

# smart management software



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**Markus Hecker**  
Chief Operating Officer



More than half of all  
"Facility of the Year" award  
winners use SiteLink



Voted Best Software  
Every Year  
2011 - 2017

## From the Chief Operating Officer

It is with great pleasure that I introduce to you the SiteLink suite of software products. Self-storage software is the cornerstone of the operation of your store(s). At SiteLink, we strive every day to bring you the very best tools to help you make more money.

SiteLink is a smart, feature-rich software solution for self-storage. You should expect software to give you more time to spend on the most important aspect of self-storage—leasing space. SiteLink automates daily store processes, Customer Relationship Management (CRM) and inquiry follow-up.

SiteLink puts you in control of running your store(s) the way you want. We work with several technology partners so you can shop for the best services including online marketing, web design, and SEO. Additionally, SiteLink continues to add new features and services including payment processing, electronic signature to boost rentals and telephony. Our talented team of more than seventy positions us well to work with single and multi-store owners and most of the top 100 operators worldwide who trust SiteLink for their management software.

Our clients tell us we have built the very best self-storage management software and deliver the very best service.

I invite you to find out yourself and to join more than 14,000 satisfied SiteLink customers.



More than 14,000 self-storage locations depend on SiteLink to manage their daily operations. Since 1999, SiteLink has won multiple awards for its innovative features and intuitive, user-friendly interface.

# The World's Most Widely Used Self-Storage Management Software

As the storage industry evolves, SiteLink offers the right tools with today's technology. We use our clients' ideas to enhance existing features and add new ones. As part of our commitment to data safety, SiteLink is PCI DSS Level I Certified and SSAE 16 (SOC I) Type II Certified. With access anywhere in the world, our API and quality reports deliver a competitive advantage for every operator.

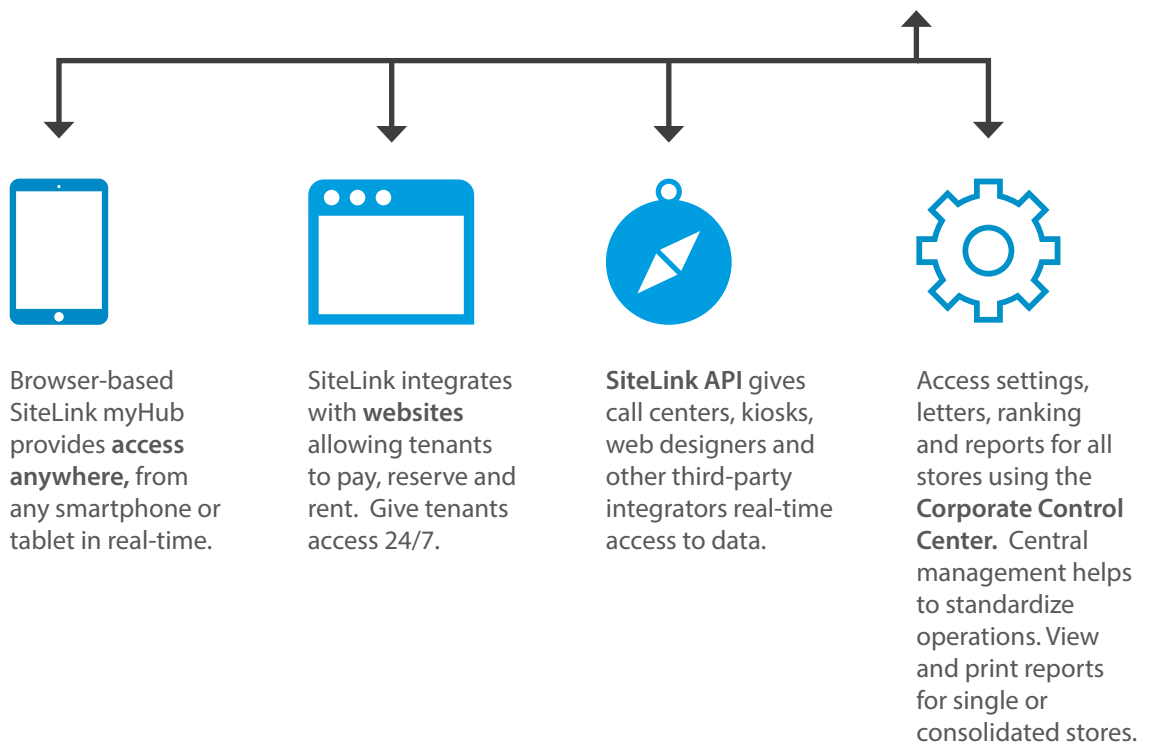
SiteLink provides a clear advantage over self-hosted client/server applications. Cloud-based technology ensures connectivity and allows your customers to do business with you 24/7 from any computer and mobile device.



The SiteLink client resides on your PCs providing instant, fast access to all data.



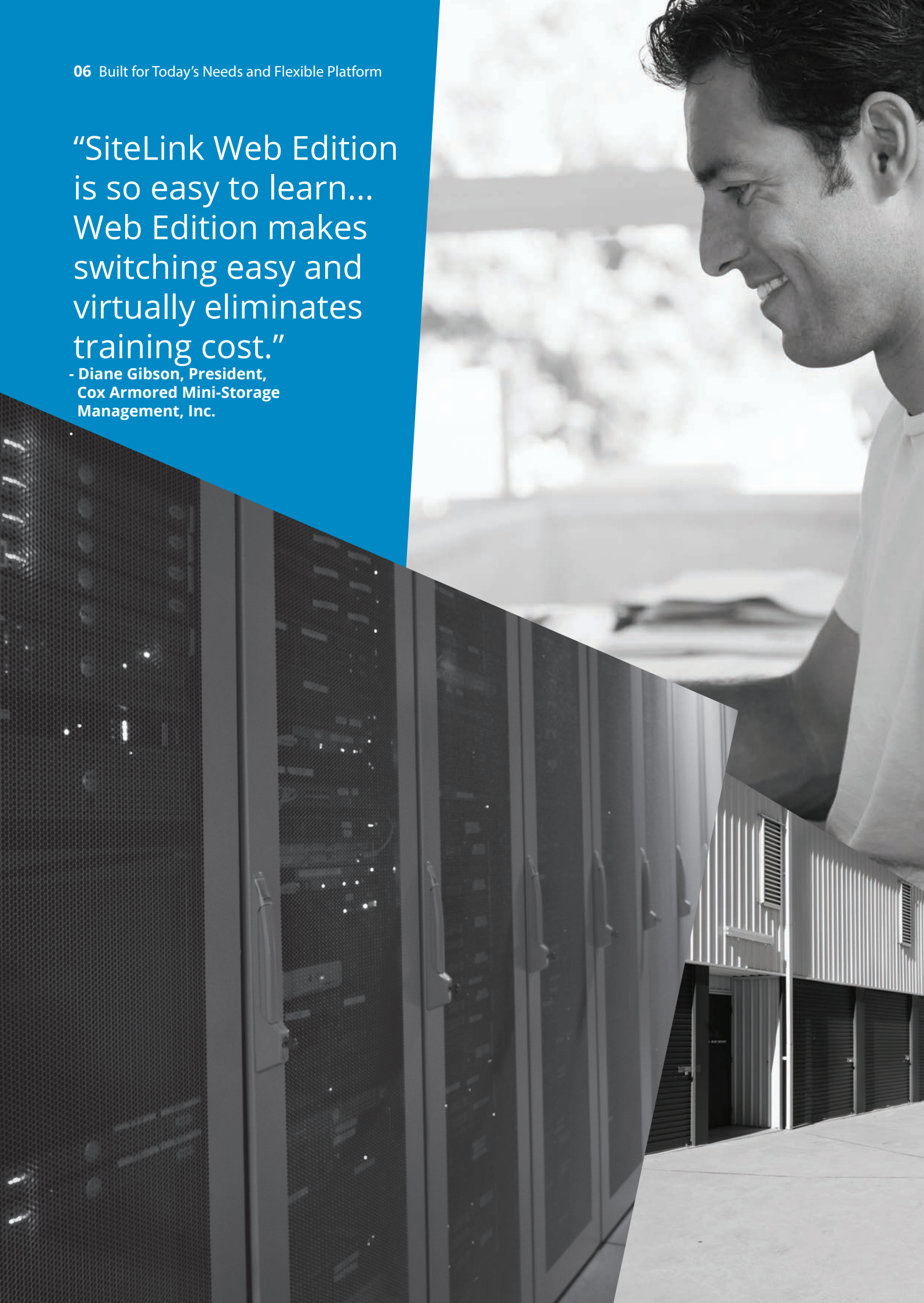
All data resides in secure data centers. SSAE 16/SOC 1 Type II and PCI DSS Level I certifications underscore SiteLink's commitment to safety.

