



CURRIDABAT

**MR. B
COSTA RICA**

**INTERNATIONAL FACILITY OF THE YEAR
SEPTEMBER 2023**



www.mrbstorage.com

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01. GENERAL INFORMATION

Category Entered

International Facility of the Year

Submitter

Name: Federico Rölz Phone: +502 5978-2737

Address: Av. Hincapié 16-55 Zona 13

Guatemala City, Guatemala.

Facility Information

Name: Mr.[B] – Curridabat

Phone: +506 7075 4823

Address: De KFC de Plaza del Sol, 200m

Suroeste, San José, Costa Rica

Facility Owner

Name: MBI Management Corp. Phone: +502
2314-4930

Address: Av. Hincapié 16-55 Zona 13

Guatemala City, Guatemala.

Facility Statistics

Date Opened: February 2023

Rentable SQFT: 52,926 ft² (4,917 m²)

Units: 519

Current Occup. 32%

Management Company

Name: MBI Management

Corp. Phone: +502 2314-4930

Address: Av. Hincapié 16-55 Zona 13

Guatemala City, Guatemala.



02. BUILDER INFORMATION

Category	Name	Contract	Adress	PH. Number
Builder	Eliseo Vargas Constructora	Luis Diego Barahona	Escalante neighborhood. 100 m south and 125 m east of the east side of the Santa Teresita church. San Jose Costa Rica.	+506 8367 2297
Architect	Estruconsult	Orlando Gei	Cuarto Piso Oficentro Alquimia, La Uruca, San José, Costa Rica	+506 8384 4479
Structural Engineer	Estruconsult	Orlando Gei	Cuarto Piso Oficentro Alquimia, La Uruca, San José, Costa Rica	+506 8384 4479
Security Provider	Desarrollos Tecnológicos Varbolmena	Javier Bolaños	San José, Francisco Peralta, 200m este de Casa Italia	+506 7200 0031
Access System & Smart Locks	Open Tech	Gary Carcland	2101 W Peoria Ave Unit 100, Phoenix	+506 7200 0031
Management Software System	Sitelink	Sitelink Support	3301 Atlantic Avenue, Raleigh, NC 27604	+1 919 865 0789
Accounting System	SAP Business One	Inforum	6a Avenida 7-39 Z.10 Guatemala	+502 2417 2400
Roof	SCT	Luis Enrique Bolivar	Guadalupe, 25 metros Oeste de la funeraria la Auxiliadora, carretera a el alto de Guadalupe, Costa Rica	+506 7294 2144
Door & Interior System	SSCornerstone	Gabriel Ocariz	Miguel Hidalgo 14, Santiaguito, C.P. 56217, Texcoco, Edo. de México	+52 1 55 6497 6716

DATE FACILITY OPENED

Facility opened to the public during the middle of February 2023.

We had an opening ceremony in the month of May 2023. We invited several members of the media, important personalities of the country and our shareholders. With over 100 people attending.

This was our second facility in the country, we needed to generate mediatic awareness to have more brand presence.



**Occupancy in just 5 months after opening.
Our results are exceeding the lease-up ratio projected.**

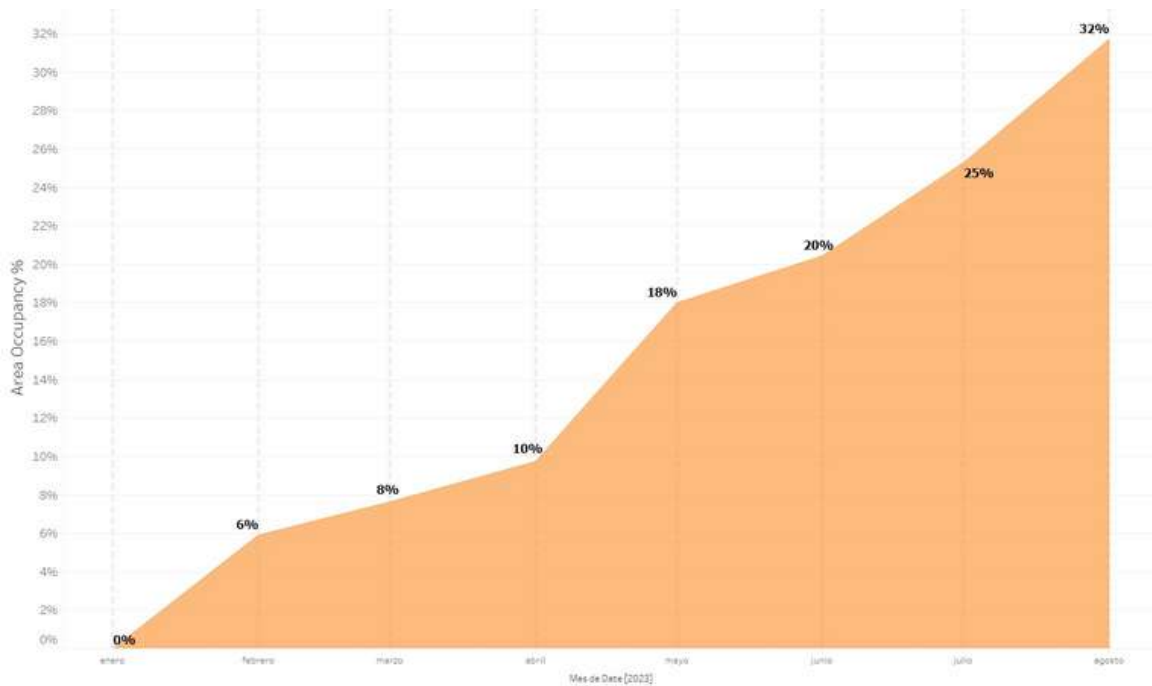
GLA: 4,917m2 | 519 UNITS (52,926 ft2)

The facility averages a unit size of 8 m2 (86 ft2).



LEASE- UP PERFORMANCE SUMMARY

Although we had some construction delays, we've managed to exceed our underwritten performance, our digital marketing strategy, and our Mr. B Team is always looking forward to exceeding expectations.



