

uStore-it

Storage Made Easy



UK FRANCHISE INFORMATION

Own a Successful Self Storage Business





INTRODUCTION

Why uStore-it?

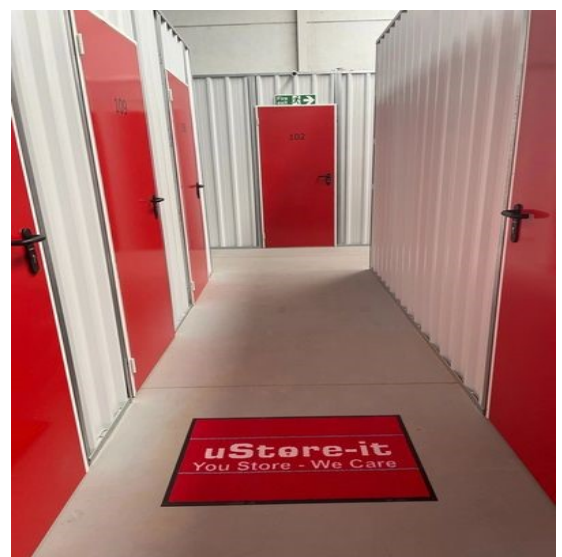
Why choose a uStore-it franchise?

uStore-it is poised to become one of Europe'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 UK Self Storage Association (SSA-UK) released a report in 2024. The report highlights the resilience of the self storage industry despite challenging economic conditions, . 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



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ABOUT US

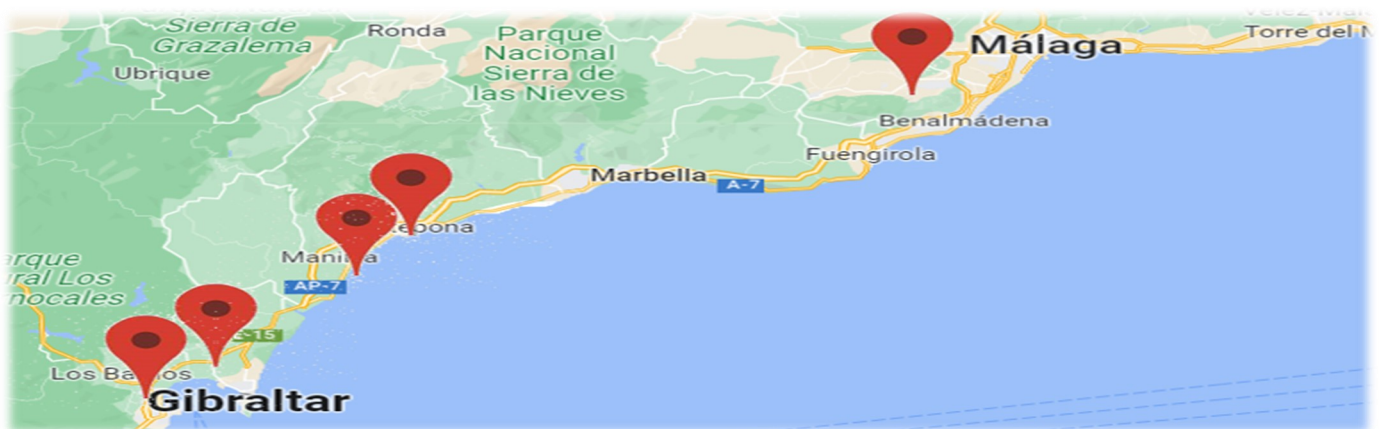
About uStore-it?

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



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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 UK Self Storage Market?

Is self-storage a good market to enter into?

The UK self storage market has been experiencing steady growth. Since 2005, self storage in the UK has tripled – from 18 million sq ft to 60 million sq ft as of the end of 2023. With the sector still in its nascency in the UK, the self storage footprint is likely to grow significantly in the short and medium term.

Small businesses / online retailers are the largest group of business customers, often requiring extra storage for stock, or materials as they grow.

Average occupancy for self storage centres across UK

78%

The industry saw a reduction in the number of staff per store, partly due to increased automation

8.7% of people surveyed are considering using self storage in the next 12 months, up from 7% the previous year.

Due to market demand, operators are confident in raising prices for existing customers

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THE MARKET

The Self Storage Market? - The Future.

What is the outlook for the UK self storage market?

The self storage sector is expected to continue growing, driven by increasing population, housing unaffordability, and greater awareness of self storage benefits. The growth will be shaped by several key trends and developments, for example:

TECHNOLOGY INTEGRATION: Increased use of automation will enhance security and operational efficiency. Mobile apps and wearable technology will facilitate contactless check-ins and remote monitoring.

CUSTOMER DEMOGRAPHICS: There will be a rise in customers who use self storage as an extension of their living space. Small business users will also increase due to the flexibility and cost-effectiveness of self storage.

MARKET GROWTH: The sector is expected to continue growing, driven by increasing population, housing unaffordability, and greater awareness of self storage benefits. The UK market has significant potential for expansion.

SPECIALIZATION AND SEGMENTATION: There will be a focus on smaller, unmanned stores in rural areas and more sophisticated, high-security units in urban locations.

