

First 3  
Customers  
Commission  
FREE

# Introducing SpaceFinder

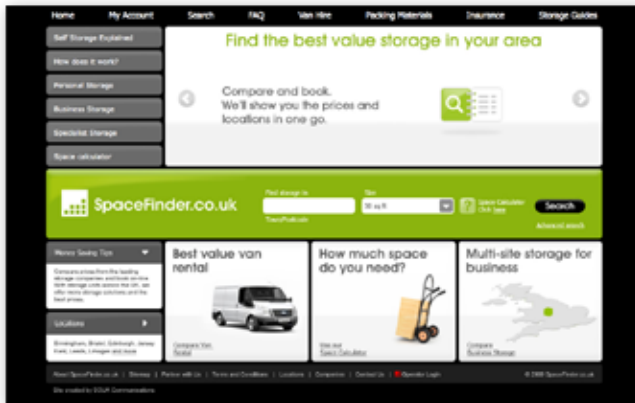
A new approach to promoting and selling self storage

V1.4



[SpaceFinder.co.uk](http://SpaceFinder.co.uk)

## What is SpaceFinder?



The first on-line search and booking service for the self-storage market. Travel, leisure and financial services have all benefited from having effective 'aggregators' – so should the self-storage industry.

*'Previously an insurer's reach was more or less proportional to their marketing budget. Now, we can all reach the same amount of people just by taking part in the aggregator market'.*

*Roberto Hortal Munoz,  
Head of E-Business. More Than.*

## Attracting new customers to self-storage



By reaching out to key discretionary and lifestyle storers, as well as those who are committed to researching and booking on-line, SpaceFinder aims to grow the self-storage market.

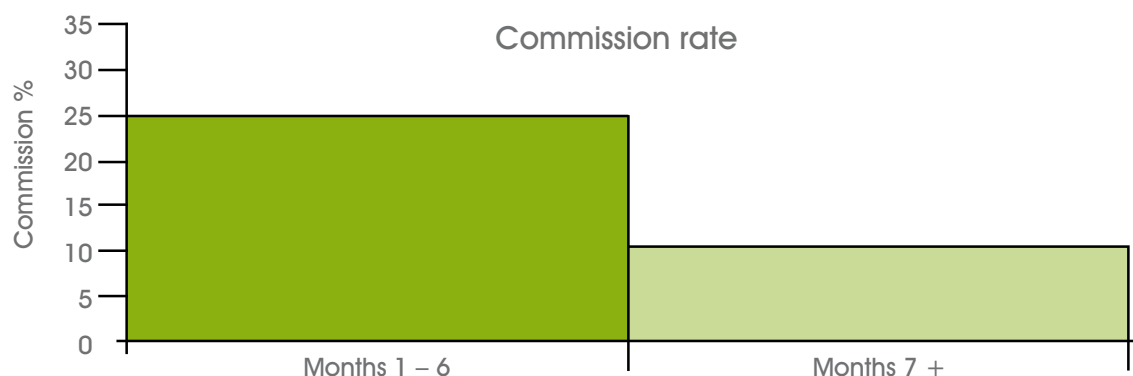
## Offer as little or as much space as you want

SpaceFinder offers unsold space from a wide number of operators. You can allocate as much (or as little) capacity as you want. Empty space is wasted space.



## No sale. No cost and your first 3 customers commission FREE

There is no up-front cost. SpaceFinder simply charges a commission on confirmed bookings. This works out at an average of 17.5% over a 12 month period – 25% for the first 6 months and 10% thereafter while the customer continues to store with you. **And, if you join SpaceFinder during a commission FREE trial offer you will pay no commission on these customers – EVER!** We hope you'll choose to continue to offer rooms through SpaceFinder but, if you don't, you can simply choose to remove your rooms from the system. It really is that simple and risk free!



## They're your customers from day one

New customers making reservations through SpaceFinder agree to their chosen storage provider's terms and conditions. All payments are made direct from the customer to the operator.



## Giving consumers the opportunity to search, compare and book on-line



On-line retail e-commerce is forecast to grow by nearly 15% over the next 2 years and home and garden is one of the fastest growing markets within this.

## Attracting new audiences



### ABC1 women with families

Living in the city with a growing family and limited space. They would love to 'sort out the clutter'. They are comfortable researching and booking on-line but are reluctant to phone around – and the pressures of family life mean they haven't the time to visit stores.



