



uStore-it

You Store - We Care

Information Prospectus

USTORE-IT' INFORMATION PROSPECTUS INCORPORATING "USTORE-IT EXPRESS"

Congratulations on taking the first step in securing a Ustore-it franchise. I have enclosed the Information Prospectus that will explain the franchise in detail that should prove interesting.

The main criteria you need to take into consideration are as follows;

1. You must have good personal and outward going skills (any other trade qualifications or skills you have you can bring on board which will help extend the amount of business and repeat business you will gain)
2. You must have good communication skills and be prepared to listen and understand what people expect from you, looking for any opportunity to acquire referrals and repeat business.
3. You must want to run your own successful **self storage business** and be your own boss, working with our proven systems and allowing the brand to work for you.
4. You must have the desire to succeed, the franchise will open financial doors for you, but you must be prepared to push the doors open and take advantage of the opportunities.

**WE'RE A
PASSIONATE
COMPANY FILLED
WITH PASSIONATE
INDIVIDUALS**

The main focus for many applicants is the cost of the franchise. The cost in either a “Full” or an “Express”*** unit is an investment; you are investing into your own business by buying into a brand. There is no doubt that the business concept works, our pilot operations have already proven it, to what extent depends on how you apply yourself and how determined you are to make it work competing with any other Self Storage business we know of. We will discuss this further at our one on meeting if you decide to take this further.

Take your time and take in the points made in this Prospectus. We will be in contact with you soon after you have received this information, but if you have any questions in the meantime please feel free to contact us.

Good Luck!

Mark Hare



*** The Express version is aimed towards local premises owners who are having difficulty letting or selling their premises)

"THERE IS NO DOUBT THAT THE BUSINESS CONCEPT WORKS, OUR PILOT OPERATIONS HAVE ALREADY PROVEN IT"

THE USTORE-IT AND USTORE-IT EXPRESS FRANCHISE OPPORTUNITY

CONCEPT

The concept of a franchise is very simple. It is to take a successful working model with proven systems and results and replicate the same with expert and continual support to help ensure the business is successful. Start up businesses do not usually have access to support and mentoring, and those that are operating a self storage business often find it difficult to cover everything, waste money and therefore struggle for success. Franchised businesses are statistically proven to be more successful than any other type of start up business (Source:Spanish Franchise Association) but franchisees still enjoy the independence of operating their own business but with the advantage of working under a corporate umbrella enjoying the support of the brand, which expands and becomes better known through generic growth and increased exposure.

**"A PROVEN SELF
STORAGE FRANCHISE
OFFERING"**



**"FRANCHISED
BUSINESSES ARE
STATISTICALLY
PROVEN TO BE MORE
SUCCESSFUL THAN
ANY OTHER TYPE OF
START UP BUSINESS."**

Another advantage of owning a franchise is that your privately owned business should increase in value as more franchisees join the network. While you may be micro-managing your own business, other franchisees are doing exactly the same in their local area bringing more brand awareness and an increase in market position. With corporate advertising we are able to reach a wider audience and can consider local Radio and TV as media opportunities which would otherwise be difficult for normal start up businesses to contemplate. Can you imagine a TV or Radio advert showing your business and the amount this would cost you? As a group however we can achieve this.

We come into contact with franchised businesses on a daily basis. Whether we are taking a morning coffee, a lunchtime sandwich or filling our car with fuel we are more than likely interacting with a franchised business. Ustore-it is a proven **self storage** franchise offering a professional alternative to the same old same old "storage in a crate" and has the reputation of being trustworthy and reliable. giving new and old customers a welcomed confidence.

HISTORY

Ustore-it has been formed since 2015 and originated in Manilva, Spain. It was started by Mark Hare and Steve Haymes. Within a very short time, the demand for reliable and trustworthy **self storage** saw the business expand and eventually diversified into a franchise adding the "Express" version in 2017 (Aimed at existing local owners looking to use their vacant properties). Both concepts are now ready to grow as a franchise with operators taking advantage of a seriously under serviced Spanish market place. Ustore-it is poised to become one of Spain's fastest growing franchised business opportunities with a number of franchisees/pilot stores already up and running and reporting successful business growth.