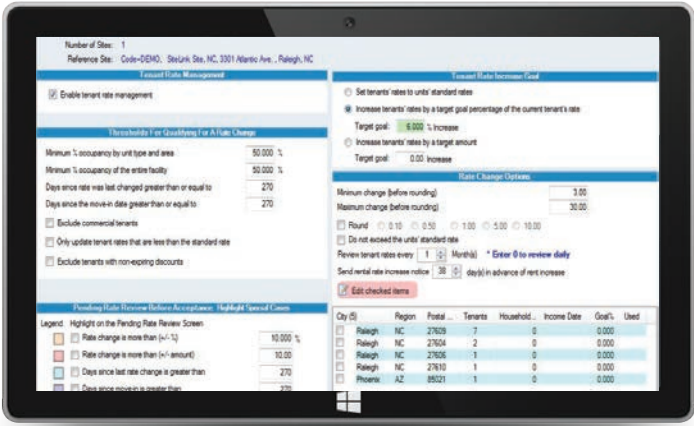




"SiteLink Web Edition is so easy to learn... Web Edition makes switching easy and virtually eliminates training cost."

- Diane Gibson, President,  
Cox Armored Mini-Storage  
Management, Inc.





SiteLink – a flexible platform that gives you the freedom to choose

# Built for Today's Needs

We designed SiteLink to grow with the needs of the modern self-storage operator in mind. Customer demand and continuous improvement fuel regular updates. Cutting-edge features help you compete in any market.

Many of the features in SiteLink are a result of customer feedback. Our customers are instrumental in adding the best features that make you more money.

Regular updates deploy automatically and reliably because everyone has the same version of SiteLink.

SiteLink offers the freedom to do business your way. Choose from many technology partners for text messaging, web design, Internet Listing Services (ILS), call centers, credit card processing and more.

# Flexible Platform

Not every self-storage facility operates the same way. SiteLink offers many ways to run your facility. With cash or accrual reporting, online rentals and many more options, SiteLink is highly flexible.

With today's mobile workforce, SiteLink can be installed on as many PCs as needed and accessed in a web browser using SiteLink myHub. Use tablets, smartphones, PCs or Macs to take payments, move tenants in/out, and transfer units. There is no additional cost to use SiteLink myHub, simply log into [myHub.sitelink.com](http://myHub.sitelink.com) with your existing SiteLink credentials.

Offer flexibility for your staff to work from home or from mobile locations. SiteLink does not require the purchase of costly servers or additional licenses to operate multiple computers.

We provide comprehensive training videos, customer service and documentation to help you switch to SiteLink and master the program. You are always ahead of your competition with SiteLink.





## Future Proof

While serving storage owners for more than twenty years, we have witnessed other self-storage software vendors come and go. At SiteLink, we focus on faithful service and continuous improvements so you can grow your business. More than 14,000 SiteLink stores never need worry about shopping for new software.

### Quality development and support

Our team of more than seventy programmers, sales and customer support members all work under one roof with one goal: provide the best self-storage software. We invest heavily in personnel, training and technology to respond to your calls and deploy updates regularly. We love it when customers notice how we turn their suggestions into a new features in a few weeks' time.

### Scalability

SiteLink grows with you and does not require you to buy servers or a network. SiteLink always runs fast, regardless of the time of day or the number of your systems. We invest in technology so you don't have to.

### Flexibility

Built-in editing tools allow you to create and change your map, HTML emails, letters, notices and leases. Multi-store operators automate and deploy (clone) changes for multiple stores in a single step using the Corporate Control Center. Custom print options, HTML letters and text messaging help convert leads to rentals and keep customers happy.





## Peter Spickenagel

Storage Pros Management

SiteLink's revenue management is one of the most important features for us. A lot of operators in the industry are starting to do implement tenant rate increases and change street rate prices on a more frequent basis. This is a good thing for our industry. We use many of SiteLink's tools, especially the reporting tools, to make assumptions and decisions about our tenant rate increases and street rate prices. Many in the industry believe occupancy is the only revenue driver, but higher revenue isn't always tied to occupancy. Our top line has gone up significantly while in some cases occupancy has decreased.



## Paul Bender

Lackland Self-Storage

SiteLink Web Edition integrates our online reservations and payments. The API E-commerce Engine ties in seamlessly with our payment processors without manual double-entry. Kudos to the SiteLink team for creating a simple, yet flexible API to meet any need.



## Steve Ford

Security Public Storage

The transition from our old software to SiteLink was seamless. We could not be happier. Integration with our website, online payments, reservations and rentals made SiteLink a natural choice. Centralized controls let us create letters and business rules and clone them across all of our stores. SiteLink has been a real time-saver and money-maker for us. The gains in efficiency at the store level and central office are substantial.

Our customers routinely praise SiteLink as the world's best management software

## Award-Winning Management Software

Year after year, self-storage operators around the globe vote for SiteLink as the industry's top operations program. SiteLink remains the only software company to win the coveted award every year.

Storage operators have shared with us why they chose SiteLink. They point to constant enhancements, quality support and powerful, profit-boosting features.

