

The business owners' guide to solving common storage problems by choosing the right storage facility

Storage tips to help you free up time, boost your profits and create greater peace of mind...



With the compliments of Store-it Self Storage
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SELF STORAGE - WITH CARE



Introduction:

I'm Mike Price, founder and hands on operator of Store-it Self Storage in Wellington.

Within 3 years of start-up, Store-it won the Australasian Facility of the Year award, competing against over 1100 NZ and Australian facilities. Since then, Store-it has picked up a bunch of other awards to the point where we are now NZ's most awarded self-storage facility.



This short report will give you the inside information on what you need to do the next time you have a storage challenge. You'll be armed with the knowledge to make the right storage decision for you.

In this report you will find some useful tips including...

- Why use an off-site storage solution?
- The type of industries that might benefit from using business storage.
- What exactly is self-storage?
- The 4 key factors to check when considering any storage facility.
- How do you choose the right storage facility for your own situation?

I look forward to your feedback on the ideas and tips we share in this guide.

Mike Price

Director, Store-it Self-Storage

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Ngauranga – 5-7 Lower Tyers Rd

Lower Hutt – 111 Eastern Hutt Rd



Phenomenal experience! Exceptional customer service! Outstanding facility! Amazing value! That sums up my experience with Store-it Ngauranga. I was "gifted" a storage unit through a business purchase and didn't know quite what to expect when I first visited the site. I was highly impressed with the layout of the premises, the cleanliness and the facilities available to help make my moves in and out of the building easy. It felt safe and secure, which was important to me especially as I spent considerable time there alone. The staff in the office were brilliant - always helpful, prompt and efficient - whether it be in person or via email. I definitely would recommend them to anyone.

Libby Carson

Event Director, Wellington



Why should you consider using an off-site storage facility?



The simple answer is that it could be the perfect solution to one or more common problems that many business owners experience.

Which of these common problems do you have in your own business?

- ☐ You need to restructure your operations and you find yourselves restricted by the lack of existing space
- ☐ You are relocating your business and need temporary storage
- ☐ You are refurbishing your office and need temporary storage
- ☐ You need storage to cope with seasonal demand for stock or merchandise and you don't want to commit to paying for storage space that you don't need long term
- ☐ You are downsizing and need some additional storage space
- ☐ You need secure off site filing for records you need occasionally but not everyday
- ☐ You need out of town storage – for retail sales reps
- ☐ You need your merchandise or goods to be delivered to a safe, secure off site location and not to your current business address
- ☐ You want to free up time for your staff so they can focus on growing your business and not handling delivery and storage of your merchandise and goods.
- ☐ You are expanding and need more storage space, however you don't want to commit to expensive long term leases on bigger premises
- ☐ Your goods or merchandise are damaged when stored at your own business which is a costly experience
- ☐ You are a home based business and need some additional storage space
- ☐ You are a tradesman and need some additional storage space for your tools and materials.

TAKE ACTION

Look over this list of common business problems and see if any apply to your business. Mark the ones you would like to solve and write down a few benefits of your business solving these problems.



I thought there had to be a way to store some of the important things in my business that were not used that frequently but I still needed easy access to. What I like most about Store-it is the facility is bone dry and well ventilated. There are no long term leases and the facility is well maintained.

Beverly Herries

Regional Facilities Manager
Sinclair Knight Merz



What types of industries could benefit from using self-storage for business storage?

A good way to see if a self-storage facility might be useful is to look at some common ways that different businesses already use a self-storage facility. For example:

Retail: Make storing and organising inventory easy with a spacious storage unit.

SMEs: Store paperwork, records, invoices, materials and even equipment.

Pharmaceutical/Sales: Instead of keeping everything at home or in your reps boot, store your business products and samples in a secure off site location.

Home stagers: Storing furniture for staging a home that is for sale.

Movers/Realtors/Apartment Management: Temporary storage for a client who is moving.

Accountants, Lawyers: Storing bulky client records in a secure off site location.

Tradesmen: Storing tools and materials.

Home based businesses: Creating space by storing paperwork, records and invoices.

Not for Profit organisations: Store records in a dry, secure off site location.

Restaurants/Clubs: Store extra tables, linen, non-perishable food items and more.

Distributors: Store product for distribution to retailers

TAKE ACTION

Look over this list of common uses of a self-storage facility and see if any might be relevant to your own business.



