

What's Happening with Self Storage?

By Winston Lawson

It's easily done. As one of our customers tells it:

"About 4 years ago we rented out our holiday house. Our new family addition had made it too difficult to make the regular commute. Disposing of all our prized possessions was too hard to do. After all, we were going to return to the holiday house when the kids were older and would need all the furniture and outdoor gear back."

"With great commitment we packed our entire valuable, precious and special items away and put them into storage. Boxes of books, surfboards, spare garden tools, household appliances, old family furniture items passed down, outdoor settings and the like. The list went on. The truck and trailer were filled and we happily drove to Winston's Self Storage to store it."

Well it seems they are not alone. Since the craze for self storage has taken off, literally thousands of Australians are using self storage facilities to store valuable and precious items. Items that are too important to eBay or give away.

At Winston's Self Storage we have almost ten years experience and have managed to take great care of hundreds of customers; all with different stories and different items. The one thing they all have in common, however, is the super great prices and easy to deal with approach that Winston's Self Storage offers them. We have experience in dealing with all sorts of customer needs including, on occasion, helping to arrange removalists, packing and unpacking storage units and shipping containers, lending our trailer, and supplying removalist boxes. To date no job has been too hard!

Many of our customers come from a small business background where they simply do not have the space to store important business records. The need for record retention is getting more and more important despite the rise in electronic documents! We have many customers who use our facility to free up office or home space by retaining their important business records in our secure and easy to access (24/7/365) facility.



What's Happening with Self Storage Continued.

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With the rise of the e-business phenomenon, a number of customers have used our facility to run entire internet businesses, using our facility as their factory or warehouse. How convenient to have a simple month to month lease arrangement with no bond or long term lease to worry about. Busy trading times are particularly popular as extra stock can be ordered well in advance, ensuring bulk discounts are obtained, and the stock progressively withdrawn as the sales come in. What a great business model!

For others it begins as a more temporary solution. You load up the car with the retired golf clubs, the African sculpture, the spare surfboards, the boxes of books (that will go into the new bookshelf that is coming with the renovation), the camping gear and all the important stuff that has not yet been rationalised. After the renovation the surplus gear is gone and the renovation makes room finally for the books and African sculpture. How your friends are impressed, "where did you get that amazing sculpture from?"

With an array of hobby pursuits these days, many people have multiple interests: motor bike and car restorations, wood work projects, round Australia trips needing heaps of gear, jet skis for summer, and snow boards for winter. Despite the growing size of our homes, few can easily accommodate all these items without impacting on the space to enjoy all the home has to offer. At Winston's Self Storage we have helped many customers enjoy life more by knowing their important gear is securely stored and is easy to access for when they need it.

Its clear; simply hundreds of reasons exist to use self storage. However, despite the multiplicity of reasons, one common theme exists. All our customers at Winston's Self Storage seek super great prices and an easy to deal with approach. To date, no job has been too hard, so why not consider us as part of the solution to helping you enjoy life more by having your space back and your precious goods well looked after.

