

Storage 360

AI-native revenue & operations intelligence

For self-storage operators: one view of every store, unit, tenant and competitor, with AI that tells revenue, district and executive teams what to do next, and why.

\$2.5M / yr

pricing upside found on a 401-store demo portfolio (1.8% of revenue)

12,480

recommended actions, each with its evidence and dollar impact

90 days

from data access to a measured pilot in one region

Self-storage revenue is won one street rate and one rent increase at a time. Storage 360 makes each of those calls visible, explainable and measurable.

Operators already have the data: the property management system, rate shops, leads, reviews and gate access. What they lack is one place that joins it, finds the decision hidden in it every night, and hands it to the person who owns it with the evidence attached.

Exhibit 1 · Value found in a 401-store demo portfolio, per year

Revenue upside the AI recommends, and cash leakage it puts on a work list. Demo book: \$140.9M revenue, 58,616 units, 91.3% occupied.

REVENUE UPSIDE · \$2.47M A YEAR (1.8% OF REVENUE)

Street-rate moves 3,506 store × unit-type changes		\$1.85M
Rent-increase copilot 4,807 eligible leases, after move-outs		\$0.63M

LEAKAGE TO WORK

Move-in promotions given away in 12 months, on 45% of move-ins		\$4.46M
Open delinquency 996 accounts, a next step for each		\$0.33M

One view

Stores, units, tenants, markets, owners, campaigns, districts and named competitors linked to their public company records, all in one graph.

AI that shows its work

Every insight carries the metric, the benchmark, a confidence score and the rows behind it. Every action carries its dollar impact.

No new platform

Runs on the Databricks lakehouse you already govern, through cached, reviewed data contracts. Nothing is copied out.

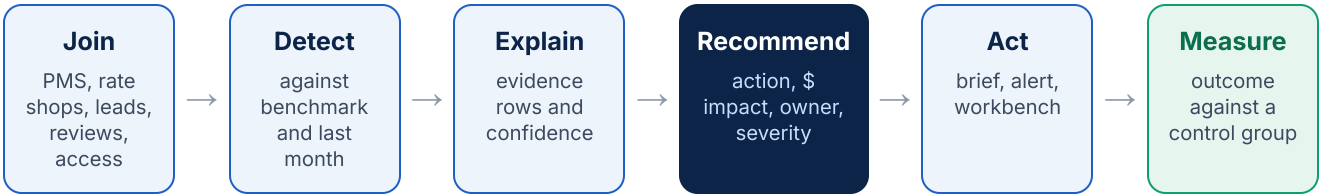
The ask: a 90-day pilot in one region, measured against a control group, starting with street rates and rent increases.

Six levers, each owned by a team, each measured the same way in a pilot.

LEVER	WHAT STORAGE 360 DOES	FOUND IN THE DEMO BOOK	PILOT MEASURE
Street rate	Recommends a street rate per store × unit type from occupancy, aged vacancy and competitor position, capped at ±10%	\$1.85M / yr	Revenue per available sq ft vs control stores
Rent increases	Picks who gets an increase and how much, against move-out risk, with fairness caps	\$0.63M / yr	Uplift kept net of 90-day move-outs
Promotions	Shows discount given away by promotion and channel against what it bought	\$4.46M given	Discount per move-in at equal occupancy
Collections	Ranks open accounts and names the next step: SMS link, payment plan, lien, auction	\$0.33M open	Cure rate and days to cure
Vacancy & win-back	Flags units empty 90+ days and former tenants worth winning back	34 stores · 2,951	Days vacant; win-back move-ins
Owners	Writes owner reports and flags contracts ending within 12 months	6 contracts	Renewal rate of managed contracts

