

# uStore-it

## Alquiler de Trasteros



# FRANCHISING

# INFORMATION PACK

Own a Successful Self Storage Business



# INTRODUCTION

## Why uStore-it?

### *Why choose a uStore-it franchise?*

uStore-it is poised to become one of Spain's fastest growing franchise business opportunities with an aggressive roll out planned for 2025. Since 2015, our franchisees have successfully implemented the uStore-it self storage franchise business concept and reported successful business growth.

*The Federation of European Self Storage Associations (FEDESSA) released a report in October 2024. It indicated continued strong demand for self storage across Europe, presenting a lucrative opportunity for investors and developers. The statistics and market observations quoted within this document, are taken from that report.*

**Our Mission:**

*Provide the opportunity for franchisees to operate a self-storage owned business within the parameters of a proven, successful, professional and comprehensive business package*





## ABOUT US

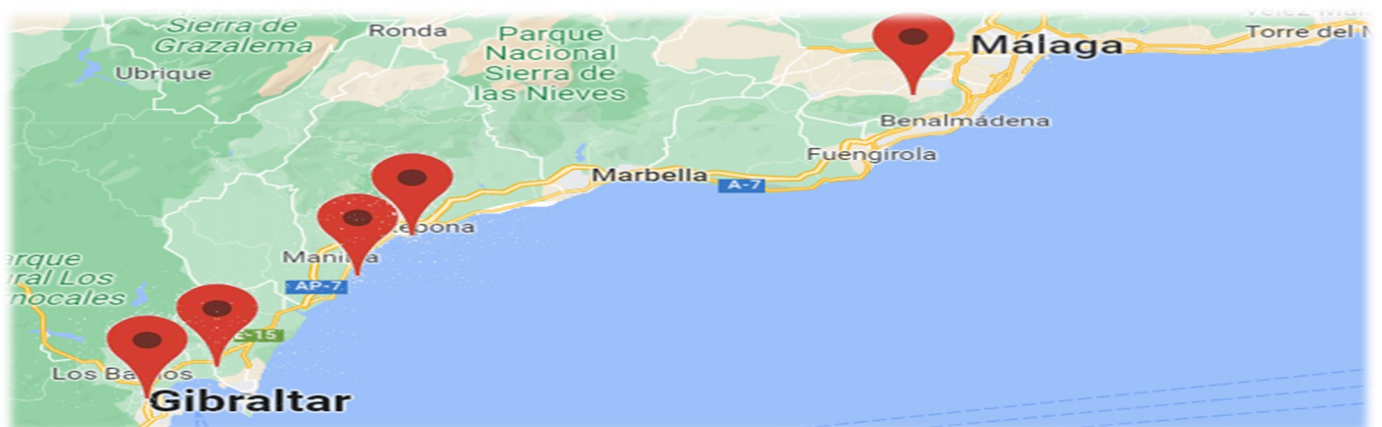
### About uStore-it?

#### *A successful self storage business since 2015*

Within a very short time, the demand for reliable and trustworthy self-storage facilities saw the business expand and eventually diversify into a franchise. The uStore-it brand is growing fast with franchisees taking advantage of a seriously under serviced Spanish marketplace.

uStore-it now has franchisees operating self storage businesses in various locations who are all reporting strong occupancy rates, continued growth, and healthy profits.

With interest from other Spanish locations, and other countries such as UK and Portugal, we are confident of successful business growth across Europe.



[www.ustore-it.eu](http://www.ustore-it.eu)



# WHY SELF-STORAGE?

## Why Choose a Self Storage Franchise?

### *Why is self-storage a good choice for franchisees?*

**Proven Business Model:** uStore-it offers a tried-and-tested business model, reducing the risk compared to starting an independent business.

**Brand Recognition:** Joining an established brand like uStore-it, gives you instant credibility and recognition in the market.

**Ongoing Support and Training:** uStore-it provide comprehensive training and continuous support, helping you navigate challenges and optimise operations.

