

Facility of the Year *2018*



StorePro Self Storage

Athens, GA

STOREPRO SELF STORAGE

FACILITY OF THE YEAR

SUBMITTAL

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Category Entered

New Construction Overall

Address

StorePro Self Storage

4025 Lexington Road
Athens, GA 30605
706-548-0040
www.storeproselfstorage.com
info@storeproselfstorage.com

Owners

Oliver Pryor, Chad Keller, and Lee Grahl
1041 Commerce Court
Bogart, GA 30622
706-215-0252

Management Company

Universal Storage Group
2700 Cumberland Parkway
Suite 550
Atlanta, Georgia 30339
manneballard@aol.com
David@universalstoragegroup.com

Rentable Square Footage

57,794

Number of Units

Climate Controlled – 307
Conventional- 189

Date Opened

December 2017

Current Occupancy of Units

66%

The StorePro Self Storage Team

Joy Oliviera (opening manager)
Shree Thomas (current manager)
www.storeproselfstorage.com
info@storeproselfstorage.com

Architect

E&E Architecture Inc
Katrina Evans
455 N Milledge Ave,
Athens, GA 30601
(706) 850-1330
Enearchitecture.com

Office Layout and Finish Materials

Anne Ballard, USG

Brand Concept and Design

Stacie Maxwell, USG

Accounting System

SiteLink
SMD Software, Inc.
3000 Highwood blvd
Suite 120
Raleigh, NC 27604
919-865-0789

Security System

Access Control Technologies, LLC
Scott Underbrink
101 T D K Blvd # E
Peachtree City, GA 30269
770-306-2866

Doors/Units

Janus International
135 Janus International Blvd.
Temple, Georgia 30179
770-562-2850
www.janusintl.com

INTRODUCTION

The project, which opened December of 2017, has met with great success. Not only does StorePro Self-Storage offer state-of-the-art self-storage, but it also offers a complete business center to support the growing needs of their commercial customers, as well as being an invaluable resource to the college students at University of Georgia. The facility already has all 14 commercial/contractor units leased up in record time, adding to the hefty 66% occupancy after only 8 months of operations. The business center has a conference room with 60" color monitor, a self-serve coffee bar, complimentary cold bottled water, a warming drawer with fresh baked cookies, and free wi-fi throughout. These office-away-from-office amenities help to fill the gap left behind as big business dies out in the mainstream and the new horizon of small business makes headway in the US. StorePro fills this gap by providing professional space in which to continue business in a whole new way, allowing for smaller companies to store their inventory, records, or goods in the climate controlled units, store their equipment and materials in the non-climate contractor units, meet with their clients in the on-site conference room, and even check email and handle orders in the WiFi-enabled conference room. The Athens community has responded positively to the StorePro offering, which filled an empty bog-box spot previously occupied by a defunct Piggly Wiggly grocery store.

Fulfillment of every customer's moving, storing and business needs is the goal at StorePro Self Storage. The facility is professionally managed by Universal Storage Group, and offers a complete line of boxes and packing supplies for both residential and business customers. Commercial deliveries and large-scale residential moves are no problem with StorePro's easy tractor-trailer access to the facility. U-Haul truck rentals are also a part of the service that StorePro Self Storage offers for its tenants, local businesses, and people on the move.

Industry veteran David Dixon, Chief Operations Officer for Universal Storage Group (USG), oversees the operations and management of this project. Facility and Office design was led by industry expert and USG President of Marketing, Training, and Developmental Services Anne Ballard. Complete brand identity, promotions, and marketing services are provided by USG Vice President of Marketing & Training, Stacie Maxwell. An expertly-trained staff is provided by Sharon Pallas, USG's Director of Training. The facility is under the leadership and supervision of USG Area Manager, Shelly Gibson. The facility's on-site management team is led by property manager Shree Thomas, who took over after the opening manager Joy Oliviera moved on to another opening opportunity after getting StorePro well underway.