"SiteLink continually updates their products and expands integration with other platforms," said Anne Ballard, President of Marketing, Training and Developmental Services, Universal Storage Group. "The whole package helps us to do our jobs better, cut cost and grow revenue faster. I cannot imagine working without it. Way to go team SiteLink!"



More than half of all "Facility of the Year" award winners use SiteLink



Voted Best Software Every Year 2011 - 2017

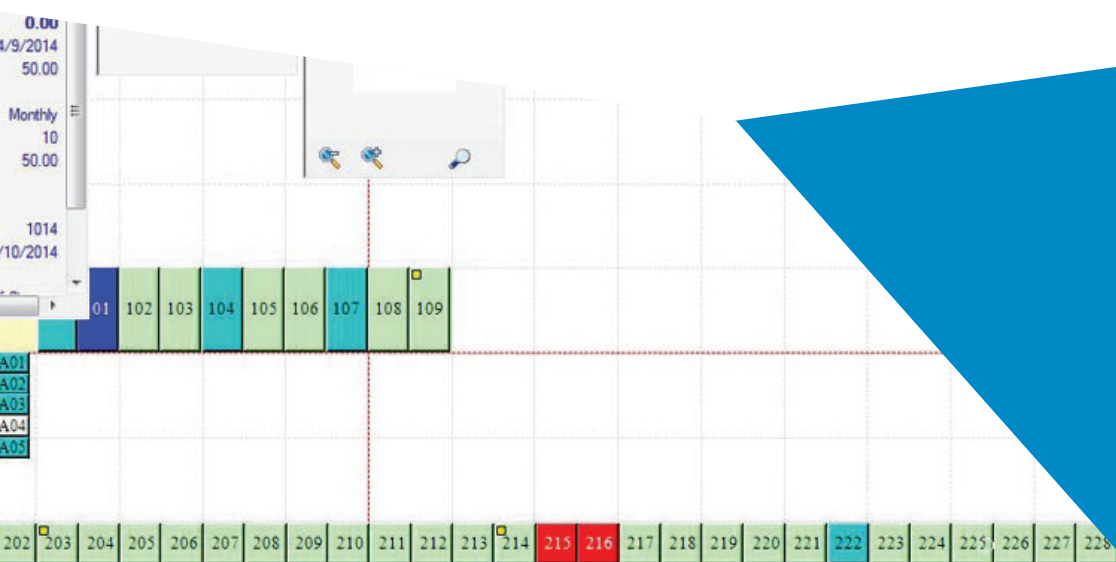
"The vote reflects our commitment to quality products and services," said Markus Hecker, SiteLink's COO. "We are grateful and honored so many operators yet again cast their votes for SiteLink."

Hundreds of operators outside of the United States use SiteLink and prove its success as a world program. Written in Unicode to run on operating systems on all continents, the multi-lingual SiteLink handles regional settings including four-week billing, laws and tax structures.



# Data Confidence

SiteLink is reliable and always fast so you can focus on reservations, rentals and revenue. SiteLink's architecture scales: run any number of devices simultaneously without networking, without servers and without sacrificing speed. We take data safety seriously. We spare no expense to maintain our PCI DSS Level I and SSAE 16 (SOC I) Type II certifications but don't stop there. We hire outside penetration test companies, subscribe to security services, continually assess threat levels and update security methods. We have maintained our own servers in data centers without unscheduled downtime since Web Edition's debut in April 2006.



## User-Friendly

We worked hard to make software look this easy. The secret: continuous development and listening to customer suggestions. Suggestions come from the largest client base of any software in self-storage. After servicing the industry for more than twenty years, we know how to turn feedback into new features and deliver them via reliable, automatic live updates throughout each year.

### Easy Operations

SiteLink is intuitive and easy to use thanks to online training videos, crisp, inviting design, user-friendly features and flexible property maps. Natural, logical design of menus and workflow turns users into experts.

### Easy Reporting

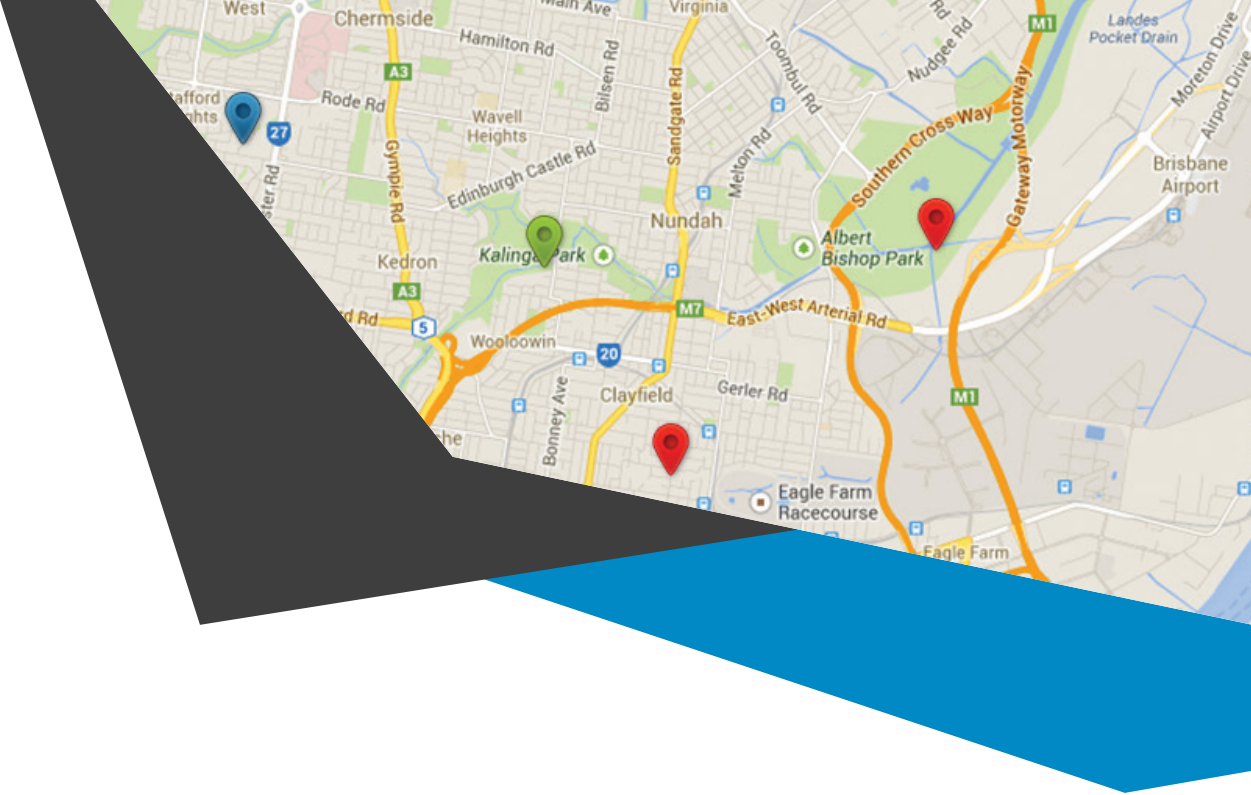
There are key reports for every aspect of your business. SiteLink records notes for virtually every exception and plots data over extended periods to show trends. Quality data in, quality results out. Let SiteLink unlock the meaning of your work at stores and home offices, on websites and in call centers.