Exhibit 2 · How an insight becomes money: the nightly loop

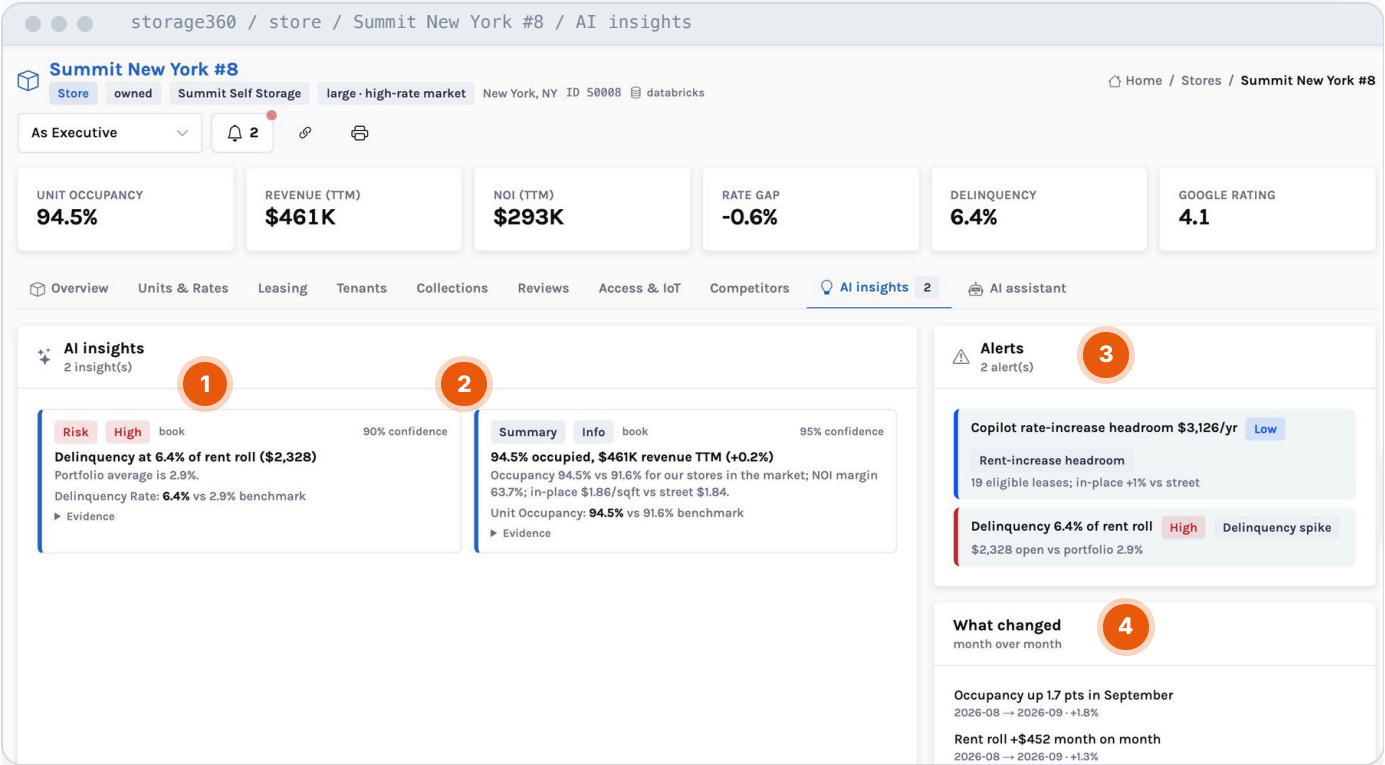
Every step is stored as data, so each recommendation can be traced from source row to measured result.



↻ results feed the next night's models and thresholds

AI insights are the product. Every 360 page opens with what the AI found, and why.

Each night the AI layer writes a short, specific finding for every store, unit, tenant, market, owner and competitor: 251,241 in the demo book. Insights are stored as data, so they can be audited, searched, sent to any channel and measured.



- 1 **The finding, its benchmark and evidence:** delinquency at 6.4% of rent roll against a 2.9% portfolio average, with the source rows one click away.
- 2 **Confidence** from 0 to 100% on every insight, so teams know how much weight to give it.
- 3 **Alerts** with severity and owner: here a rent-increase opportunity and a delinquency spike.
- 4 **What changed** since last month: occupancy up 1.7 pts, rent roll up \$452.

ENTITY	AI INSIGHTS	WHAT THE INSIGHT TELLS YOU
Tenant, current and former	191,759	Rent vs street, move-out risk, payment record; why former tenants left and whether to win them back
Unit	58,616	Occupied at what gap to street, or vacant for how long
Store	635	Occupancy and NOI vs market, delinquency, reviews, rate headroom, price position
Owner, market, district, campaign, operator	231	Owner NOI vs portfolio, new supply, district roll-ups, cost per move-in, competitor price position

Each role starts the day with a brief written from the lakehouse overnight.

