

Case Study

Highly configurable, conversion focused, G5 Uber Leasing® 3.0 streamlines online leasing at scale.

Challenge

Previously, offline leasing created inefficiencies for one REIT's onsite staff and left instantaneous-minded digital prospects searching and uncommitted. Competitor online leasing options are often rudimentary, presenting G5 with the opportunity to create a premium solution.

Solution

The REIT implemented G5's highly configurable online leasing solution, G5 Uber Leasing 3.0, to simplify their leasing process and rent storage units more efficiently. Of course, as with any e-commerce website, shopping cart abandonment is an additional pain point, which G5's soft lead capture and win-back email strategy addresses.

Benefits

G5 partnered with a REIT to deliver an online leasing tool to 377 locations. Of those, 170 locations launched this best-in-class sales channel in just two months. On average, our operators see three to four new leases every month, per location, through online leasing. Thus, saving staff time and meeting customers where they are. Since 2015, G5 has delivered over 25,000 online leases through Uber Leasing.



Online Leasing Your Way

G5 Uber Leasing 3.0 is a highly customizable online leasing tool, which gives self storage properties the competitive advantage of over 100 configuration options to tailor to their business needs. A frictionless leasing process converts shoppers to renters, increasing occupancy and freeing up onsite staff to focus on business at hand. G5 Uber Leasing 3.0 integrates with SiteLink and Centershift backend management systems to dynamically merchandise units, and update pricing hourly as unit availability changes.

Deliver More Qualified Leads

Many self storage customers leave research to the last minute. In a study shared by our Premier Google Partnership, more than a month before a move only about half of customers have begun researching self storage. Compare this to the day of the move, when 99% of customers have begun

Move It Storage

“G5 delivered a great customer experience and a superior product to help drive our prospects through a seamless online shopper’s journey. It has been worth the cost, many times over.”

*– Tim Springer, Move It Storage,
President*

to research self storage, and 11% still have not purchased. G5 Uber Leasing 3.0’s full integration with your property website provides a great opportunity to connect with customers when they begin their research, and then quickly take them off the market through online leasing. According to the 2020 self storage demand study by SSA, 60% of self storage renters lease from the first property they research. Streamline the leasing process to ensure they lease with your property.

Shopping Cart Abandonment

G5 Uber Leasing 3.0 simplifies online self storage leasing into a three step process including: unit reservation, online payment, and lease signing. Simply put, online leasing is a win-win for both the company and customers. Of course, e-commerce presents new challenges. According to [Baymard Institute](#), the average shopping cart abandonment rate across all industries is just under 70%. To contend with this, G5 includes soft lead capture, which encourages prospects via email to “pick up where they last left off.” No login is required. This communication brings customers back into the leasing process and addresses the shopping cart abandonment challenge.

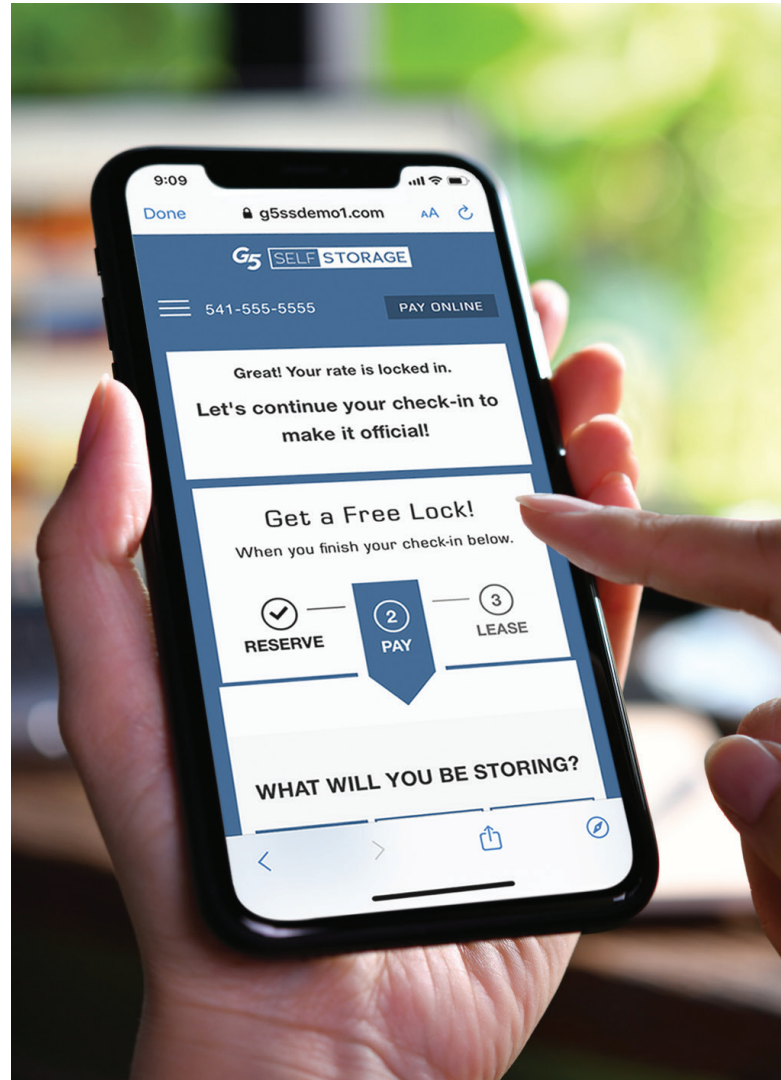
REIT

“I was very impressed with G5’s platforms, technology, and systems... I’ve been super impressed with everyone there from the initial design, journey mapping, to the engineers understanding all the systems. I do not have one complaint on how this partnership has worked from beginning to end.”

– Melissa, REIT

REIT Partnership

Real Estate Investment Trusts, otherwise known as REITs, are companies that own or finance income-producing real estate across a range of property sectors. G5 partnered with a REIT, which includes Move It Storage, to rapidly develop and deliver a scalable, best-in-class online leasing platform.



In a typical workflow, the client makes configuration selections and reviews a staged version. Once their onsite and management teams are ready, G5 quickly rolls out locations.

About Move It Storage

Move It Storage is a privately owned operator chartered to acquire and manage self-storage facilities. Since its founding, Move It has leveraged institutional memory, industry relationships, and capital sources to grow to manage 86 locations in Texas, Tennessee, Louisiana, Mississippi, Alabama, and Florida. Move It manages approximately 6.4 million net rentable square feet of storage and 36,000 tenants.