### Young professionals

They've moved away from home and have landed a well-paid job. They enjoy a myriad of pastimes and pursuits – from skiing to windsurfing and mountain biking.



### On-line natives

For them, if it can't be done on-line it really doesn't exist. This growing group of on-line aficionados are being deterred from investigating the self-storage market by its lack of a national search and compare service. For them the telephone is old, slow and inconvenient. Self storage may be right for them – but at the moment it really isn't something that they are prepared to investigate.

*Customers have loudly voted with their clicks for a channel that brings convenience to them and helps them make a choice on the basis of what the vast majority of them consider to be the key decision points'.*

*Roberto Hortal Munoz.  
Head of E-Business. More th>n.*

## Marketing support

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	2010				2011				
PR									
Off-line Media									
On-line Advertising									
Search Engine Marketing									

### PR coverage

PR will be aimed at the discretionary storage market with a combination of lifestyle human interest stories and practical solutions to everyday problems.



## Search Engine marketing

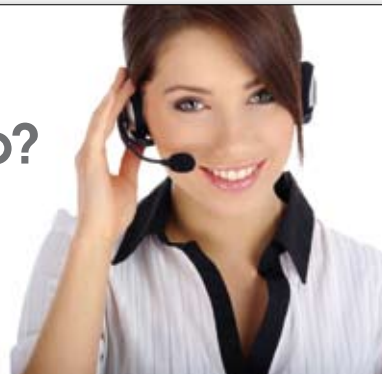
A dedicated SEM programme will ensure that the SpaceFinder web site can be found quickly by anyone using a wide range of primary, secondary and tertiary search terms. SpaceFinder's coverage means that an extensive number of 'long tail' search terms are viable to attract key niche audiences.



Google YAHOO! bing

## Need a little help?

Call us anytime  
**0800 083 4263**



## FREE dedicated telephone support – 24 hrs a day, 7 days a week

Offer rooms through SpaceFinder and you will also enjoy the benefits of our call centre which is open 24 hrs a day, 7 days a week. It means that, even when you're not taking calls from customers looking to store in your area – we are. It doesn't cost a thing and makes sure you are always open for new enquiries and reservations.

## Off-line media

Press ads aimed at young urban professionals will be used to help build awareness of the SpaceFinder name and encourage demand for discretionary and lifestyle storage.



Is the girlfriend moving in?  
Is it time for Lucy, Danielle and Jodie to move out?

SpaceFinder.co.uk  
Find, compare and book storage

Throw away... No, keep...  
No, throw away... No keep...  
Definitely keep. Wait... um?  
We'll find a place for your belongings until you make up your mind.

