



Tenant Insurance Checklist:

HOW TO OFFER SELF-STORAGE PROTECTION PLANS

Tenant insurance is quickly becoming a standard in the self-storage industry. You know it's important to protect your customers' belongings and provide them peace of mind. But how do you sell these plans in a way that makes sense to renters?

The answer is to bundle insurance with unit rentals. This method is mutually beneficial: your tenants get extra security for their valuables, and you open a new revenue stream while boosting customer loyalty. Plus, it sets you apart from competitors by offering a complete storage solution.

You can make this seamless for your business and tenants by partnering with a software provider like [Storage Commander](#). Your customers will be able to choose an insurance plan in just a few clicks, and your business will automatically collect the extra revenue at checkout.

The checklist below is here to help you build and launch a tenant protection plan that works across all your sites.

Developing a Protection Plan

There are several ways you can build insurance into your self-storage business model. Partnering with a total service provider like Storage Commander will simplify the process and get you up and running fast. You'll reduce administrative headaches and make protection plans a natural part of your rental process. You might even increase your ROI without increasing occupancy.

- ☐ Try to optimize plans for customer flexibility and protection.
- ☐ Evaluate the pros and cons of how your competitors are approaching insurance.
- ☐ Partner with a company experienced in [self-storage tenant insurance](#), like Storage Commander.
- ☐ Define coverage tiers and types of covered losses (e.g., fire, theft, vandalism, water damage, excluding floods).
- ☐ Set monthly pricing that aligns with operational costs and tenant value.
- ☐ Draft a lease addendum that outlines plan terms, liability limits, and claim instructions.
- ☐ Ensure legal review for multi-state compliance.

Offer Protection Plans with Storage Commander

Implementing tenant insurance shows your facility is a full-service operation that truly cares about protecting what matters to your tenants. But managing insurance plans on your own can get complicated.

That's why partnering with the right software provider is key. Storage Commander streamlines everything from plan setup and billing to claims processing, so you can focus on growing your business without adding more to your plate.

[Book a demo](#) with Storage Commander to learn how you can integrate tenant protection plans into your self-storage operation.

Implementing a Protection Plan

Having a solid plan to implement tenant insurance is just as important as creating the plan itself. When done correctly, you'll boost customer satisfaction and trust in addition to bringing in that extra revenue. Taking the time to communicate clearly with tenants and use reliable software tools ensures your protection plan delivers real value for your business and its renters.

- ☐ Present the protection plan during the lease signing process.
- ☐ Clearly communicate plan benefits and covered risks to tenants.
- ☐ Integrate enrollment into your leasing software or workflow.
- ☐ Add the monthly fee to the tenant's rent for seamless billing.
- ☐ Train your team to handle tenant questions and objections with confidence.

Key Considerations for Success

Consistency, transparency, and clear communication are essential for making your tenant insurance offering work. Your tenants need to understand exactly what protection plans cover and how they benefit from them. Being upfront builds trust and reduces confusion or complaints. At the same time, maintaining consistent processes across all your locations creates a smooth experience that tenants will appreciate.

- ☐ Be transparent about what's covered, what's excluded, and how claims are processed.
- ☐ Ensure your lease addendum complies with all local and state regulations.
- ☐ Provide consistent customer support to improve satisfaction and retention.
- ☐ Ensure the offering is consistently implemented across locations.



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