My Wellington reps were complaining about the amount of POS (Point of Sale) material that I was asking them to hold at home. This just wasn't efficient so we needed a better option. I had initial reservations about using Store-it because they were not a recognised brand. However their 8 point money back guarantee gave me the confidence and peace of mind to use them. I have had great service right from the outset; from our account set up to the regular receiving of goods without my reps having to be present. The savings we've achieved by reducing the previous damage to our promotional materials has been great. Plus our reps no longer have to store their promotional material and samples at home. We can now store promotional material that can easily be accessed close to town and my reps are happy to have their 'home space' back. I recommend the services of Store-it when your head office is in another city; it's a great out of town warehousing solution. We often send samples and point of sale material to our Store-it facility and my reps can draw from these as needed. The Store-it team couldn't be more friendly and helpful."

Tony McMahon

Regional Business Manager
L'Oreal NZ

What exactly is self-storage?

Typically, self-storage involves hiring a storage unit in a specialist facility.

Only you should have the key to your storage unit allowing you optimum security and privacy for guaranteed peace of mind.

Each self-storage space is locked, alarmed, monitored 24/7 and securely housed with CCTV cover, within a modern warehouse facility. The facility is surrounded by an electric fence or razor wire and monitored by a security firm.



You can either pack the storage unit yourself or you can get a moving company to move and pack your goods for you.

You can access your goods at your convenience, 365 days of the year.

Above all, you should have easy access to your goods without the security of your valuables being compromised.

That sounds pretty straight forward and you might think that all self-storage facilities are the same, however nothing could be further from the truth.

And that's why you need to know the four key factors you should always check out carefully to help you choose the ideal storage facility for your own situation.

Let's look at these now...

Storage Case Study:



In my experience as an Architect to numerous renovation projects, it is always desirable to have the client's furnishings removed from the worksite. Furniture and fittings left onsite inevitably need to be relocated as works progress. This is a hassle and a time consuming task for the contractor, continually needing to work around, move and then protect all items. This disrupts the building process, adds more responsibility and stress on the contractor, and as such the contractor charges more for this inconvenience. Unfortunately items can and do get marked and damaged, which sometimes leads to questions over whether the affected items were damaged in the first place. It is then left to the Architect to resolve this time consuming task. As Architect to these projects, I want to reduce the risk and pressures onsite as much as possible. For the peace of mind of the client, contractor and architect, and for a speedier and less stressful worksite, I strongly recommend the removal and storage of all client possessions. The cost of storing items offsite far outweighs the numerous hassles and costs of leaving them onsite. Over the years I have found Store-it great for providing a turn-key hassle-free solution to my clients storage needs. They have organised everything from pick-up of the furnishings to storage and return. My clients often have very valuable and/or difficult items to store which Mike and his team have handled with great care. My clients have always provided me positive feedback about Store-it's professionalism and customer care.

Ged Cosgrove

Cosgrove Goodwin Architects



The four key factors to choosing the ideal storage facility



Key Factor #1

Security

It's easy to assume that your valuable possessions will be stored safely and that all storage facilities are secure.

The reality is that that is not the case.

Security is one of the largest costs in setting up a storage facility, so some storage operators cut corners.

There are a number of things to think about when considering security, including:

- Where your goods are stored?
- Who has access to them?
- Who packs your goods into storage?

If you want the privacy and confidence that only you have access to your goods, then you need a secure self storage facility, which is a member of the Self Storage Association of Australasia.

In a top quality self storage facility, your goods are protected by a state of the art security system.

State of the art security includes:

- ✓ CCTV
- ✓ protective electric or razor wire fencing
- ✓ random security guard patrols
- ✓ regular lock checks
- ✓ individually alarmed storage units monitored 24/7
- ✓ Plus you have the only key to your lock

You need the comfort of knowing your goods are secure when you are not there.

Questions that are helpful for you to ask about security include:

- What security systems are in place?
- Can anyone else get access to my goods?
- Are my goods in a separately, alarmed unit?
- What happens if the alarm is triggered?
- Is the facility monitored and who responds to it?
- Are there night guard patrols?



The four key factors to choosing the ideal storage facility



Key Factor #2

Cleanliness

The cleanliness of a good self storage facility is something most people don't appreciate until they have used a dirty storage facility.

Research conducted by the Self Storage Association of Australasia shows that once clients start using self storage, the cleanliness and condition of the facility is the second most desirable feature of a self-storage facility.

That's because a dirty storage facility, tells you a lot about how the storage facility cares about your goods. Plus it increases the risk of your goods being soiled or coated in a layer of dust.

Top self storage facilities ensure their facilities are spotlessly clean.

They seal the concrete floors with an epoxy paint, which is easy to clean and have a dedicated cleaner, who cleans the facility ensuring your goods remain clean, year in and year out.

