



# Generating Success: Freedom Storage's Rapid Review Growth with StorageReach

## At A Glance

### Challenges

- Lack of Online Reviews
- Inefficient Review Management
- Limited Integration with Facility Management Software
- Difficulty in Engaging Tenants

### Benefits

- Streamlined Review Generation
- Enhanced Online Presence
- Seamless Integration with Existing Systems
- Improved Customer Engagement

*"Like most organizations, we struggled with getting new Google reviews for our facilities. We have tools in our PMS, and the managers are supposed to ask during every interaction, but we all know how that goes sometimes. We met Kale and StorageReach.com and were intrigued by their program. Looking at the last four months: in April, our locations had 19 reviews; in May, we had 49; June had 59; and July was at 117. I truly believe we would not be having the success we are experiencing without StorageReach.com and their API integration into our PMS to solicit reviews from new and existing customers. Highly recommend!"*



**Jim Mooney**

Vice President Operations  
Freedom Storage Management

## Objectives

Freedom Storage, a prominent storage facility provider, was facing a lack of online presence and engagement from their clientele. In an era where online reviews guide customer decisions, Freedom Storage needed a solution that would not only facilitate the generation of more online reviews but also manage those reviews to build and maintain a strong online reputation. Through a partnership with StorageReach, they successfully generated over 225 reviews in just 70 days, seeing an impressive 26% increase in their Google My Business clicks.

## The Challenge

Freedom Storage recognized the importance of customer reviews and how they play a crucial role in attracting new tenants and retaining current ones. However, they were struggling to gather and manage these reviews efficiently, leading to missed opportunities in marketing and customer satisfaction.

## The Solution: Integrating StorageReach

To tackle these challenges, Freedom Storage implemented StorageReach, a platform designed to integrate with top facility management software in storage, enabling facilities to generate online reviews by sending out text messages at move-ins, move-outs, and to current tenants. It also provides the ability to manage those reviews, ensuring that the company maintains a positive online presence.



# Generating Success: Freedom Storage's Rapid Review Growth with StorageReach

## Implementation

1. Integrating with Existing Systems: Freedom Storage quickly integrated StorageReach with their existing facility management software, Sitelink.
2. Customized Review Requests: They utilized the platform's capabilities to send personalized text messages to new tenants, current tenants, and those who were moving out.
3. White Labeled Review Pages: With StorageReach, Freedom Storage was able to customize the landing page for each facility, maintaining a consistent brand online.

## Results

Within 70 days of implementing StorageReach, Freedom Storage achieved remarkable success:

- Generated Over 225 Reviews: Through automated and customized text messages, they were able to generate more than 225 reviews across their portfolio of over 20 facilities.
- 26% Increase in Google My Business Clicks: Their enhanced online presence led to a significant increase in engagement, resulting in a 26% growth in clicks on their Google My Business profile.

## Conclusion

Freedom Storage's collaboration with StorageReach demonstrated how a targeted approach to review generation and management can lead to significant growth in online engagement and customer satisfaction. Their success story is a testament to the power of integrating smart technology to solve modern business challenges. It provides valuable insights for storage facilities looking to leverage online reviews as a strategic asset in building and maintaining a robust digital presence.



**+225**  
**Google Review**



**+26%**  
**Increase in**  
**GMB Clicks**



## Ready to Revolutionize Your Review Management?

Freedom Storage achieved remarkable success with StorageReach. You can too! Contact us today to find out how our integrated solutions can help your storage facility generate and manage reviews effectively.

✉ [kale@storagereach.com](mailto:kale@storagereach.com)

☎ (435) 244-2997

🌐 [Storagereach.com](http://Storagereach.com)