

Storelocal Builds Hi-Tech Smart Storage Facility for Big Demand

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Customer Spotlight: Storelocal Self Storage – Brentwood, TN

Filling a Gap with New Tech Advanced Smart Storage Facility

Take a drive through Brentwood, TN and you can't help but notice the well-manicured lawns and stately homes. It's no secret that this prized Nashville suburb is one of the wealthiest cities in the United States. According to [Livability](#), the median home price in Brentwood is \$600,000 and the median household income is \$158,000.

From highly rated schools, state parks, and libraries to being moments away from the great Nashville, where employment opportunities are abundant, it's no wonder people are packing their bags and flocking to the area. With the healthcare industry booming and the new home of Amazon Operations Center of Excellence set to open in 2021 bringing in an estimated 5,000 new jobs, the Brentwood community and its need for storage continues to grow.

Platinum Storage Group, a privately held commercial real estate company specializing in self-storage and owning or managing a healthy portfolio of more than 4 million square feet, recognized the lack of supply for the demand in the area.



"The Brentwood market boasts ideal self-storage fundamentals and aligns with our strategy of adding properties to our portfolio in areas that we want to be in for the long run. There has been very little supply added to the area since 2007, so we are poised to make a strong entrance to the market. In addition to the lack of supply, the market has a low vacancy rate and commands strong rents, both factors that align with our strict investment criteria."

– Daniel "Skip" Elefante, CEO of Platinum Storage Group



A More Modern Approach to Self Storage

The sleek new Storelocal Self Storage Brentwood facility is situated on 2.8 acres at the very busy intersection of Cloverdale Dr. and Old Hickory Blvd. with a traffic count of over 52,000 cars per day. This ultra-modern four story, fully climate controlled facility is not your average mom and pops storage facility you may have rented from in the past.

Here, you'll find a 120,000 square foot institutional Class A self-storage facility comprised of over 87,000 square feet of rental space, housing 762 units.

Why fully climate controlled you ask? What's not to love about long summer days and warm autumn afternoons in Brentwood? Oh, right—the humidity. Living in a humid climate can leave your belongings at risk for mold, mildew and rust if they are not properly stored. With every single storage unit at Storelocal Brentwood being climate controlled, your belongings remain at a safe temperature and humidity level at all times.



Meeting Customer Expectations with Enhanced Security and Smart Locks

This ultra-modern facility doesn't stop there. Understanding the demands and expectations of today's customers, Storelocal Brentwood features the state-of-the-art **Nokē® Smart Entry** system, which allows tenants to access everything from the facility gate, entry points, and elevators, all the way down to their individual storage unit with the simple touch of a button using the store's custom branded smart phone app. Not only can tenants rely on the convenience of not having to remember gate codes or rummaging for keys, they can also rest easy knowing their belongings are more secure with this advanced smart lock technology.

The interior placement of these smart locks, along with the thermal motion sensors located inside every unit, lock tampering and break-ins are virtually impossible. The ability for owners and site managers to restrict floor access for tenants based on their unit location, as well as monitor all facility and unit activity anytime, from anywhere in the world, adds yet another layer of security. This technology allows them to instantly identify unusual activity, and know exactly who has accessed the facility's entry points and units at any given time.

Storelocal Brentwood offers fully automated rentals and move-ins, payments, and more via the mobile app, online, or by using one of their on site, self-serve kiosks to provide the most enhanced, smart storage experience their tenants have ever seen.