**Economies of Scale:** uStore-it franchisees benefit from bulk purchasing and marketing, reducing costs and increasing profitability.

**Recession-Resistant:** The self-storage industry tends to be resilient even during economic downturns, as people still need storage solutions.

**Access to Advanced Technology:** uStore-it will introduce you to the latest technology and software systems for efficient management and to reduce staff costs

**Easier Financing:** Lenders are generally more willing to finance franchise operations compared to independent businesses.

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# THE MARKET

## The Self Storage Market?

### *Is self-storage a good market to enter into?*

The Spanish self storage market shows continuing positive growth with strong levels of revenue and a robust development pipeline. In Spain, rental returns increased annually by over 5% on average indicating a high demand for self storage in this region.

*Overall, operators are optimistic, with 96% expecting rental rates to either increase or stay the same.*

*Spanish Operators recorded an annual 5% increase in rental rates*

*Average occupancy for self storage centres across Spain*  
**74%**

*Average occupancy for uStore-it self storage centres*  
**89%**

*Occupancy expectations remain very positive, with 89% expecting occupancy rates to increase or remain*



# THE MARKET

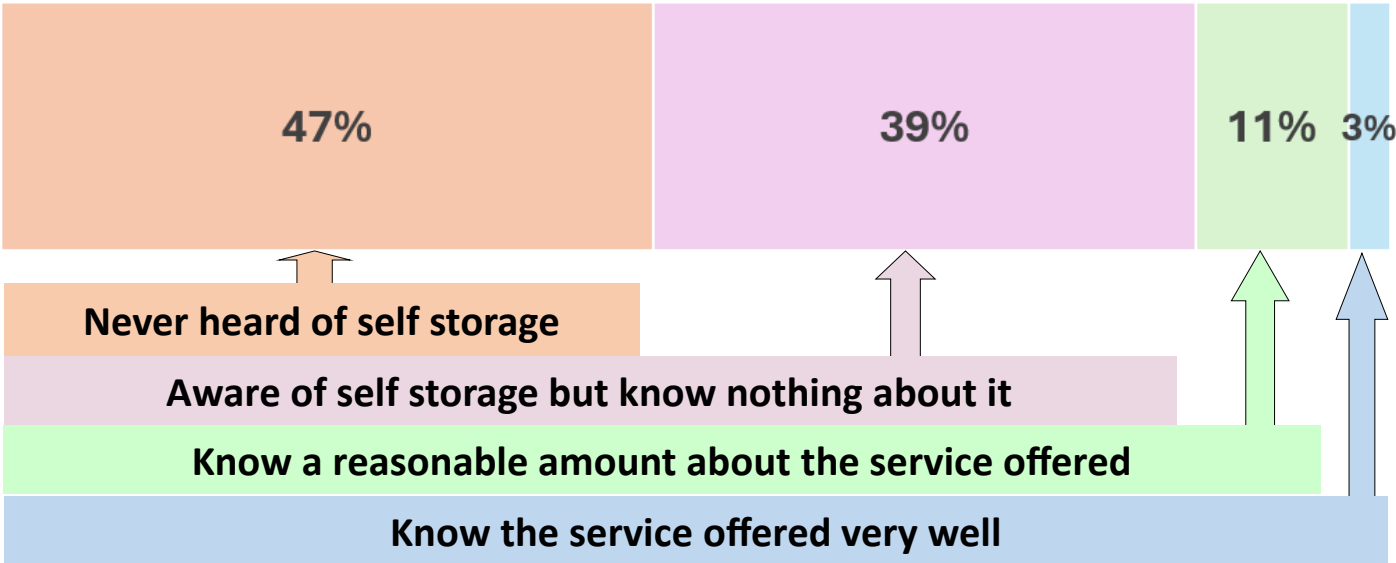
## The Self Storage Market? - The Future.

### *What is the outlook for the Spanish self storage market?*

The self storage market in Spain is growing. A massive **47%** of the Spanish public are not aware of self storage. This is a huge untapped market with **21%** of the Spanish population declaring an intention to use the service in the future.