Our current customer base is 61% residential, and 49% commercial. This is an interesting mix according to our goal of catering to residential tenants, who have proven to have a longer length of stay than commercial tenants. Another benefit of catering to residential tenants is that they use smaller units, which pay a higher \$/m², which helps our overall total revenue.

We are very pleased to have a 4% of additional occupancy than expected at the current date. We have been able to lease approximately 1,850 sqft of net area per month.

03. DESIGN SITE SELECTION

For the site selection, an analysis of two variables was conducted, trade areas and demographic information. The first one was defined at different points in Costa Rica. Then, this was matched against the demographic information. It was determined based on PIB per capita or income at the sector level with higher purchasing power.

With this information, we knew we wanted the new branch located in the eastern part of the city. This was defined through the hiring of various studies; this isn't public information. Then, the main avenues and desired locations were identified. After months of searching, property was found, and negotiations began. Unfortunately, the deal couldn't be closed as a representative of the owner had signing authority, but the registered owner had already deceased without a will.

A real estate broker was hired for this sector. His search had to be conducted door-to-door. The new location was 300 feet away from the first one.

It was a property owned by three sisters. The contract was signed by two of them and a nephew. The nephew's brother filed a lawsuit as he had allegedly been left out of the transaction. A legal defense process began after the acquisition, as the nephew sought to void the purchase. It took 8 months to reach a resolution by the judge, and fortunately, the case was ruled in our favor.

The site selection process was complex. The first property was found, but the deal couldn't be finalized. The second one became entangled in family feud and legal issues. Then, in 2020, the COVID-19 pandemic hit. Costa Rica changed a sales tax law, now requiring a 13% payment.

The aforementioned factors placed stress on Costa Rica's economy. This led to a liquidity crisis, national debt, high-interest rates, and restrictive credit.



Areas highlighted are the ones covered with our new facility. The pins show where our two facilities are inside the GAM, which is an acronym for "large metropolitan area" in Spanish

LAND USE

We were able to find and acquire 1,200m² or 13,000 sqft in one of the growing parts of the city. Our main constraint for the development was the city parking requirements, and therefore our building size was determined by the amount of parking spaces required to be built within the property, as well as the height of the building.

Local building regulations are not clear for self-storage, so the project had to be presented to different governmental entities, and some regulations, such as the number of parking spaces had to be reasoned to the municipality since they sought to treat the project as industrial warehousing. This was particularly difficult due to the property being in a residential community. Typically, we want to avoid having to build parking basements due to the high cost of construction, but the topography of this property, and the building being built on a slope, allowed us to have a basement with parking spaces, storage, and services, as well as a first floor with the same uses as the basement.

After a successful negotiation over still non-fully regulated self-storage guidelines, we were able to develop approximately 8,000 m² (86,000 sqft) of gross floor area with a buildability coefficient of almost 7x over the lot size. We developed what is structurally considered a high-rise building with 8 floors of storage in an earthquake-prone city. The result was a storage building (1 basement and 7 floors) with 30 parking spaces, an unloading bay for moving trucks, and 4,925m² (53,000 sqft) of net rentable area.

As we mentioned the total construction was 7x the total area of the property, this exceeded the maximum buildability allowed by the municipality. In order for the municipality to authorize this buildability, they required this development to include a green area open to the public to improve the livability of the surrounding residential neighborhood.

This green area has several requirements. Among these requirements are: all the plants had to be from the region, and within the plants we had to plant a minimum of three trees and install three benches.



Basement and first floor layout. The blue area is the manager's office, the red area is the services, the orange area is the unloading area, and in yellow, is the pedestrian circulation. The building setback was filled with landscaping shown in green.



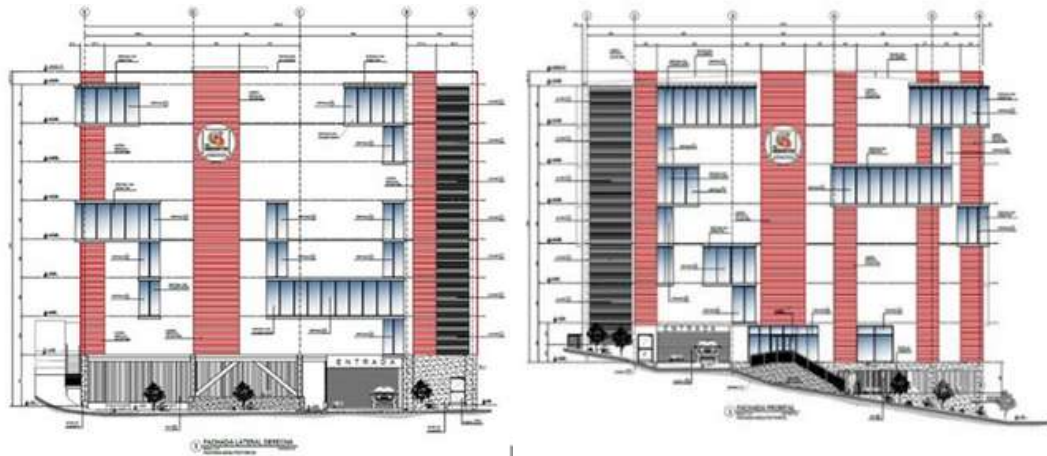
Green areas and sidewalks

ARCHITECTURAL DESIGN AND APPEARANCE

This building is the first one in Costa Rica, with the new redesigned institutional image for our new brand Mr.[B]. It was created in 2020. The architects in charge of the design took the following aspects into consideration:

- Using our corporate brand colors
- Use the currently used materials to keep in connection with others Mr.B's buildings.
- Modernizing the current look of our buildings.
- The building must stand out amongst other buildings, and the public must also understand that it is a building of self-storage.

The design and appearance of Mr. B Curridabat had various changes. The architects designed the first version of this building in 2019. Back then, the rebranding hadn't been made, so the appearance of the facades had Tetris-like windows with red and white colors as the blueprints shown below:



The construction start was delayed several times due to the rise in prices and the pandemic. We had to work on several versions of the budget, value engineering, seek alternative materials, and improve designs to have a feasible project. In between these delays, Mr. B's rebranding took place.