IDEAL CANDIDATE

The ideal candidate should be a practical person who has a passion for service and has developed skills and knowledge to a level that is acceptable to operate a professional Self Storage Company.

Ustore-it Self Storage provides the business and marketing systems that will encourage Ustore-it franchisees to expand their business to take full advantage of this under serviced market with guidance and support.

An ideal Ustore-it franchisee could come from many different walks of life. You may already be a business person specialising in a specific skill set, or could be a teacher or banker looking for a career and life style change but the most important qualities you must have are the desire to be successful, and the determination to make it happen. For your guidance look at the following headings and see how many you tick;

YOU WILL NEED TO HAVE

- A desire to own and run your own business
- A positive and enthusiastic attitude
- Strong Customer Service Ethic
- Time Management Skills
- Attention to Detail
- Family Support for Your Venture
- Commitment, Enthusiasm and Passion for Success
- A Desire to be a Valuable Ustore-it Team Member

"PASSION, SKILLS AND KNOWLEDGE ARE KEY TO OPERATING A SUCCESSFUL SELF STORAGE COMPANY "

UNDERSTANDING THE EVER GROWING SELF STORAGE INDUSTRY

There are a number of reasons Ustore it is able to flourish. They are in most cases part of a worldwide trend and highlighted as follows;

1. A significant upturn in the number of couples getting divorced.
2. Baby Boomers are retiring at a rapid rate taking their possessions to their new downsized homes with them leaving a void in the space they need.
3. Mobility with people moving around Europe more easily
4. People are living longer meaning they acquire more possessions.
5. Small companies that are growing usually in the initial stages of their growth move into units which are too small and therefore need space
6. Developers building smaller homes
7. Flat sharing and house sharing create storage problems

"A RAPIDLY GROWING INDUSTRY"



"SIGNIFICANT SOCIO-ECONOMIC FACTORS DRIVING THE GROWTH OF THE SELF STORAGE INDUSTRY"



**"FOR THE PAST 35 YEARS,
SELF STORAGE HAS
CONSISTENTLY PRODUCED
AVERAGE RETURNS OF 20%"**

WHO ARE OUR CUSTOMERS?

If you think of the amount of people that are looking for reliable and trustworthy storage it is understood that each person now requires at least approximately 2 square metres of extra storage space.(Source: ISS) it will probably be easier to answer the question, "HOW CAN THIS NOT WORK?" Some of our franchisees have additional skills and qualifications but in general the service we provide is not trade specific so we offer our services in many different areas. Let us take a quick look at the American self storage market.

There are more self storage units in the US than there are McDonalds and Subway combined. For the past 35 years, self storage has consistently produced average returns of 20% no 1 in growth compared to all other real estate sectors (Source: ISS) self storage is now

a \$26 billion plus per year industry and projected to grow more than \$1 billion per year for the next 10 years(Source:ISS)

The Spanish self storage industry here in Spain is very much in its infancy and driven by such factors as divorce, death, downsizing, family inheritance of furniture and art and relocation by growth in population, number of renters and household size.

To prove the uniqueness and how much at the infancy stage the Spanish self storage Industry is at, we at Ustore-it attended the self storage Conference in Malaga and whilst the amount of attendees and Exhibitors, was considerably impressive (approximately 20 Exhibitors) it was nothing compared to the International Self Storage Association Conference we attended in Las Vegas.

OTHER SOURCES OF CUSTOMER DEMAND

- Residential customers
- Single ladies/single men
- Local people living in the community without transport who need nearby, convenient and easily accessible space (Hence the success of the "EXPRESS" version)
- Local nearby shops, bars, restaurants and businesses who need nearby convenient space ("EXPRESS" version)
- Housing associations
- Retail customers including estate Agents and letting agents
- Business estates/factories
- Schools/hospitals and Government Bodies
- People moving to Spain for a different lifestyle

WHAT SHOULD YOU EXPECT?