The brief gives a one-line headline, the KPIs for that role and the alerts it owns, capped per type so one noisy signal never crowds out the rest. The same alerts appear on each entity's 360 page and in the workbenches.

storage360 / morning brief / executive

Exec brief – alerts

15 alert(s)

Management contract ends Mar 2027

High

Contract renewal

5 months left; \$17K fee TTM across 1 store

Owner OW012

Management contract ends Jan 2027

High

Contract renewal

3 months left; \$85K fee TTM across 6 stores

Owner OW056

Delinquency 6.4% of rent roll

High

Delinquency spike

\$2,328 open vs portfolio 2.9%

Store S0008

Delinquency 8.0% of rent roll

High

Delinquency spike

\$2,023 open vs portfolio 2.9%

Store S0012

Delinquency 9.2% of rent roll

High

Delinquency spike

\$1,106 open vs portfolio 2.9%

Store S0014

Delinquency 6.8% of rent roll

High

Delinquency spike

\$1,573 open vs portfolio 2.9%

Store S0018

Management contract ends Jun 2027

Medium

Contract renewal

8 months left; \$14K fee TTM across 1 store

Owner OW007

Executive brief. Owner contracts ending, delinquency spikes and occupancy drops, each tied to the store or owner and the number behind it.

ALERT	FIRES WHEN	OPEN	OWNER
High Contract renewal	A management contract ends within 6 months (medium within 12)	6	Executive, owner relations
High Delinquency spike	Store delinquency over twice the portfolio rate	49	District, collections
High Competitor rate move	A competitor moves street 5%+ against the rest of a market in a quarter	24	Revenue management
High Long-vacant units	3+ units empty 90+ days at a store (high at 5+)	34	District, marketing
Medium Move-out risk	A tenant's 90-day move-out score is 25% or more	868	Store manager
Low Rate headroom · street below market	Top 7% of stores by rent-increase headroom · street 25%+ under competitors	128	Revenue management

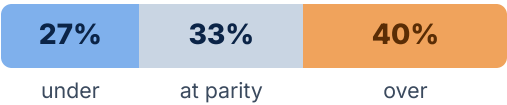
A street-rate cockpit: where we sit against the market, and the AI's move for every store and unit type.

The AI proposes a street rate for each of 5,379 store × unit-type cells. Occupancy drives the direction; units vacant 90+ days push it down; competitor position guards it, so a store already 8% over the market is never told to raise. Every move is capped at ±10% and carries its reason in plain words.

- **3,506 moves:** 2,494 raises and 1,012 cuts, worth **\$154K a month**.
- **Cuts pay too:** they fill aged vacancy, and a cut that would lose money becomes a hold.
- **Promotion leakage:** \$4.46M of move-in discounts in 12 months, half the first two months' rent on 45% of move-ins.

Exhibit 3 · Price position of our cells

Store × unit type vs competitor average; parity = ±3%



Overall price index **101.4** (100 = competitor average)

storage360 / workbench / pricing

Pricing

Street-rate cockpit: price position vs competitors, the AI's street-rate moves, promotion leakage and how leasing responds to price

Home / Analyze / Workbenches / Pricing

Pricing – street rates, price position and the AI street-rate moves

AVG STREET PSF
\$1.71

IN PLACE PSF
\$1.74

PRICE INDEX
101.4

CELLS UNDER PCT
27.1%

CELLS PARITY PCT
32.7%

CELLS OVER PCT
40.3%

STREET CHANGES
3,506

STREET RAISES
2,494

STREET CUTS
1,012

STREET CHANGE IMPACT MONTHLY
\$154K

AI street-rate recommendations (price index like for like at the July shop; ±10% cap)

300 row(s) (first shown)

