

# Storelocal Introduces New Customer-Focused Website and Technology Brand

*New site design creates a modernized customer experience*

IRVINE, CALIFORNIA, UNITED STATES, September 4, 2018 /EINPresswire.com/ -- Storelocal, the self-storage industry's only member-owned co-op, is pleased to launch the first phase of its new brand and website. The emphasis of the rebrand is to introduce the Tenant™ suite of technology products and services as a transition from a B2B website to a site that is designed to face customers looking for storage units.



Tenant™ technology, powered by Storelocal's global distribution system (GDS), modernizes the storage experience with an automated, single point of access to every facet of buying self-storage. Through the Tenant™ suite of products and services, renters can execute lease transactions online, conveniently open gates, unlock man-doors, and access floors and unit locks with a Bluetooth-enabled smart phone, eliminating the need for access codes and keys.

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Our technology platform enables integrations with more advanced consumer-facing capabilities”

*Lance Watkins*

“The purpose of the rebrand of storelocal.com is to

showcase our Tenant™ technology platform and meet the strong demand from co-op members to launch a consumer-facing brand for their storage facilities,” said Lance Watkins, CEO of Storelocal. “This approach will enable integrations with more advanced consumer-facing capabilities.”

Another Storelocal Tenant™ strength, Watkins added, lies in the environment to develop the next product offerings, scheduled to roll out in three phases and aimed at dynamic, responsive interfaces that meet the most current consumer expectations.

Storelocal members receive exclusive access to the Tenant™ technology stack, including Tenant Interface, Mobile Manager, Digital Signage and access-control technology, as well as access to the Storelocal brand for their stores.

Co-op Founder Scott Ramser said, "As a Founder and Board member of Storelocal, I am highly supportive and excited about the launch of the Storelocal Storage Co-op brand. In fact, I have opened the first branded store, which is currently in lease-up and experiencing great success. Additionally, a backlog of Storelocal Storage Co-op members have expressed interest in converting to the brand, and we are targeting those new stores to come on board in the first quarter of 2019."

Storelocal will demonstrate this innovative technology at the upcoming Self Storage Association 2018 Fall Conference & Trade Show, September 4-7 at Caesars Palace in Las Vegas, Nevada.

Attendees are invited to visit Booth 301 to learn more about GDS technology and self-storage as well as experience a demonstration of the Tenant™ technology suite, including SecurGuard® Smart Entry System from Janus International, a one-of-a-kind security and access control system powered by Storelocal's GDS.

Each qualified person who participates in the interactive demonstration will have a chance to instantly win one of several \$250 American Express Travel Cards. They will also be entered into a drawing for a chance to win one American Express Travel Card valued at \$1,000.

#### About Storelocal

Storelocal ([www.storelocal.com](http://www.storelocal.com)) is a co-op created and owned by independent self-storage operators. We develop technology, partnerships and brand services to increase the profitability of our members. In just over four years, we have grown to more than 1100 facilities, including 14 of the top 50 operators, making Storelocal the 4th largest self-storage owner entity in the world. Storelocal is proud to introduce Tenant™, an end-to-end, fully automated solution focused on consumer experience. "Tenant™ – Making technology easy and unassisted move-ins a reality"

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