



# Property Overview

**Property Name & Location:**

All-Purpose Storage St. Johnsbury  
496 Old Center Road, St. Johnsbury, VT 05819

**Property Type:**

This modern drive-up self storage facility was designed to provide convenience and peace of mind. It is fully fenced, gated, and equipped with AI-powered cameras that keep an eye on things 24/7 so customers can feel confident their belongings are safe and secure.

**Property Size:**

2022

- Units: 127
- Rentable Sq Feet: 20,700

2025 (Expansion)

- Units: 240
- Rentable Sq Feet: 35,300



**Key Features**

AI-powered camera surveillance, gated and fully fenced perimeter, drive-up accessibility, and modern security systems providing comprehensive protection and convenience.



**Market Context**

Strategic location in Northeast Vermont Kingdom serving a diverse customer base including year-round residents, seasonal property owners, and small businesses.

Limited self-storage competition in the immediate area creates strong market opportunity. Key demand drivers include older New England homes with limited storage capacity, seasonal storage needs, small business inventory requirements, and proximity to New Hampshire border attracting cross-state customers.



## Strategic Approach: Marketing & Revenue Management

### Targeted Marketing

We'll really focus our online ads and local community efforts to reach folks right here in St. Johnsbury who need storage.

### Dynamic Pricing Model

We'll adjust our prices on the fly, looking at how full we are, what's happening locally, and what competitors are doing.

### Promotional Concessions

We'll run smart deals to bring in new customers and keep our current ones happy, all without hurting our long-term earnings.

### Integrated Strategy

This all works together to make sure our units are always full and we're making good money, especially after expanding the place.



# 9 Month Results & Impact

|                  |                  |                  |               |
|------------------|------------------|------------------|---------------|
| 39%              | \$10,676         | 2.9%             | 27%           |
| Occupancy Growth | Revenue Increase | Delinquency Rate | Expense Ratio |

## Financial Performance

When this facility first opened in July 2022 with 128 units, the local response was nothing short of amazing. The strong early demand proved that this market was ready for high-quality, easy-access storage and we were ready to deliver.

By the time our expansion opened in July 2024, occupancy was already above 90 percent. The addition brought 116 new units and 14,600 more rentable square feet, increasing the total to 244 units. What really stands out is how quickly those new units filled and when.

Lease-up continued at a fast pace through the winter months in Northern Vermont, when the storage industry typically slows down. Our team not only maintained occupancy through the cold season, but kept that momentum going strong. Within 12 months, the entire expansion was leased, and we never had to compromise on rental rates.

Our price per square foot held steady throughout this period, showing that strong demand and steady management go hand in hand. Now that the property is fully stabilized again, we're continuing to push rates and maximize performance, all while maintaining the great customer experience that sets All-Purpose Storage apart.

## Key Lessons Learned

### Strong Start, Smart Launch

Our fast lease-up, reaching 49% occupancy in just five months, proved the power of great marketing, local connections, and hitting the ground running from day one.

### Growth When It Matters Most

Instead of waiting for full stabilization, we expanded based on real-time performance and momentum. The demand was there, and we moved quickly to meet it.

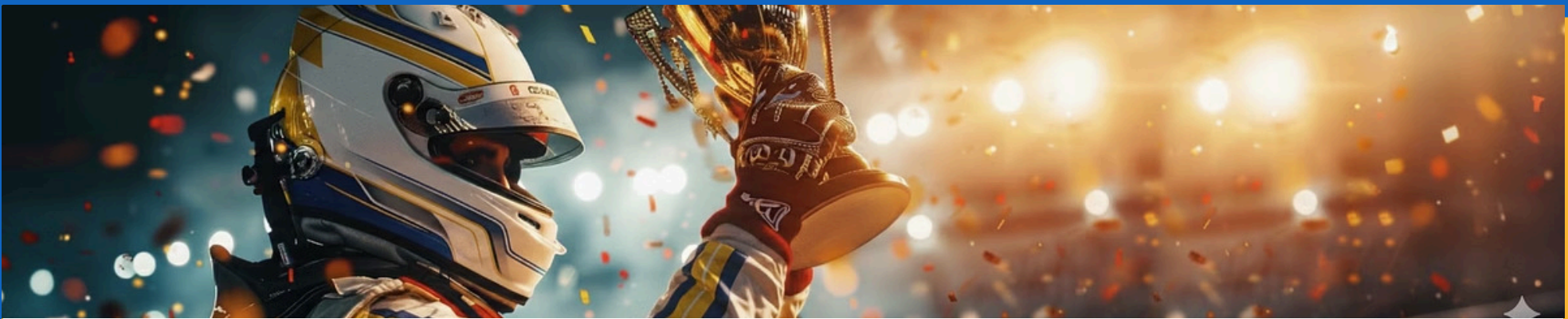
### Consistency is Everything

After the expansion, we kept the pace going strong. Occupancy increased from 51% to 90% in just one year, showing what steady management and focused marketing can do.

### Growth You Can Manage

Handling rapid growth while keeping service levels high showed the strength of our systems, our people, and our technology.





## Your Self-Storage Success Partner



### Full-Service Third-Party Management

Comprehensive oversight of all facility operations, ensuring peak efficiency and profitability.



### Marketing & Digital Advertising

Targeted strategies to boost visibility, attract tenants, and maximize occupancy through online and offline channels.



### Staffing, Training & Human Resources

Expert recruitment, ongoing training, and HR support to build a high-performing, customer-focused team.



### AI Based Revenue Management

Dynamic pricing and inventory optimization powered by artificial intelligence to drive consistent revenue growth.



### Customer Service & Call Center Support

Dedicated support ensuring tenant satisfaction and efficient issue resolution around the clock.



### Personalized Facility Maintenance

Proactive and customized maintenance plans to preserve asset value and ensure a pristine environment.



## Contact Us Today

Ready to hit top speed with the right team in your pit lane?

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