STORE ID	STORE NAME	UNIT TYPE CODE	UNIT OCCUPANCY	CURRENT STREET RATE	PRICE INDEX	RECOMMENDED STREET RATE	CHANGE PCT	REVENUE IMPACT MONTHLY	REASON
S0197	Summit San Francisco #4	10X10__CC	81.6%	\$263	108	\$246	-6.3%	\$443	82% occupied with 7 units vacant; competitors: cut 6%
S0375	Summit Hartford #1	10X20__DU	79.0%	\$298	106.3	\$275	-7.8%	\$435	79% occupied with 4 units vacant, 1 days; 6% over competitors: cut 8%
S0379	Summit Hartford #5	10X15__CC	69.6%	\$258	—	\$242	-6.2%	\$406	70% occupied with 7 units vacant, 1 days: cut 6%
S0081	Summit Chicago #20	10X20__DU	75.0%	\$303	105.9	\$276	-9.0%	\$401	75% occupied with 3 units vacant; competitors: cut 9%
S0245	Summit Denver #2	10X15__DU	72.7%	\$255	109.1	\$232	-9.0%	\$381	73% occupied with 3 units vacant; competitors: cut 9%
S0221	Summit Minneapolis #1	10X15__DU	80.0%	\$267	109.9	\$248	-7.0%	\$376	80% occupied with 4 units vacant; competitors: cut 7%

Pricing workbench. Street vs in-place rate, price index, the under/parity/over split and the AI's street-rate moves, each with occupancy, price index, the new rate and its monthly impact.

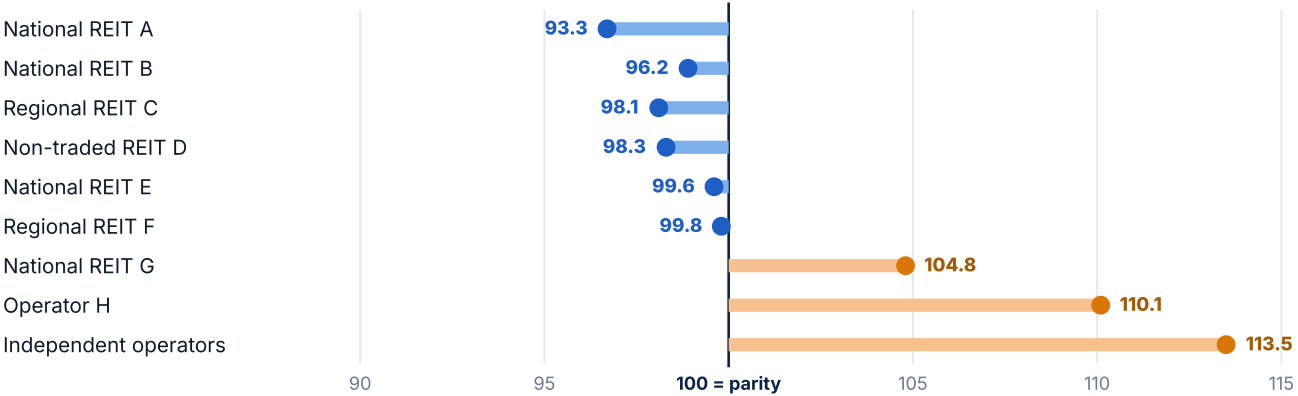
Where we sit against each competitor, and an alert the quarter one of them moves.

Competitors are real operators linked to the public company graph. Price position is shown as an index (100 = their street rate) for every market we share, with the gap to the cheapest store where the price shopper is lost.

Competitor names and rates in this edition are anonymised and illustrative

Exhibit 4 · Our street-rate index against each operator, latest quarter

Below 100: we are cheaper than that operator in shared markets. Above 100: we are dearer.



Competitor street-rate moves (5%+ against the rest of the market) · 12 this quarter

National REIT G: cut street 11.5% against the market in Riverside High

Riverside: -6.3% QoQ while the rest of the market moved +5.2%; our price index there is 105

Operator H: cut street 9.2% against the market in Cincinnati High

Cincinnati: -4.2% QoQ while the rest of the market moved +5.1%; our price index there is 101

National REIT A: raised street 9.7% against the market in Cincinnati High

Cincinnati: +14.7% QoQ while the rest of the market moved +5.1%; our price index there is 101

National REIT E: raised street 8.0% against the market in Detroit Medium

Detroit: +17.2% QoQ while the rest of the market moved +9.2%; our price index there is 98

Competitor rate moves: 12 this quarter, each with the market, the size of the move against the rest of the market and our index there. The workbench also tracks the index by quarter, the gap to the cheapest store and fair share by market.

Test a rent-increase policy before a single letter goes out.