Well you can expect to be busy! Starting a franchise is no different to starting any other business in so far as you have to be prepared to make the effort. We want to make sure you do as much as you can to attract customers, and make sure you are ready to run your business; we will be going through a lot of this in training, part of which is to introduce you to our market leading **management software** that enables both you and us to monitor your development and key performance indicators to help benchmark your business as an on-going process.



**"WE SUPPORT YOU EVERY
STEP OF THE WAY"**



**"A FULLY TECHNOLOGY
DRIVEN BUSINESS
MODEL"**

THE KEY FUNCTIONS OF THE SOFTWARE WILL INDICATE

- Storage unit take up
- Storage unit full, empty ,out of service
- Storage unit late payers
- Storage pre-prepared letters to late payers.
- Packaging sales
- Insurance sales
- Van hire
- And lots more
- On line payment facility

We study this together on a regular basis to continually recognise development and results to identify any possible need to focus in a particular area or rectify any anomalies when compared to our other franchisees.

HOW YOUR BUSINESS GROWS

When you purchase the franchise you operate from an agreed territory which is exclusive to you. However, it is a known fact customers will do business they like doing business with. If you have friends, family, recommendations and business contacts there are no limitations to where your customers come from but we only ask you not market yourself in what might be another franchisees area.

Any enquiries we receive at the **Support Centre** are automatically allocated to you if you are shown as the nearest franchisee to the enquiry. You are then expected to contact the customer directly and conclude a suitable deal.

Through the Ustore-it software programme the customer is added to your data base, the only time they will ever contact us again is if they lose your contact detail or have a complaint. When they arrive they will see you in your uniform and you will present yourself and your business with a professional attitude, you will only have to agree the price. 95% of the time customers will come through our SEO/advertising /Website which has taken us nearly four years and over Eu.100.000. of expenditure to bring to some maturity. Our customers have come from all over the world.

Our main priority is to help you build your

business with a database of customers. If you consider that a Ustore-it customer is anticipated to spend on average around 90€ per month(Source: Ustore-it) over a 12 month period and if you can increase your customer base to 100 in the first year (2 per week), theoretically you have a business turning over 100,000€ per annum. Don't forget the additional income from packaging sales, insurances, van hire, logistics, parcel collection, etc). **With no major staff costs** as in say a bar business. When you consider that securing 100 customers in your first year (Source: Ustore-it franchisees) shouldn't be an unreasonable target with the marketing methods we have available and have spent a small fortune on getting us to the top of the Google pages. With the benefit of our systems coupled with our state of the art software program you can actually run a business with **no major staff costs**, in fact you can create income whilst you are sat on a beach.





**"WORLDCLASS
TRAINING AND
DEVELOPMENT ALL
THE WAY"**

TRAINING & SUPPORT

You will receive the complete training you need to run your franchise successfully. Exclusive to Ustore-it and scheduled for up to five days, we will cover everything you need to know about the self storage business and how to run your business. Usually geared for a 1 on 1 scenario the single most important factor for your success is you understanding how this business works which we cover with an exciting mixture of classroom and workshop in an enjoyable relaxed environment to cover key business topics including;

- Code of ethics
- Up selling packaging materials and free use of van
- Basic use of PC's and associated technology
- Security awareness

- Closing the telephone sale
- Closing the face to face sale
- How to beat the competition
- Introduction to bookkeeping
- Forming good habits and practices
- Theory and practical rules on quoting.
- Complaints procedures
- Advertising and marketing
- Tips, tricks and techniques to help you understand best practices.
- Exceptional customer service and effective communications to help you win referrals and recommendations and create more business
- Local area marketing and networking.

Once you have completed your training you will be issued a certificate from us that will be displayed in your self storage centre which will give your customers great comfort aiding their decision to do business with you.