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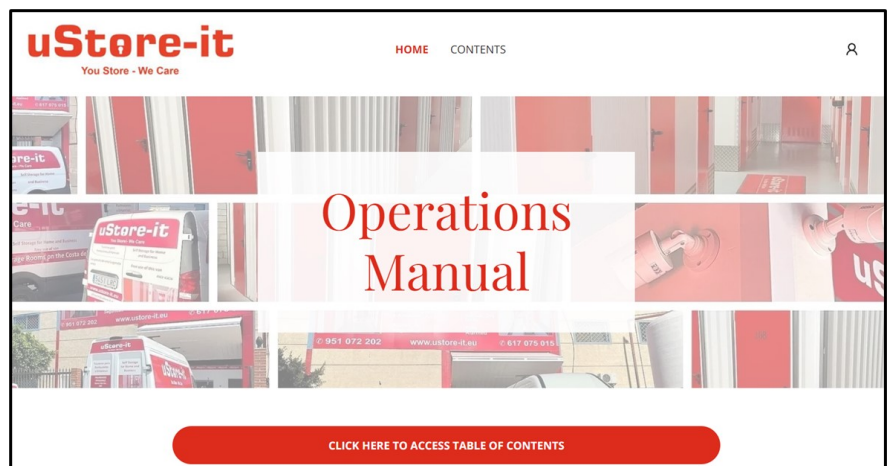


SUPPORT

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

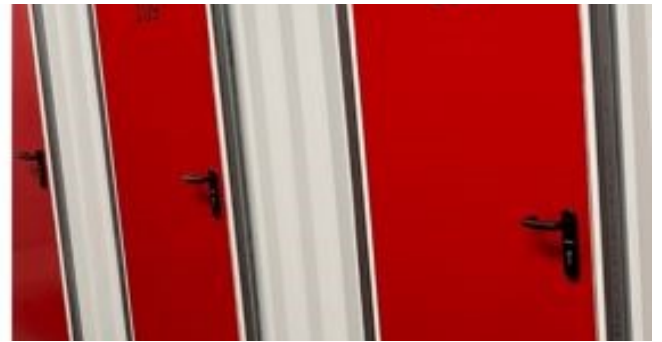
- uStore-it will always be with you to help and discuss any issues or to improve current processes.

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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 £55-65K.



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THE COSTS

How much will it cost?

What is the investment and monthly fees?

Initial Franchise Fee

FRANCHISE LICENSE FEE

£10,000

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

Monthly Fees

MANAGEMENT FEE

£400

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

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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 (1260m²)

Net Profit at 80% occupancy – 43%

Franchisee Example 2 (3000m²)

Net Profit at 98% occupancy – 60%

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THE PROCESS

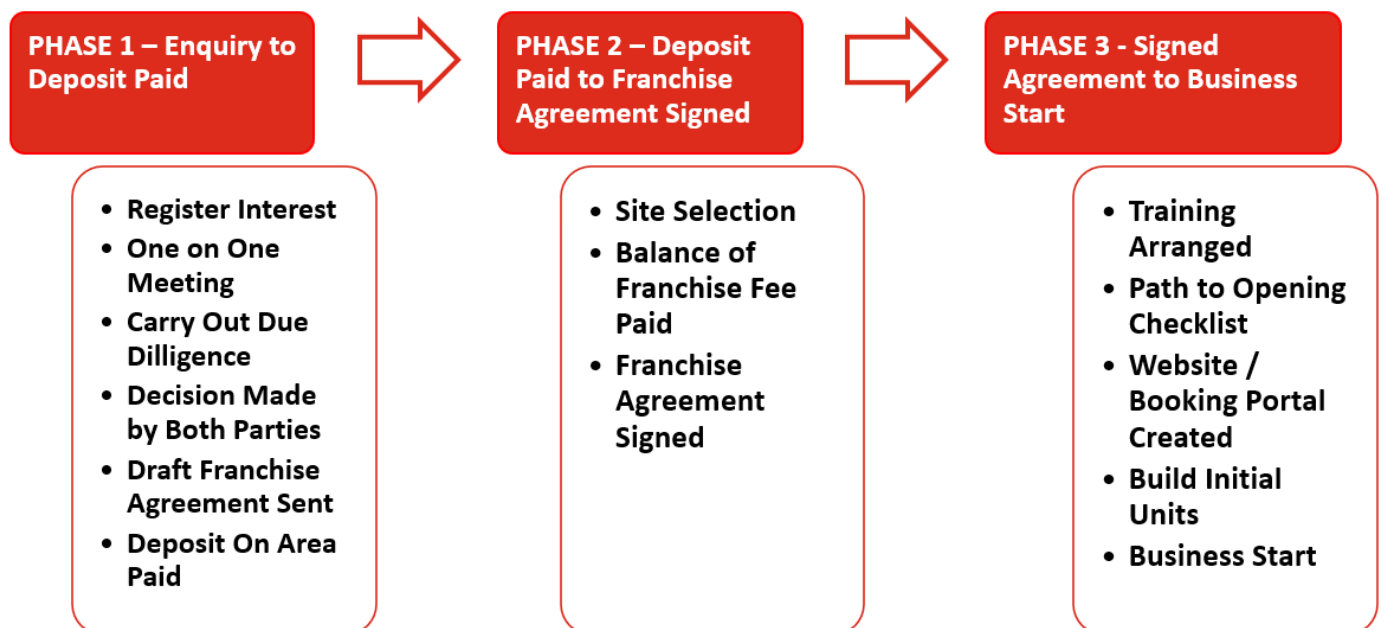
The Franchisee Recruitment Process

If you are interested, what happens next?

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

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



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uStore-it
You Store - We Care



uStore-it

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