The copilot scores 4,807 eligible leases on the gap to street, tenure, months since the last increase and move-out risk, and holds back 224 for fairness: tenants already above street or raised too often. The simulator applies a policy and shows the trade-off. At an 8% cap and 6-month minimum tenure it keeps **\$151K a year** of uplift and nets **\$129K** after 30.6 expected move-outs.

storage360 / simulation

Simulation

ECRI what-if — how much a rent-increase policy earns, and how many tenants it might cost

Home / Simulation

Policy

over 500 ECRI copilot candidates

Max increase

Min tenure

Max gap to street

Months a vacated unit sits empty

Store

8

%

6

months

60

%

2

months

All stores

LEASES IN SCOPE

500

AVG INCREASE

7.6%

GROSS UPLIFT / MONTH

\$13K

EXPECTED MOVE-OUTS

30.6

UPLIFT KEPT / YEAR

\$151K

NET / YEAR AFTER VACANCY

\$129K

Assumptions: move-out probability scales linearly with the applied increase relative to the copilot's recommendation; uplift is kept only by tenants who stay; each expected move-out costs its rent for 2 month(s) of vacancy.

By store

By unit type

STORE	LEASES	UPLIFT KEPT / MO	MOVE-OUTS
Summit Washington #16	5	\$142	0.3
Summit New York #40	5	\$136	0.31
Summit Washington #9	5	\$133	0.3
Summit Boston #2	5	\$132	0.3

UNIT TYPE	LEASES	UPLIFT KEPT / MO	MOVE-OUTS
10X20_CC	176	\$4K	10.76
10X30_DU	133	\$4K	8.2
10X25_DU	86	\$2K	5.27
10X20_DU	69	\$2K	4.21

Rent-increase what-if. Policy controls on top; results by store and unit type below. Assumptions are printed on the page.

storage360 / move-out risk

Move-out risk

Tenants most likely to leave in the next 90 days, with the drivers

Home / Move-out Risk

Move-out risk — highest-risk tenants

200 row(s) (first shown)

LEASE ID	TENANT ID	STORE ID	SCORE	BAND	TOP DRIVERS	TENANT NAME	STORE NAME	CURRENT RATE
L0151609	T136425	S0290	0.6	High	pays 3% above street · rate increase in the last 3 months · open delinquency	Turner Events LLC	Summit Sacramento #1	\$205
L0187652	T168925	S0357	0.6	High	pays 3% above street · rate increase in the last 3 months · open delinquency	Scott Events LLC	Summit Raleigh #3	\$238
L0091101	T082082	S0172	0.6	High	pays 4% above street · rate increase in the last 3 months · open delinquency	Nelson Restaurant Supply LLC	Summit Atlanta #7	\$215
L0006422	T005849	S0011	0.6	High	pays 4% above street · rate increase in the last 3 months · open delinquency	Maria Green	Summit New York #11	\$393
L0211073	T190030	S0401	0.6	High	pays 4% above street · rate increase in the last 3 months · open delinquency	Priya Roberts	Summit New Orleans #1	\$111
L0025580	T023119	S0047	0.6	High	pays 4% above street · rate increase in the last 3 months · open delinquency	Maria Martinez	Summit New York #47	\$322
L0201296	T181238	S0382	0.5	High	pays 3% above street · rate increase in the last 3 months · open delinquency	Aisha Harris	Summit Providence #3	\$257
L0048026	T043289	S0091	0.5	High	pays 3% above street · rate increase in the last 3 months · tenure under 6 months	Luis Phillips	Summit Dallas #7	\$387
L0118310	T106569	S0223	0.5	High	pays 4% above street · rate increase in the last 3 months · open delinquency	James Adams	Summit Minneapolis #3	\$126
L0039190	T035371	S0073	0.5	High	pays 4% above street · rate increase in the last 3 months · tenure under 6 months	Emily Garcia	Summit Chicago #12	\$275
L0167601	T150864	S0321	0.5	High	pays 3% above street · rate increase in the last 3 months · open delinquency	Daniel Johnson	Summit Cincinnati #6	\$311
L0163411	T147042	S0314	0.5	High	pays 3% above street · rate increase in the last 3 months · tenure under 6 months	Elena Wright	Summit Las Vegas #8	\$242
L0048553	T043761	S0092	0.5	High	pays 4% above street · rate increase in the last 3 months · tenure under 6 months	Olivia Hill	Summit Dallas #8	\$326
L0114405	T103038	S0216	0.5	High	pays 3% above street · rate increase in the last 3 months · tenure under 6 months	Ava Phillips	Summit Seattle #2	\$334

Move-out risk. The tenants most likely to leave in 90 days, with the drivers in plain words: priced above street, a recent increase, open delinquency, short tenure.

