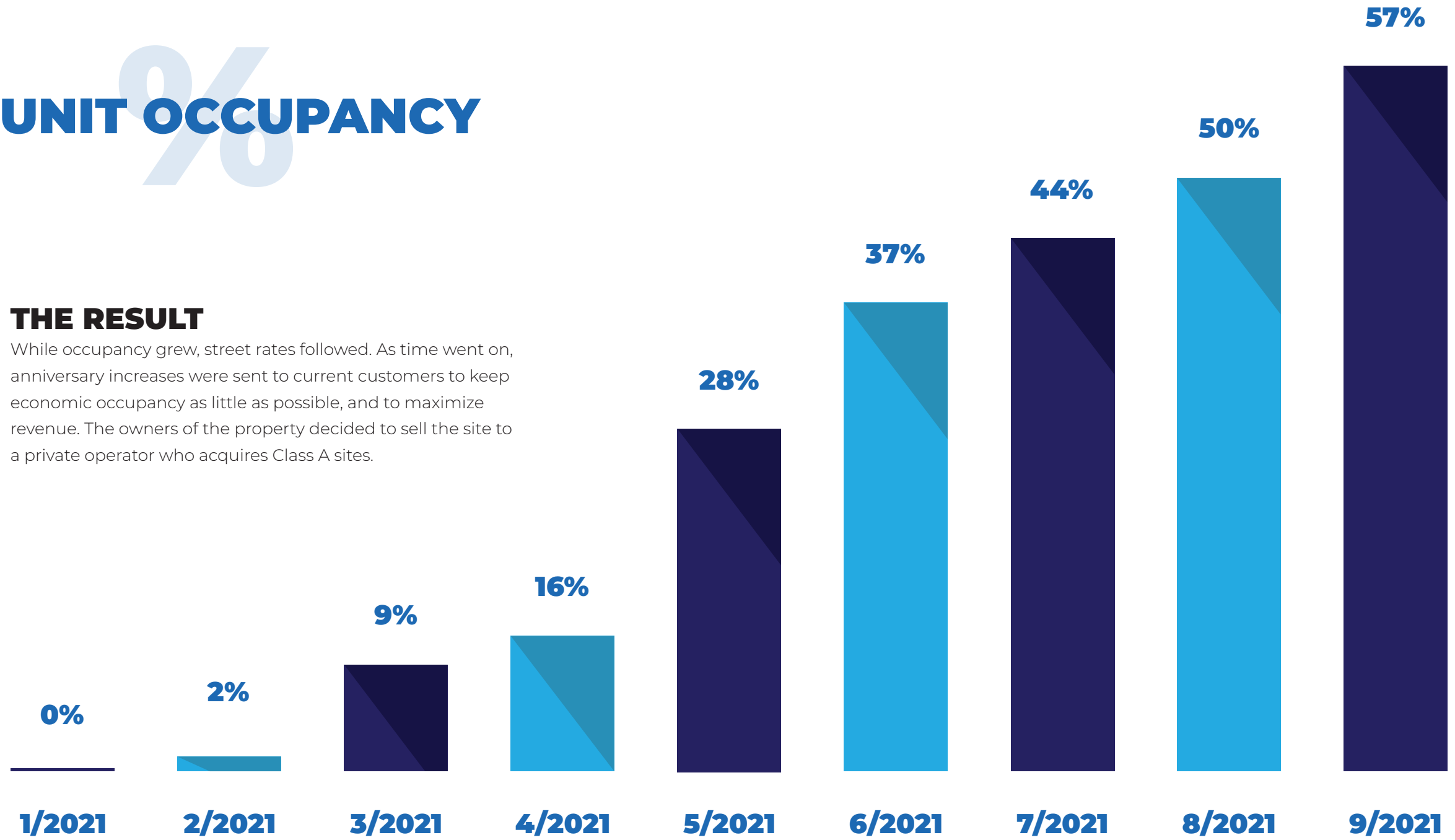
# REVENUE GROWTH

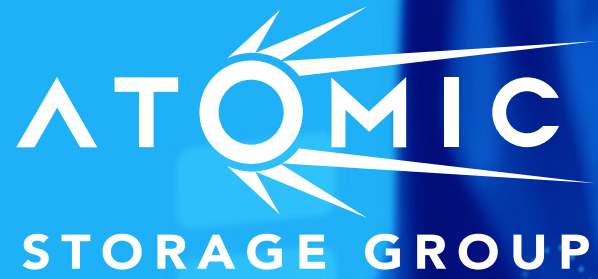


# UNIT OCCUPANCY

## THE RESULT

While occupancy grew, street rates followed. As time went on, anniversary increases were sent to current customers to keep economic occupancy as little as possible, and to maximize revenue. The owners of the property decided to sell the site to a private operator who acquires Class A sites.





# LET'S TALK ABOUT YOUR INVESTMENT!



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