SpaceFinder.co.uk  
Find, compare and book storage

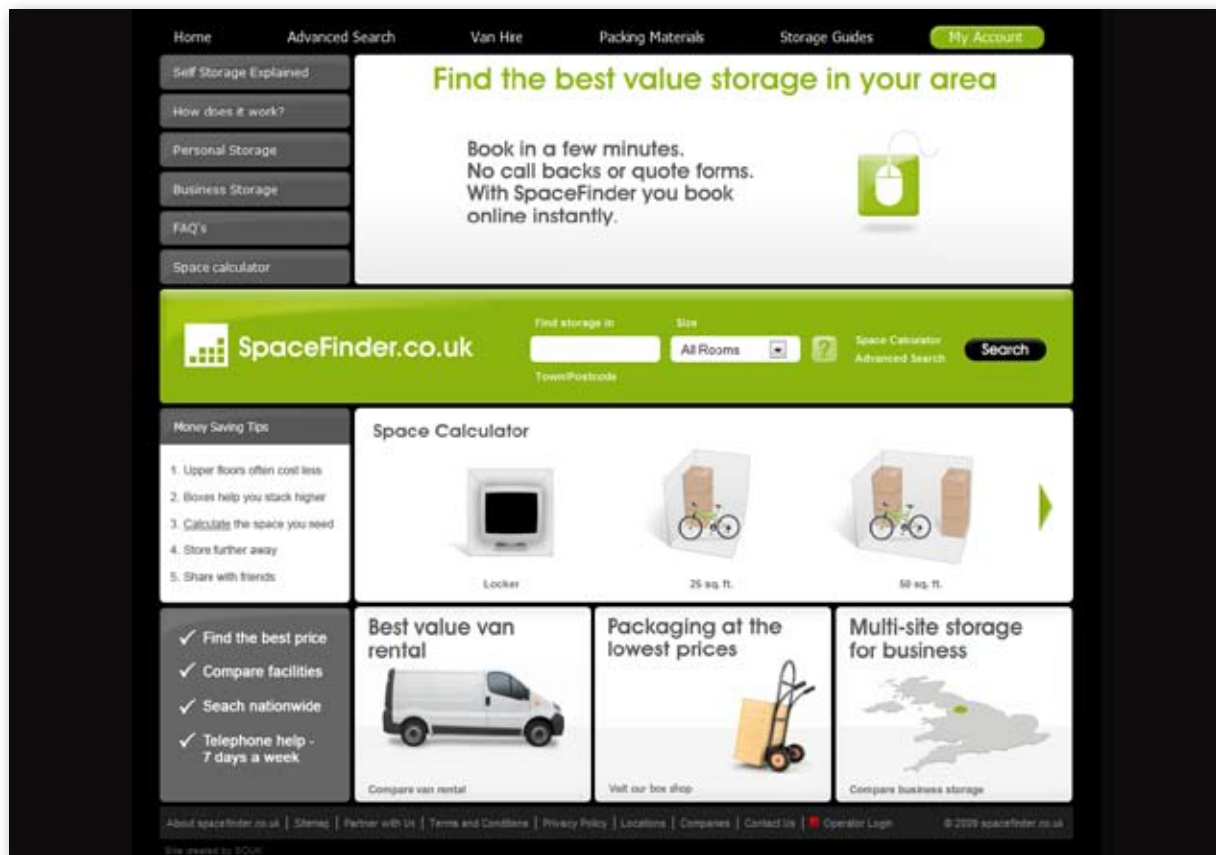
## On-line media

Engaging on-line banners including expandable formats will be used to drive traffic directly to the SpaceFinder web site. Key targets will be affluent women with families and young professional men.

### SpaceFinder banner – Tetris

This concept is inspired by the classic arcade game Tetris. The user interacts with the banner by playing the game. The only difference being that this game is loaded against the user, making it impossible to stop the banner from filling up. Once this occurs the payoff message will be revealed.

## The best of the web – convenient, immediate and easy



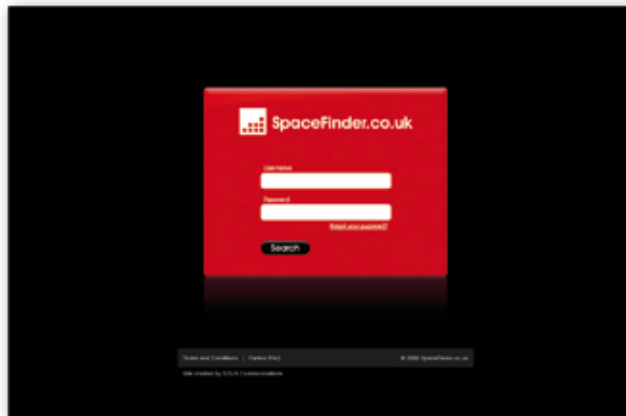
The SpaceFinder web site has been developed with a real understanding of consumer on-line behaviour – particularly with regard to search and e-commerce. By adopting best practice in both accessibility and the customer journey from search to purchase, the SpaceFinder web site has been designed to maximise conversion.

The designers and developers have been responsible for other leading sites including those for Interflora, Cineworld, Tesco Mobile and The May Fair Hotel.

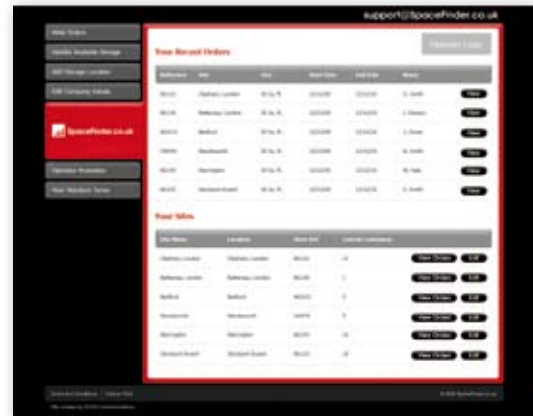
**You can explore SpaceFinder at [www.spacefinder.co.uk](http://www.spacefinder.co.uk). If you would like a demonstration of the Operator Area please contact Dean Kirk on 020 8133 9219 or email [dean.kirk@spacefinder.co.uk](mailto:dean.kirk@spacefinder.co.uk).**



