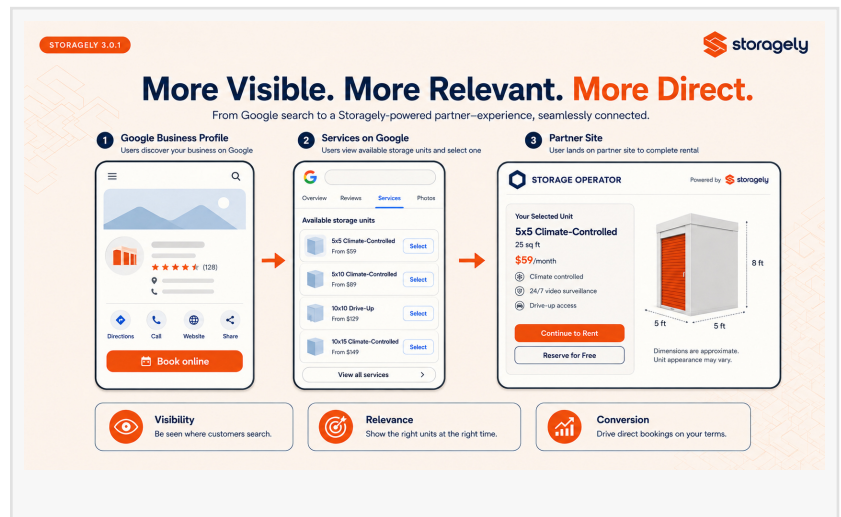


Storagely Launches Reserve with Google Integration for Self-Storage Operators

New integration gives self-storage operators a more visible and direct path from Google Search and Maps to available storage options, sizes and current pricing.

WINSTON SALEM, NC, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- [Storagely](https://www.storagely.com/), the website and online rental platform built specifically for self-storage, today announced its approval for Reserve with Google, enabling Storagely to provide the integration to eligible customers.



Until now, Reserve with Google capabilities in self-storage have primarily been seen among REITs and some of the industry's largest operators, companies with the scale and technical resources to build and maintain their own integrations. Now the broader self-storage industry has another option.

“

This gives more operators an opportunity to participate in a customer journey that has historically been concentrated among the biggest companies in the industry.”

Austin Simmons, Storagely CEO

Eligible Storagely customers will be able to connect their locations, storage inventory, pricing and rental experiences to Reserve with Google through the Storagely platform without independently developing and maintaining the underlying integration.

"Google is already where an enormous number of storage

searches begin," said Austin Simmons, CEO of Storagely. "Reserve with Google gives operators a more visible way to turn that search into action. Our job is to make the distance between someone searching for storage and becoming a tenant as short as possible."

A More Visible Path to Rental

One of the biggest opportunities is visibility.

In a traditional Google Search or Maps experience, a potential tenant may find a facility, interact with its Business Profile, visit its website and then navigate through the site to locate available units. Reserve with Google can introduce a distinct Book Online or Schedule action for eligible participating locations, giving consumers a prominent way to take the next step while they are actively searching on Google.

"The Book Online button may look simple, but where it appears in the customer journey is incredibly important," Simmons said. "The customer is already looking for storage. We don't want to make them hunt for what to do next."



Publish Storage Inventory and Pricing Directly to Google

The integration is designed to go beyond simply adding a booking button. Storagely can publish a participating facility's available storage offerings, unit sizes and current pricing directly to Google through the Reserve with Google integration. Instead of Google only knowing that a storage facility exists, the integration can provide structured information about what that facility currently offers.

That can include details such as:

- Available storage unit types
- Unit sizes
- Climate-controlled and other storage options
- Current starting prices
- Links into the appropriate online rental or reservation experience

Storagely is also designed to keep this information synchronized with the operator's current inventory and pricing, helping ensure the information being provided to Google reflects what is actually available to rent. This is especially important in self storage, where inventory and pricing can change frequently.

"Storage inventory and pricing are always changing," Simmons said. "The opportunity is to give Google a much better understanding of the storage options an operator offers, including sizes and pricing, rather than simply knowing where the facility is located."*

More Than a Book Online Button

Publishing inventory and pricing also creates the opportunity for a much more relevant customer journey. Think about someone searching Google for men's basketball shoes. If they click a relevant result and land on a page showing every type of shoe available, they have effectively been asked to start over. They already told you what they wanted. Self storage should work the same way. Someone interested in a 10x10 climate-controlled unit shouldn't have to land on a generic homepage and search through every available storage option again.

The goal is to connect that customer as directly as possible to the relevant unit type, size, current price and rental experience.

Search → Relevant Storage Option → Rental

Instead of: Search → Facility → Website → Search Again → Find a Unit → Rental

"If the customer has already expressed what they're looking for, we shouldn't make them start over," Simmons said. "That's where this becomes much bigger than a booking button. It's about creating a direct connection between customer intent, current inventory and the storage option they're interested in."

Bringing the Capability to More Operators

The significance also extends beyond the technology itself.

Historically, sophisticated connections between Google, real-time storage inventory and online rental platforms have been concentrated among operators with significant scale and internal development resources. Most independent and regional operators rely on their technology providers to make capabilities like this possible. Storagely's approval creates a new path for those operators.

"You shouldn't need to own hundreds or thousands of facilities or maintain a large development team to compete for a customer who is ready to rent," Simmons said. "This gives more operators an opportunity to participate in a customer journey that has historically been concentrated among the biggest companies in the industry."

For eligible participating locations, Storagely's Reserve with Google integration is designed to:

- Provide a prominent Book Online action within the business's Google presence

- Connect Google Search and Maps more directly to the rental experience
- Publish available storage inventory to Google
- Provide individual storage offerings, unit sizes and current pricing
- Keep inventory and pricing information synchronized as availability changes
- Send consumers toward storage options relevant to their search
- Reduce unnecessary steps between discovery and rental
- Allow customers to complete reservations or rentals online
- Better identify rentals and reservations originating from Google

"Every extra click creates another opportunity to lose a customer," Simmons said. "Reserve with Google lets us begin removing that friction before the customer ever reaches the operator's website."

Availability of Reserve with Google functionality, booking actions, inventory, pricing and storage offerings is subject to Google eligibility requirements and Google's determination of how eligible actions and information are displayed across Google Search and Maps. Storagely plans to begin making the capability available to eligible customers starting on September 14, 2026.

*Google ultimately determines when and how eligible inventory, pricing and booking information is displayed across its products.

About Storagely

Storagely is a website and online rental platform, specifically for the self-storage industry, built around the way you operate. With an innovative and solution-first approach, Storagely helps operators create high-performing websites, giving them more control over edits, managing locations and content at scale, faster launches, and exclusive features...with the flexibility and control they need to move at their own pace.

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