



**JANUS**  
INTERNATIONAL GROUP

# MAXIMIZE Your Business with a Solid Operations Manual

Arizona | California | Florida | Georgia | Indiana | Texas  
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- Headquarters – Temple, GA



# Operations Manual

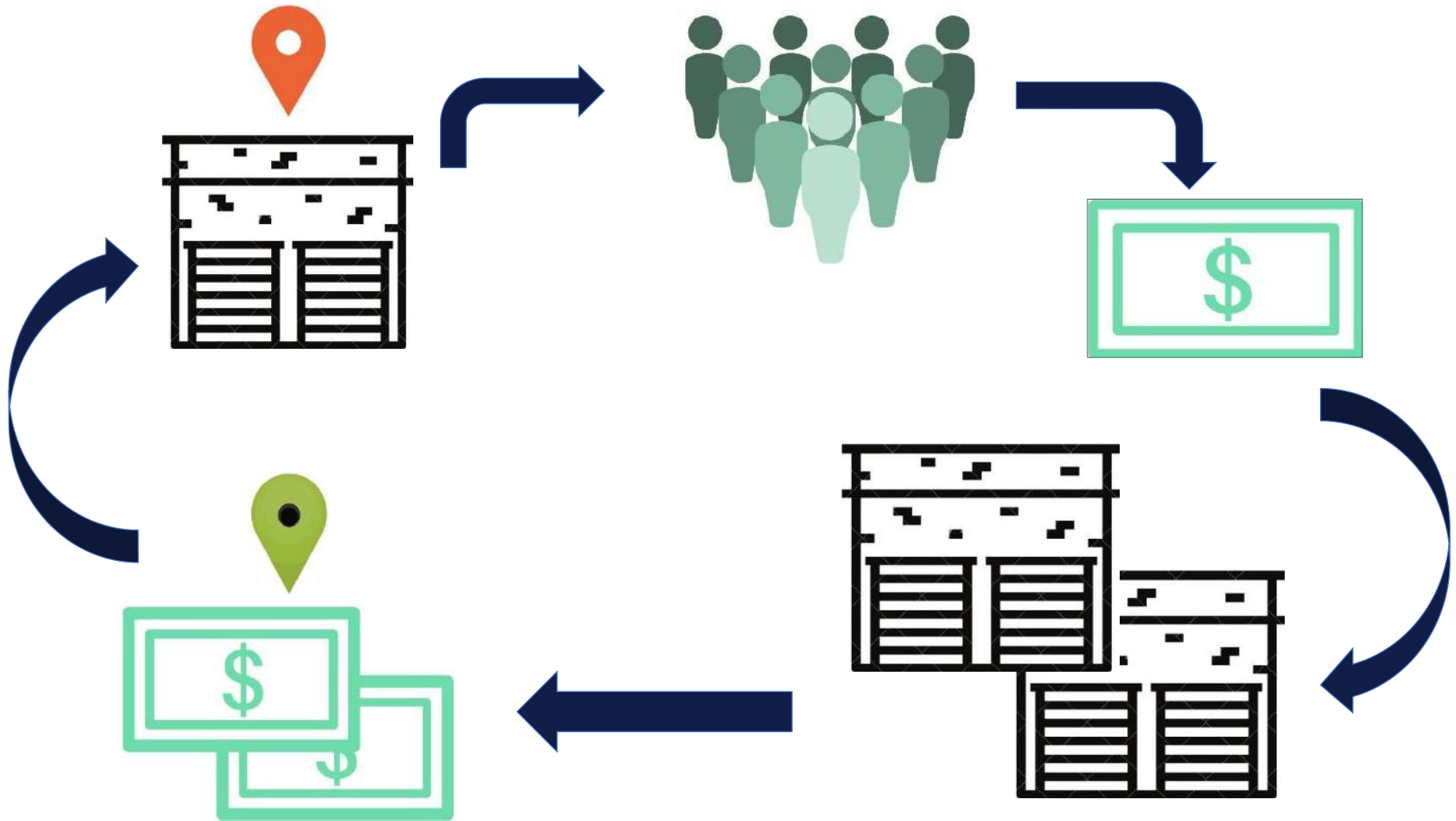
- WHAT?
- WHY?
- HOW?