### Easy Reconciling and Accounting

SiteLink integrates with nearly twenty accounting systems. SiteLink tracks financials and exceptions and builds solid audit trails. Handle single and multiple tax rates with confidence. Bill monthly, weekly, daily and in four-week cycles. Most management companies in self-storage who handle other owners' money rely on SiteLink. Most of the top 100 operators trust their business to SiteLink.







Data	
105	Not Mappable (no postal code or insufficient address)

Show	
	Redraw Selected Postal Codes
<input checked="" type="checkbox"/>	Show Competitors
<input checked="" type="checkbox"/>	All
<input type="checkbox"/>	Clear

Postal Co...	Tenants
<input checked="" type="checkbox"/> 1243	26
<input checked="" type="checkbox"/> 4500	14
<input checked="" type="checkbox"/> 1234	14
<input checked="" type="checkbox"/> 4035	8
<input checked="" type="checkbox"/> 4000	6
<input checked="" type="checkbox"/> 3214	3
<input checked="" type="checkbox"/> 3057	2
<input checked="" type="checkbox"/> 4653	2
<input checked="" type="checkbox"/> 4	1
<input checked="" type="checkbox"/> 987	1
<input checked="" type="checkbox"/> 2124	1
<input checked="" type="checkbox"/> 5454	1
<input checked="" type="checkbox"/> 1000	1



## SiteLink Marketing

SiteLink collects numerous data points to analyze the return on your marketing dollars. Use SiteLink to understand customer profiles and focus specials, eliminate wasteful discounts and rent more units.

### Google Maps™

Let SiteLink plot your customers on Google Maps. See commercial and residential customers - and competitors - to better focus advertising and promotions. Spot traffic patterns and areas of high and low penetration. Mouse-over features reveal tenant details including answers to marketing questions.

### Meaningful Surveys

Ask marketing questions at move-in. Learn why tenants chose your store over another, what they store and how many stores they contacted before you. Exit surveys collect valuable feedback from

tenants after they move out. Use these powerful customer profiles to craft better marketing strategies and email campaigns.

### Client Analysis

SiteLink analytics and reports eliminate guessing and blind spots. Marketing reports uncover patterns in move-in dates and discounts, length of stay, postal codes, gender, age and distance from your store.

### Winning Communication

Detailed marketing analysis fuels mail, text messaging and HTML email campaigns. Send the right message to leads, current tenants and moved-out tenants to build satisfaction and brand awareness. Let one software manage all of your communication.



## Why We Chose SiteLink

Our company wanted a cloud-based system to control stores, access reports and mine data centrally. We know we made the right choice: the conversion process to SiteLink Web Edition was very smooth and we have a great working relationship with SiteLink. Their team always goes above and beyond.

Managing data for all of our locations at one time instead of changing settings store by store has been a key feature for us. I can implement changes in the Corporate Control Center from anywhere without affecting normal business functions.

SiteLink's toolbox has delivered so much more than we have ever had before. The SiteLink API (Application Programming Interface) is so complete it lets Opentech Alliance, our call center, work like store managers. Opentech's call center counselors see real-time data, share inquires, take payments and view and add notes.

We have implemented a "Friendly Reminder" email to all of our customers on the first day of the month after we run the auto charges. We have added the TXT [text messaging] Collector and outsourced all letters using SimpleCertifiedMail.com. Both of these partners have had a huge impact on revenue. TXT lets us batch-send text messages three times a month to past-due customers, lower delinquencies and reduce collection calls. Results are substantial because customers can pay by clicking on a link in the text message. The mail service saves so much time, reduces errors and eliminates postage meters.

Last year, we launched the CRM letter campaign with great success. Birthday greetings and holiday announcements are a hit with customers and have added a nice, caring touch.

**Jim Mooney** – Director of Operations,  
Devon Self-Storage

“I have 38 stores using SiteLink’s CRM module for central reservations and rentals.”

**Steve Disbrow**, Managing Partner,  
Maximize Self-Storage Management



## Why SiteLink

Our storage company and the SBOA (Storage Business Owners Alliance) were growing fast and we needed a more robust system with a web-based architecture. Following our switch to SiteLink, features such as revenue management, API E-commerce Engine and CRM have helped us gain clients, improve retention and increase revenue. After we integrated credit card processing, tenant insurance and online payments and reservations, our operations have become so much more efficient. Revenue management has been our favorite feature by far. The financial impact from revenue management exceeded all of our expectations.

Working with SiteLink’s technical support staff has made our business relationship even better. When I think of technical support I often have a vision of an outsourced company overseas handling customer calls. I have personally visited the SiteLink office and saw more than twenty fully trained techs answering calls and emails. I have never waited for a technician to answer any of our concerns. They set the standard on customer service.

The SiteLink team has always been extremely accommodating and efficient throughout this process. We switched because we had heard so many good things about SiteLink from other operators. We have not been disappointed yet.

**Ian Burnstein** – Co-Founder and Chief Operating Officer, Storage Pros Management LLC



## Why We Like SiteLink

Morningstar was looking for software with robust back-end reporting and enterprise tools but also ease-of-use for front-line store managers. SiteLink has been the perfect fit for Morningstar. User-friendliness, website integration, data curves, business analytics, accounting integration and accurate, real-time reporting have delivered a powerful system for our operations. SiteLink Web Edition handles our back-end confidently and is so user-friendly for our managers. SiteLink’s reliable operation in the field and at the central office has freed us up to spend more time focusing on revenue-producing items.

**Craig Robertson** – Vice President of Storage Operations, Morningstar Properties



## Conversion Made Easy

### Kurt Kleindienst is Vice President of Revenue Initiatives at Safeguard Self-Storage

At first, the decision to convert software seemed hard. We were afraid of losing time and data. We searched for software for a year and tested different systems for several months. Our program has to be powerful enough to integrate with our partners. Only one system offered us a robust back-end with full access for data mining while being user-friendly so store managers could learn the system quickly. SiteLink imported information from our old system accurately and converted sixty stores in one week. I think that's a world record! The technical support staff expedited the process and made the transition easy.

The training program consisted of webinars, phone support, online videos, conference calls and Go To Meeting sessions. SiteLink-driven training taught our managers how to use the program quickly. We insisted on training our managers because we only ran SiteLink in parallel with our old software for two weeks.

Integrating credit card processing was easy. The same is true for our Internet Listing Services (ILS) and overflow call center.

Today, we instantly communicate with all of our facilities through the Corporate Control Center. We are saving an incredible amount of time. With our old software, configuration changes would take days. Now, the Corporate Control Center lets us adjust pricing and other settings at all our stores within minutes. We control which vendors, such as ILS and third-party call centers, have access to our unit availability and rates. Online and corporate reporting, ease of use, real-time communication and vendor integrations are invaluable assets.

