



Storage
Commander

Tenant Insurance Readiness Checklist

Offering tenant insurance is a great opportunity to generate more, predictable revenue. However, success depends on more than simply offering coverage. Launching a program without the right structure can lead to uneven enrollment, inconsistent offerings, and missed revenue potential.

This checklist helps you determine whether you're prepared to launch or reinforce an existing tenant insurance program. You'll review strategic alignment, enrollment practices, pricing logic, and how to use tools within Storage Commander's self-storage software to support consistent execution across your portfolio.

Is Your Operation Ready to Offer Tenant Insurance?

Use this checklist to evaluate your setup. Once you fill any gaps you find, you'll be well-positioned to offer and scale a tenant insurance program that brings in steady, consistent revenue.

REVENUE STRATEGY ALIGNMENT

- Have we defined tenant insurance as a revenue initiative rather than a compliance add-on?
- Have we modeled projected monthly and annual revenue based on occupancy and participation rates?
- Do we understand the impact of protection revenue on NOI and long-term asset value?
- Have we established clear financial goals for program penetration rates?

ENROLLMENT AND PRESENTATION STRATEGY

- Is tenant protection presented consistently during every rental interaction?
- Is protection embedded into our rental workflow rather than offered as an afterthought?
- Do team members understand how to clearly and confidently explain the value of coverage?
- Have we clarified whether coverage is required or optional under our policy?

PRICING AND COVERAGE STRUCTURE

- Is our protection pricing aligned with unit size and value perception?
- Do we offer clear coverage tiers that are easy for tenants to understand?
- Have we evaluated whether pricing supports competitiveness and margin goals?
- Is coverage information transparent and easy to access during the rental process?

TECHNOLOGY AND SYSTEMS SUPPORT

- [Is tenant protection integrated into our self-storage software?](#)
- Can we automatically enroll and bill tenants without manual intervention?
- Do we have visibility into participation rates across units or locations?
- Can leadership monitor revenue contribution at a portfolio level?

PERFORMANCE MONITORING AND OPTIMIZATION

- Do we track participation rate by location or manager?
- Have we identified enrollment benchmarks to measure success?
- Are we reviewing protection revenue alongside occupancy and rental performance?
- Is there a defined process to improve participation if rates decline?

OFFER TENANT INSURANCE WITH STORAGE COMMANDER

Tenant insurance programs work best when they are introduced as part of a clear operational strategy, not as an afterthought. Participation tends to be strongest when enrollment is presented at the right time with simple steps and clear, consistent pricing.

Use the tools in Storage Commander to incorporate tenant protection into your everyday workflow, rather than treating it as an afterthought. [Book a demo](#) to see it in action!