Occupancy Report — what we found about your s SAMPLE REPORT

Prepared for: A. Sample, Sample Storage Ltd · OL4 (Oldham) · July 2026 · occupancyaccelerator.co.uk · 07863 645600

CATCHMENT DIRECTION — WHICH WAY IS YOUR MARKET POINTING?

GROWING (moderate)

Demand ↑ Net company formations +14/month averaged over 3 years (38 incorporating, 24 dissolving) · housing transactions +8% YoY · population +2.1% projected to 2030 · storage searches trending up over 24 months.

Supply → 8 competitor sites (6 listed on Google; we found 2 more via VOA rating and Companies House cross-checks) · none opened in the last 3 years · one planning application pending 2.4 miles away.

Verdict: demand rising into flat supply. The window is open — and the pending application is the clock.

THE THREE NUMBERS

£43k–£63k /yr

THE RATE GAP

You charge £27.70/week per 20ft; mystery-shopped local sites charge £42–48 — a gap of £60–88/month on your 60 occupied units.

£24,768 /yr

THE VACANCY GAP

Empty units beyond normal churn at your occupancy, rents and re-let speed. Maths on page 2.

≈ £6,240 /yr

MISSED ENQUIRIES

One unanswered enquiry a week, valued at just one month of rent each. We tested this — see below.

WE ENQUIRED AS A CUSTOMER

Your site: Called 3× (Tue 10:14, Thu 16:20, Sat 11:05) — answered 1 of 3. Web enquiry submitted Tue 10:22 — no response after 96 hours. No price given on the one answered call.

Best rival: Replied in 11 minutes, with a price and a unit reserved pending viewing.

The industry norm is bad — even strong operators only reach ~53–63% of their own enquiries. Yours is worse. Fixing this is free money, and it is step one of the programme — there is no point buying demand that nobody answers.

SUPPLY — WHO IS FIGHTING YOU FOR IT

Competitor sites in radius	**6 listed on Google + 2 unlisted we found (VOA / Companies House)**
Storage space per head, this catchment vs UK average	**0.61 sq ft vs 0.90 — undersupplied**
Competitor sites opened in the last 3 years	**0 — no new supply**
Planning applications for storage in radius	**1 pending, 2.4 miles away**
Your Google listing vs best competitor	23 reviews · 4.4 vs 86 reviews · 4.9
Listing photos updated in last 6 months	2 of 8 sites (yours: no)
Enquiry response, you vs best rival	**96 hours+ (none) vs 11 minutes**

YOUR VACANCY ECONOMICS (FROM THE FIGURES YOU GAVE US)

Rentable units × occupancy × rent	80 × 75% × £120/month
Annual vacant-unit rental value (20 empty units)	**£28,800**
Explained by normal churn — 4 move-outs/mo × 21-day re-let (assumptions shown, labelled)	£4,032
Addressable gap — vacancy beyond normal churn	**£24,768**

Note: 4 move-outs on 60 occupied units is 6.7%/month churn — better than the ~10% sector norm. If accurate, that is a genuine strength of your site and worth protecting; worth verifying against your records, as it changes the maths above.

What it is worth — and how we get it

THE RATE GAP, IN LOCAL NUMBERS (WE PHONED ALL 8 SITES IN YOUR RADIUS)

Your rate, 20ft container	**£27.70 / week (£120 / month)**
Mystery-shopped local range, same 20ft box (8 sites)	**£42 – £48 / week**
Two of the eight	**SOLD OUT, running waitlists — demand is unmet**
Gap per occupied unit	£60 – £88 / month
Across your 60 occupied units	**£43,200 – £63,360 / year**

Why you cannot simply raise prices tomorrow:
a documented UK operator raised rates without demand cover and over four months move-ins fell 38 → 15 and quote-to-move-in conversion collapsed from 32% to 17%. The market is price-elastic. The sequence that works is demand first, then rate: more people wanting the space than you have space. That is the whole job.

WHAT A CUSTOMER IS WORTH

Blended average stay (CSTA/SSA UK published data)	~10 months · 55.5% stay 12+ months
Business customers	**stay materially longer than domestic — target them**
Lifetime value at ~£180/month average customer value (rent + insurance)	≈ £1,800
Acquisition cost per move-in (sector benchmark)	≈ £50 – £60
LTV : CAC	**≈ 30 : 1**

Insurance attach alone lifts revenue ~20% at near-pure margin — if you are not offering it, that is free money and we just found it.

THE CONTEXT THAT MATTERS (CSTA / SSA UK PUBLISHED REPORTS)

- ~1,218 container self-storage sites in the UK; 60+ added every year since 2022 — growth is constrained by land and planning, not demand.
- 63% of UK sites run over 90% full; 86% run over 71% full. The sector runs full. You are at 75%. That gap is the whole conversation.
- Sector-wide annual churn is ~98% — you re-acquire your entire customer base every year. Marketing is not a cost, it is cost of goods.

TWO QUESTIONS WE WILL ASK ON THE CALL (AND WHY)

1. Is your 75% physical, unit, or economic occupancy? A site can be 95% physically full and economically mediocre because it filled on discounts. The spread between unit and economic occupancy should be 3% or less.
2. Your day-adjusted rate per sq ft: revenue ÷ days in month × 365 ÷ occupied sq ft. Most operators divide by 12 and wonder why February always looks bad. This is how we will report your numbers — comparable, month to month.

THE 3-MONTH PROGRAMME FOR THIS SITE (MONTH ONE FREE — THAT IS WHEN WE BUILD EVERYTHING)

OUTREACH We contact the 412 construction firms, 180 e-commerce sellers and 96 event businesses inside 3 miles, segmented by trade — plus every new company registering in your catchment, inside 30 days of incorporation.

ADS + MAPS Google Ads rebuilt tight on your radius (your account, no mark-up), Business Profile rebuilt to close the review and photo gap measured on page 1.

RESPONSE Enquiry handling fixed first — response times, quote-with-price, follow-up — because there is no point buying demand that nobody answers.

MEASURED Your metrics, your language, monthly: quotes, contact-made rate, conversion, net sq ft. Occupancy compared then-vs-now at the end of every programme.

Want this for your yard, with your real numbers?
Send us your postcode, unit count and current occupancy — report back in 48 hours. Fre

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