WHAT YOU WILL NEED


In addition to the franchise fee that you pay you will need a starter pack of items in order to start and run a successful Ustore-it franchise. Of course you will need, apart from a van the materials needed to fit out your location and costs may vary from size, condition location etc (This will be discussed at a later date when we meet) We do not regulate your make of van because we are not sure which model is going to suit your particular business, however, we do stipulate that the van must be in a serviceable condition and white as it will need sign writing to our standards, and it is in the exclusive and attractive livery of the Ustore-it brand as part of our marketing strategy. Remember the van is one of the best marketing tools you will have at your disposal.

A part summary of benefits/start-up package items are listed below: Some of these items will be provided by the franchisor and some will have to be purchased by the franchisee as per the franchise agreement.

- An exclusively designated territory
- A 10 year (2 x 5 year periods) renewable franchise to operate your exclusive territory
- Full access to the uStore-it
- SEO/advertising/website with your own micro-site accessible from the main website to show your profile and examples of your services and your facility.
- Any phone enquiries from your territory will be forwarded for you to follow up.



"WE HAVE THOUGHT OF EVERYTHING SO YOU CAN JUST CONCENTRATE ON RUNNING YOUR BUSINESS"



**"THE BENEFIT OF
USING A ROBUST
MODEL THAT GETS
RESULTS"**

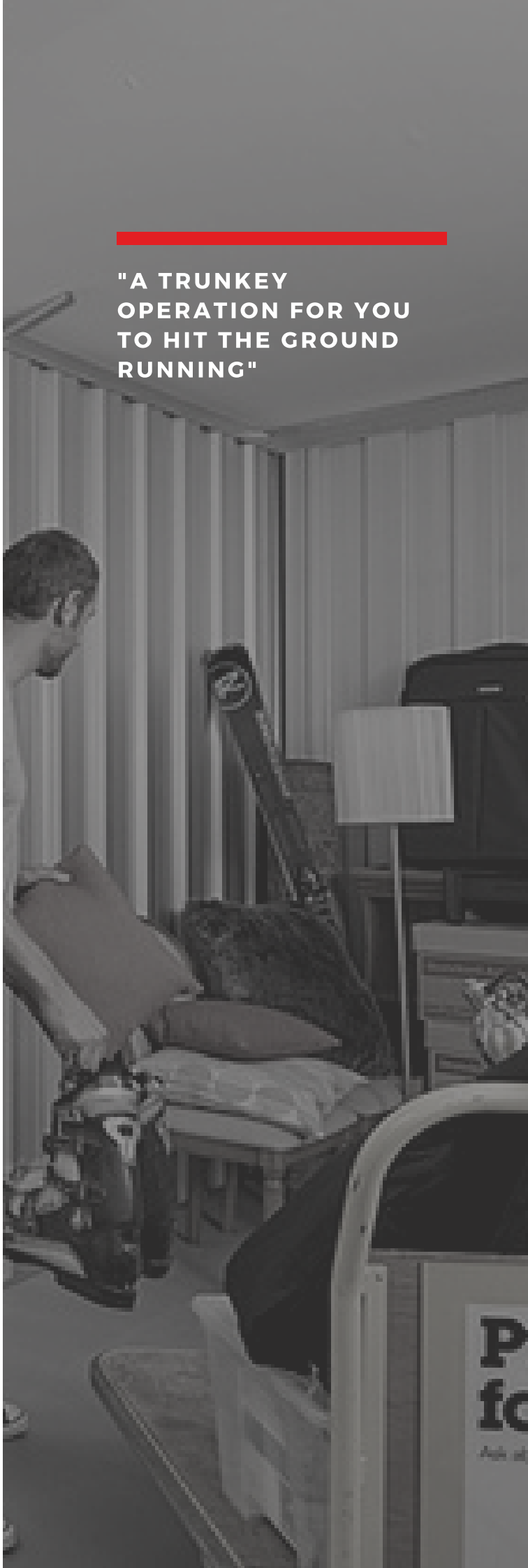
- Exclusive image and Intellectual property rights associated with the brand
- Exclusive Ustore-it training workshop, 5 day 1 on 1 course to discover and understand our business systems and methods as already mentioned. Your own van Sign design created for you in the Exclusive and distinctive Ustore-it livery to show you are part of a major business.
- Fridge magnets
- Beer mats for distribution in local bars, restaurants etc
- Training work diary
- Training manuals
- Sign writing guide for vehicle
- Code of ethics posters
- This is a franchise opportunity posters
- Supplier discounts
- Complete systems support and monitoring
- Start Up local marketing advise
- Lead generation through established SEO
- Lead generation through established adverts
- Lead generation through established website
- Lead generation through local radio adverts
- Double sided leaflets
- Promotional posters
- Packaging instruction leaflets
- Customer contract folders
- Insurance posters
- Complaints procedure posters
- Logo'd uniform
- Business cards
- Thank you cards
- AESS (Spanish Self Storage Association Membership) *optional