Converting software can be a large undertaking. With SiteLink, the transition was quick and easy. SiteLink has raised the efficiency and success of Safeguard Self-Storage.

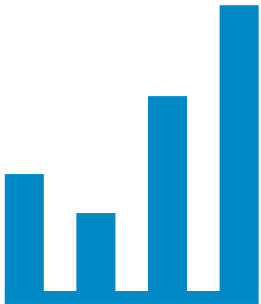
The cost of converting to SiteLink is well worthwhile.







SiteLink allows managers to be more proactive because they have better reporting at their fingertips



## Enterprise Level Reporting

Reports are always just one click away. Access real-time reports on any computer or mobile device such as smartphones and tablets. Run reports by store or as consolidated documents. The speed of reporting adds convenience while data integrity builds confidence instantly. Accurate analysis and concise, relevant ratios lead to faster, confident decisions. The professional look and attention to detail have made SiteLink reports the industry standard among accountants, management companies, owners and financial institutions. **But there is more.**

Compare dozens of key indicators for all of your stores using the Daily Ranking in the Corporate Control Center. Export reports to common formats like PDF and Excel. Email any report instantly as a Text, PDF or Excel file. Create your own scripts using the built-in custom report writer. Mine more with powerful data carves. Let SiteLink's in-house team of programmers create custom documents for you.



“You can’t run a professional self-storage business without a best-of-breed management software solution. SiteLink TOTAL Accounting offers owners a high-level financial perspective. We see owners gain operational efficiency from its drill-down, succinct analysis and in-depth, real-time reporting.”

**- Neal Gussis, Principal, CCM Commercial Mortgage**



## SiteLink TOTAL Accounting

SiteLink is not only the most award-winning self-storage management software used around the globe, but also sets the industry standard for financial management. SiteLink TOTAL Accounting delivers financial reporting, audit tools and integration with many different accounting software packages, including QuickBooks® and Sage 50. SiteLink offers choice because storage operators use a variety of different accounting programs.

SiteLink TOTAL Accounting not only pairs up with your accounting system but also delivers reports for single and multi-storage operators alike, including consolidated, trending and historical documents. SiteLink TOTAL Accounting reports reflect how you conduct business by applying your custom fiscal period defaults and accrual or cash basis accounting settings.

SiteLink financial controls directly affect daily operations. Limit discounts, flag unusual activities like reversals and uncover profit potential like simple rent and fee changes. SiteLink TOTAL Accounting is unique - analyze key indicators such as discounts and liabilities by category including manager, unit type and period. Choose the right reports to predict business trends, uncover hidden profit potential and reach peak performance. SiteLink TOTAL Accounting’s management reports expose month over month trends and lead to faster, better decisions to boost profits.

SiteLink TOTAL Accounting is backed by PCI DSS Level 1 and SOC-1 Type II Certifications. Join the many private and public companies who integrate their accounting systems with SiteLink for detailed, accurate reporting, reliable audits, posting and reconciling.



“Web Edition is easy to learn and to teach others... Web Edition is the ideal tool for us to grow.”

**- Jeff Oldright, Operations Manager, Daffodil Storage**



SiteLink Merchant Services payment processing integrates seamlessly with SiteLink's best-in-class self-storage management software, allowing for the continual addition of unique payment features that lower rates, improve daily close and save accountants time. Users love SiteLink's automated tools to verify credit card transactions and flag problems. SiteLink Merchant Services also process bank drafts (like ACH and EFT), provide consolidated statements and a single deposit for all credit card brands. Reduce errors, spend less time auditing and save money. Available in the United States, Canada, and the United Kingdom.

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## eFile Management

More than just eSign - SiteLink eFile Management electronically executes, tracks, manages and stores documents and credit card receipts in a legally binding and secure process. In addition, photos and scanned documents can be uploaded to a tenant's record and preserved in the SiteLink cloud.

### SiteLink's full featured electronic signature solution:

- Pre-populates lease fields
- Integrates right into the document and your management software
- Uses real signature fields for multiple signers (including manager approval if desired)
- Adds initials, checkboxes and text fields to be completed electronically, right in the document
- Embeds signatures and other completed content, along with forensic data, inside a final PDF
- Offers multiple avenues for completion - at the store, within your website or via email
- Tracks progress and offers a simple means for follow-up and completion audits

SiteLink eSign™ eliminates printing and storing paper records and boosts rentals in-person, online and by phone. Owners and customers alike enjoy the option of replacing print with email. With eFile Management enjoy one-click access and audit tools for all stores at a glance.



## TeleTracker

Log and measure every call. Find out how your tenants learn about your store. Discover the effectiveness of your tracking numbers and the definite result of every call. Use SiteLink's pop-up screen each time the phone rings! SiteLink's built-in TeleTracker connects with industry-typical number tracking providers to measure effectiveness of your marketing and to help you convert more reservations to paying rentals.



"With SiteLink, we can analyze our portfolio at the click of a button. SiteLink has just the right reports molded around our needs. Key performance indicators help us to spot trends and let us take action immediately."

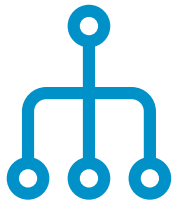
**-John Manes, Chief Operating Officer, The Jenkins Organization**

## Smart Promotions and Advertising

Build brand awareness and breed loyalty. Create promotions to bring customers back to rent more. Combine discounts for rent, charges like administration fees and merchandise in a single promo code. Use occupancy governors to limit discounts and display specials and Internet-only unit pricing on your website. Let SiteLink reports track single discounts and promotion campaigns. Marketing reports combine them with tenant demographics and payment and buying behavior. Now that's powerful.







## TOTAL CRM

We created TOTAL CRM (Customer Relationship Management) as an end-to-end profit tool to bring you more leads, convert them to paying rentals and communicate effectively with your customers.

SiteLink automatically captures reservations. Leads from call centers, websites and listing services land directly in SiteLink. Automatic follow-up reminders for managers and notices for prospective customers turn more leads into rentals. Monitor all lead-to-lease activities on one report.

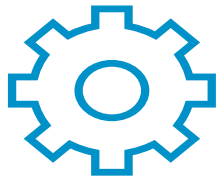
## LeadAlert™

SiteLink LeadAlert™ makes an automated phone call reminder to managers so they can follow up and close internet leads as soon as they happen. The automated message announces the name of the lead and prompts the listener to contact the lead in SiteLink Web Edition. The automatic, real-time LeadAlert calls let managers react more quickly than visual prompts and follow-up faster, converting more leads to rentals.

Flexible settings of the Campaign Manager let you create notices for any event including birthdays, payment reminders, inquiry follow-up and specials. Deliver any notice by mail, email or text messaging. Get more responses with the attractive HTML email format.

TOTAL CRM lets you capitalize on more opportunities to promote your business to current, potential and past customers and their friends.

