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Introduction

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The overall picture of today’s mobile self-storage industry is one of contrasts. Though still in its infancy, the industry has also matured from its inception. More people are aware of mobile self-storage than ever before, yet many still don’t know what it is. While many mobile self-storage operators are independent business owners, several companies have established large-scale national operations. Many have been in operation from the industry’s earliest days, but as competition has increased, numerous startup companies have entered the picture.

What these companies share are the basic mobile self-storage product and the need to sell and deliver that product to consumers. Companies also share the goal of operating efficiently and cost-effectively in order to maximize profits, seeking to balance this goal with providing top-notch customer service.

In order to better understand this growing industry, we are proud to present the first annual *Mobile Self-Storage Survey*, conducted as a joint effort between the Mobile Self-Storage Association and MiniCo Publishing. The information reported on the following pages are the results of a third-party, Web-based survey. This survey was sent 538 mobile self-storage operators, with a seven percent response rate.

The purpose of this survey is to look at where the industry is today and assess how the various mobile self-storage operators differ—and to see what they have in common. By looking at the key areas of accounting, transportation, marketing, and operations, we hope to provide a framework that mobile self-storage professionals can use to benchmark their own operations and garner ideas for growing their businesses. We have also included a basic profile of the industry that examines the types of firms in operation today.

While we can’t predict the future, we can see that mobile self-storage is growing and changing rapidly. New innovations will continue to drive the industry as it expands to an ever larger customer base. Yet, a threat to this growth is emerging as many municipalities and government agencies are beginning to implement legislation that will impact how mobile self-storage businesses operate. By focusing on our common goals, we can help shape the growth of mobile self-storage and produce positive results for all mobile self-storage businesses.



Table Of Contents

- Section 1: Introduction..... 2
- Section 2: Industry Profile 3
- Section 3: Accounting..... 5
- Section 4: Transportation 7
- Section 5: Marketing..... 10
- Section 6: Operations..... 13
- Section 7: Open Ended Questions.... 15