ON GOING MONTHLY FEES

There are monthly fees you will have to pay out of your business to the franchisor but this is for the benefit of your own business which you would have anyway and should be considered as fixed monthly costs so you know exactly where you are. These are as follows:

SEO/ADVERTISING/TRAINING/SOFTWARE:

Every business needs to advertise and maintain their Google presence by SEO and should have an advertising budget but we all know that advertising is expensive. To make sure you get the best value for every Euro you spend we collect a contribution from all franchisees which is deposited in separate accounts, ring fenced, and used to promote Ustore-it in general and when necessary special promotions to generate business enquiries. We will use radio, television and digital marketing to promote the brand anytime in the future (only when the number of Franchisees prevail). This would be considered too expensive and out of reach for any other small similar business; another advantage of the Ustore-it franchise system. Please remember these fees are paid into ring fenced separate accounts held on behalf of all franchisees and is to be used for Local, Regional, and eventually National advertising, SEO, and Software development.



"A TRUNKEY
OPERATION FOR YOU
TO HIT THE GROUND
RUNNING"



The website, and your micro site, is an important part of your marketing strategy. Ask any one about Internet marketing and Search Engine Optimisation (SEO - this will be covered in more detail in your training) and they will tell you that it is both expensive and takes time before you see results. From the time you join us the Website with its prime search engine position and the business it attracts are yours to take advantage of. All the enquiries made through the system are allocated to you. You will also have your own micro-site which will show your personal profiles and examples of your operation and direct contact details.

All web enquiries and software improvements to the software management, which needs continual maintenance and attention is covered by these fees.

Total Costs per Month:

Management Charges:	Eu.750 ex IVA
SEO:	Eu.200 ex IVA
Advertising:	Eu 200 ex IVA
Training/Software Support	Eu. 50 ex IVA

This equates to approx €38 per day (depending on a full or **Express Version**) to take care of everything, enabling you to concentrate on operating your business successfully and making sure your customers are serviced correctly.

Every day your franchise will grow in value as you add value to your business (and we add new franchisees to the group), perhaps for an eventual sale as part of your pension plan and eventual retirement. This may be achieved through our unique brand and operating systems that would otherwise take an individual years and a certain amount of luck to achieve.

During the course of your franchise we will monitor and measure your progress and identify where attention might need to be directed. We will help you with growth and expansion to suit your own personal aspirations and comfort zone. You can build your business to any level you are happy with knowing that you have our full and continual support as well as having the network of franchisees to team up with.

If you would like to find out more about our franchise opportunity just download and submit the application form and we will contact you for an informal no pressure meeting in a relaxed environment so you can have explained to you in detail exactly how the franchise works You can see our set up and meet our franchisees.

