



uStore-it

Storage Made Easy

UK Franchise Information

Own a successful Self Storage business



INTRODUCTION

Why uStore-it?

Why choose a uStore-it franchise?

uStore-it is an expanding self-storage brand delivering secure, flexible and customer-focused storage solutions across the UK and Europe. Since inception, our business has grown with modern facilities, strong customer loyalty, and an expanding franchise network. Franchisees benefit from a proven model in a high-demand market with strong recurring revenue potential. Come and join the family!



Our Mission:

Provide the opportunity for franchisees to operate a self-storage owned business within the parameters of a proven, successful, professional and comprehensive business package

uStore-it is poised to become one of Europe's fastest growing franchise business opportunities with an aggressive roll out having started in 2025. Since 2015, our franchisees have successfully implemented the uStore-it self storage franchise business concept and reported successful business growth.

THE SELF STORAGE MARKET

The UK Self Storage Association (SSA-UK) released a report in 2024. The report highlights the resilience of the self storage industry despite challenging economic conditions. The statistics and market observations quoted within this document, are taken from that report.

The demand for self-storage continues to rise as individuals and businesses seek convenient, secure and affordable space for belongings, inventory, equipment and more. With flexible term options and scalable unit sizes, the industry offers long-term recurring income and resilience through economic cycles.

What makes uStore-it different?

✓ Established Brand with Growing Recognition

Join a brand with existing centres in the UK and across Europe, supported by a business owner with deep franchise experience.

✓ Proven Business Model

Franchisees operate within a business system that has generated strong occupancy levels, continued growth and robust profit performance.

✓ Comprehensive Support & Training

You will never be left to figure things out alone. We provide:

- Site selection guidance
- Operational training
- Marketing support
- Ongoing practical support through launch and growth phases

✓ Technology-Driven Management

Franchisees gain access to smart systems that streamline reservations, payments and access control – reducing the need for large on-site teams and enhancing efficiency.

ABOUT US

uStore-it Founder: Mark Hare



Mark Hare, major shareholder and owner of uStore-it a successful businessman who has a vast experience in the Franchise industry and was responsible for introducing Cash Converters into Europe via the UK and instrumental in making it a very successful 150 Store (now over 200) business that was eventually floated on the main boards of the UK and Australian stock exchanges.

mark@ustore-it.eu

A successful self storage business since 2015

Within a very short time, the demand for reliable and trustworthy self storage facilities saw the business expand and eventually diversify into a franchise. The uStore-it brand is growing fast with franchisees taking advantage of a seriously under serviced marketplace. uStore-it now has franchisees operating self storage businesses in various locations who are all reporting strong occupancy rates, continued growth, and healthy profits. With interest from other locations, and other countries such as UK and Portugal, we are confident of successful business growth across Europe.



uStore-it Operations Manager
Stuart Kelly



uStore-it Marketing Manager
Amy Garcia Wilmot

WHY SELF STORAGE?



Why is self-storage a good choice for franchisees?

Proven Business Model: uStore-it offers a tried-and-tested business model, reducing the risk compared to starting an independent business.

Brand Recognition: Joining an established brand like uStore-it, gives you instant credibility and recognition in the market.

Ongoing Support and Training: uStore-it provide comprehensive training and continuous support, helping you navigate challenges and optimise operations.

Economies of Scale: uStore-it franchisees benefit from bulk purchasing and marketing, reducing costs and increasing profitability.

Recession-Resistant: The self-storage industry tends to be resilient even during economic downturns, as people still need storage solutions.

Access to Advanced Technology: uStore-it will introduce you to the latest technology and software systems for efficient management and to reduce staff costs

Easier Financing: Lenders are generally more willing to finance franchise operations compared to independent businesses.

THE MARKET

The UK Self Storage Market?

Is self-storage a good market to enter into?

The UK self storage market has been experiencing steady growth. Since 2005, self storage in the UK has tripled – from 18 million sq ft to 60 million sq ft as of the end of 2023. With the sector still in its nascency in the UK, the self storage footprint is likely to grow significantly in the short and medium term.

