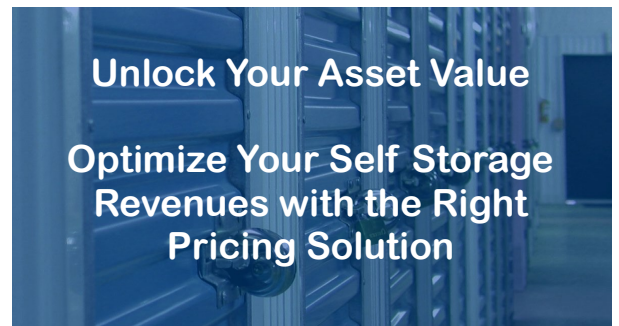# Veritec Revenue Management System for Self Storage

Veritec Revenue Management System (VRMS) is a powerful pricing solution for the self-storage operator, designed with you and *your customers* in mind.

Our solution is easy to use, effective, and comprehensive. It is a highly intuitive pricing system that is generally helping self-storage operators achieve potential annual revenue increases of 9% to 14% percent, or more.

Unlock Your Asset Value

Optimize Your Self Storage Revenues with the Right Pricing Solution

Benefits Overview

Sustained Revenue Growth
Potential 9% to 14% annually

Powering the Industry's Value Pricing
"Good", "Better", "Best" pricing alone may achieve 4% to 10% revenue increases

Market Validated
Over 4000 self-storage stores … and growing

PMS Integration
Automatic, seamless, continuous

Predictive and Signaling Technology
Smart and unique way to yield "optimal" pricing

Scalable
Manage a few stores, or hundreds of stores

Pricing Life Cycle
Specialized pricing strategies for each life cycle phase

Easy to Use Sophistication
Intelligence and analysis at your fingertips; Workflow support

No Hardware or Software
And no staff to hire for maintenance; Simply managed in the Cloud

Automated Differentiated Pricing
Outsmart the competition while still giving customers choices

No Long-Term Commitment
Subscribe on a monthly basis

Veritec Revenue Management System for Self Storage (VRMS)

Market Validated

An industry leader, VRMS serves over 4,000 stores worldwide, delivering about 3,000,000 price recommendations every day. Our solution quickly won approval among operators as it provides guidance for setting move-in rates as well as rent increases, in a comprehensive, yet easy to implement manner. Our user interface draws rave reviews. One of our three modules, Value Pricing, has been documented to increase move-in revenues by up to ten percent. For new stores in lease-up mode, the incremental revenues can be much greater!

Seamless PMS Integration

Our system fully integrates with some of the most popular property management systems (PMS), including DoorSwap, Self Storage Manager™, SiteLink, Yardi Store Enterprise™ (formerly Centershift), storEDGE, and Tenant Hummingbird. More PMS integrations are coming soon. This means that once you subscribe to VRMS, you can use VRMS for easily managing your prices across your entire portfolio. Data is seamlessly and automatically imported into VRMS daily. No importing data. No exporting data. No complex data mapping. No expensive programming. You get to focus on your business, easily and efficiently managing your prices across your entire portfolio.

Advanced Predictive and Signaling Technology

Our advanced analytics have been specifically designed and fine-tuned for self-storage. They have been used for more than five years by some of the largest self-storage operators. Predictive analytics must be used appropriately, and especially in self-storage, judiciously. We use a combination of predictive analytics and our unique Multiple Signal Modeling (MSM) technology to guide you to an "optimal" price now and over time. Our modeling technology automatically adapts to changes in the business environment.

Scalable

Whether you have a few, or a few hundred or more stores, our software fits. That's because today, right now, we have customers that range from two to many hundreds of stores, and we help with their pricing every day, for every store.

Complete Pricing Life Cycle Management

We never lose sight of **your customer**. Each phase of your customer's life cycle, including attracting, closing, and retaining the customer, requires very specific and different pricing strategies. VRMS utilizes unique and specialized methods for each phase, like competitive pricing feeds to dynamic differentiated pricing within like storage units. Together, these methods work to sustainably increase revenues for you.

Easy to Use Sophistication

Our intuitive interface enables our customers to be expert users without a long learning curve. Despite being easy to use, you have access to comprehensive rich, actionable intelligence at your fingertips. Access data based on pricing criteria you specify, to better drill down on the things you need. Let VRMS show you where pricing changes are most needed across your entire portfolio! Export to a spreadsheet for further analysis. Use the included workflow functionality that complements and supports your business processes.

No Hardware or Software Maintenance

No need to procure and maintain software or hardware. No need to dedicate valuable and skilled IT staff to run your pricing system. Our Cloud-based solution means we completely enhance, develop, and maintain VRMS, while securely maintaining your data. We regularly add new features to make it even more powerful. Our solution allows you to focus on your business, not ours.

Automated Differentiated Pricing

VRMS Value Pricing (patent pending) provides an easy way for you to automatically and dynamically differentiate and optimize your pricing for similar units to maximize your market potential and effectively outsmart the competition, while still allowing your customers to pick their preferred units and price points.

No Long-Term Commitment

Subscribe to VRMS on a monthly basis. It's that simple.

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