# What Is It?

- “A well-written self storage operations manual is a living roadmap for running your business.”
  - Magen Smith, [www.selfstoragecpa.com](http://www.selfstoragecpa.com)



# Know Your Roadmap



# Know Your Roadmap





# Why do I NOT need one?



# Why do I NOT need one?





# Why do I NOT need one?



WING  
IT  
AND  
PRETEND  
IT'S A PLAN



# Why do I NOT need one?



# Why do I NOT need one?





# Why do I NOT need one?



# Why DO I need one?

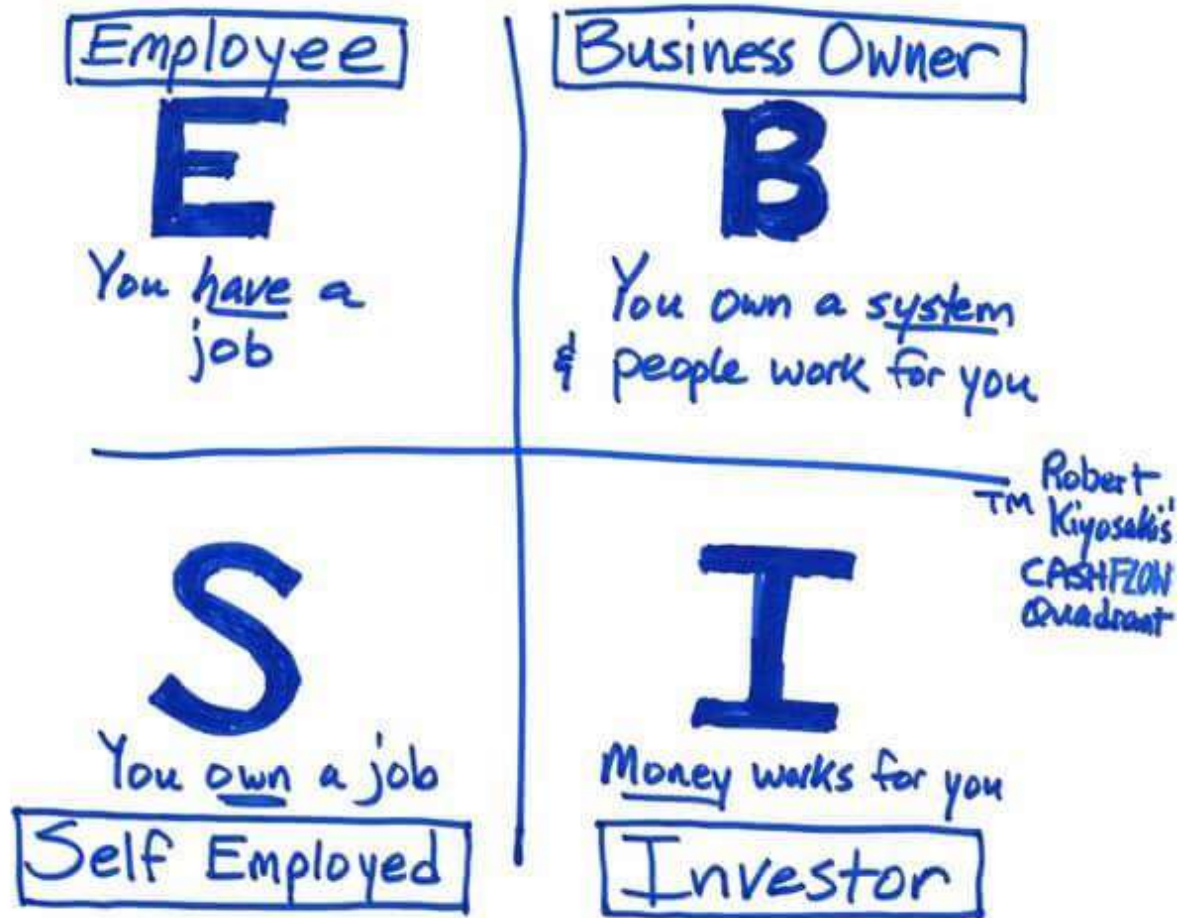
- Standardize procedures
  - Multiple properties
  - Easily substitute
  - Efficiency
- Legal protection
  - Follow legal procedures
  - Employee agreement—terms of employment
  - Employee termination
- Employee accountability
  - Expectations
  - Evaluation



# Why are you in business?



# Business System



# Business System



# How do I make one?

- Engage your store manager!
- Ask questions
- Document daily tasks
- Be detailed!
- Caffeine!

