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Janus Spotlight

Instant Inventory

Generate Additional Profit From Your Idle Land With Relocatable Storage Units From Janus

By David Lucas

With the self-storage industry experiencing all-time highs in occupancy, operators are looking for new and creative ways to expand their facilities to accommodate new customers.

The 2016 *Self-Storage Almanac* reports that national occupancy topped 90 percent in 2015 for the first time in the 29 years the publication has been tracking the numbers. There is little indication that demand for storage will decline anytime soon, plus, new development is a relatively slow process. So, customers will continue showing up at storage businesses, but they may find less inventory from which to choose.

Instead of embarking on a costly expansion plan to add space months or years down the line, a growing number of self-storage owners are adding instant inventory to their sites with relocatable storage units.

Several years ago, Janus International Group introduced relocatable MASS storage units that allow operators to quickly generate additional profit from idle land.

Unlike conventional portable storage containers that are designed to be frequently moved from one location to another, the Movable Additional Storage Structures (MASS) have the look and feel of permanent self-storage units but are easily movable by forklift.

MASS units are constructed from the same durable components as traditional storage units, so there are no rusting and leakage issues often found with portable containers. MASS units are built with traditional structural piers and headers along with Janus' industry-leading rollup doors, corrugated door panels, and wall systems.

MASS units are designed to aesthetically fit into the current storage footprint of modern facilities. In fact, it's often difficult to discern the difference between the permanent storage space and the relocatable units.

MASS units from Janus International are the ideal solution for these areas around a facility:

- Unused corner lot or easement
- Underutilized property
- Sloping land that's not suitable for permanent construction
- Odd-sized lots
- Along fence lines.

Don't Turn Away New Business

For operators with highly occupied facilities, accommodating new customers with the space they need is becoming increasingly more challenging.

Instead of turning away new business, more and more operators—from the largest REITs to small entrepreneurs—are opting to place relocatable units in areas where they traditionally could not build. These include easement areas near utilities or under power poles, fence lines, odd-sized corners, and various nooks and crannies.

“You’ll see vehicles parked outside a fence line where owners typically can get only 50 cents on the dollar for what they would receive for enclosed storage,” notes Blake Robinson, Janus sales manager for MASS units. “Now operators are realizing they can put MASS units in the same areas where they were parking vehicles and turn it into external drive-up storage and generate premium rates.”

The units increase owners’ revenues for underutilized space and can pay for themselves in 24 months or less—sometimes as little as 13 months in high rent areas.

“It’s something you can add incrementally—you don’t have to bite off a huge development project like ground-up construction,” Robinson says. “You can bring these in a truckload at a time, and you can add on as needed.”

Another growing use for MASS units is in the conversion of abandoned warehouse stores into storage. Since most of those buildings have large parking lots, owners procure MASS units and position them for outside storage to complement interior climate-controlled units. Their drive-up convenience may also demand higher rental rates.

Avoid Zoning Issues And Taxes

Building regulations have become far stricter in many municipalities, even for businesses expanding on their own properties. However, most community zoning ordinances don’t require special permits or lengthy permitting processes for the installation of relocatable units. In fact, many local governments classify these units as equipment rather than building structures, so operators may be able to depreciate the assets over seven years.

In addition, if units are taxed as personal property, income tax often is not assessed. Meanwhile, the addition of units offers immediate appreciation of the storage facility. It’s always advisable for owners to consult with their tax accountants prior to purchasing any stationary storage units.

The most popular MASS unit is ordered in the flexible 20-by-10 foot platform. This configuration yields two 10-by-10 units, four 5-by-10s, or several other combinations. Each unit features galvanized steel construction and is easily partitioned with individual rollup doors and walls.

MASS units can be anchored on gravel or crushed stone as well as concrete and asphalt surfaces. The all-galvanized steel construction will stand up to harsh weather conditions year round.

Janus customers can be up and running with one or two truckloads of units within 10 weeks of order—including delivery and setup. This equates to approximately 4,000

square feet of new space earning revenue inside of three months compared to the time it takes to plan, permit, and build a facility expansion or ground-up store.

Janus can assist owners with site plans in several ways. A Janus representative can meet personally with facility owners and managers to help plan the layout and distribution of the units. In addition, Janus frequently employs Google Earth to survey a customer's property to design site plans.

MASS Appeal

If you are considering the move to relocatable containers, see how MASS units stack up:

- The same look and benefits of traditional storage
- Able to quickly generate additional income
- Easily movable by a 5,000 lb. forklift with extended forks
- Easy to expand to accommodate growth
- Adaptable to odd-sized lots or slightly sloping land/driveways
- Often allowed where containers are restricted due to design and aesthetics
- 125-psf floor load
- Uses standard 26-gauge doors in over 25 standard color options
- Standard 30 lb. snow load (optional up to 50 lb.)
- Insulated roofs help prevent condensation and regulate the heat/cold.

Janus International Group is the industry's leading rollup door manufacturer serving the commercial sheet door market and self-storage since 2002. Janus offers a complete line of products, ranging from rollup doors to hallway systems and custom fabricated items.

When every inch counts in maximizing your rentable space, you can't afford to let an irregular lot size go unused. MASS units fill the need for quick revenue and new customers with instant inventory.

It's About The Success Of Janus Clients

"We just put up some of Janus' MASS product and it is renting quickly. The project duration from when we placed the order with Janus to when the units were ready for renting was seven weeks. With this product it is very easy to add units as needed."

-George McCause, Seguin Self Storage

"We have seen three major benefits of portable storage units. First, there is a tax devaluation because we can classify them as equipment. Second, no building permit is required, and third, their flexibility allows us to place these in areas where permanent buildings are not permitted."

-Tim Burnham, Facility Owner

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