Thinking that the facade was not an permitting issue, we went ahead and executed the new rebranded design. During construction the municipality noticed the change, and halted work on the facades until the situation was resolved. They asked us to make the building more like a housing project by installing as many windows as possible. After a couple of weeks of reviewing our options, we made a choice for the façades as shown below:



After the local municipality reviewed the façade, they finally lifted the no-work order, so we continued to work and recover the lost time, which at last was over a month. The architects and mayor were satisfied with the result.

PROPOSED ARTIST RENDERING



Built in one of the main avenues of San José, Costa Rica, our new building stands out among the surrounding constructions. Mr. B Curridabat is our first building of the fourth generation constructed in this country. It is the largest and most modern self-storage facility in San José, Costa Rica.

REAL LIFE DRONE PICTURE



The facility provides easy and convenient access to the administration, units, and services. At the same time, it complies with American construction requirements.



Coworking Area for customers



Conference Rooms for customers

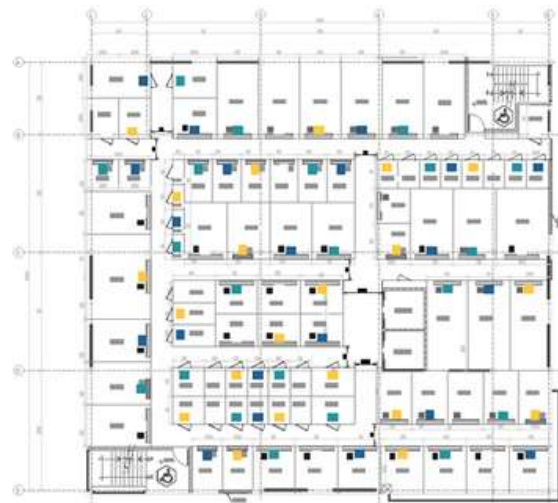


Manager's Office

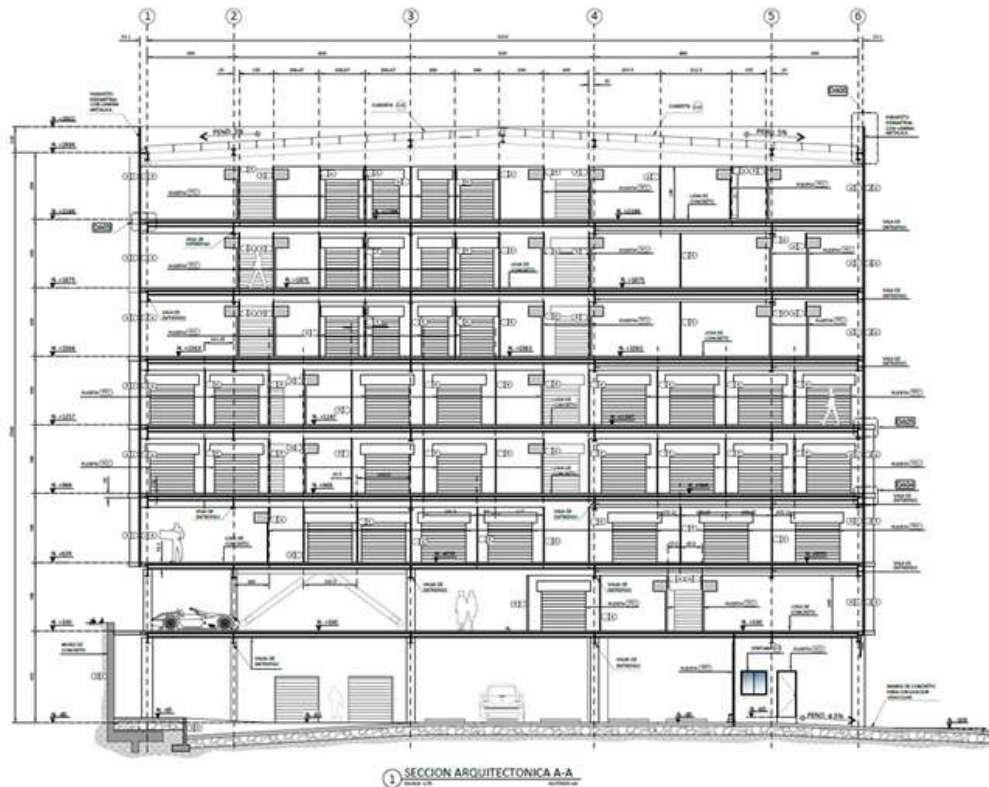
On the left, you can see the first floor, which includes a parking lot area, coworking, manager's office, and storage area. On the right, the second-floor distribution with storage area. On all our floors we watched closely to have the most efficient unit mix, at the same time being as comfortable as possible for our customers



First floor distribution



Second floor distribution



Building section. Here we can see the double-height basement, where the loading and unloading dock is, as well as storage units, parking spaces, and services. Our first floor allocates the office reception, coworking, more parking spaces, and storage units.

The project is on one of the main avenues with the highest vehicular traffic in Curridabat. The fourth-generation Mr.B buildings are imposing and aim to stand out within the neighborhood. This is done to raise awareness of our presence. We believe that the new design and colors used in the fourth generation Mr.B buildings make our customers easily recognize it. However, we need to let people know that we offer personal storage. To achieve this, we decided to incorporate a highly visible 2 story facade with a completely lighted dummy- door window showcase.



Window Showcase detail

PARKING ENTRY LEVEL

In the Curridabat building, there is an underground parking level and another at the street level. Both have direct access from the street and a completely roofed car park. They have one entry and one exit to maintain a smooth flow of vehicle mobility.

In each of the parking areas, gates with a height of 3.85 meters (12.6 feet) were installed, which can only be opened by tenants using their mobile app or access code, allowing them to access. For non-tenant visitors, we have designated "external" parking spaces.



Covered Parking Lot view



Underground parking level

In the parking lot of the basement, we have made an unloading dock that helps the tenants load and unload their belongings from their vehicles. This dock is located no more than five meters from the parking area and has a standard height of 0.80 meters (2.6 feet) at ground level. The dock is near two elevators, which have access to all seven floors of the facility. The elevators have the capacity to lift to 4000 pounds, allowing our customers to move their belongings effortlessly to the desired floor. The elevator doors have a width of 5 feet, and inside, a structure of up to 10 feet in length can fit.