Time is of the essence when following up on a lead to rent self-storage space. More managers are racing to beat the clock and respond to online reservations and inquiries immediately. Until now, management software has only offered alerts through office computers. LeadAlert helps managers follow up faster and convert more leads to rentals, even when they are not in front of a computer.



## Enterprise Management

SiteLink's Corporate Control Center delivers the feature-rich reporting and back-end functionality that make SiteLink a favorite with most of the top 100 operators. Reliability, flexibility and speed of enterprise-level controls and accounting tools in the Corporate Control Center are essential for growing portfolios.

### **Standardize Operations**

At the click of a button, standardize settings for one or multiple stores including user levels, forms, discount plans and revenue management while preventing changes by unauthorized personnel. Corporate Control Center puts you in charge of your website's critical policies instantly. Create and edit settings such as payment rules, business vision and privacy policies without waiting for your web designer to make adjustments.

### **Centralized Reporting**

Faster, confident decisions reduce waste and boost profits. Accessing the Corporate Control Center's real-time reports by store or as consolidated documents facilitates sound decision-making. Relevant, accurate analysis available on any PC and mobile device builds confidence instantly. Daily Ranking compares key indicators to show at a glance how each of your stores stack up. Batch-print, email or export standard and custom reports to Text, PDF and Excel formats.

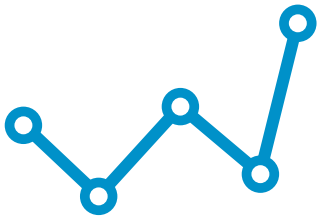
### **Reservation Central**

View all stores' tenants and unit pricing and availability from one screen. Collect payments, reserve or rent centrally. Use the Corporate Control Center as an extension of your storage offices. As a full-service leasing and payment center, the Corporate Control Center boosts customer satisfaction and rentals. Raise your marketing dollar ROI as you collect and analyze marketing details, track calls, schedule follow-up appointments for managers and measure conversion rates.

## Did you know?

SiteLink Web Edition is the most widely-used and fastest-growing software for self-storage, both in and outside the USA. With customers on every continent, SiteLink offers different language versions and adapts to local currencies, languages, tax laws and business rules.

Change to a different language version of SiteLink at the click of a button. Load your letters, notices and leases into SiteLink in any language!



## SiteLink Price Optimizer

Whether you own one facility or over 100, SiteLink Price Optimizer provides the industry's best toolbox for managing price lists and tenant rates. Setting new standards for flexibility and ease, with SiteLink Price Optimizer you can set rates outside of SiteLink using Excel spreadsheets, or by setting up business rules within SiteLink and letting it do the work. Ready to go, out of the box, SiteLink gives you the tools to manage unit and tenant rates that work the way you want. Total unit and tenant revenue management has never been easier.

Operating in real time, new rates are automatically updated on your website, call center and ILS (Internet Listing Services) by way of SiteLink's API.

*"SiteLink revenue management boosted top line growth by more than 10% year-over-year without loss in occupancy. Asset value increased by \$1.5 million. We love SiteLink!"*

- **Peter Spickenagel** – VP of Operations, Storage Pros Management LLC

### Unit Rates

SiteLink Price Optimizer provides more than just updating your price list. You can set parameters to "push" unit rates based on occupancy percentages. Push rates are calculated daily, similar to the airline industry's demand-based pricing. Push rates can be used as a move-in

default, or your manager can have the option to override the push rate with the standard street rate.

### Tenant Rates

Got a "special sauce" for setting your tenants' rates? Use the SiteLink Price Optimizer feature of exporting/importing from Excel and use formulas you define. You are in control with tools that are intuitive, quick and simple.

Want to set rate increase targets and let SiteLink do the work? Setup your business rules and thresholds in SiteLink Price Optimizer, like minimum percent occupancy by unit type, days since move-in and rate last changed. You can even set target rates based on postal codes. SiteLink Price Optimizer will alert you when to approve or adjust an increase and when to send rate increase notices. You have the final say on your tenants' rates; revenue management helps you capture growth opportunities.

### Discounts

Don't discount units in short supply. With SiteLink Price Optimizer you can tailor and limit discounts based on occupancy of unit types and sizes. Craft specials and let the SiteLink API update your website, call center, kiosk and store. With SiteLink, you offer specials when and where you want.



## Support Delivers Success

Our clients tell us our customer support is unsurpassed. While SiteLink is easy to use, our professional support team can explain and help you take advantage of the full range of features. Our system of free service includes 7-day phone support in English and Spanish, regular, on-demand Go-To-Meeting sessions, automatic, live updates and hundreds of videos and webinars. **And there is more.**

After converting more than 14,000 users to SiteLink, we have a proven approach to migrating data and training your team for success. Our client relationships begin with a successful implementation. Our team helps to integrate your systems, train managers and accountants and convert your data. We are always on hand to assist with your needs including custom reporting, technology partner integration and on-site training.

We use our VoIP phone system to monitor all calls, answer 94% of calls immediately and apply a powerful ticketing system to track calls, emails and feature requests. Comprehensive surveys provide feedback and help us to build on our 95% approval rating.

To showcase features, success stories and integrations with technology partners, hundreds of current and future SiteLink users attend our User Conferences. The SiteLink User Conference is the premier event for technology and operations in self-storage.







## Going Mobile with SiteLink myHub

SiteLink myHub is a browser-based companion to SiteLink Web Edition at no additional cost. Use tablets, smartphones, PCs or Macs to take payments, move tenants in/out, transfer units, electronically sign and manage leases and documents, perform interactive walk-thru audits of your property and run real-time reports anytime, anywhere. What's more, it is snappy fast.

Adoption of SiteLink myHub is quick and easy because the intuitive, user-friendly interface mimics that of SiteLink Web Edition. Operators run Web Edition and myHub simultaneously because they share the same database, credentials and access levels. The cloud-based architecture offers access on any number of devices, from any location.

Browser-based capabilities give managers and owners more flexibility to operate on more systems, including mobile devices and Macs.

Use the graphical reporting Dashboard to view chart data at a glance (for multiple or single locations), or drill down to detailed reports when needed.

The Corporate Control Center version of SiteLink myHub offers the same Web Edition report formatting, including PDF and Excel exporting, for any specified date range. Multi-store operators access consolidated or individual store reports in real-time and enjoy one-click access to all locations.



```

14 <title>Call Center Dash Backup</title>
15 <link rel="stylesheet" type="text/css" href="/style.css">
16 <script type="text/javascript" src="http://www.google.com/jsapi"></script>
17 <script type="text/javascript">
18   google.load("visualization", "1", {packages: ["corechart"]});
19 </script>
20 <script type="text/javascript">
21   function drawGraph() {
22     var data = google.visualization.arrayToDataTable([
23       ['Month', 0, 1, 2, 3, 4, 5],
24     ]);
25     </script>
26     $currentMonth = -1;
27     $callCode = $callCodeMin;
28     while($row = $result->fetch_array(MYSQLI_NUM)) {
29       if($currentMonth != -1){echo " "};
30       if($currentMonth != $currentMonth ){
31         $currentMonth = $row[0];
32       }
33     }
34   }

```



## SiteLink API

With the SiteLink API (Application Program Interface), web programmers take advantage of direct access to data on SiteLink servers to develop rich online applications. Real-time connections to SiteLink data deliver reporting and dashboards for owners and online leasing and account management for tenants.