One page for every store, tenant, unit, market, owner and competitor, all linked.

Each 360 has the same frame: KPIs up top, tabs for its data, an AI insights tab and an assistant that answers questions about that entity. A persona switch tailors it for an executive, revenue manager or district manager.

storage360 / store / Summit New York #8

Summit New York #8

Store

owned

Summit Self Storage

large · high-rate market

New York, NY ID 50008 databricks

Home / Stores / Summit New York #8

As Executive

2

UNIT OCCUPANCY

94.5%

REVENUE (TTM)

\$461K

NOI (TTM)

\$293K

RATE GAP

-0.6%

DELINQUENCY

6.4%

GOOGLE RATING

4.1

Overview

Units & Rates

Leasing

Tenants

Collections

Reviews

Access & IoT

Competitors

AI insights 2

AI assistant

Store — header and KPIs

RENTABLE SQFT

20,655

UNIT COUNT

181

CLIMATE PCT

65.3%

GOOGLE RATING

4.1

UNIT OCCUPANCY

94.5%

SQFT OCCUPANCY

94.7%

Store 360. Occupancy, revenue, NOI, rate gap, delinquency and rating; tabs for units and rates, leasing, tenants, collections, reviews, access and IoT, and competitors.

storage360 / tenant / former tenant / AI insights

Priya Clark

Tenant

Former

Long Stay Household

New York, NY ID T000001 databricks

Home / Tenants / Priya Clark

As Executive

MONTHLY RENT

\$0.00

ACTIVE LEASES

0

TENURE (MONTHS)

48

LIFETIME BILLED

\$2,333

OPEN BALANCE

\$0.00

Overview

Leases

Rate History

Payments & Collections

AI insights 1

AI assistant

AI insights

1 insight(s)

Summary

Info

book

90% confidence

Former tenant: 26 months over 2 lease(s); moved out Apr 2026 (no longer needed the space)

Last at Summit New York #1 paying \$86/mo after 2 rate increase(s). Never delinquent. Good win-back candidate.

Months Billed: 26

Evidence

Tenant — recommended actions

EXPECTED IMPACT USD

\$155

CONFIDENCE

55.0%

Tenant 360, former tenant. Why they left, what they paid, their payment record, and a win-back offer with its expected value.

A revenue manager's morning goes from assembling reports to approving decisions.