Load elevator and facility elevators



The manager's office was strategically placed on site as a pivot area where new customers will instinctively enter, tenants can easily access from the inside and from where the manager may oversee activity occurring in the parking lot, car entrance, and pedestrian visits.

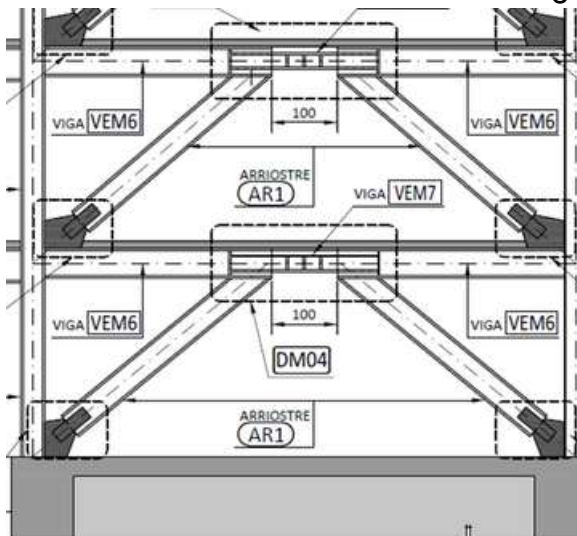
Our cost-free conference rooms and coworking area offer added value to our commercial clients utilizing our storage facilities.



Coworking and Conference room for our customers.

STRUCTURAL DESIGN

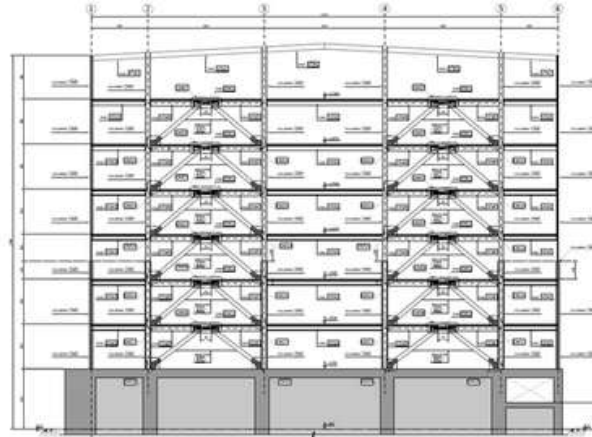
From this standpoint, we used the eccentric braced frame system (EBFs). The collaboration between architecture and structural design made it possible to install the braced frames without affecting the operation and aspect of the building



Together, our design team and structural engineer opted for the mentioned system, complementing the steel structure with concrete slabs over the metal deck. In this building, the dimensions of the columns, slenderness and separation that the beams allow, and other minor characteristics that the system offers were the best solution.

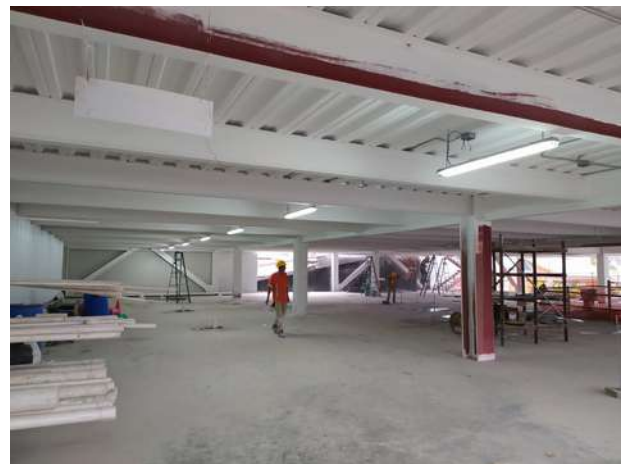
Being Costa Rica a highly prone area to massive earthquakes and having a 7 story high building + 1 basement the EBFs system was the correct choice to achieve correct horizontal forces management and structure weight per square meter. In the end, the storage required capacity and the lateral earthquake forces determined the frame loads and dimensions.

Live loads in all areas were considered in the order of 650 kg/m² (133 psf), exceeding the required 125 psf for light warehouse storage dictated in the Minimum Design Loads for Buildings and Other Structures textbook authored by the American Society of Civil Engineers.



Structural Design Section view

Due to the firefighting regulations, all of the main structure (columns, beams, and metal deck) had to be covered with a special intumescent paint. It costed \$157,500 extra of the budget that we had. This intumescent paint delays the action of fire and heat up to 2 hours. To be able to work properly, one can't drill on these elements so that the heat seal isn't damaged. This also put more pressure on the construction cost, this requirement alone cost an additional \$250,000.



Process of the intumescent paint

UNIQUE FACILITY FEATURES



Access Control



Covered unloading area



Polished floors and bright LED lighting



Security Camaras



Green area and sidewalks



Trolley & Cart Parking

SECURITY & ACCESS FEATURES

Safety is important to us, and it's a big part of what makes our service special. We do everything we can to keep your belongings safe. We use the best security available, and we make sure you can see and feel the safety in the facility.

In Curridabat, we have guards 24/7, we have a monitoring system through 69 cameras, in order to watch every square foot of the facility.

We also keep track of who enters and exits the facility using our access control system.

Access control: Includes an intercom, document reader, and access control special for the industry.



CCTV System: Includes up to 69 cameras and a set of screens where the guard, administrator, and clients can check at any time.

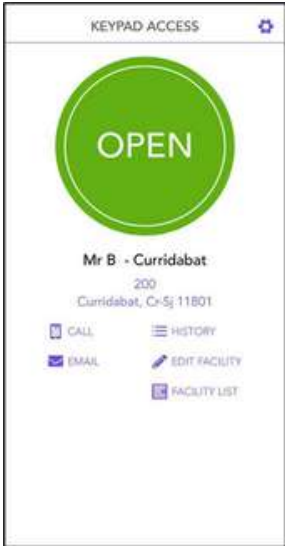
SMART ENTRY SYSTEM

We've set up a smart security system with Opentech Alliance CIA for our entry control. Now, customers can use their smartphones to access our facility.

