CASE STUDY: BANNISTER ROAD

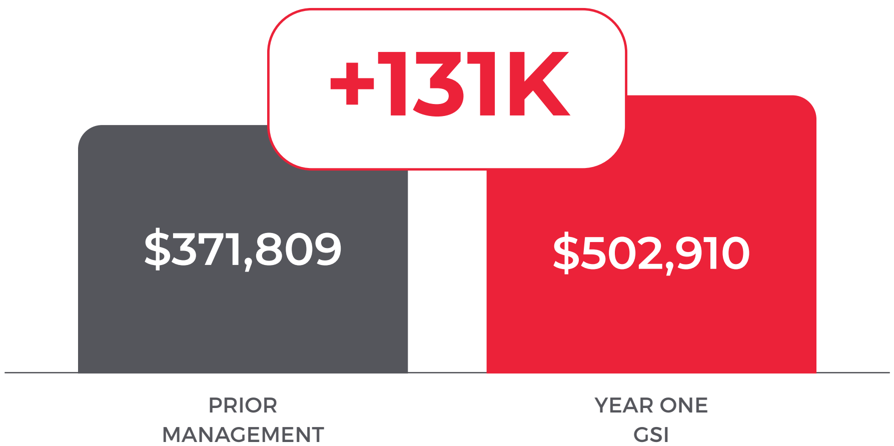
THIRD PARTY MANAGEMENT

GOStoreIt

35% YoY NOI Growth in Year One.

SAME ASSET. SHARPER MANAGEMENT. +131K IN NOI.

Net Operating Income | 12-Month Comparison



+35.3%

YOY NOI GROWTH

YEAR ONE UNDER GSI MANAGEMENT

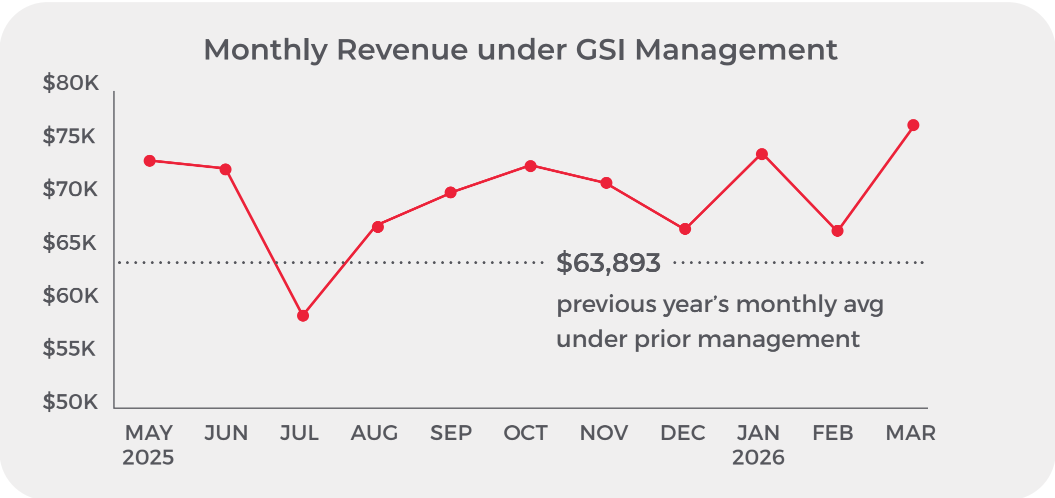
LOCATION	UNITS	NRSF	GSI YEAR ONE
KANSAS CITY, MO	488	54,075	APR. 2025 TO MAR. 2026

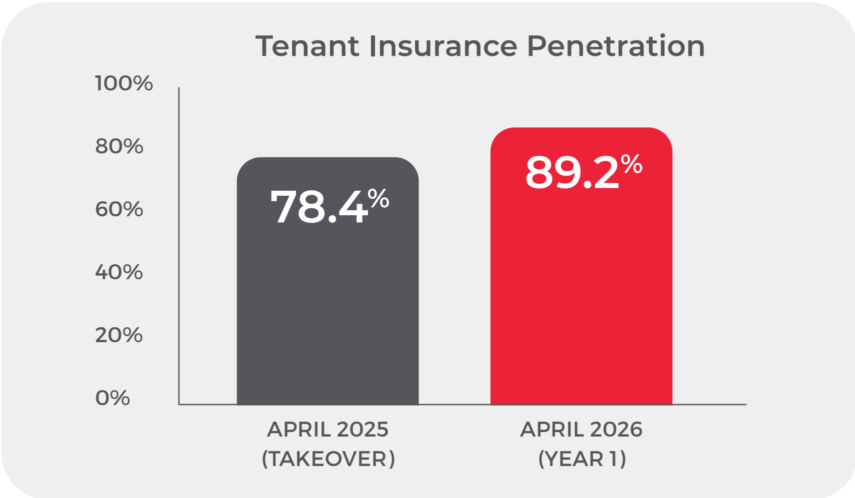
THE **BOTTOM LINE** MOVED.