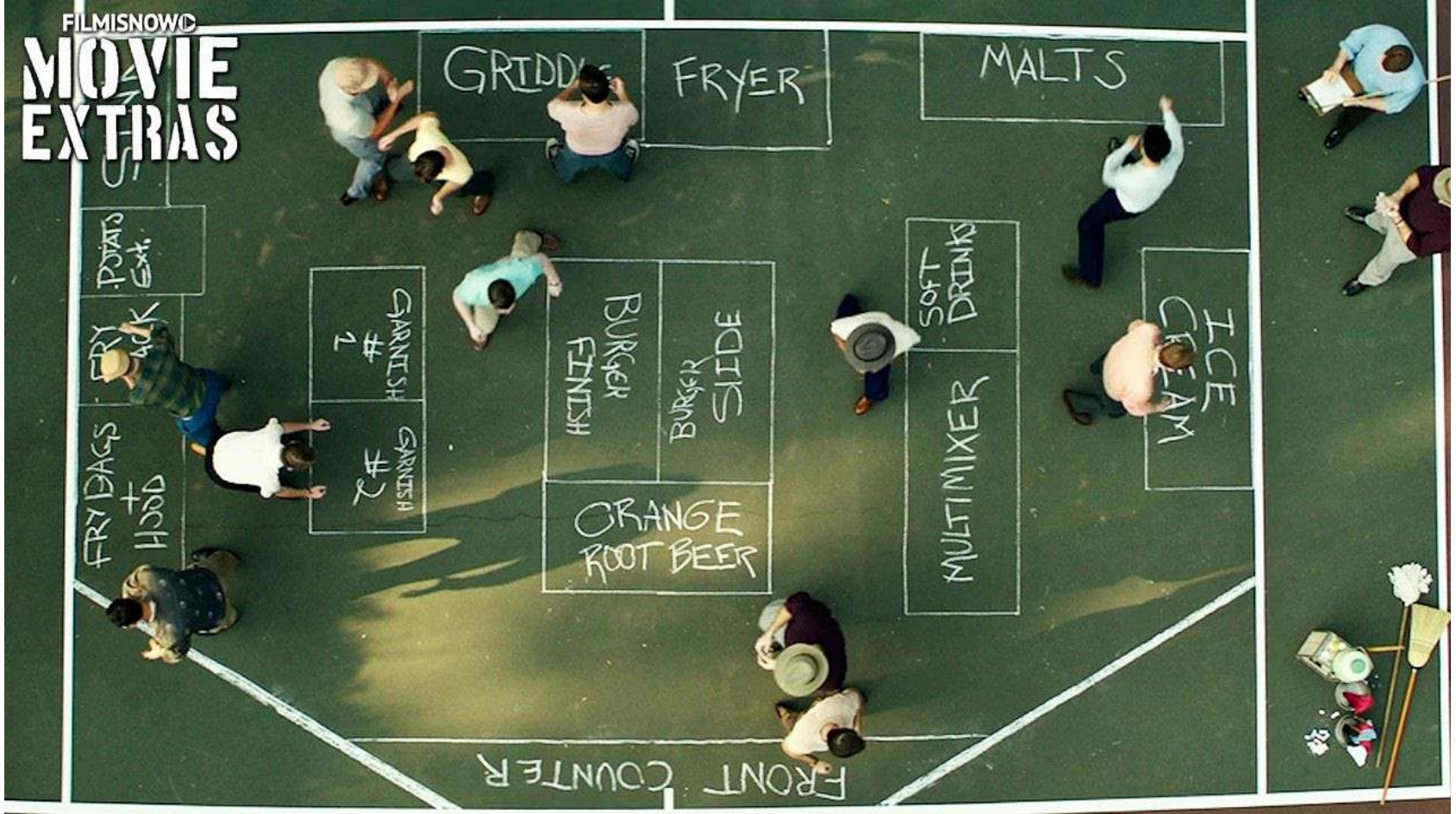


How do I make one?