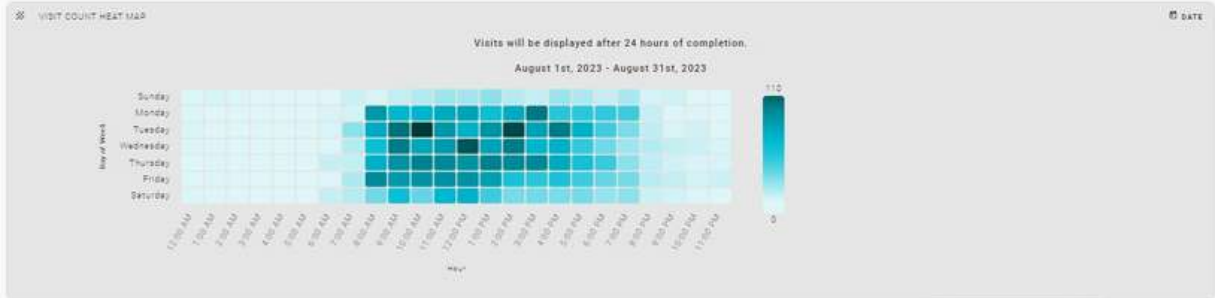
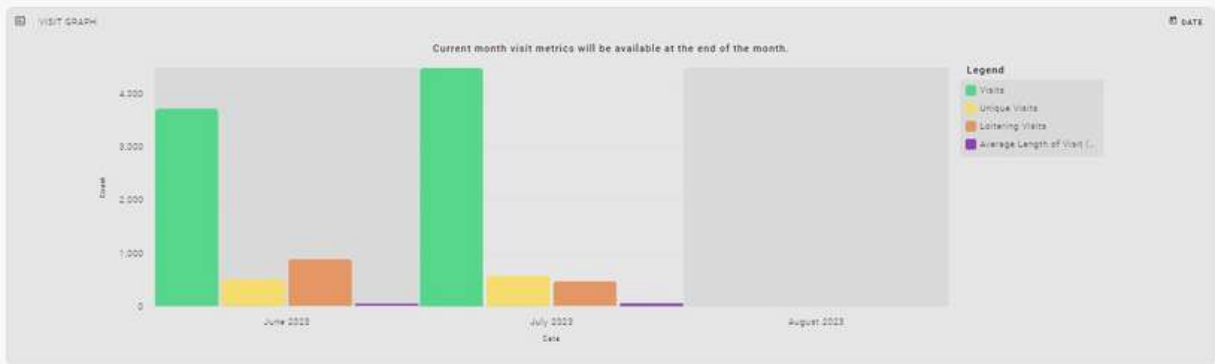
The Opentech system helps us learn more about how customers use our site and comes with numerous benefits:

- **Convenience:** Customers can access the facility using their smartphones, eliminating the need for physical keys, access cards, or remembering access codes. This convenience makes the entry process smoother and more efficient.
- **Security:** Smartphone access can enhance security. Access can be granted only to authorized users, reducing the risk of unauthorized entry. Additionally, lost or stolen access cards become a non-issue.
- **Data and Insights:** Systems like Opentech Alliance CIA can provide valuable data on customer behavior and facility usage. This data can help optimize operations, improve customer experience, and make informed decisions.

- Flexibility: Smartphone access allows for easy updates to access permissions. If there are changes in personnel, vendors, or visitors, access can be granted or revoked quickly.
- Audit Trail: The system can keep a record of who accessed the facility and when. This audit trail can be helpful for security monitoring and resolving any access-related issues.
- Innovation: Offering smartphone access showcases the facility's commitment to adopting modern technology and staying ahead in terms of customer convenience and security.



Opentech Alliance CIA App



Opentech Alliance CIA Stats

04. CONSTRUCTION

Construction for what would be our 2nd facility in San José, Costa Rica, and the 15th of our portfolio, began in February 2022 and was finished by February 2023.

Our general contractor company was CONSTRUCTORA ELISEO VARGAS (EVCO), one of the companies with various years of experience in the country. This Costa Rican company delivered one of the facilities with the best quality in construction, electrical installations, and finishes. We crafted a construction team, where Mr.[B] designs, conceives and develops, and they join us in the process, merging our know-how and innovations with their experience in construction. Using technology and outstanding communication, we were able to create a project delivered in the shortest amount of time possible and with the best quality.

The construction process has one main activity: construction of our new self-storage building. The land was a house, so we had some demolition work. Mainly, the house, as well as pavement, sidewalk, and other minor construction.



Property before the earthworks.

The demolition started at the end of February 2022. The rainy season had started, but we were making good progress. As you can see in the picture above, the terrain has a certain inclination, so our property is the one with the lowest floor level compared to the neighbors. This meant that we had to make ground retaining walls, so the general contractor made the cut in the terrain leaving a conservative slant.



Soil works stage.

The rainy season had already started, so one could see water flowing from the slope. This presented our first challenge. On the last days of May, the slope collapsed on the northwest corner of the property. The general contractor reacted fast, building a temporary retaining wall that same day. We evaluated the risk and determined that we could continue working and taking extra care with the slopes. At that time, we didn't know that there was a cavern underneath the neighbor's house. The slope continued to collapse, sinking the house and the street. A geotechnician had to be called to evaluate the situation and present the best solution. She offered a solution that changed our initial retaining walls and foundations. The alternative was taken due to the high risk. Finally, we installed an anchored wall of about 5 meters high and 30 meters wide, a large soil nailing screen on the side of the street and had to build the foundation for these after the walls. Foundations that couldn't involve vibration.



Retaining walls of the project. To the left, the soil nailing screen.
Below the neighbor, the anchored wall.

We started to build the metallic structure with a really challenging schedule to make up time for the two months lost in the soil works and retaining walls. This took place during the rainy season, which also represented a challenge. As we said, the metallic structure had to be covered with an intumescent paint. To apply this paint there are a series of measurements, such as the humidity level, to be able to have a perfect result, which is monitored and, in the end, reviewed by the firefighters. If they don't find the paint in a perfect form without any flaws, the local regulations don't allow it to be operative. It was a challenge because the paint couldn't be installed unless the humidity was below 85%, and we had weeks where the humidity was up to 100% due to the storms and rain.



