

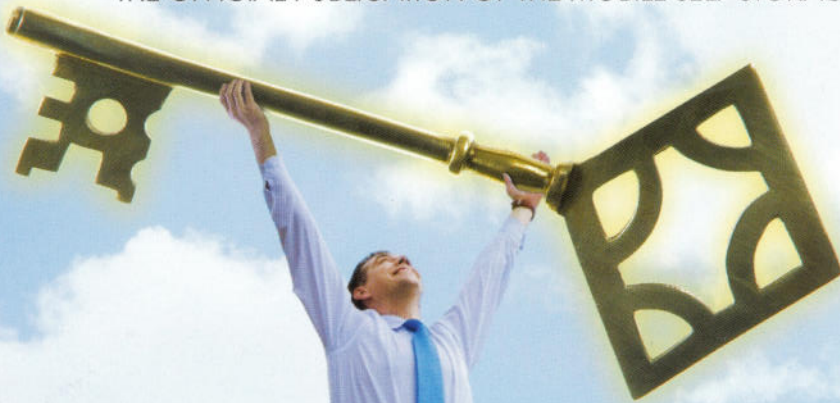
2nd Quarter 2009

\$9.99

MOBILE SELF-STORAGE

M A G A Z I N E

THE OFFICIAL PUBLICATION OF THE MOBILE SELF-STORAGE ASSOCIATION



**Putting the
Customer
First!**

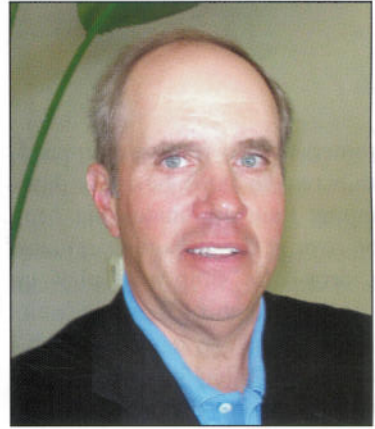
**The Key To
Your Success!**

parting shot

E. GEORGE JOHNSON

PRINCIPAL

UNIVERSAL STORAGE CONTAINERS, LLC



MOBILE STORAGE GROWTH

The Long-Term Value Equation

THE PORTABLE STORAGE AND MOVING INDUSTRY IS SOLID AND SHOULD CONTINUE TO GROW OVER THE LONG TERM. The curve has been a bit jagged over the past year; the growth has slowed down, if not flat lined. But, for a multitude of reasons, there will be continued demand for storage and moving not only in the residential markets, but also in commercial markets such as service and manufacturing businesses, construction, local and state government agencies, and schools and universities, just to name a few. The value-added capabilities of convenience and moving—whether across town, state, or country—create obvious advantages for this segment of the storage industry.

We're in a large and attractive market. The self-storage industry generates over \$24 billion in revenues each year, and one in 10 households rent a self-storage unit of some type. The moving industry generates over \$17 billion in revenue annually, and approximately 16.5 million households use moving services each year. In the past several years, inventory of rentable storage units (fixed and portable) has increased at a pretty good clip. With the slowdown in the economy and supply coming closer to demand, growth and pricing have been affected. But, the point is that this market is still alive; the innovative operator who prudently analyzes capital investments and focuses on the fundamentals of the business should be able to acquire local market share and set the table for the longer term.

A true measurement of the value of your enterprise over the long term is simply the return on your investment. Obviously, the higher the return, the greater the equity and, by definition, the greater the value. On the return side of the equation, it is profitability and debt-free cash flow; on the investment side, it's the amount spent on assets needed to generate the sales and operate the company. Of course, there are many elements that compromise both numbers, but this simplified explanation makes the point for the long-term value equation.

So, given the fact that there is a bona fide market to pursue, and given the fact that the end user is diligently searching for the low-cost provider of value, it behooves the operator to manage their value equation in order to provide this to the customer. This means prudent evaluation of all capital expenditures and efficient management of operations, therefore transferring their value to the marketplace. Portions of money saved on the investment side, as well as effective spending on operations, allows for additional investment in the market, creating awareness, and differentiating one's product from competition. The self-perpetuating result is continued profitability and greater market share.

True value in one's enterprise is created over the long term—in good times and in tough, challenging times like we are experiencing today. But, creating value doesn't take a vacation. Indeed, it's the more difficult times that should force us to focus on the strategies and fundamentals to optimize the value of our company for the long haul.

A Revolution in Self Storage... Foldable, Portable Units



UNIVERSAL STORAGE CONTAINERS
The Leader in Portable Container Solutions™

**Available in
1, 2, 3 & 4
door options**

Our Instant Self Storage™ unit is foldable, portable and affordable; providing greater flexibility for all your self storage needs.

- Fast Assembly - ready to rent in 20 minutes
- Significant cost savings when compared with new construction
- Can be used in areas where permanent buildings are not permitted
- Easy add-on to multiple self storage structures

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