Universal Storage Group is a Self Storage Industry Leader in management, consulting, training, and developmental services. Launched in 2013, Universal Storage Group is continually listed among the Top 40 Self Storage Operators in the two major industry publications. USG has won numerous industry awards, including Six ISS Best of Business awards and 11 MSM Facility of the Year awards. USG provides world-class self storage consulting, fee management, training and developmental services to facilities throughout the southeastern United States and worldwide.

STOREPRO SELF STORAGE



An Interview with the Owners

The team at Universal conducted an interview with one of the owners, Chad Keller, about this new facility. Having built the first StorePro Self Storage with more to come, Mr. Keller was happy to share his perspective on the new brand of self-storage offering in Athens, GA. Mr. Keller (CK) is also involved in other businesses in the Athens area.

How was the site selected?

CK: My partners and I had been looking in to self storage conversions. These projects allow you to get a prime location for a fraction of the price. We happen to be driving around Athens and saw this property. The location was good and we knew the area had the potential to be great.

Were there any obstacles or challenges you had to overcome during construction?

CK: The city was very particular on what they would allow and what they wouldn't allow. This site had some easement issues we also had to work around. Once we cleared those hurdles everything else in construction went relatively smooth.

Why build there?

CK: We felt like with the location we had and the residential growth growing that this side of town could use some more square footage. Given the opportunity to have this corner property played a huge role in our decision as well.

Did you have a design concept in mind?

CK: We had a vision but working with a local architect and engineer it really helped us define the one we had. E and E and Williams and Associates were great to work with and would definitely recommend them to anyone in the future.

What did you imagine as the final product?

CK: We always thought it would look great but the end product blew our expectations out of the water. Stacie Maxwell at USG suggested some special touches of our Wasabi Green on the exterior, and one of our partners designed an incredible LED sign that really helped the property stand out.

What are some of the features you most like and why?

CK: High end finishes, the conference room's glass wall, the feeling of state of the art surveillance system and all the flat screens, the large conference room with after hour access was a plus and can't forget about our stainless steel warming drawer for our cookies.

DESIGN and CONSTRUCTION

The developers wanted to have an upscale design and a modern, high-tech, yet traditional and comfortable feel that would make the best use of this converted grocery store. Anne Ballard designed an upscale office that meets the needs of the managers, the business community, and the general public that uses storage.

Customers can enter the building to access their unit from either the office entrance or the front entrance with complimentary carts to use, keeping busy Saturdays productive and allowing for excellent traffic flow management. We know that if a storage facility is easy to access and easy to use, then one can attract a broad customer base, from all types of residential customers to our target commercial customers: The retail, service based small businesses and contractors, lawyers, hospitals, etc.

The design criteria called for items that would be upscale, retail, high-tech and solid or stable in their image, nothing flimsy or shoddy! This resulted in choosing glass block tile, wood, tile, and carpet flooring, metal (aluminum and nickel finishes), glass and granite and a pleasing timeless color palette. Even the bathrooms are upscale and continue the desired image for the facility.

ST**REPRO**
SELF STORAGE

PHOTO GALLERY



Our visitors are greeted by a stunning reception desk (above), and our model unit (right) is a great way to assess the size of unit the tenant is going to need.





Pops of wasabi green added to the existing stucco and metal trim on the building help create a striking and brand-reinforcing façade.



Our always free self-serve coffee bar, cold water, and warm cookies give our tenants some refreshment while visiting the facility.



Our full line of boxes and supplies are well-stocked at all times, and our knowledgeable managers are ready to advise and assist their needs.





Bright doors, well lit hallways are always welcomed by our tenants.



The bright wasabi green really adds a touch of attractive flair to the building's exterior, as evidenced in this early pre-opening photo.



State of the art technology is a great selling feature at this college friendly town.



Adding rows of non-climate units in the parking lot of this grocery store conversion was an incredibly profitable decision.



StorePro's referral program is a huge hit with the tenants and community members.