Exhibit 5 · A morning with Storage 360

02:00

07:30

08:00

09:00

Pilot readout

Overnight

Read the brief

Review street moves

Run the rent-increase policy

See the result

Lakehouse refresh; the AI writes insights, alerts and briefs

Competitor moves in their markets; owner contracts ending

Pricing workbench: the AI's move and its reason, per store

Simulate it, then pick the tenant list, fairness capped

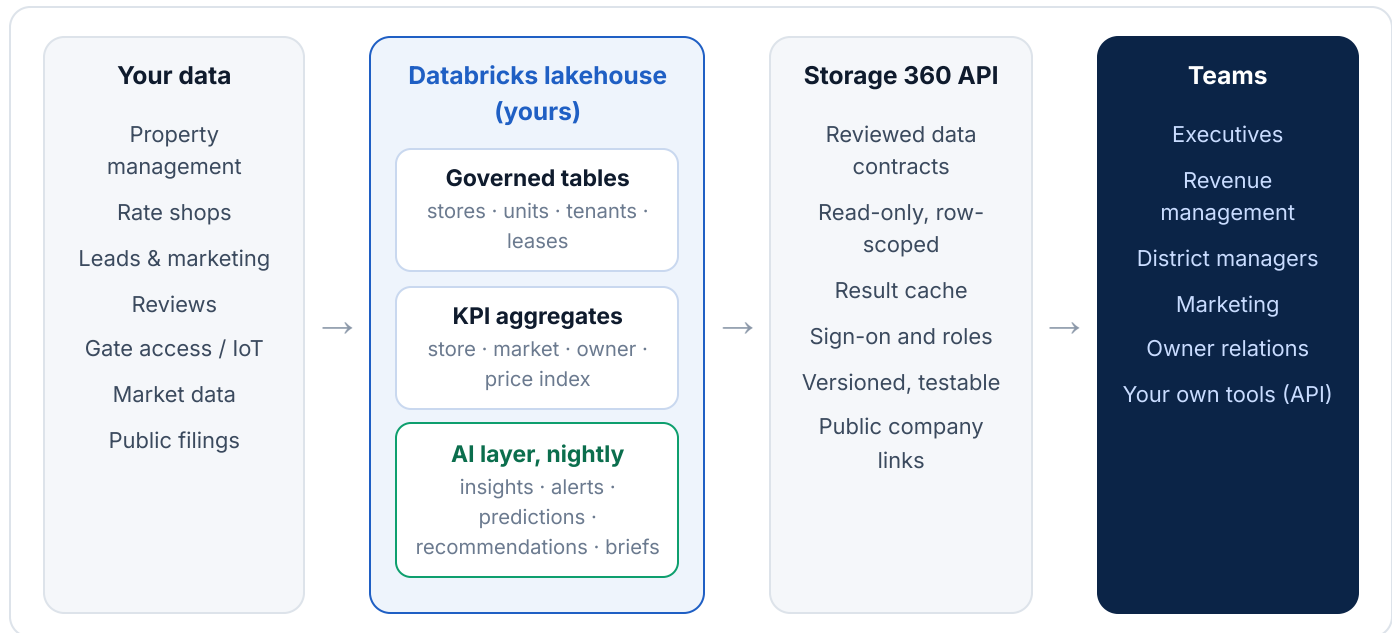
Uplift kept, move-outs and occupancy against a control region

District managers start from long-vacant units, delinquency and move-out risk; executives from the portfolio brief and owner contracts.

Where it fits beside the tools you already run

TODAY	WHAT IT GIVES YOU	WHAT STORAGE 360 ADDS
Property management system	The system of record and its standard reports	Stays the system of record. Storage 360 reads it and says what to do next, per store and tenant
Revenue-management engine	Rate outputs, often hard to explain	Recommendations with their reason, evidence and confidence, joined with rent increases, collections and owners
Rate-shop feeds	Competitor prices as rows	A price index against each named operator, by market and size, with alerts when one moves
BI dashboards	Charts someone has to go and read	AI that writes the finding, ranks it and pushes it to the person who owns it

Your lakehouse stays the source of truth. Nothing is copied out.



For the CIO

- **No new data platform:** it runs in your Databricks workspace under your governance.
- **Read-only:** every query is a named, reviewed contract; nothing writes back to source systems.
- **Predictable cost:** results are cached, so the warehouse runs on the nightly refresh and cache misses, not on every page view.
- **Open:** the same insights and recommendations are available by API to your own tools.

For risk and compliance

- **Explainable:** each insight stores its evidence, benchmark and confidence.
- **Fair by design:** rent-increase caps for tenants above street or raised too often.
- **Checked:** 268 automated checks reconcile rent roll, occupancy, money and recommendation math.
- **Human in the loop:** the AI proposes; people decide what goes to the PMS.

Ninety days from data access to a measured result in one region.

DAYS 1–30

Connect

Map your PMS extract, rate shops and leads into the lakehouse schema. Run the automated checks on your data. Stand up single sign-on.

DAYS 31–60

Calibrate

Fit move-out and delinquency scores and price response on your history. Set alert thresholds and fairness caps with your revenue and district leads.

DAYS 61–90

Prove

Go live in one region against a matched control region. Review results weekly with the revenue team.

Success measures, agreed before day one

MEASURE	HOW IT IS READ
Revenue per available sq ft	Pilot stores vs control stores, same period, same unit mix
Rent-increase uplift kept	Uplift net of 90-day move-outs, vs the current increase process
Discount per move-in	At equal occupancy, vs control
Delinquency cure rate	Share of accounts cured within 30 days
Adoption	Share of AI moves accepted, and time from alert to action

What we need from you: a pilot region and a control region, read access to the PMS extract and rate shops, and a revenue-management lead for one hour a week.

About the numbers: the demo portfolio, "Summit Self Storage", is synthetic. It was generated to the shape of a large U.S. operator: 401 stores, 58,616 units, 190,421 tenants and 211,504 leases over 36 months, as of September 2026. Competitors are anonymised in this edition, and their street rates are simulated and illustrative, not observed prices. Dollar figures show what the system surfaces on this book, not a forecast for any operator.