Typically this meeting will include:

- A complete introduction to the franchise operation and code of practice.
- Available franchise territories (we have all the demographic information on your chosen territory including number of households and population numbers)
- Your personal financial goals and Aspirations for the business with either a full or an **Express version**.
- Financial entry into the business
- Provide a draft copy of the franchise and disclosure document for you to review at your leisure
- Contact details of existing franchisees for you to speak to at your convenience

"YOU ARE WORKING
FOR YOURSELF, BUT
NOT BY YOURSELF,
UNDER A CORPORATE
UMBRELLA"

USTORE-IT BUDDIES APPLICATION PROCESS



USTORE-IT FRANCHISEE STORIES



Steve Haymes

Steve Haymes's whole career has been in sales and marketing since he left school at the age of 17. After making a huge success in sales in the utilities industry in the UK, with 5 regional offices, Steve sold his business for a very large sum and retired to Spain with his wife, four children, a dog and a boat.

Whilst enjoying his retirement in Spain, Steve met Mark Hare who had at the time acquired a large nave(warehouse) in Manilva and from various meetings the idea of American style self storage was born with Steve later becoming a franchisee partner in the Manilva franchise business, and as they say the rest is history.

Steve's knowledge of this industry having previously visited the biggest self storage exhibition in the world in Las Vegas and having been involved with the day to day construction, organization, management and software support of Ustore-it Manilva in Spain has been and still is absolutely invaluable.



Viv Gilliland

After having more than 35 yrs experience in sales, marketing in the financial services and logistics industries and running a number of my own businesses in both South Africa and the uk, I decided to scale down and slow down by moving to Sotogrande in Spain to establish my own business to keep me active for the foreseeable future as retirement does not enter my mind and I decided that a business with minimal staffing, stock, vehicles and high overheads was the type of business for me.

The opportunity presented itself in the form of a Self - Storage Franchise with Ustore-it which was right up my street, After finding what I felt was the correct premises in La Linea in Spain across the border with Gibraltar, I set up the business in a 800m2 warehouse in the Industrial Poligono El Zabal starting off with 15 storage units of various sizes in August 2017 -the business has grown very well as the storage business is a growing sector as properties get smaller and people become more transient.

We offer storage solutions, parcel services, house removals as well as car and bike storage - to date we have grown to have 240 units in all as well as a dedicated vehicle storage warehouse for 15-20 vehicles.



**"YOU ARE BACKED BY
A POWERFUL BRAND
AND A TRIED AND
TESTED BUSINESS
MODEL"**

FINALLY. WHY CHOOSE USTORE-IT?

16 WAYS WE CAN HELP YOU TO BE SUCCESSFUL


- Best of both worlds - In business for yourself but not by yourself
- Save time and money through our original mistakes
- Customer management software
- Build more customers through brand recognition and group advertising(When franchisee numbers prevail)
- Comprehensive start up and on-going training
- Comprehensive start up pack to save time and money to put you on your journey
- Independent business operating under a corporate umbrella
- Easy entry into the self storage business
- Learn the business faster and more effectively (be guided by our experience)
- Planning, design and construction guidance
- Potential increased equity and resale value based on profitability
- Site location and advice
- Lease referral advice
- Help referral with dealing with Local Planning Authority
- Immediate professional image
- Regular franchise meetings (every 2 months)

There is quite a lot for you to take into consideration and we understand that serious thought has to go into any decision you make. We are not interested in trying to persuade or influence your decision as the process has to be the result of a joint selection; we must suit your aspirations and you have to be of the right skills and mind-set that we think will make a successful franchisee. Our success depends on your success, we cannot afford for any of our franchisees to fail. If the Ustore-it concept is for you, then you will not need any coercion from us. Complete the downloaded form and return by email and we will contact you by return.

If you need any other information please feel free to contact our office or send an email to info@ustore-it.eu when you will receive immediate attention.

Yours Appreciatively

Mark Hare



**"OUR SUCCESS
DEPENDS ON YOUR
SUCCESS, WE CANNOT
AFFORD FOR ANY OF
OUR FRANCHISEES TO
FAIL"**

ore-it

ore - We care

SELF

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