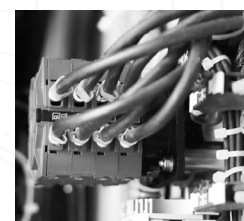




BUILDING "SMART"

A Wiser Approach for Building the Smart Self-Storage Facility of Your Dreams



WHAT DO YOU THINK OF WHEN YOU HEAR "**SMART BUILDING**?"

The latest technological gadgets often come to mind for many: Remote access upgrades or the newest climate control innovation. While these are important, truly building **smart** is much more than installing the latest feature.

A high-performing smart building requires a **smart** approach.

It's not just about installing the latest technology or features—*what the building has*. Instead, smart building should focus on *what the building can do for all who use it*.

Any owner-operator can build smart: Whether you're developing new, renovating, or converting—building for 50 tenants or 500—or located in a small community or metropolitan area, strategically developed **smart** buildings benefit all. And as the demand for convenient, reliable, secure, and accessible self-storage rises, **it's wise to think "smart" as you consider your building's development, functionality, and future.**

WHAT IS SMART BUILDING?: HOW TO CREATE A HIGH-PERFORMING SMART SELF-STORAGE ENVIRONMENT

“**Smart building**” combines infrastructure strategy with intentionally-planned technological innovations to create a self-storage *experience* ideal for all.

Intelligently designed smart self-storage buildings have:



A Strategic Design: Smart building is strategic, considering the holistic self-storage experience. The “smartest” buildings are intentionally mapped, wired, constructed, and outfitted with custom tools ideal for owners’ and tenants’ needs today. The strategy should also be flexible for upgrades tomorrow. This requires thoughtful, user-centric planning alongside an expert development partner who can help you select the exact features and functionalities you want. Importantly, your team should also have in-house design and engineering experts creating the base building infrastructure for your desired features and future upgrades.



Intelligent Infrastructure: High-performing smart buildings are backed by a well-planned building infrastructure. Smart building design requires owner-operators to thoughtfully map the building’s cabling pathways and integrations, allowing for efficient installation and service, and enhancing protection and accessibility.

Owner-operators who forgo or “DIY” smart infrastructure planning may be in for an expensive surprise. It’s common for those without a smart cabling strategy to find they cannot install a new smart feature because it is incompatible with their patchwork infrastructure. Most owner-operators are dismayed when they find out their only option is to take on an unplanned, costly installation and infrastructure renovation. In addition to the lost efficiencies and revenue from the overhaul, poor infrastructure planning can also disrupt tenants, impact security, and spoil facility reputation. **It’s wise to prioritize your smart infrastructure first.**



Smart Automation: Smart buildings include the latest technology and features to replace manual processes. Today, many owner-operators seek features like smart thermostats and access control technologies to manage and monitor their buildings and operations easily and remotely. Meanwhile, tenants want convenient features like easy-to-use roll-up doors, smart locks, gates, and keypads. These tools offer both greater convenience and peace of mind. For example, self-storage operators report significantly fewer break-in claims on smart units using sophisticated smart locking solutions, compared to traditional units.

With many options and requirements, designing a smart self-storage environment can feel daunting.



Wise owner-operators have a secret weapon, however: A sound smart building strategy and a partner with the vision, experts, full-service approach, partners, and latest tools to bring the strategy to life.



BUILDING YOUR DREAM SMART SELF-STORAGE ENVIRONMENT: 5 KEYS FOR SUCCESS

With the right approach, any owner-operator can “**build smart.**”

The following strategies are essential for success:

1

Begin With an Informed Vision. A successful smart building begins with a thorough, thoughtful, and flexible design. It can be tempting to cut corners to open the doors more quickly. However, poorly planned wiring, cabling, and integrations often cause costly headaches in the future. Creating a strategic plan for your ideal smart self-storage environment is wise. Collaborating with a team of builders with deep smart storage experience is also wise. Together, you can design “the big picture” and carefully orchestrate construction details. This ensures development is efficient, on budget, and on time—**the first time.**

2

Design for Your Ideal Owner-Operator and Tenant Experience. The most successful smart self-storage facilities have one thing in common, they offer a seamless experience for owner-operators and tenants alike. To design the ideal experience, conduct thorough market and feasibility studies to evaluate the building’s use cases and needs. These studies will yield insights to help you create the most valuable smart environment. Building for your users optimizes facility usage and management, which is a win-win for all.