A great way to check the cleanliness of a storage facility is to visit it and ask to see a range of sample units. Take a good look to see how clean every part of the facility is.



I had a problem storing stock for my business as my premises were not large enough and I didn't want to take on a more expensive lease for bigger premises. I became a Store-it client because it was a clean and tidy operation. What I like about Store-it is floors so clean you could eat off them and the Store-it team couldn't be more friendly and helpful. By using Store-it we have been able to expand our warehousing/storage space (as our business has grown) without having to commit to a larger space or long term lease.

Ben Young

Owner, Eat Asian



I first contacted Store-it because we were relocating and needed temporary storage. I chose Store-it because of the location and availability. There are no long term leases and fixed costs which makes our accountant happy. I recommend the services of Store-it because they are excellent to deal with and they give you peace of mind that your goods are in safe hands.

Simon Faulkner

Property Manager, OLT Properties Ltd

The four key factors to choosing the ideal storage facility



Key Factor #3

Dryness

It's easy to assume that all storage facilities are dry, but dryness can be affected by a number of issues, which can result in damage to your goods.

The three main factors that can affect the dryness of the storage facility include location, facility type and maintenance.

- **Location** – understand if the facility is near a river and prone to flooding, near the coast and prone to salt air damage or in a misty location and in constantly damp surroundings.
- **Facility type** - the old garage style storage facilities are more prone to condensation and they let the weather in, whenever you open the door.
- **Maintenance** - assess how well the storage facility is maintained; particularly the roof and surrounding drainage which is critical to dryness.

Top storage facilities whose storage units are located inside a building overcome the condensation challenge faced by garage style facilities. In addition some facilities take the extra step and insulate the ceiling and install temperature controlled ventilation to ensure optimum storage conditions. The facility should also run regular roof maintenance checks and provide a dryness guarantee.

You don't want to visit your storage unit to find your goods are damaged by condensation or water. So - consider the real cost before you try and save a few dollars by using a cheap storage facility or a facility that has no dryness guarantee.

Good questions to ask include:

- What style is the facility – garage style or internal?
- Do you offer a dryness guarantee?
- What happens if the roof leaks and my goods are damaged?
- What do you do to control dampness in your facility?



I first contacted Store-it when we had a problem storing stock on our premises. I thought there had to be a way to store some of the important things in our business that were not used that frequently but we still needed easy access to. I liked the easy access and good location of Store-it only 5 minutes from our office. By using Store-it we have been able to remain in our current premises, avoiding the need to move to larger premises with more storage with a higher rental rate. The dry and clean environment in the units protects documents well and the Store-it staff are very friendly and helpful.

Jackie Doherty

Independent Living Ltd, Director

The four key factors to choosing the ideal storage facility



Key Factor #4

Drive up access

Before they ever use a self-storage facility, many clients think they want drive up access to their storage unit.

Because it seems easier.

However our experience which is backed by research conducted by the Self Storage Association of Australasia shows that once clients start using self storage, they actually prefer convenient, protected access over drive up.

That's because drive up access typically means the old garage style storage unit which allows dirt, grime and rain into your storage unit. And that opens up your valuable goods to the risk of damage, mould and moisture.

Top storage facilities don't offer drive up access.

Instead storage units are housed inside a building or warehouse, so you don't have the same condensation challenges as the old garage style self storage facility.

Storage units housed inside a building ensures your goods are protected from the weather and dirt while you're loading and unloading and your goods remain clean and dry, whether your storage unit is open or not.

Questions to ask include:

- If it is a garage style facility, what protects my goods from the weather on a windy/rainy day?
- What undercover protection do you offer for unloading on a rainy day, so my goods are not loaded wet into the facility?



A business colleague recommended Store-it to me when we were relocating and needed temporary storage. I decided to use Store-it because I heard from existing clients that by being a family business it feels like you are one of the family and you get a quick, friendly and personal response. What I like most about Store-it is it is so clean and the friendly, helpful staff. I feel confident using the facilities our antique furniture is safe guarded while we move to our new home and our business files and records are safe and accessible. I recommend Store-it because of the 'tidiness' of the operation.

Paul Hastings

Director, Paul Hastings and Co



How do you choose the right storage facility for your own situation?

In other words how do you 'shop' for the right storage facility?

It's very simple. Just follow these simple steps...

1: Check out at least three different storage facilities.

It is always helpful to look at more than one storage facility option. Otherwise you will never really know if you have chosen the most appropriate one for your own situation.

Personally visit each storage facility and ask a number of the questions we've suggested in this guide.