The SiteLink API offers more. Internet Listing Services (ILS) can manage web pricing and specials. Developers fully customize your website

and maximize awareness of your brand. With the SiteLink API, the SiteLink Marketplace partners' products can grow to their full potential and exposes more features to your customers.

A powerful API is the essential tool for doing business over the Internet. Compare the SiteLink API to that of other self-storage management packages. SiteLink delivers.



## SiteLink Marketplace

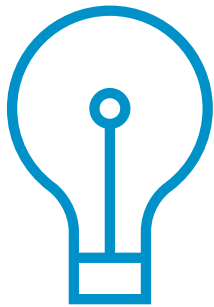
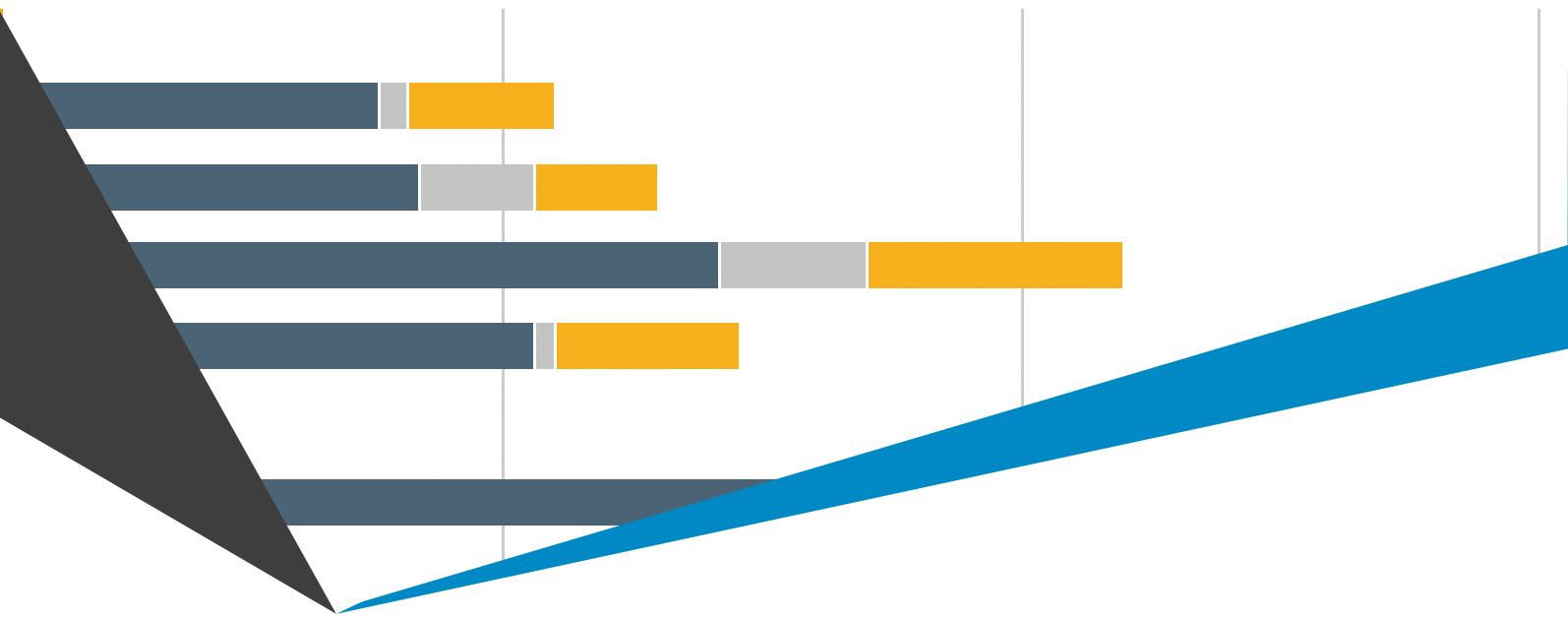
You have the freedom to choose!

Having choice allows you to partner with the industry-leading providers who best fit your business.

Use SiteLink and Marketplace partners to boost profits. Automatically share account details, unit pricing, availability and key data with technology partners. Create more powerful websites, call center solutions, kiosks, payment gateways, tenant insurance, Internet listing services and more.

Shop for SiteLink technology partners in one central area - the SiteLink Marketplace. SiteLink Marketplace partners enjoy the highest standards of API integration and SiteLink's built-in test and verification tools give owners instant peace of mind and ensure proper service. These partners offer the level of support and quality products that SiteLink customers have come to expect.

Learn more at [choice.sitelink.com](http://choice.sitelink.com).



## SiteLink Business Intelligence

SiteLink Business Intelligence (BI) aggregates data from multiple sources for deeper insight into consumer behavior, marketing channels, revenue management and financial state. Understand more than just your stores' condition alone. Place your stores in the broader context of the self-storage marketplace.

SiteLink records volumes of data every day. It takes smart engineering to extract the highlights, the essence of your stores' performance. Experience how meaningful graphs and reports lead to fast, accurate decision-making.

It is no accident that our customers and finance experts alike consider SiteLink reports the industry standard. SiteLink collects and combs through all of your data to create succinct, accurate reporting. Reports deliver unsurpassed

clarity and a professional presentation. Relevant, to-the-point analysis puts key ratios at your fingertips. Read real-time reports and graphs on any computer or mobile device. Export reports to common formats including Excel and PDF. Multi-month and year-over-year analysis expose meaningful trends. Relevancy defines SiteLink reports and delivers tangible results.

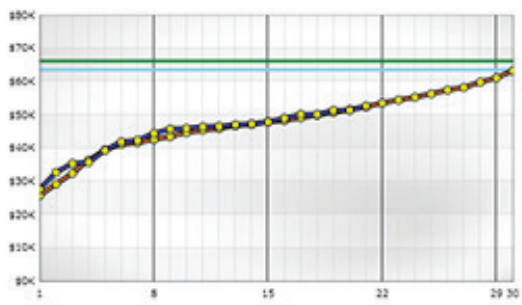
Third-party products like District Manager, Veritec Solutions and RapidStor shine in the arena of BI. These services use the SiteLink API to extract, distill and present data in a meaningful context empowering you to make sound decisions. With SiteLink you have the freedom to choose your way of Business Intelligence.