It is clear to see why self storage operators continue to see continual rental growth with positive outlooks for the future.

### Public Awareness of Self Storage in Spain



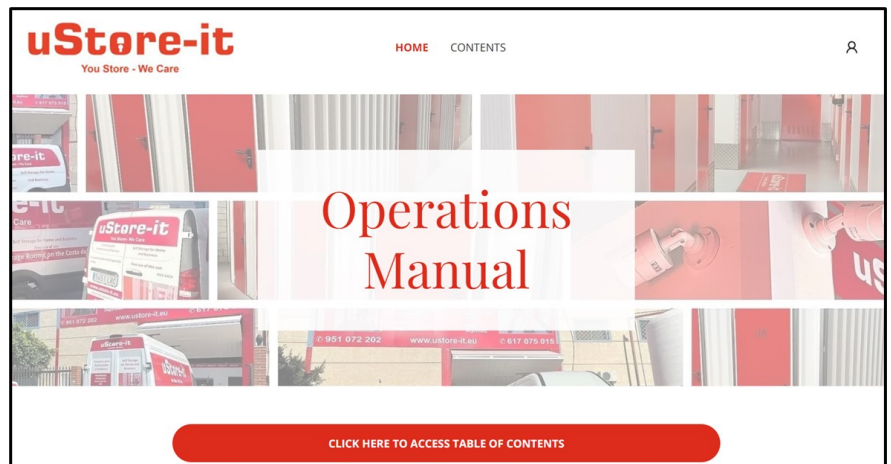


# SUPPORT

## Support from the Franchisor

### *What support will you receive from uStore-it?*

You will be in business for yourself, but not by yourself. We are confident we will help you to start and grow a successful self storage business.



You are investing into your own business, by buying into the uStore-it brand. uStore-it has a proven business model with 50 years of experience in the industry.

We have put together a comprehensive support package to help you provide all the assistance you will need to start your self storage company.

We are with you all the way, when you are managing your business, we will always be there to help. You will be an independent business owner, working under the uStore-it corporate umbrella.

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# SUPPORT

## Support from the Franchisor

*Our comprehensive support package.*

### Start Up Support

- uStore-it will provide you with all the information you need, to make the right decisions.

### Site Selection

- uStore-it will assist you in the selection of a suitable premises and understanding its viability

### Floor Layout, and Design

- We will help you create an efficient floor plan for your premises

### Website & Online Support

- Website hosting, Emails, Social Media, SEO etc.

### Software

- We have a franchise wide dedicated software system to help you manage your self-storage business.

### Comprehensive Training

- Up to 5 days one to one training

### Marketing Support

- You will benefit from uStore-it marketing campaigns, web site SEO and other marketing efforts.

### Operations Manual

- Information, guidance, processes, material specifications, supplier lists, branding guidelines and much more.

### Meetings & Conferences

- Franchisee workshops are held every four weeks to discuss issues, share best practice and develop relationships.

### Ongoing Mentoring & Support

- uStore-it will always be with you to help and discuss any issues or to improve current processes.

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# THE COSTS

## How much will it cost?

### *What is the investment and monthly fees?*

#### Investment

To develop and start a self storage business, the cost will be dependant upon size, location, condition etc.

As a guide, the initial cost to open your self storage business will be approximately €65-75K.



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# THE COSTS

## How much will it cost?

### *What is the investment and monthly fees?*

#### Initial Franchise Fee

**FRANCHISE LICENSE FEE**

**€17.500**

The initial, one-time cost to purchase a uStore-it franchise license.

#### Monthly Fees

**MANAGEMENT FEE**

**€600**

Franchisor costs in providing the continuing services to the franchisee

**SEO & ONLINE SUPPORT FUND**

**€150**

All activities that relate to the online presence of both the uStore-it brand and franchisees.

**TRAINING FUND**

**€25**

Contribution to the training fund.