WASH  
RINSE  
REPEAT



# Streamline



# What to Include

- Daily procedures—in detail
  - Opening
  - What software needs to be running
    - Sitelink, PTI, Outlook
- Taking payments
- Move In/Move Out
- Autopay
  - How to update
- Tenant Transfer
- Walk thru, cleaning, etc.
- Daily Close



# What to Include

- Phone etiquette
  - Sales procedure
  - Collection Calls
- Lien Procedures
  - Auction provider
- Death/succession of tenant



# What to Include

- Procedures for Rate Management
  - Review Standard Rates
  - Use of Push Rates
  - Rate increases for existing tenants



# Increase Rent?!





# Know Your Market!



# Will They All Move Out?

**Life** reports less than .1% with a 5-7% increase

**Anne Ballard** reports 1.9% with a 12 – 15% increase

**My experience** – less than .5% on a 5% increase

Note that according to Warren Lieberman of Veritec Solutions there is significantly more correlation between move outs and ANY price increase than move outs and the amount of price increase.

# Increase Rents

- Increases consistent and fair
- No 'special' customers
- Do not pick and choose who gets increases
- Might give consideration to tenants with multiple units
- Remove personality and favoritism from process

# Increasing Rents

**Survey  
competition**

**Increase existing  
tenant rates  
annually**

**Don't raise  
recently moved in  
tenants**

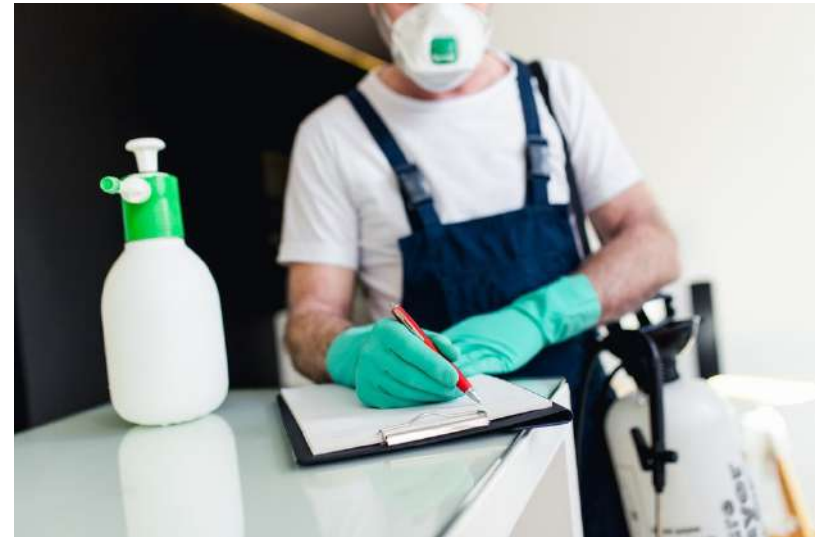
**Use a % approach**

**Regular modest  
increases better  
than larger  
irregular increases**

**Collect the rent**

# What to Include

- Monthly Events
  - Inventory Schedule
  - Maintenance Schedules
  - Pest control





# What to Include

- Preferred Vendors
  - Banking
    - Deposit slips
    - Check stamp
  - HVAC
  - Plumber
  - Electrician
  - Door/Gate repair
- Print/Marketing Materials



# What to Include

- Corporate Info
  - Contacts
  - Corporate Forms
  - W-9 & EIN, etc.
- Access codes
- Appropriate passwords
- Alarm codes