3

Be Flexible. Smart self-storage facility development does not have to be “one-size-fits-all.” There are many scalable options if you aren’t ready for a full development project. Even if your building is currently at capacity, it’s wise to start thinking now about how you’re preparing your facility for the “smart future.”

Considering your infrastructure is an important first step: A sound, intelligently designed framework allows you to try any technological feature or scope you desire. Your development team should help you find and create your dream environment, even if it means scaling. For example, you could consider a phased conversion, building the infrastructure first and “smart wings” over time to determine tenant interest and inform future upgrades.

No matter the size or approach, smart buildings offer nothing but opportunity. Your renters will rave about the conveniences. You also may find you can grow revenue through these premium units, helping you to justify a larger-scale smart renovation. With the right support, there are many ways to approach smart building if you’re flexible.

4

Don’t Wait. Studies have found younger generations will pay a premium for self-storage convenience. From custom-sized units to smartphone access to 24/7 remote support, a convenient experience feels easier, safer, and more valuable. As these tenants age (and some become owner-operators themselves), smart self-storage perks will no longer be premium. Instead, smart self-storage design will be expected. Regardless of your market, demographics, or current capacity, it’s wise to begin thinking about your smart building strategy today to ensure viability tomorrow.

5

Assemble the Dream Team. Behind every thriving smart self-storage environment is a **dream team:** Experts carefully choreographing the facility’s design, construction, and growth. Your dream smart self-storage team should have:

- An easy, one-stop development approach
- Expert strategists with design, engineering, and in-house fabrication experience to plan your ideal, custom smart environment
- Proven planning, installation, and site-wide technology maintenance experts to help you complete and oversee smart upgrades
- Technical expertise in all self-storage systems, designs, and footprints, allowing flexibility for multi-company development teams
- An in-house network easily connecting you to industry-leading smart features and innovations
- A state-of-the-art, in-house training facility featuring a smart environment

- A track record of successful partnerships with and installations for organizations of all types, including real estate investment trusts (REITs)
- Decades of innovation and results to ensure smart building planning, construction, and installation are seamless and future-focused
- A commitment to partnership and growth, helping your smart building thrive today and grow tomorrow

No matter which type of smart facility you plan, you need advice from professionals who understand smart self-storage. A top-quality, single source team, like the experts at **BETCO**, is ideal.

BUILDING SMART TODAY IS A WISE INVESTMENT FOR TOMORROW

Strategic smart building is a sound long-term investment for owner-operators. It offers the ideal convenient, secure, and high-touch experience tenants value—and pay more for—today. As self-storage demographics and preferences shift, building smart also protects your facility's performance tomorrow.

Building smart delivers owner-operators peace of mind. Buildings are outfitted with the latest features, which are functional, integrated, and scalable. Development is efficient and intentional, allowing owner-operators to save money and time, and offer a premium service to tenants more quickly.

Tenants appreciate the convenience and security smart environments offer, which increases loyalty and satisfaction. The smart experience enhances loyalty and reputation, often improving a building's competitive advantage.

Finally, building a smart self-storage experience delivers ROI. Well-designed smart buildings generally can achieve payback in several years. Even better, most smart self-storage owner-operators can expect revenue increases from the premium offering.

Smart self-storage building approaches produce high-performing smart buildings. It's wiser than ever to think smarter today about your smart self-storage approach tomorrow.



About BETCO

Since 1984, self-storage developers worldwide have turned to BETCO to create custom self-storage buildings of every shape and size—from single story buildings to multistory facilities. While other self-storage building providers offer piecemeal products and services, BETCO's craftsman buildings are skillfully designed from the slab up to meet any demand, including building smart. BETCO's team combines expert strategy, intelligent infrastructure, and innovative features—like those from **Access Control Technologies** and **Nokē Smart Entry**—to create any owner's dream facility.

How can **BETCO** help with your next self-storage project?



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more information on
how to build **SMART**.