The steel structure under construction. In white, one can see the paint installed on the lower levels.

Once the metallic structure was in place and the metal decks were cast, we proceeded to the canalization for all the electrical installations. In this case, the electrical installations had to be worked while the hallway system arrived and at the same time the unit mix topography plotting was made. We still had to make up lost time, now because of the soil works and the rain. The polished concrete floors also took place on this stage.

At this time, the elevators installation should have been halfway. We used a tower crane to mount the building and it was installed on the elevator shaft, so it had to be uninstalled as soon as possible to be able to work in the elevators. To uninstall it, we had to close the street. It presented our third major challenge. The street we had to close was the everyday street of use by the president of Costa Rica, so it is considered an important street. Finally, we achieved the permits to close the street and unmount the crane on a weekend, adding one more month to our already late opening date.



Pictures of the crain inside the elevator shaft.

The unit mix plotting also triggers one of the most important jobs on site: the electrical installations. During our years developing facilities we have upgraded the importance of the order and quality in which these are made. Having metal electrical pipes for lamps, emergency lamps, fire detection systems, audio systems, CCTV, power outlets, data, and telephone can get messy if not done right, so we pay close attention and work hand by hand with the electrical installations contractor so that everything is perfectly done. Finally, the hallway system was unpacked and installed by a group of workers focused on this task.



Hallway with polished concrete floor, electrical installations, and hallway system.

High-standard occupational health and safety measures were followed to achieve zero accidents throughout the construction.

CONSTRUCTION PROCESS



Stage 1: Earthmoving work: Base preparation for new metallic structure



Stage 2: Foundations and metallic structure in the new building. Concrete castings



Stage 3: Installing the intumescent paint.



Stage 4: Installing the facade, unit partitions, and hallway system



Final stage of facade details. Colored metal sheets and front windows, louvers, and administrative offices.



Construction completed

05. CHALLENGES OVERCOME DURING BUILDING

PERMIT CHALLENGES

Challenge is the name of the game for Latin-American developers and operators. First, the service is basically unknown to the public. Consequently, self-storage is also unknown to municipalities, therefore construction permits for new developments need a considerable amount of time and effort to obtain due to the educational component required by the municipalities.

Although there were a couple of self-storage facilities in the country when we started the process, we had to teach the municipality the generalities about urban self-storage facilities and guidelines to implement. We had several presentations to the municipality to help them learn how the business operates so they could calculate the required amount of parking lots for the facility.

We already had construction permits when the COVID came and stopped the process. The Mr. B rebranding was made during that time, so the facade, as we said earlier, changed from a Tetris look-alike to our new buildings. We had knowledge that in Curridabat we didn't have the necessity to change the blueprints on the municipality since the interior and structural components weren't changing. One of the neighbors went to the mayor and filed a complaint about the architecture. He "didn't want to see a metal box in the neighborhood", so the negotiation with the municipality started. Being afraid of a major neighbor's complaint, the municipality asked us to add as many windows as possible.

After a few drawings and blueprints, we got the facade design that was installed. This design was presented to the decision-makers from the municipality, who were satisfied with the result. This led to system construction changes, overrun on budget, and delays in the execution not just because of the changes in architecture, but of installing more windows.

CONSTRUCTION PROCESS: SOIL WORK CHALLENGES

As said before, the difference in floor levels made it possible to have a basement, but it obligated us to make retaining walls. As in any other process, the general contractor started with the soil works and cut the slope with a conservative slant so we could later work on the retaining walls. It was at this time that the rainy season had already started. We were working on the foundations. It was established that a critical element to the foundations were the gravel columns, which are made by drilling the hole, then filling it with pebbles and finally vibrating to be able to compact and improve the bearing capacity of the soil.

The northwest corner collapsed; this is why the general contractor built a temporary retaining wall the same day. It was determined that the work had to continue, but on the other side of the property until we could have a risk reduction plan. Still working on the other corner of the property, we had a second collapse. This time it was way worse. The neighbor's house suffered irreparable damage and the inhabitants had to be transferred to another house. The street also suffered damage.

We immediately called the most renowned geotechnical engineer of the country to work on a solution. It was handed, discussed and the green flag was given. We were constructing an anchored wall of about 30 meters wide and 5 meters high. Then, we had to build a soil-nailing wall on the side of the street. The last step to mitigate the risk was to build the foundations for both walls. These foundations were a challenge within the challenge. Typically, we build the foundations and then everything above it, but never from top to bottom. It represented over a month of delay and a big overrun on budget due to the fact that we decided to cover our neighbors' repairs & expenses.

CONSTRUCTION PROCESS: FIREFIGHTING ELEMENTS

Costarrican regulations for firefighting elements have reached high standards. These elements include firefighting systems, fire detection systems, and intumescent paint among others. Of the previous elements, the most challenging one was the intumescent paint. It is a coating applied to the primary elements of the main structure and it works by delaying the action of the heat for two hours. When the application was finished in the building, firefighters make an inspection to check the thickness applied, the quality of installation, which elements are covered, and a series of requirements that have to check. Otherwise, we couldn't open and operate the building.

The process starts by installing the steel structure. Then, a careful cleaning with special materials is done to finally be able to apply the paint. It can't be applied if the humidity level is above 85%. Being in a tropical country, it is very common to have levels above the 85% limit. We were in the middle of the rainy season. Combined with the season, we had several storms. For example, Hurricane Bonnie. The amount of water in the environment led to days of humidity levels above 95% and even 100%. We were hand tied and couldn't apply the paint, which meant that later we couldn't work on electrical and hydraulic installations and finishes. Not only this system is expensive, but it costed Mr. B Curridabat some delays. Finally, we were able to install the paint, and firefighting system and make improvements to the fire detection system, all of them working perfectly to this day.

CONSTRUCTION: SPECIAL EQUIPMENT INSTALLATION CHALLENGES



Partitions and hallway system installed.

Self-storage hallway systems are still very unknown to most of the Costarican population and there are no companies with experience in the production or installation. Therefore, we always hire a foreign company to come and do the work.