Month:  Year:

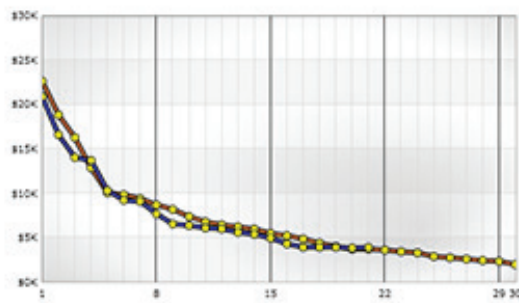
Facilities Total Receipts without Taxes - November 2012



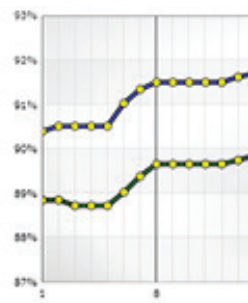
Net Move-ins - November



Facilities Delinquency by Dollars (0-31) - November 2012



Area Occupancy vs. Effective



## Features at a Glance

### Fast and Reliable

SiteLink was designed with speed in mind. Transactions such as payments take three seconds or less to process. Passive transactions like reporting, browsing and searching are even faster. When the Internet is down, your business is up! Unlike most browser-based systems, SiteLink smart management software uses your local computing power to instantly access data. Speed is paramount! So is an affordable, reliable, user-friendly system. With SiteLink, clicks through the system are up to ten times faster than a browser-based system, and moving from screen to screen is swift. Compare the speed of SiteLink to that of other programs and you will notice the distinct SiteLink advantage. That's smart management software.

### SiteLink TOTAL Accounting

SiteLink has been the industry standard for accounting integration and financial reporting that integrates with nearly 20 accounting software packages, including QuickBooks and Great Plains. SiteLink offers choice because not everyone uses the same accounting software. Integrate your current accounting system with SiteLink to give you detailed, accurate reports for easy posting and reconciliation. Discover accounting integration, auditing and reporting possibilities in SiteLink, just as many private and public companies who use SiteLink have discovered.

### SiteLink Marketplace

Having choice allows you to partner with the industry-leading providers who best fit your business.

Use SiteLink and Marketplace partners to boost profits. Automatically share account details, unit pricing, availability and key data with technology partners. Create more powerful websites, call center solutions, kiosks, payment gateways, tenant insurance, internet listing services and more.

SiteLink Marketplace partners enjoy the highest standards of API integration and SiteLink's built-in test and verification tools give owners instant peace of mind and ensure proper service. These partners offer the level of support and quality products that SiteLink customers have come to expect.

### SiteLink Merchant Services

SiteLink Merchant Services payment processing integrates seamlessly with SiteLink's best-in-class self-storage management software, allowing for the continual addition of unique payment features that lower rates, improve daily close and save accountants time. Users love SiteLink's automated tools to verify credit card transactions and flag problems. SiteLink Merchant Services also process bank drafts (like ACH and EFT), provide consolidated statements and a single deposit for all credit card brands. Reduce errors, spend less time auditing and save money. Available in the United States, and the United Kingdom.

### eFile Management

More than just eSign - SiteLink eFile Management electronically executes, tracks, manages and stores documents in a legally binding and secure process. In addition, photos and scanned documents can be uploaded to a tenant's record and preserved in the SiteLink cloud. An eSignature solution should allow a customer to sign, initial and input text fields right inside the lease or document. This speeds up the move-in and lease audit process.

### TeleTracker

Log and measure every call. Find out how your tenants learn about your store. Discover the effectiveness of your tracking numbers and the definite result of every call. Use SiteLink's pop-up screen each time the phone rings! SiteLink's built-in TeleTracker connects with industry-typical number tracking providers to measure effectiveness of your marketing, and you also convert more reservations to paying rentals.

### SiteLink API

Capture more reservations, convert leads to rentals more quickly, rent online and offer the most feature-rich account management to your tenants. The API and SiteLink template work on any browser and support responsive website design. SiteLink's Internet-age innovations fuel more websites, listing services and call centers than other management programs today.

## TOTAL CRM

SiteLink delivers more leads and automatically saves reservations from all of your lead sources such as websites, Internet Listing Services (ILS) and call centers. Automatic follow-up reminders for managers and notices for prospective customers turn more leads into rentals. Monitor all lead-to-lease activities on one report. Create notices for any event including birthdays, payment reminders, inquiry follow-up and specials. Deliver any notice by mail, HTML email or text messaging.

## Corporate Control Center

SiteLink's Corporate Control Center delivers the feature-rich reporting and back-end functionality that make SiteLink a favorite with most of the top 100 operators. Standardize settings for one or multiple stores, including user levels, forms, discount plans and revenue management. Control your website's critical policies and settings instantly. Reporting and BI tools offer quick access to data by store or by groups of stores. Central management functions let you search for units and tenants at all stores, collect payments, reserve or rent and schedule appointments for managers.

## SiteLink Price Optimizer

SiteLink has powerful tools to help you manage revenue for both new move-ins and existing tenants. Raise tenants' rates with confidence and without fear of lower occupancy with clear, easy-to-understand controls. Unit revenue management helps to optimize rates for new rentals based on factors such as occupancy and market conditions. Just as the airline and hotel industries have been adjusting rates for years based upon supply and demand, you can do the same in real-time. SiteLink Price Optimizer gives you the tools to dynamically affect your rental rates on your website.

## Property Map

The birds-eye-view of your store is a great visual tool for daily operations including move-in, payments, transfers and searches. Mouse-over functions add to the speed and ease-of-use. Display your map on monitors visible to tenants as a marketing tool and to enhance their rental experience. Create your own map and modify it instantly using the built-in editor.

## Reports and Business Intelligence

Access real-time reports on any computer or mobile device such as smartphones and tablets. Run reports by store or as consolidated documents. The professional look and attention to detail have made SiteLink reports the industry standard among accountants, management companies, owners and financial institutions. Export reports to common formats including Excel and PDF. Multi-month and year-over-year analysis expose meaningful trends. Relevancy defines SiteLink reports and delivers tangible results. SiteLink's in-house development team and technology partners will create custom reports for you.

## Marketing

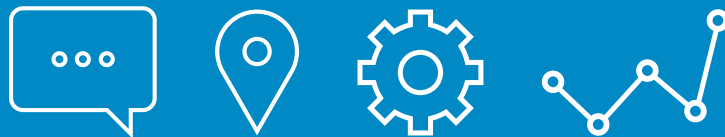
Let surveys, Google Maps integration, promo codes and communication tools including HTML email and text messaging maximize your marketing dollar ROI. Marketing reports analyze your efforts and your investment. SiteLink's marketing module helps you to understand customer profiles, focus specials, eliminate wasteful discounts and rent more units.

## Gate and Access

SiteLink's commitment to technology partners extends to the industry's leading access control systems. Call us to discuss your equipment manufacturer, help with system integration including satellite or remote operations.

## Restoring Data

SiteLink is reliable and consistently fast so you can focus on reservations, rentals and revenue. SiteLink's architecture scales: run any number of devices simultaneously without networking, without servers and without sacrificing speed. We spare no expense to maintain our PCI and SOC 1 certifications and hire outside penetration test companies and update security methods continually. Restoring your data on any computer after a crash or accessing data from any PC or mobile device only requires Internet access and your credentials.



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