



Storage
Commander

Self-Storage Business Health Scorecard: A Practical Guide to Evaluating Your Facility's Performance

Running a successful self-storage operation requires more than keeping units occupied. Today's operators face increasing competition, rising customer expectations, and operational complexity. The difference between stable growth and constant firefighting often comes down to visibility, systems, and execution.

Our Self-Storage Business Health Scorecard is designed to help you assess where your business stands today, and where improvements can be made to drive measurable results.

This framework evaluates the core areas that impact occupancy, revenue, and operational efficiency.

How to Use This Scorecard

For each category, rate your business on a scale of:

- 3 = Good** – Consistent, optimized, and measurable
- 2 = Fair** – Functional but inconsistent or limited
- 1 = Critical** – Gaps that are impacting performance

At the end, total your score to determine your overall business health.

OCCUPANCY & DEMAND MANAGEMENT

What to Evaluate:

- Do you maintain consistent occupancy levels across seasons?
- Can you forecast demand and identify slow periods?
- Are pricing and promotions tied to real-time conditions?

Scoring Guide:

- Good (3):
Occupancy is stable; pricing adjusts dynamically; demand trends are clear
- Fair (2):
Occupancy fluctuates; pricing decisions are reactive
- Critical (1):
Frequent vacancies; no visibility into demand drivers

REVENUE OPTIMIZATION

What to Evaluate:

- Are you maximizing revenue beyond unit rent?
- Do you offer tenant insurance, admin fees, or retail items?
- Is pricing optimized by unit type and demand?

Scoring Guide:

- Good (3):
Multiple revenue streams with consistent upsell adoption
- Fair (2):
Some add-ons, but underutilized
- Critical (1):
Revenue limited to base rent only

OPERATIONAL EFFICIENCY

What to Evaluate:

- How many manual processes are still in place?
- Are tasks automated where possible?
- Can staff manage operations efficiently across locations?

Scoring Guide:

- Good (3):
Automated workflows reduce manual effort
- Fair (2):
Partial automation; some inefficiencies remain
- Critical (1):
Heavy reliance on manual processes and workarounds

WEBSITE & CONVERSION PERFORMANCE

What to Evaluate:

- Does your website clearly show pricing and availability?
- Can customers reserve units online 24/7?
- Is your site mobile-friendly and easy to navigate?

Scoring Guide:

- Good (3):
High-converting site with online reservations and clear CTAs
- Fair (2):
Informational site with limited conversion capability
- Critical (1):
Outdated site that drives traffic but loses customers

CUSTOMER ACQUISITION & MARKETING

What to Evaluate:

- Are you generating consistent, qualified leads?
- Do you rely heavily on third-party marketplaces?
- Is your marketing proactive or reactive?

Scoring Guide:

- Good (3):
Multi-channel strategy (SEO, local, referrals, ads) with measurable ROI
- Fair (2):
Some marketing activity, but inconsistent performance
- Critical (1):
Reliant on discounts, aggregators, or short-term tactics

CUSTOMER EXPERIENCE & RETENTION

What to Evaluate:

- How easy is it for tenants to interact with your business?
- Are issues resolved quickly and consistently?
- Do you actively manage reviews and feedback?

Scoring Guide:

- Good (3):
Strong reviews, proactive communication, high retention
- Fair (2):
Mixed feedback; reactive service model
- Critical (1):
Frequent complaints; high churn

REPORTING & VISIBILITY

What to Evaluate:

- Do you have real-time insight into performance?
- Can you track occupancy, revenue, and trends easily?
- Are decisions driven by data or instinct?

Scoring Guide:

- Good (3):
Real-time dashboards and actionable reporting
- Fair (2):
Basic reporting with limited insights
- Critical (1):
Little to no visibility into performance metrics

TECHNOLOGY & SYSTEMS (SELF-STORAGE SOFTWARE SOLUTIONS)

What to Evaluate:

- Are your systems integrated or fragmented?
- Can your platform scale with your business?
- Does your software support operations, marketing, and revenue growth?

Scoring Guide:

- Good (3): Unified platform supporting end-to-end operations
- Fair (2): Multiple tools with partial integration
- Critical (1): Disconnected systems causing inefficiency



Total Score & Business Health Rating

Add your scores across all categories (Max = 24):

20–24 – Good (Strong Operational Health)

Your business is well-positioned for growth. Focus on optimization and scaling.

14–19 – Fair (Opportunity Exists)

You have a solid foundation, but gaps are limiting performance.

8–13 – Critical (At Risk)

Operational inefficiencies and missed opportunities are impacting revenue and growth.

Regardless of your score, you can count on Storage Commander to help you be a better version of yourself.

[Contact us](#) anytime to discuss your ambitions. We would be happy to partner with you.