For this project, we had to make a formal bidding process since the budget we had was pre-covid so we couldn't afford the new costs. Finally, we hired a Mexican company with whom we have worked in previous facilities. Together, we found a way to have the correct cost for the hallway system and partitions and they already had the skills and knowledge of the system and how it works. This ensured that we had a smooth and fast process.

OPERATIONAL & MARKETING CHALLENGES

SMALL INDUSTRY

In Latin America, self-storage is a new industry, and Costa Rica isn't the exception. Our audience doesn't know about this storage solution, this is why we aren't on their top of mind. They prefer to store in their own house or office. This represents a marketing challenge because we need to educate them about the uses and benefits that they can get using self-storage.

MARKETING EFFORTS

Curridabat is our second facility in Costa Rica. We implemented a comprehensive marketing strategy plan that in addition to a detailed demographic profiling, included an aggressive advertisement schedule.

The advertisement schedule included ad campaigns that explained how self-storage works. A great deal of creativity and resourcefulness went into getting the most out of our budget for advertising.

This plan included multiple efforts and dimensions, both on branding but also on lead generation.

Branding Efforts

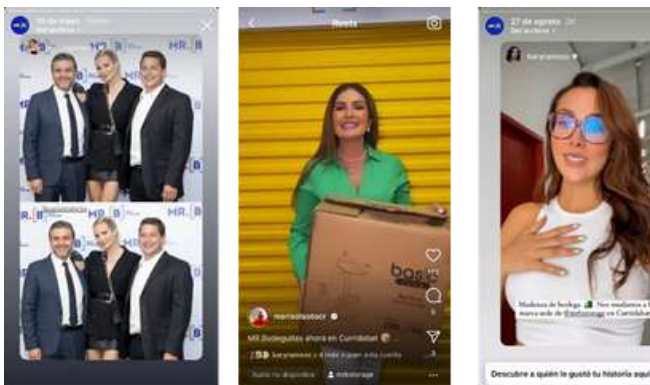
- Instagram Stories with local influencers, which included a TV Show host with a 294k follower base.
- Alliance with the CCCBR (Costa Rican Chamber of Real Estate Brokers).

Lead generating efforts:

- A generous referral program.
- Google AdWords & Retargeting
- Facebook Ads

INFLUENCERS PARTNERSHIPS

Some entrepreneurs are also influencers within the entrepreneurial community, so partnering with those individuals has paid off in the sense that we've been able to reach more people who have discovered our service as a solution to their needs.



Influencer's stories and reels

As part of each of the campaigns, we were looking to attract more female customers. We are heavily advertising on two trending topics. Women and entrepreneurship, we have seen every year more successful and influential women in business. Self-storage being such a new business in the country, a lot of effort is put into our communication, trying to explain the uses and benefits.

TRADITIONAL MARKETING

However, we've also done some traditional advertising. For the grand opening, a media agency was hired. They summoned all the media channels for the event's coverage and influencers assisted to the event. This helped as a branding strategy to get people to know about the business and generate word of mouth.



Mr.B's CEO giving an interview in the opening ceremony

Also, we've done some flyer distribution around the area of the Curridabat facility. The idea behind this was to stand out in a very busy and competitive visual space.

We started with flyer distribution in the surrounding area of the facility. Especially during rush hours, capturing the attention of the evening and morning commuters.

We did our own bike billboards, hiring temporary workers. These are people who install a small advertisement on their bicycles and pedal through the cars stuck in traffic .



Flyer design

PARTNERSHIPS

We've also formed meaningful partnerships, with CCCBR (Costa Rican Chamber of Real Estate Brokers). We hosted a breakfast event to introduce our facilities and the benefits we can offer to affiliated brokers and their customers. We even created commission tables for referred clients.



Breakfast giving to the CCCBR Brokers



EXTENDER CUSTOMER SERVICE HOURS

Providing great customer service is a big part of our marketing approach. We've extended our customer service hours, including being open on Saturdays from 8:00 AM to 5:00 PM. We're closed on Sundays. Customers who already rent storage units can access them every day of the year, including holidays.

CURRIDABAT BRANCH: A COLORFUL LANDMARK IN SAN JOSÉ, COSTA RICA

In San José, Costa Rica, there are currently very few buildings. It's a city with limited urban development. Therefore, when we built the Curridabat facility, our intention was to contribute to the neighborhood's and the city's development. The Curridabat neighborhood is highly residential, which is why the Mr.B building has windows to align with the overall appearance of the surrounding structures. It was constructed following the design principles of Mr.B's fourth generation of buildings. It's large, imposing, and vibrant, which allows it to stand out among the neighboring buildings. It's visible from a distance, creating a sense of surprise in the community and enhancing the brand's positioning.



Curridabat facility

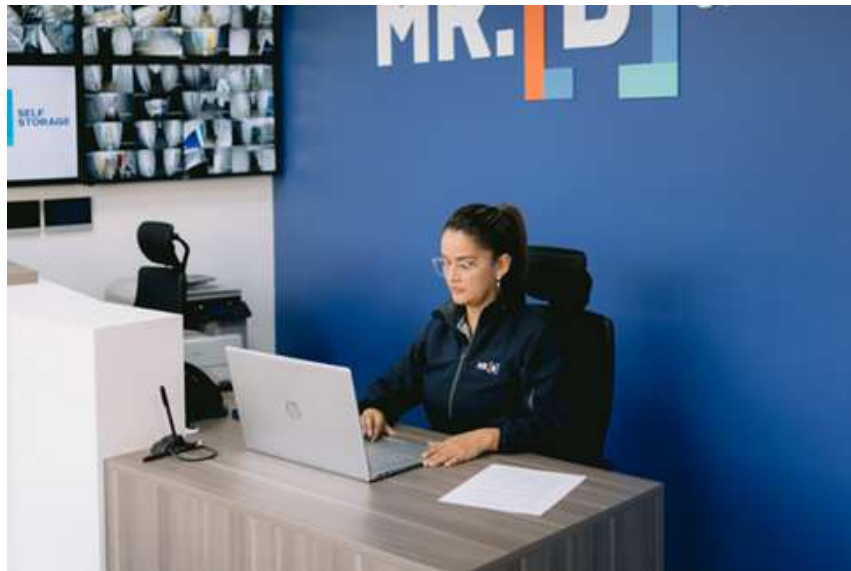
GREAT SERVICE FOR OUR CUSTOMERS

The opening of Mr.B in Curridabat represents a step forward in our expansion in Costa Rica, marking the inauguration of our second site in the country.