2: Ask to speak to a few existing business clients that have used the facility for a year or more.

Get the names and phone numbers of these clients and ask them:

- what their experience has been like using this storage facility.
- why they prefer this storage facility over other options they may have looked at.
- why they would highly recommend it to potential clients like you.
- if there is anything they would like to see improved in this storage facility.
(This could give you a clue to a few things that may be less than ideal.)

3: Ask for written testimonials from a number of business clients who currently use this storage facility.

These testimonials should talk about why they chose this facility, why they like using it and how it's helped their business.

4: Ask for a storage consultation from each storage facility.

Explain what you are looking for and tell them about your business. See what helpful information each facility gives you.

You should now be in a good position to make an informed decision about choosing the right storage facility for your situation.



How do you choose the right storage facility for your own situation?

Here are some key points to take away from this guide:

- ✓ There are many business uses for an offsite self-storage facility.
- ✓ All self-storage facilities are not the same.
- ✓ There are a number of key factors to consider when choosing a self-storage facility and it's important to keep them all in mind. Ask yourself which facility gives you the best value for money.
- ✓ A little research and asking some simple questions will go a long way toward helping you make a great decision.

I trust you've got some useful ideas from reading this guide.

We look forward to being of service at the appropriate time.

Kind regards

Mike Price

Director

PS If you'd like a **FREE, 15 minute self-storage consultation**, call Store-it on 0508 Store-it or 04 4734800 or email us at enquiries@store-it.co.nz and then visit us at Lower Tyers Rd, Ngauranga Gorge, Wellington (located just behind Online Security).



By using Store-it we have been able to downsize the office and solve the need for additional storage space at a cost effective rate. Store-it has the best service compared to two previous storage providers we used. I chose Store-it because of the location, quality and service.

Michael Jacques

Managing Director, MDJ Media & Events Ltd



I recommend the services of Store-it because of the 'Delivery Concierge service' they offer for inbound and outbound deliveries. This means we don't have to wait for drivers to arrive, which makes our operations even more responsive and cost effective. I like the peace of mind that my goods are in good hands. The Store-it team couldn't be more helpful and friendly.

Patrick Reilly

Technician, APC



Our head office is in Auckland and we needed some storage in Wellington for display stands that have been returned or exchanged. I recommend the services of Store-it because when your head office is in another city, it's a great out of town mini warehousing solution. We are very happy with Store-it and it has made life a lot easier. Plus the savings we've achieved by reducing the damage to the promotional materials and samples has been great.

Simon Nalder

Marketing Manager, Eyewear Design Limited

How do you choose the right storage facility for your own situation?



I became a Store-it client because we were relocating and needed temporary storage. After viewing several facilities Store-it were the best I saw. They had the most trustworthy staff I had met and I like the peace of mind that my goods are in good hands. By using Store-it we have been able to downsize our office and solve the need for additional storage space at a cost effective rate. I like that there are no long term leases and fixed costs. I recommend Store-it because their storage facilities are secure, dry and they offer flexible sizes.

Martin Wilson

Manager, Capital Productions



Our Wellington office contacted us to arrange storage for items that no longer fitted into their office space. We didn't want to take on a more expensive lease for bigger premises so we chose Store-it to solve the problem. We now have more space in the office and less clutter. I recommend Store-it because they offer good service, are easy to deal with and have competitive pricing.

Christy Weightman

Executive Assistant, Cisco Systems NZ



I was first prompted to contact Store-it when space was tight and we needed secure storage for documents. I had initial reservations that the location in Ngauranga Gorge wasn't as ideal as some of the other storage options I looked at. However I chose to use Store-it because their 7+1 point 'money back' guarantee gives me confidence and peace of mind. I also talked to existing Store-it clients and realised that the location isn't an issue at all. It only takes a few minutes on the motorway from the city or Johnsonville. Plus the Store-it experience is that good it's actually well worth the drive past other facilities. Using Store-it has allowed us to expand our warehousing/storage space as our business has grown without having to commit to a larger space or long term lease. I recommend Store-it because our business is seasonal and the flexibility that Store-it gives, with the ability to expand our contract our space for storing our stock as required has been great.

Connie Dunbar

Accounts, Assurity Consulting Ltd

Our **Wellington Storage Facility** is located at **Lower Tyers Road, Ngauranga Gorge**, a convenient 5 minutes north of central Wellington, 10 minutes from Lower Hutt and 15 minutes from Porirua.

Our **Lower Hutt Storage Facility** is located at **111 Eastern Hutt Rd, Taita Lower Hutt**.

We look forward to being of service...