#### Notes:

1. Management Fee will not be required to be paid for initial three months of trading
2. An Advertising Fund will begin when there are 10 franchisees
3. Equivalent of €26 per day

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# ROI

## Return on Investment

### *What will be my Return on Investment?*

The return on investment (ROI) for a self-storage company can be quite attractive. On average, a well-managed self-storage facility can achieve an annual ROI of 41%.

uStore-it franchisees have continually achieved this figure, and indeed improved upon it. Here are two examples of existing uStore-it franchisees.

**Franchisee  
Example 1  
(1260m<sup>2</sup>)**

Net Profit at 80% occupancy – 43%

**Franchisee  
Example 2  
(3000m<sup>2</sup>)**

Net Profit at 98% occupancy – 60%



# THE PROCESS

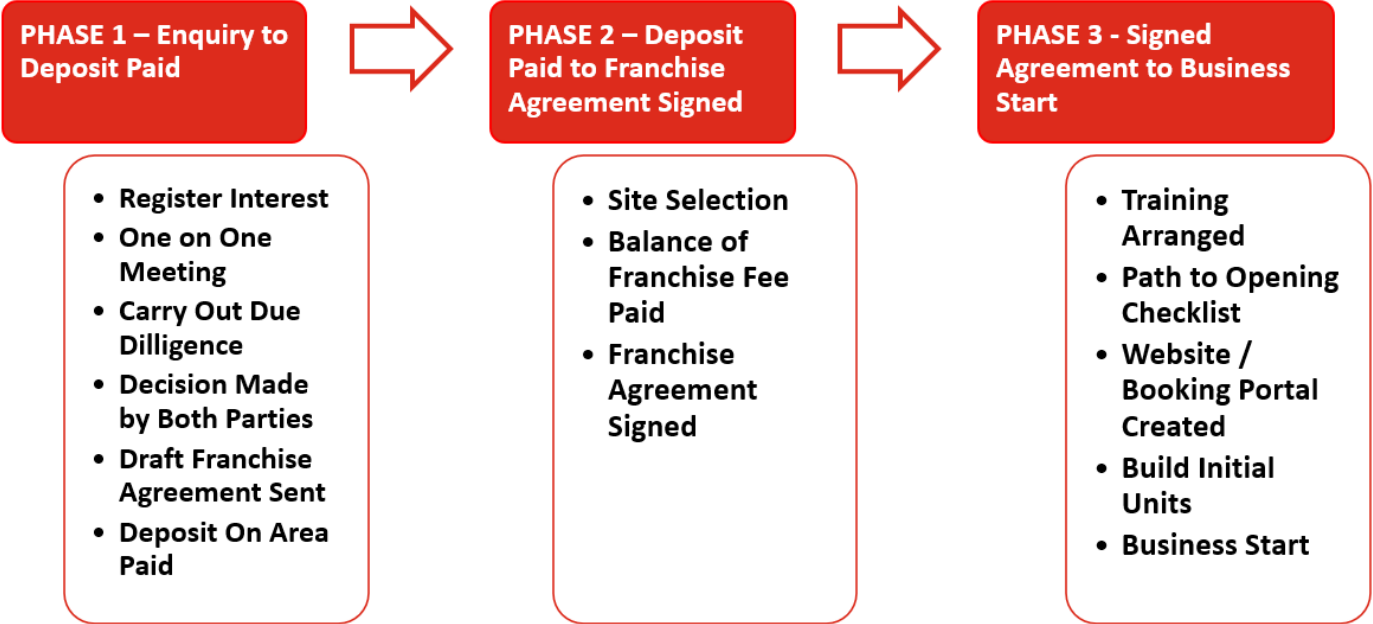
## The Franchisee Recruitment Process

*If you are interested, what happens next?*

If you are interested, the first step is to register your interest at our website - [click here](http://www.ustore-it.eu).

We will contact you and begin our three phase process for you to open your business, shown below.

We will be with you every step of the way to guide you through the process to operate and manage your own successful business





# **uStore-it**

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