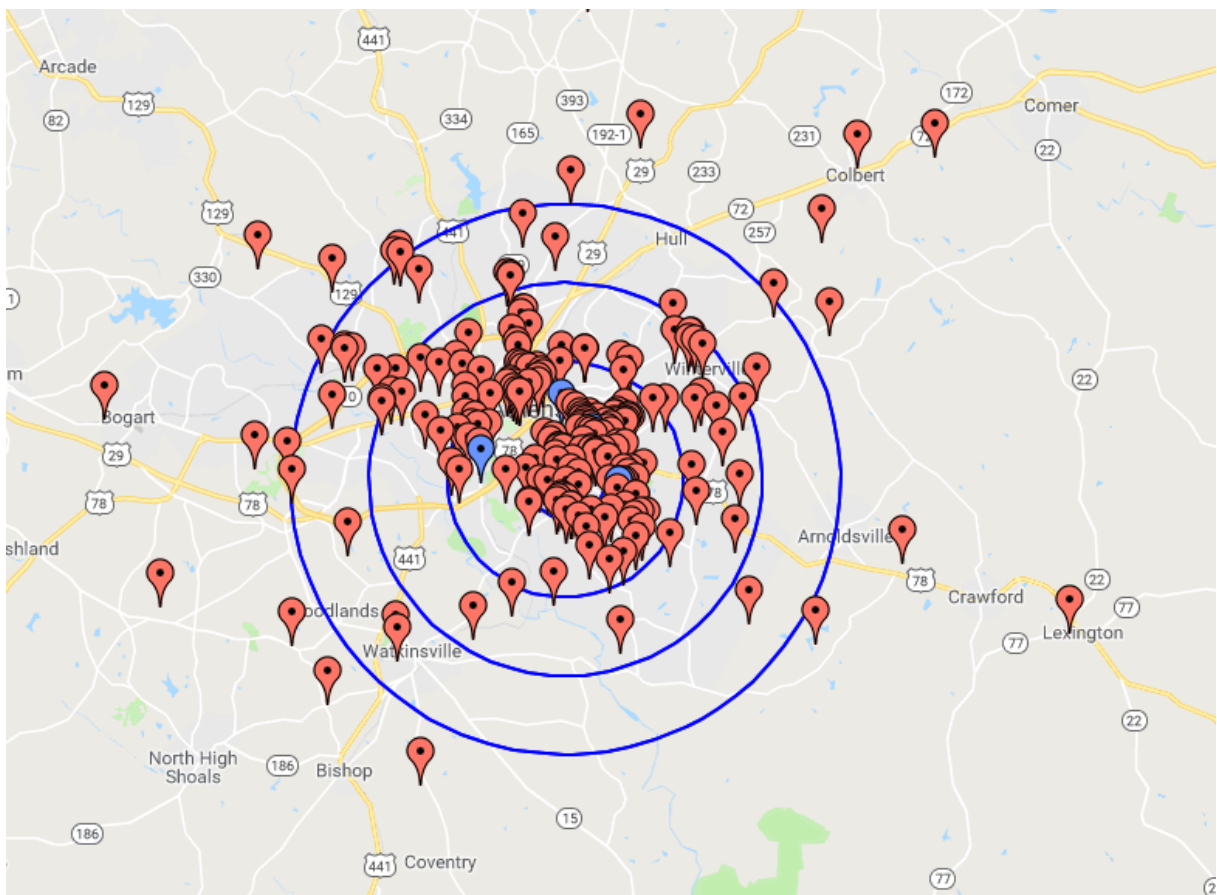
Our First Customer!

Current Store Status

This current mapping of our tenants shows how we are pulling customers from beyond the traditional boundaries, and even pulling tenants past several competitors to lease with StorePro Self Storage.

They choose us because of 1) location 74% and 2) our features and management 15%, with only 10% choosing price as their motivation. Surprisingly, Tuesdays and Fridays are our busiest days followed by Saturdays.

StorePro came out of the gate strong surpassing every goal that was set for them. During summer break the college students were thrilled to have such an amazing facility with competitive rates to store their personal belongings until fall semester.



Site Location Map

