

Facility of the Year—Up to 150 units

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Stash-It Self Storage, New Zealand

In the small north Hamilton town of Horotiu, New Zealand, where the echoes of the once-dominant meat works have faded, a new player has emerged, bringing a fresh vibe to the community. Stash-It Self Storage Horotiu, operated entirely by the dynamic duo Emily and Alex, stood out as a finalist in the prestigious 2023 SSAA awards for excellence. This family affair has become a testament to entrepreneurial spirit and significantly contributed to the revitalisation of the area.

From the moment you step through the sleek, inviting office doors, the Stash-It experience is one of warmth and modernity. Emily and Alex, parents of two young boys, take turns manning the front desk daily, embodying the true essence of Kiwi hospitality. Their dedication to building a genuine rapport with customers has proven pivotal to the facility's success, earning them accolades from visitors who marvel at its classy aesthetics and modern design.

Horotiu, previously known for its pungent meat works, has undergone a transformation thanks to the Northgate Business Park where Stash-It Self Storage is located. The facility, which was built in November 2022, starkly contrasts the antiquated meat works, providing an atmosphere of safety and care. As a testament to its popularity, customer move-ins have exceeded expectations, accelerating the second stage of development, over the summer of 2024.

Stash-It Horotiu's success is not just about aesthetics and expansion; it's deeply rooted in a customer-centric approach. The facility currently boasts 142 units, providing 2538 square meters of net lettable space, with an additional 35 outdoor spaces on a 6952 square metre land area. Stash-It Horotiu has found the right balance between pricing and discounting, ensuring profitability while maintaining customer satisfaction and loyalty.

A key aspect of Stash-It Horotiu's success lies in its commitment to safety and security. With a 24-hour monitoring system, CCTV cameras, electric perimeter fencing, and daily lock checks, the facility prioritises the protection of customers' belongings. The personal touch of having owners on-site during the day provides an extra layer of security and ensures prompt addressing of any issues.



Emily and Alex's hands-on approach extends beyond security to day-to-day operations. As proud owners and operators, they embody a family culture that has proven invaluable in employee retention. Some of the business's other staff boast over 20 years of experience with Stash-It. This wealth of experience to draw on contributes to problem-

solving, risk management, and continuous business improvement.

Marketing and sales strategies used by Stash-It Horotiu showcase a blend of traditional and digital approaches. The facility has successfully navigated a competitive market by leveraging online platforms and strategic partnerships with local businesses. A strong emphasis on transparency, convenience, and support characterises their sales and customer service approach, creating a positive client experience.

Emily and Alex actively engage with the local community through donations, collaborations, and the encouragement of environmentally sustainable practices. Their commitment to giving back, such as providing free emergency storage during the February 2023 flood event, has reinforced their position as a trusted and community-focused business.

Stash-It Self Storage in Horotiu has met and exceeded all expectations in its first year. The dedication, passion, and strategic vision of Emily and Alex and this modern and purpose-built facility made them worthy finalists in the awards. As they embark on developing the second stage, Stash-It continues redefining self storage in the wider north Hamilton area and stands as a shining example of a thriving, family-run business in the heart of a community. ●