

OPERATIONAL DEEP DIVE

Revenue Performance in UK Self Storage

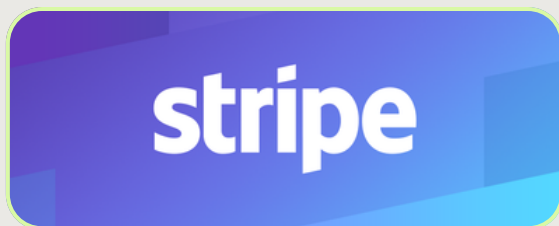
From Rent Collection
to Revenue Engineering

Introduction

Revenue performance in self storage has traditionally been measured by a single metric: occupancy. But as the UK market matures and operational costs rise, the gap between occupied space and collected revenue is becoming impossible to ignore.

This report examines how UK self storage operators are managing the full revenue lifecycle - from pricing and payments to arrears recovery and revenue optimisation.

Integrated with



Market Maturity Gap

60%

of operators have arrears above 2% and still rely on partially manual collections

Only
21%

using and benefiting from dynamic pricing

Only
3%

identify payment follow-up as a major operational concern

Exactly
33%

say filling vacant units remains their biggest revenue challenge

Insights based on survey responses collected from UK self storage operators during Q1 2026. Response volumes were sufficient to identify directional operational trends across the sector.

**"You cannot optimise
revenue you have not
successfully collected."**

THE CRITICAL INSIGHT

Payment Automation

Payment collection is no longer a back-office function. It is a revenue-critical system that directly impacts cash flow, arrears rates, and operational efficiency.

41%

of operators have automated 76-100% of recurring payments. But 59% still have not fully automated their collection process.

Key findings:

- Direct Debit remains the dominant method but is not universal
- Card-on-file and open banking are emerging
- Manual follow-up is still common for failed payments
- Operators without automation report higher arrears rates

How Operators Are Improving Payment Performance

Operators are increasingly using automation to reduce manual administration and improve revenue visibility.

Using Stripe and GoCardless integrations through Space Manager, operators can automate:

- Recurring rent collection
- Payment retries
- Reconciliation
- Customer payment workflows

This helps reduce operational friction around failed payments and arrears management while improving visibility across the revenue lifecycle.

Whether operators are already using Stripe or GoCardless, or exploring payment automation for the first time, there are significant opportunities to improve how revenue workflows are managed.

Arrears Remain A Structural Revenue Challenge

Arrears are not simply a collections problem - they are a revenue leakage issue that compounds over time. When 59% of operators report arrears above 2%, the industry is losing significant revenue before optimisation even begins.

INSIGHT

Operators with higher automation levels consistently report lower arrears rates - suggesting that payment infrastructure directly impacts revenue retention.

Contributing factors:

- Inconsistent follow-up processes
- Lack of automated retry mechanisms
- No clear escalation pathways
- Limited visibility into at-risk accounts
- Manual processes creating delays

Pricing Sophistication Remains Limited

Despite widespread adoption of dynamic pricing in adjacent industries, self storage remains largely static in its approach to rate management.

Only 21%

of operators currently use any form of dynamic pricing.

What this means:

- Revenue is being left on the table during peak demand
- Pricing decisions are reactive rather than strategic
- Competitors with dynamic pricing capture higher yield
- The gap between leaders and laggards is widening

What Leading Operators Are Doing Differently

The highest-performing operators treat revenue management as a connected operational system - not a series of isolated functions.



Automating payment collection end-to-end



Implementing dynamic pricing based on demand signals



Treating arrears as a system failure, not a customer problem



Connecting pricing, payments and occupancy data



Investing in technology that reduces manual intervention

Continue The Conversation

Join the Webinar

Revenue Performance in UK Self Storage
From Rent Collection to Revenue Engineering

Explore:

- payment automation
- arrears reduction
- revenue visibility
- pricing maturity
- operational efficiency

with the Space Manager team.

Book A Conversation

Book a conversation with our team to explore how Space Manager can improve and simplify your revenue management.

space-manager.com/book-a-demo