SAULS
COMMERCIAL REAL ESTATE

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FROM DRIVE-BY *To Dollars*

CURB APPEAL WALKTHROUGH FOR SELF-STORAGE OWNERS

PRIMARY CURB APPEAL

WHAT THE COMMUNITY SEES

- ◯ **MONUMENT/BUILDING SIGNAGE** Current branding, clean, visible at speed, well-lit; no peeling vinyl or old promos.
- ◯ **LANDSCAPING** Grass cut, weeds removed, beds edged with fresh mulch/pine straw; shrubs trimmed below sightlines; seasonal color.
- ◯ **FENCING & GATES** Straight, rust-free, matching heights; hinges, rollers, and closers tight; keypads angled and readable; bollards upright with fresh sleeves/paint.
- ◯ **LIGHTING** All fixtures working; even coverage on drives, entrances, signage, and flag; no dark pockets.
- ◯ **PAVEMENT & STRIPING** Potholes filled, sealcoat uniform, arrows/stop bars crisp; adequate drive aisle width for turning.
- ◯ **STREET VISIBILITY** Trimmed trees; remove visual clutter; clean sightlines to entrance/office.
- ◯ **CLEANLINESS/ORDER** No trash, pallets, or overflow; dumpster corral closed.
- ◯ **FLAG** American flag clean and in satisfactory condition; pole straight and illuminated at night.

SECONDARY CURB APPEAL

WHAT THE CUSTOMER EXPERIENCES ON SITE

- ◯ **DOORS & HALLWAYS** doors washed (no chalky oxidation), labels aligned; hallways swept/mopped.
- ◯ **PEST-FREE** remove wasp nests/cobwebs; rodent/ant control in place; exterior corners cleaned.
- ◯ **OFFICE ARRIVAL** clear "Welcome" moment; glass storefront doors, clean mats, tidy retail displays; no taped paper signs.
- ◯ **AIR & ODOR:** no stuffy smells; ventilation or HVAC functioning; dehumidifiers where needed.
- ◯ **SOUND:** quiet or curated music — no clanking, buzzing, or nuisance alarms.
- ◯ **CUSTOMER PATH** Accessible parking, ADA access, carts staged and working; clear wayfinding to elevators/corridors.
- ◯ **DIGITAL TOUCHPOINTS**: access control works, app/keypad codes reliable; website/QR on door for instant renting.

WE'RE HERE TO HELP!

NIGHTTIME CURB APPEAL

HOW YOU SHOW UP AFTER DARK

- ◯ **ALL EXTERIOR LIGHTS WORKING** Fixtures, photo-eyes, timers set correctly.
- ◯ **INTERIOR LIGHTS** Come on and stay on while occupied; sensor timing tested.
- ◯ **ENTRANCES/EXITS** Clearly marked with reflective wayfinding; no "sketchy" areas.
- ◯ **SECURITY** Visible cameras, clean domes, signage that sets expectations (monitored, hours, rules).

QUICK WINS
MINIMUM INVESTMENT

THE NON-OPTIONAL BASICS

- ◯ **CUT GRASS & PICK UP TRASH DAILY**
- ◯ **PRESSURE WASH DRIVES/CURBS/DOORS**
- ◯ **WIPE KEYPADS, PAINT BOLLARDS, REPLACE BULB COVERS**
- ◯ **REFRESH PINE STRAW/MULCH; ADD SEASONAL FLOWERS**
- ◯ **TOUCH-UP PAINT (DOORS, TRIM, RAILINGS)**
- ◯ **REMOVE CLUTTER, SCRAP, AND OBSOLETE SIGNAGE**
- ◯ **REPLACE TATTERED FLAGS AND FADED DECALS**

BIGGERS BETS
ROI-DRIVEN UPGRADES

- ◯ **NEW SIGNAGE PACKAGE** Monument + building + directional
- ◯ **REPAINT DOORS/BUILDINGS FOR A MODERN PALETTE** Cohesive, high-contrast, no dated colors
- ◯ **SEALCOAT/STRIPE ASPHALT** Widen turning radii where feasible
- ◯ **UPGRADE ACCESS CONTROLS/SOFTWARE** Tighten website + online rental flow
- ◯ **ADD EXTERIOR DECORATIVE LIGHTING** Glass storefront office; architectural accents

PERCEPTION = PRICING POWER

RENT FASTER - HOLD RATES LONGER - EARN REFERRALS

PRO TIPS *NOI = NOT ONLY INCOME.*

CURB APPEAL BUILDS TRUST & CONFIDENCE THAT CONVERTS TO CASHFLOW.

Notes

Questions or a quick curb-appeal audit?

Let's connect.

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