## Full on-line management for operators



Secure operator login



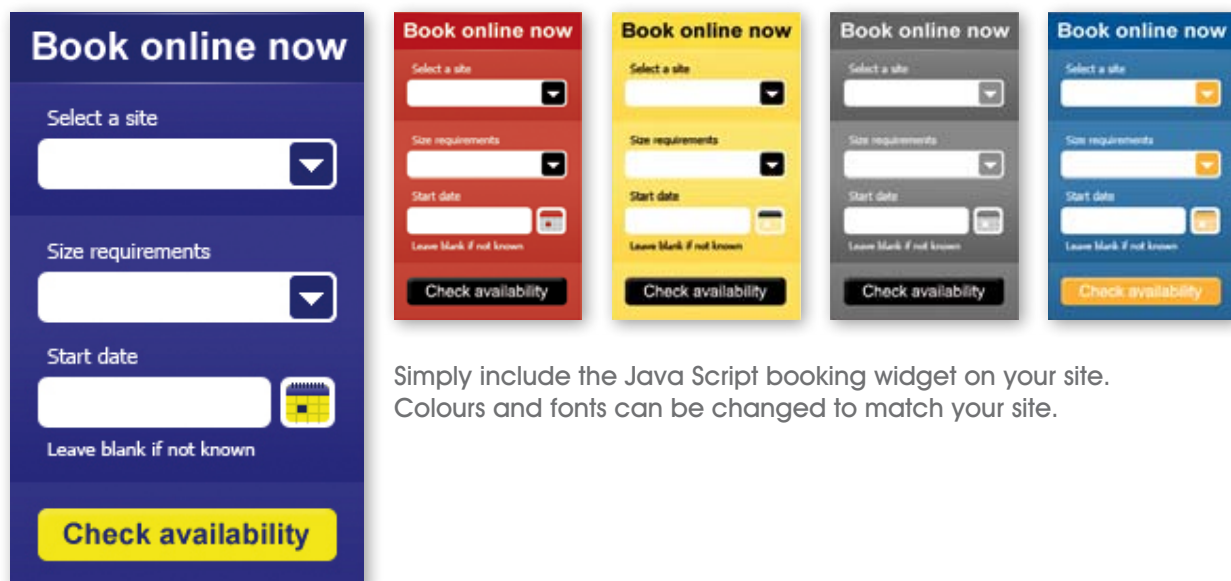
New customer details / update available space

A password protected log-in allows each operator to view the details of all current room bookings. The operator site also enables space to be uploaded and details of any special promotional offers to be included. These will be presented to customers when they search.

## Integrate on-line bookings into your existing web site

As an option, you can give visitors to your web site the ability to book on-line. Consumers can choose storage rooms at one or more of your sites and click to book and pay. Only your sites will be shown.

The costs for on-line bookings are limited to a £1,000 technical set up charge (£1,500 for multiple sites). SpaceFinder's commission is limited to just 10% of each booking made on-line through your site including all administration and merchant costs.



Simply include the Java Script booking widget on your site. Colours and fonts can be changed to match your site.

## Summary

- Additional marketing, distribution and sales at low cost
- Offer as much or as little space as you want
- Attract key niche audiences – digital natives, busy mothers, young professionals
- Risk free – no sale, no cost
- Full telephone enquiry support including out of hours
- Option to integrate with back-office management systems including Space Manager
- Add on-line search and booking to your site at minimal cost

## Contact details

Dean Kirk – Business Development Manager

Direct line: 020 8133 9219

Mobile: 07528 527 566

Email: [dean.kirk@spacefinder.co.uk](mailto:dean.kirk@spacefinder.co.uk)

Paul Vennard – Director

Direct line: 020 3117 0964

Mobile: 07711 624 910

Email: [paul.vennard@spacefinder.co.uk](mailto:paul.vennard@spacefinder.co.uk)

Huw Williams – Director

Direct line: 020 3117 0963

Mobile: 07973 203 318

Email: [huw.williams@spacefinder.co.uk](mailto:huw.williams@spacefinder.co.uk)

Registered address:

29 Moore Close, Dartford, Kent DA2 6NN