

Storage Authority Franchise Award Steps

“Franchising means being in business for yourself but not by yourself”

The goal of the discovery process is for you to better understand **Storage Authority** Systems, its high end “Ritz” Sales & Marketing, over the top, remarkable hometown customer service and operation philosophies so we can determine if we are a good fit for each other.

While we believe self-storage is the best business for many people, our role is not to convince you self-storage is for you. If you have not done enough research to know if self-storage is for you let us know and we can guide you how to continue your research. Several options are noted below.

Our role is to educate you about our franchise, and to explore this opportunity with you to see if we’re the right fit for each other. Basically, we do three huge things for you:

- 1) We help make self-storage easier for you and reduce your risk by providing you the systems, guidance and resources so you can be professional day one and do not have to take 10 years to reinvent the wheel.*
- 2) We help you save time and money.*
- 3) We put franchisees in a position to make more profits and have many other benefits they typically would not have on their own.*

Our goal is to help you make an extra 6 figure income and build a huge retirement nest egg so you can have options down the road – maybe lifestyle or retirement options or for go getters to develop a growth business by owning multiple facilities.

Week 1 - Step 1

Learn more about Storage Authority by reviewing our website www.StorageAuthorityFranchise.com including the following pages.

[Storage Authority FAQ](#)

[Storage Authority Development Services](#)

[About the Storage Authority Team](#)

[Storage Authority Blog](#)

Week 1 - Step 2

Have an introductory conversation with your Storage Authority Franchise Director so we can learn more about each other including your goals. And to review the Storage Authority Advantages.

Week 1 - Step 3

Apply for a franchise on Storage Authority website – Apply now icon

www.StorageAuthorityFranchise.com

Apply Now!

Once approved we will send out the Storage Authority FDD for your review

STEPS TO OWNING A STORAGE AUTHORITY FRANCHISE

Week 2 - Step 1

Sign and email back the FDD receipt form when you receive the FDD.

Read the Franchise Disclosure Document (FDD)

Week 2 - Step 2

Continue learning about Self-Storage over the next month including:

- 1) Order self-storage trade magazine at www.INSIDESELFSTORAGE.COM (ISS)
- 2) Search areas of interest using search bar on ISS website.
- 3) Enter our president's name (Marc Goodin) in ISS search bar and read several of his articles to get an overview on self-storage development, operations and marketing including this one that outlines [your responsibilities during the development process](#)
- 4) Visit several existing self-storages with a copy of Storage Authority Competition review checklist so you can better rate them and compare them to Storage Authority.
- 5) Read our CEO Marc Goodin's Self-Storage Development book.

Week 2 - Step 3

Have a call with Storage Authority to review the FDD and your questions.

Week 3 - Step 1

Continue learning about Storage Authority over the next month including:

- 1) Finish reading our CEO Marc Goodin's Self-Storage Development book
- 2) Review "Storage Authority's Ritz marketing" summary
- 3) Read 10 blogs on our website blog or from Storage Authority article links we provided.
- 4) Have a call with lenders to learn firsthand about their loan requirements and process and confirm you qualify for a \$5MM self storage loan. Storage Authority can introduce you to lenders who know Storage Authority and self-storage.

Week 3 - Step 2

Visit and review 5 self storages based upon Storage Authority "competition review and secret shop standards if not already completed.

Week 3 - Step 3

Have a call with Storage Authority to further review your self storage visits, your banker conversations, finding land, the development process, operations and marketing

STEPS TO OWNING A STORAGE AUTHORITY FRANCHISE

Week 4 – Step 1

Continue your review of Storage Authority and self-storage.

Week 4 – Step 2

Have a call with Storage Authority to:

- Review any remaining items from week 3 and remaining questions.
- Confirm you are on board with the “Storage Authority’s high-end Ritz service and marketing” platform.
- Confirm we are a good fit for each other.
- Reconfirm you have the finances in place to get started.
- Confirm you are ready to go and introduce you to franchisees for you to have a conversation with them.
- Review final steps to getting you on board.

Week 5

Meet with us in Florida and or talk with our franchisees.

Send out the Franchise Agreement for your signature.

Week 6

Have your kickoff meeting that includes:

- Summary of the Storage Authority Operations Manual and the dozen plus Storage Authority Modules.
- Review of the online Storage Authority Command Center.
- Using the Storage Authority Dynamic Ease Development Module.
- Land requirements, finding land on line and off line, self storage demand.
- Building your development team.