

NOKĒ SMART ENTRY MARKET RESEARCH

Background

We polled 25,000 active self-storage tenants and asked them to take a survey about their buying and technology preferences as they relate to their self-storage experience. Of the 25,000 sent surveys, 5% responded. Tenants surveyed we're a blended group of tenants with a Nokē smart lock on their unit and tenants without a Nokē smart lock on their unit.

TOTAL NUMBER OF TENANTS

25K



VS



Tenants were asked whether they would rather use a mobile phone/app to open the lock to their unit or use a standard padlock.

Demographics

The 25,000 tenants in the sample represent 38 states and 3 Canadian provinces in a mix of market sizes. Participants were texted a survey and we not asked to identify their age, income, or gender.

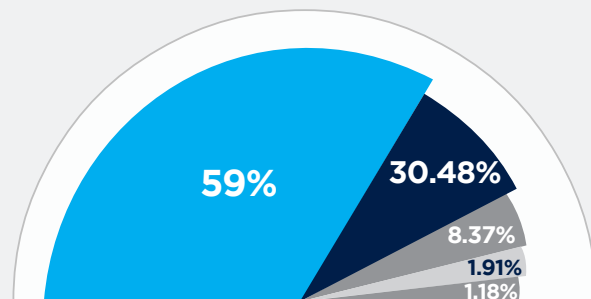


38
states

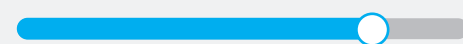
3
provinces

APP FEEDBACK SURVEY

HOW EASY OR DIFFICULT WAS IT TO FIND WHAT YOU WERE LOOKING FOR ON THE APP?



89%
MOBILE APP EASE OF USE



89% found it Very Easy or Easy to use the Nokē Smart Entry App for Entry and/or Unit Access

PLEASE RANK THE FOLLOWING FEATURES OF THE SMART ENTRY SYSTEM IN ORDER OF IMPORTANCE TO YOU. (FROM MOST IMPORTANT TO LEAST IMPORTANT)



NO PADLOCK KEY & NO GATE CODE



DIGITAL KEYSHARE



VIEW UNIT ACTIVITY



MOTION SENSORS INSIDE UNIT

WHEN BUYING A PRODUCT OR SERVICE, I PREFER TO:
(RANK YOUR ANSWER FROM MOST TO LEAST PREFERRED)



BUYING ONLINE

12.5% 42.7% 44.8%



BUYING IN STORE

20.69% 29.73% 49.58%



CURBSIDE PICK-UP

6.92% 24.48% 68.61%

MOST PREFERRED
LEAST PREFERRED

I WOULD RATHER...

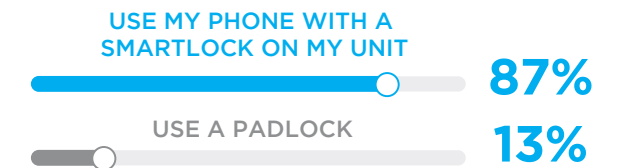


USE A STANDARD PADLOCK
13%

VS



USE MOBILE PHONE/APP TO OPEN LOCK
87%



RANKING OF SMART ENTRY SYSTEM FEATURES



NO PADLOCK KEY & NO GATE CODE



DIGITAL KEYSHARE



VIEW UNIT ACTIVITY



MOTION SENSORS INSIDE UNIT

TAKEAWAYS & FINDINGS

Technology allows for a fluid buying experience regardless of platform, either completed on a particular device like a mobile phone or converting to a rental in stages (ie: browsing, call, reservation, to lease). Automation allows the customer to continue through their journey without having to start over/repeat at each engagement, be it online or instore. This type of technology also means more flexibility for customers. With the right blend of technology enabled, your store hours no longer dictate move-in windows for tenants. All units can be pre-prepped for online rentals given the right pieces of website, e-lease, and smart entry technology are present. Most importantly, **87%** of tenants say they would prefer to use their **phone to access a smart lock** securing their storage unit with only **13%** preferring a **traditional padlock**. That tenant preference is too significant to ignore.