CASE STUDY: BANNISTER ROAD

KANSAS CITY, MO | 488 UNITS | 54,075 NRSF

How Operational Discipline Delivered **35% YoY NOI Growth**



THIRD PARTY MANAGEMENT

GOStoreIt

+35.3%
YOY NOI GROWTH

+7.0%
REVENUE GROWTH

+13.8%
TENANT INSURANCE PENETRATION

19.6%
OPERATING EXPENSE REDUCTION

EXECUTIVE **SUMMARY**

Bannister Road is a 488-unit climate-controlled self-storage facility located in Kansas City, Missouri. Managed by a national operator, the property maintained stable occupancy and consistent financial performance. By all measures, the asset was healthy.

In early 2025, ownership began looking beyond stability toward growth. GSI offered an operating model built around the goals of a single asset rather than the needs of a large portfolio.



ABOUT **GSI**

Go Store It is a top-15 private self-storage operator with ~160 owned locations across more than 20 states and over 60 third-party managed facilities under management.

GSI provides owners with access to the same infrastructure used to operate its own portfolio, including revenue management, marketing, customer acquisition, reporting, and operational support.

TURNING **OPPORTUNITY**

Prior to transitioning to Go Store It, the property consistently operated in the high-80% to low-90% occupancy range and generated stable monthly revenue.

During onboarding, GSI identified several opportunities to improve performance by refining the strategies supporting it.

01	**REVENUE OPTIMIZATION**	Several unit types were priced below comparable offerings despite strong demand.
02	**LEAD GENERATION**	Marketing relied heavily on local visibility rather than a broader digital acquisition strategy.
03	**OPERATIONAL EFFICIENCY**	Certain operating expenses no longer aligned with the value they were providing.
04	**OWNERSHIP VISIBILITY**	Reporting provided data, but only limited context for fast and informed decision-making.

INTO **ACTION**



Every operational decision was evaluated through four simple questions:

- **Would it improve revenue?**
- **Strengthen the customer experience?**
- **Reduce unnecessary expense?**
- **Create better visibility for ownership?**

THE **STRATEGY**

REVENUE STRATEGY

A market review identified opportunities in the property's pricing structure. Rather than applying broad rate increases, GSI adjusted pricing at the unit level based on demand, occupancy, and local market conditions. **This approach captured additional revenue while maintaining strong occupancy.**

LEAD GENERATION

GSI expanded the property's digital presence through SEO, online listings, reservation platforms, and in-house marketing support. These efforts reduced reliance on local traffic and created a broader pipeline of prospective tenants. **By April 2026, the GSI website alone had generated 94 reservations.**

OPERATIONAL EFFICIENCY

GSI implemented a hybrid staffing model that combined on-site personnel with centralized support for customer service, collections, auctions, and administrative functions. **This approach improved customer experience and allowed on-site teams to focus on the activities that directly impact property performance.**

OWNER VISIBILITY

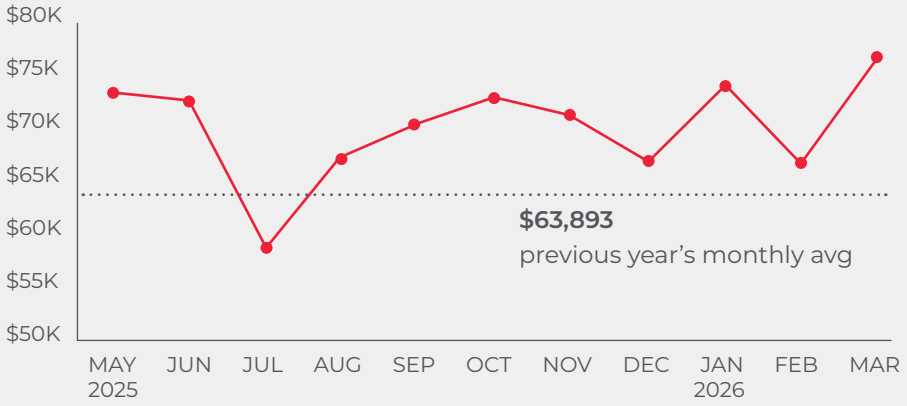
Ownership gained access to accrual-based reporting, operational dashboards, and regular performance reviews. Instead of simply reporting results, GSI connected performance metrics to recommendations and action plans. **The result was faster decision-making, greater transparency, and stronger alignment between ownership goals and day-to-day operations.**

12 MONTHS BEFORE GSI **VS 12 MONTHS AFTER GSI**

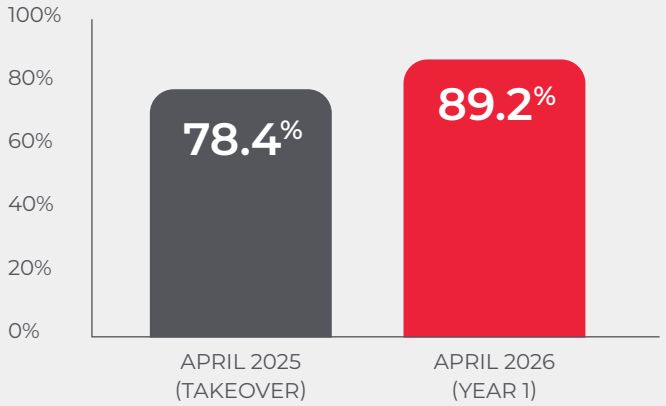
	Total Revenue	Total Operating Expense	Net Operating Income	NOI Margin
GSI Year One Apr 2025 – Mar 2026	$820,601	$317,691	$502,910	**61.3%**
Previous management through Jan 2025	$766,716	$394,907	$371,809	**48.5%**
Δ %	**+7.0%**	**-19.6%**	**+35.3%**	

Source: Previous Manager Rolling 13-Month Income Statement (period ending Jan 2025) for T-12; Go Store It 12-Month Statement (Apr 2025 – Mar 2026) for Year One

Monthly Revenue under GSI Management



Tenant Insurance Penetration



+$131,101
ADDITIONAL NOI

96.1%
PEAK OCCUPANCY

+7.0%
REVENUE GROWTH

-19.6%
OPERATING EXPENSES

GO STORE IT
THIRD-PARTY MANAGEMENT

- Top-15 private self-storage operator
- 160 owned locations across 20+ states
- 60+ third-party managed facilities
- 2.5M+ SQ under third-party management
- Owner-first partnership model
- 50/50 tenant insurance revenue share

LET'S TALK ABOUT YOUR PROPERTY

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GOStoreIt™