Small businesses / online retailers are the largest group of business customers, often requiring extra storage for stock, or materials as they grow

8.7% of people surveyed are considering using self storage in the next 12 months, up from 7% the previous year

The industry saw a reduction in the number of staff per store, partly due to increased automation

Average occupancy for self storage centres across UK

78%

Due to market demand, operators are confident in raising prices for existing customers

The self storage sector is expected to continue growing, driven by increasing population, housing unaffordability, and greater awareness of self storage benefits. The growth will be shaped by several key trends and developments, for example:

**TECHNOLOGY INTEGRATION | CUSTOMER DEMOGRAPHICS
MARKET GROWTH | SPECIALISATION AND SEGMENTATION**

SUPPORT

Support from the Franchisor

What support will you receive from uStore-it?

You will be in business for yourself, but not by yourself. We are confident we will help you to start and grow a successful self storage business.

You are investing into your own business, by buying into the uStore-it brand. uStore-it has a proven business model with 50 years of experience in the industry.

We have put together a comprehensive support package to help you provide all the assistance you will need to start your self storage company.

We are with you all the way, when you are managing your business, we will always be there to help. You will be an independent business owner, working under the uStore-it corporate umbrella.

Our comprehensive support package

Start up support – provide you with all the information you need

Site selection – assist you with the selection of a suitable premises

Layout and design – create an efficient floor plan for your location

Software – franchise wide dedicated software system to help manage

Marketing support – website hosting, emails, social media, SEO etc.

Comprehensive training – up to 5 days one to one training

Operations manual – information, guidance, processes, suppliers etc.

Ongoing mentoring & support – we are always there to help you

INVESTMENT

How much will it cost?

What is the initial investment and subsequent monthly fees?

To develop and start a self storage business, the cost will be dependant upon size, location, condition etc. As a guide, the initial cost to open your self storage business will be approximately **£65K**.

Franchise License Fee – £12,500 GBP

- The initial, one-time cost to purchase a uStore-it franchise license
- 10 Year Agreement (5 + 5)
- Includes £2,000 deposit
- Legal fees apply

Monthly Fees

- SEO/Online Support £150.00
- Training £ 25.00
- Management Fee* £500.00

*Many franchises charge between 5 - 15% of turnover as the Management Fee

At uStore-it – it is a FIXED FEE

***Management Fixed Fee Example:**

Annual turnover of £250K

With a franchise that charges a typical 7.5% Management Fee, annual fee =
£18,750

Current uStore-it Management Fee is fixed at £500 per month = £6,000
= 2.5% of turnover

PROFIT MARGIN

Return on Investment

What will be my Return on Investment?

INDUSTRY STANDARD PROFIT MARGIN

The typical net profit margin of a self-storage business
is around 41%.

Source – Easy Access Self Storage 2023

Franchisee Example 1

One of our latest franchisees has **developed** a self-storage business in a facility with 1260m² floor space.

At **80% occupancy**, net profit margin is **43%**

Franchisee Example 2

One of our established uStore-it locations in Spain has an average of **98% occupancy** equating to a net profit margin of **60%**

uStore-it is above the curve for both Profit Margin and ROI



THE PROCESS

If you are interested, the first step is to register your interest on our website –

[please click here and fill out your details.](#)

We will contact you and begin our three-phase process below and we will be with you every step of the way to guide and help you to operate and manage your own successful self storage uStore-it business.



PHASE 1

Enquiry to Deposit Paid

- Register Interest
- One on One Meeting
- Carry Out Due Dilligence
- Decision Made by Both Parties
- Deposit On Area Paid



PHASE 2

Deposit Paid to Franchise Agreement Signed

- Site Selection
- Balance of Franchise Agreement Paid
- Franchise Agreement Signed



PHASE 3

Signed Agreement to Business Start

- Training Arranged
- Path to Opening Checklist
- Website / Booking Portal Created
- Build Initial Units
- Business Start

OVER TO YOU



Take the Next Step with uStore-it

The UK self-storage market continues to grow, and uStore-it is ready to expand with the right franchise partners. By joining our network, you'll benefit from a proven business model, strong brand support, and ongoing guidance to help you build a successful local operation. If you're looking for a scalable business opportunity backed by an experienced team, we invite you to start a conversation with uStore-it and explore how we can grow together across the UK.

Get in touch and start being your own boss

info@ustore-it.uk

www.ustore-it.uk