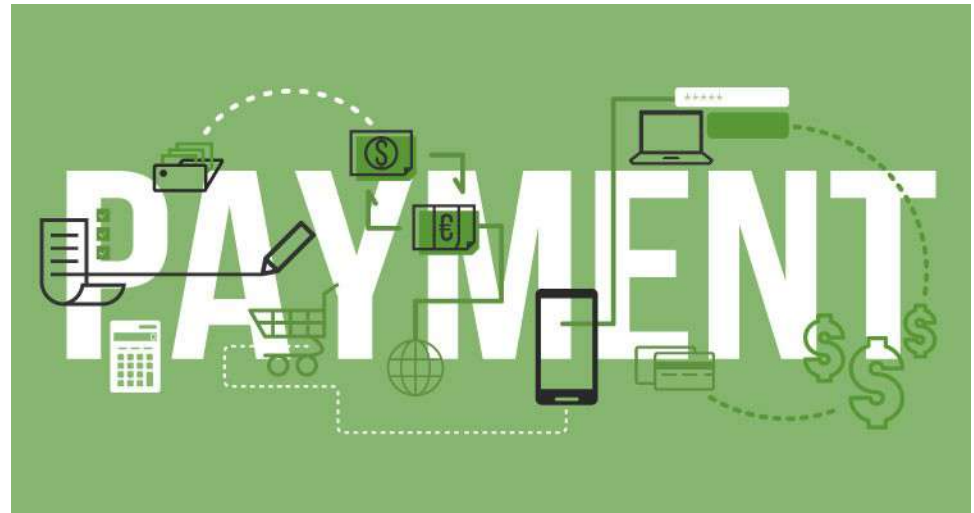
# What to Include

- Employee Expectations
  - Code of Conduct
  - Dress Code
  - Benefits
  - Holidays
  - Vacation
  - Payroll Procedures



# What to Include

- Property Expenses
  - Invoices
  - Credit Card
  - Petty Cash



# What to Include

- Hours of operation
  - Office
  - Gate
- After Hours Contact
- File system
  - Physical
  - Electronic





# What to Include

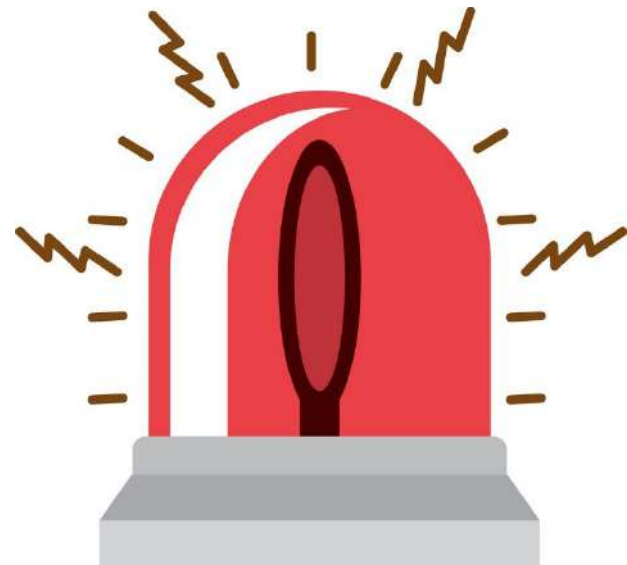
- Emergency Procedures
  - *Pandemic Prep*

HOW TO PROPERLY  
GREET SOMEONE DURING  
THE CORONAVIRUS OUTBREAK



# What to Include

- Emergency Procedures
  - *Pandemic Prep*
  - Employee safety
  - Property break-ins
    - Police reports
    - Tenant notification
  - Property damage
    - Flood
    - Wind
    - Fire
  - Media contact



# Also Consider

- For your Spouse/Business Partner
  - Access to Records
  - Bank info/Mortgage
  - Insurance
  - Passwords
  - Will/Succession



# Additional Resources

- Magen Smith, CPA – [selfstoragecpa.com](http://selfstoragecpa.com)
- Bob Copper - [selfstorage101.com](http://selfstorage101.com)
- Inside Self Storage - [insideselfstorage.com](http://insideselfstorage.com)

# Contact Me!

- Ben Evans
- Janus International
- 903.601.0266 m
- [ben.evans@janusintl.com](mailto:ben.evans@janusintl.com)