YEAR ONE UNDER GSI VS. PRIOR MANAGEMENT

+35.3%	+$131K	-19.6%	+7.0%
YOY NOI GROWTH	ADDITIONAL NOI	OP. EXPENSE REDUCTION	REVENUE GROWTH

96.1%	61.3%	89.2%	94
PEAK OCCUPANCY	NOI MARGIN	TENANT INSURANCE PENETRATION	WEB RESERVATIONS BY APRIL 2026





STABLE OCCUPANCY. UNTAPPED INCOME.

BANNISTER ROAD DID NOT NEED TO BE REINVENTED. IT NEEDED SHARPER EXECUTION ACROSS FOUR AREAS.

Bannister Road was not a distressed asset. It was a stable, occupied facility with income potential that had not been fully captured. The upside came from focused execution across pricing, digital rental activity, expenses, and owner visibility.

01 PRICING

REPRICING TO WHAT THE MARKET SUPPORTED

Repriced units based on demand, occupancy, and market position, then layered in a disciplined existing customer rate increase strategy. The goal was to capture revenue without giving back occupancy.

PROOF: +7.0% revenue growth

02 DIGITAL

TURNING LOCAL SEARCH DEMAND INTO SIGNED LEASES

GSI's in-house marketing rebuilt the digital rental path: website, reservation flow, and local search visibility. Demand already in the market started converting to booked units.

PROOF: 94 reservations from the GSI website by April 2026

03 EXPENSES

RIGHT-SIZING THE OPERATING FOOTPRINT

Reset the vendor mix, aligned staffing to the property's traffic pattern, and tightened controllable costs to what the asset warranted.

PROOF: -19.6% operating expense reduction

04 VISIBILITY

REPORTING THAT REFLECTS WHAT DRIVES NOI

Standardized monthly reporting with commentary in place of static reporting. Ownership could see the story behind performance trends and the recommended next steps.

PROOF: NOI margin improved from 48.5% to 61.3%

GOStoreIt

GET IN TOUCH

WHAT IS YOUR FACILITY LEAVING ON THE **TABLE?**

BANNISTER DID NOT NEED A NEW THEORY. IT **NEEDED FOCUS.**
IF OCCUPANCY LOOKS FINE BUT **NOI FEELS LIGHT**, WE **SHOULD TALK.**

ABOUT GO STORE IT

TOP 15 SELF STORAGE OPERATOR	**~140** OWNED LOCATIONS	**60+** MANAGED FACILITIES	**25+ STATES** OWNED + MANAGED FOOTPRINT

GET IN TOUCH WITH OUR TEAM

CONTACT	EMAIL	OFFICE	WEB
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DISCLOSURES

This case study is provided for informational and illustrative purposes only. Performance results shown are specific to the referenced property and are based on owner reporting, operating data, and property performance information available for the periods referenced.

Reported year one results compare the property's operating performance under Go Store It management (April 2025 through March 2026) against the trailing period under prior third-party management (through January 2025). Individual results may vary based on market conditions, property condition, competitive environment, unit mix, pricing strategy, marketing investment, operating structure, and other factors outside of management control.

References to revenue growth, operating expense reduction, NOI growth, additional NOI, peak occupancy, tenant insurance penetration, and reservation activity are based on reported property level performance and should not be interpreted as a guarantee of future results. Past performance is not necessarily indicative of future performance.

Go Store It provides third party management services designed to support revenue management, marketing, operations, reporting, and owner communication. Any owner should independently evaluate whether Go Store It's platform, services, and management approach are appropriate for their specific property, goals, and investment strategy. Certain figures may be rounded for presentation purposes.