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For Further Information Contact:

Mark Petro
Web Site Rental Solutions, LLC
1-440-552-2962
mpetro@websiterentalsolutions.com

WEB SITE RENTAL SOLUTIONS LAUNCHES STATE OF THE ART STORAGE UNIT RECOMMENDATION SYSTEM DESIGNED FOR EXISTING SELF STORAGE WEB SITES

System Developed to Maximize Web Site Return on Investment Through Interactivity With Web Site Visitors.

Cleveland, OH – July 9, 2008 – Web Site Rental Solutions has created the *Pro-Rental Wizard®* storage unit recommendation system for immediate deployment on existing self storage web sites. This innovative system is designed to convert web site visitors into paying customers ultimately driving them to the brick and mortar facility to complete the transaction. Mark Petro, President of Web Site Rental Solutions, LLC suggests that “this system will contribute greatly toward changing the way self storage operations utilize the internet. We’ll add a new and significant revenue stream to their business model instead of an expense to the marketing budget”. Web Site Rental Solutions has launched its *Pro-Rental Wizard®* storage unit recommendation and companion shopping cart system as a total ecommerce solution for existing self storage web sites.

As the 2008 rental season reaches the half way point and self storage companies’ look toward 2009 sales forecasts, budgets and innovative ways to stimulate rentals, the internet continues to gather momentum as a valuable marketing tool for the self storage industry. However some companies have started to ignore the internet finding it a “black hole” for marketing dollars because the internet is hard to quantify in terms of success and conversion rates.

The advent of automated reservation systems and on-line payment systems have renewed interest by some self storage operators because at least these systems offer ways to incrementally increase revenue and track on-line effectiveness. One last tall hurdle still remained in the effort to make the internet a viable sales tool instead of a costly marketing brochure, until this new system was developed...“How to get web site visitors in the doors to sign a rental agreement or purchase something?”

*More than 29.5 million consumers searched the Internet for storage in 2007 yet web sites remain very static and ineffective in their ability to convert visitors into customers. The single largest reason web sites are static is because selling over the internet needs to be conducted in real time. Very few management software systems offer a real time, web based, inventory management solution with the ability to interface with shopping cart systems. And the reason web sites are ineffective in conversion rates is because web sites don’t make recommendations. They simply offer information. Think about it, on a typical web site, customers are asked to make a reservation then they are provided with charts or pictures of storage units with stuff in them; then they are expected to reserve a unit on-line or pick up the phone and call to figure out what size storage unit to reserve. To quote comedian, Dana Carvey imitating George Bush the elder...“it ain’t gonna happen.” Customers usually need to have a recommendation from a professional (or the professional’s web site) in order to rent a storage unit.

They don't want to guess what size unit to rent and then pay for it on a web site. However, if they are on your web site and they like your price and they trust the professional advice they're getting ...they usually become a customer it doesn't matter if they're in the store or on the web site. The decision to rent is all about trust and convenience. People aren't afraid to make a purchase on the internet anymore, as long as they trust the company they're buying from; they know what they're buying and they feel their credit card information is secure.

The new storage unit recommendation system is designed to integrate with web based management software companies like Centershift® for example, who provide real time inventory import and export capabilities. This capability eliminates concerns about accounting accuracy and inventory management. Transactions are immediate and accurate with the system. Perhaps the most beneficial feature of the system is that it's designed to provide an accurate recommendation of a storage unit and supplies needed specific to the customer's individual circumstances.

How does the system work?

The system is designed to maintain your web skin look and feel. The system links are dropped into strategically selected pages on your web site and every individual facility page. Your web site visitors simply answer a few specific questions asked by the WIZARD and a few clicks later it gives the customer an extremely precise recommended estimate of what size storage unit they need based on their particular storage circumstances. This tool also calculates and recommends a complete shopping list of supplies they will need for their particular storage circumstance. Once the recommendation is generated the unit along with supplies needed, insurance and truck rental reservation are all placed in a shopping cart automatically and the customer adjust the order quantities, delete items, add items or come back later to complete the transaction. At this point the customer checks out and a confirmation email is sent to the manager and customer regarding the pick up of their supplies while the lease documents are being prepared for signature upon arrival.

The system eliminates guesswork by the customer and provides a professional and courteous recommendation built with assurances that the customer can change the unit or modify the order once they arrive at the facility. These assurances build trust and convenience into the entire ecommerce experience. Studies have shown that 35% of on-line shoppers are likely to purchase when a recommendation is made on a web site. In the final analysis it is clear that internet sales opportunities are going to continue to grow and be missed if ecommerce capability is not in place to convert web site visitors into paying customers.

About Web Site Rental Solutions' LLC

Mission Statement: Web Site Rental Solutions will put your company on the leading edge of technology and web site interactivity to increase your sales, generate leads and repeat business as well as web site visibility over time. We look forward to helping you enhance your web site effectiveness and most importantly INCREASE PROFITABILITY and your COMPETITIVE ADVANTAGE.

Sources: *Derek M. Naylor 01/02/2008 ISS Magazine: The Internet Marketing to Win in Competitive Times Secrets to victory in a new age of self-storage self storage

**Buyer Beware: Shopping Can Lead to More ... Well ... Shopping September 2007 STANFORD GRADUATE SCHOOL OF BUSINESS

If you would like more information about this system, or to schedule an interview with Mark Petro please call Web Site Rental Solutions, LLC at 1-800-477-7554 or email at mpetro@websiterentalsolutions.com.