

Press Release

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HIGH GASOLINE PRICES STIMULATE INTERNET SALES ACTIVITY

Capturing Internet Rentals and Supply Sales

Cleveland, OH – July 22, 2008 – It's been a while since our country has experienced such shaky economic conditions. However internet sales are still expected to grow at a 17% clip in the months ahead according to internet market research group Marketlive, Inc... With the price of gasoline at ridiculously high levels, consumers understand that personal conservation is one sure way for them to control their own destiny when it comes to our nation's dependency on foreign oil. You may be interested to know the internet is becoming a friend to consumer's efforts to conserve gasoline. A recent report from Marketlive, Inc. titled *The MarketLive, Performance Index TM Vol. 4: Building Loyalty in a Maturing Market* points out that the reasons consumers shop on the internet are shifting in large part due to higher gas prices. They point out in the report that *21% of respondents to an internet study perceive online shopping to be an economical alternative to conventional shopping habits. They also found that 64% of those consumers are increasing shopping behavior on the internet as a way of "saving on gasoline". This shift in the motivation behind consumer's shopping behavior has surpassed "finding a lower price" and is approaching the leading reason consumers shop online which is "convenience". Couple this information with data from the Kelsey Group, an independent research firm, that finds more than **29 million consumers searched the internet for self storage products and services in 2007 and the fact that 51% of consumers research online before making an offline purchase and message is clear, roughly 14.5 million consumer's buying decisions are directly affected by their internet activities and self storage companies must find a way to tap this resource. Simply having a web site is not the answer. A recurring message becomes louder than ever.....web site sales and marketing strategies need to be an aggressive component of the self storage business model.

This latest information also infers that companies should find ways to convert their web sites from static brochures to full service web sites with ecommerce capability (shopping cart technology). If you truly want to tap the internet potential you must have a web site that's visible on the internet and generates transactions (we'll cover internet visibility in a future article). Ecommerce capability will allow your web site visitors to engage the web site and generate transactions when consumers are looking to avoid unnecessary trips. If consumers can complete a storage unit lease and purchase some supplies on a web site.....they will..... provided they trust you and they like the services you have to offer at fair prices.

Web Site Rental Solutions recognizes that for all of this potential revenue from the internet, the self storage industry continues to lag way behind similar markets in capturing their share of internet dollars spent by consumers. So we asked a simple question, why can't self storage companies cash in on internet sales efficiently and consistently? The answer was easy to find. We looked at hundreds of self storage web sites and found that nearly 9 out of 10 of these web sites are not equipped with the tools necessary to actually recommend personalized products and services or complete transactions. We concluded that an opportunity exists to provide products and services to the self storage industry designed to capture the elusive dollars the internet should be providing to our potential clients and their bottom lines.

We are not suggesting that self storage companies should change the way they do business by conducting their business on the internet. We're suggesting if you capture even a small percentage of the internet dollars that pass through your web site every day you will add significant revenue to your bottom line in an extremely efficient way in an increasingly competitive environment. At the same time you'll be providing great customer convenience and improved customer service to your brand. Self storage owners with vision, who embrace this opportunity, can expect to gain significant competitive advantage in their local markets. Some would argue that people need recommendations of specific size storage units to meet the circumstances of the customer. They need to be advised. We could not agree more, recommendations greatly increase the chances of completing these transactions. However, now through the use of technology we can offer extremely reliable personalized recommendations of storage unit sizes, supplies and other services without a person physically interacting with the customer. Furthermore these recommendations build trust with assurances that if they are not satisfied with their purchase they may receive a full refund when they arrive at the facility. As we mentioned earlier if a customer can complete a storage unit reservation and purchase some supplies on a web site....they will..... provided they trust you and they like the services you have to offer at a fair price. Simply put until the introduction of our Pro-Rental Wizard® storage unit recommendation system a total ecommerce solution has not existed.

We're happy to introduce our ecommerce solutions to the self storage industry as a means for significant sales growth. In our next article we will share some "eye opening" information with you to illustrate how you can generate significant profits and net operating income while at the same time tracking the success and performance of your existing web site.

Sources:

Marketlive Inc.

* Piper Jaffray Equities research group

**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](#)

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.