We recognize the significance of customer service as a distinguishing factor. That's why we've chosen our most experienced manager to oversee this new branch.

Her extensive experience aligns with our customer-centric approach, which is a key differentiator for Mr.B. Under her leadership, our Curridabat site creates a welcoming and distinguished atmosphere, ensuring our customers consistently receive exceptional service.

The leadership of our manager elevates the Curridabat branch to be focused on the highest customer satisfaction standards.



Manager's office

06. OTHER IMPORTANT EFFORTS TO CONSIDER

WHY DO WE DO THIS?

Our purpose is to make a difference in the lives and small businesses of our customers.

Our team is united under a common goal: To create an environment of collaboration and excellence, where everyone feels valued, and excited to be part of the best team of Self-Storage professionals.

We are recognized as being one of the pioneers, trendsetters & leaders of self-storage in the Central American region. After more than 26 years in business, with the acquired experience, market knowledge, and exceptional customer service, Mr. [B] has proven that it is able to replicate its “Latin-American” tailored Self-Storage business- model across borders.

We have consolidated our leadership position in the Guatemalan Market with a 43% market share, & in El Salvador with 50% of the market share. We are now increasing our position of our market share in Costa Rica and the Dominican Republic.

We have been first in many ways: first self-storage facility in Central America, first multiple-store operator, first developer who went cross-border, first to introduce tenant insurance, first developer to build a multi-story facility, and the first one to adopt contactless move-ins during the COVID-19 pandemic.

WHERE DO WE OPERATE & WHO ARE WE?

Mr. Bodeguitas was founded in 1997 and officially opened its doors for operations in 1998 in Guatemala City, Central America. Guatemala is the country with the largest economy and the most populated city across the isthmus. Central America is strategically positioned between North, and South America and links both the Atlantic and the Pacific Oceans through the Panama Canal.

The region consists of 7 small countries (Guatemala, Belize, El Salvador, Honduras, Nicaragua, Costa Rica, & Panama) with a combined population of 48MM (larger than California’s population), and a GDP 250bn which is comparable to South Carolina’s GDP.





We pride ourselves on having a very well-integrated and diverse team. We are very delighted to have over 89% of female facility managers. We also have team members who have been with us for over 20 years and the average experience stands right now at 5 years in a company that is in a growth stage.

We are without a doubt a People Oriented Company, where our team is our most asset.

MR.[B] QUOTING APP: CALL GURU

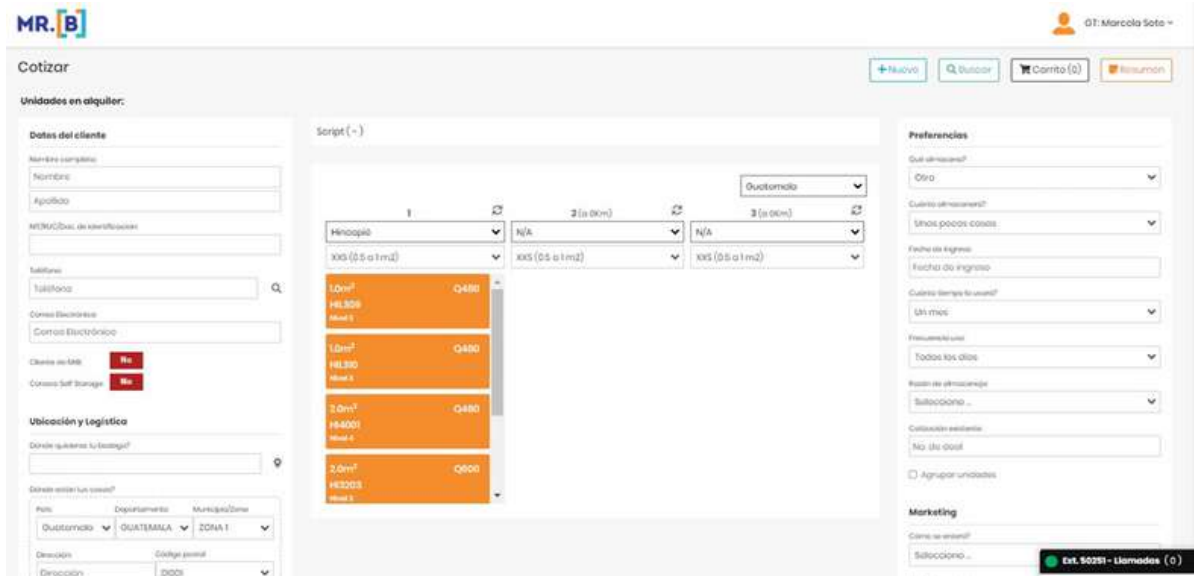
We are a growing company, we needed a user-friendly app that allowed our team members to follow a guided script and use API-integrated services in order to generate quotes fast, easy and with all the information being recorded in our CRM.

During the year 2021, we started building a solution with our IT team. We needed to integrate our Sitelink Management Software with our Quoting app and our CRM (Pipedrive).

After several months of testing and having different demos of the App, we finally ended up with the first version we were comfortable with.

This App has helped us in three different ways, 1) Quoting Speed for our teammates and our Call Center 2) Better information for our business intelligence 3) Mistakes being avoided on the data entry.

We integrated Google location services in order to find the best site based on customer's location and to have a better understanding of where to build our next facility.



CUSTOMER-ORIENTED PHILOSOPHY

We have always maintained close attention to the needs of our customers, and to the always changing trends of our young Central American cities. As a result of data analysis and company surveys, since 2014 we decided to adopt a more urban development strategy.

Both our older facilities and newer developments have changed the way we envision self-storage. We used to see a customer base of up to 85% commercial and 15% of residential tenants. Today, we have noticed a significant shift, where now our newer facilities show a 50/50 split between residential and commercial tenants with peaks reaching 65% of residential tenants.

As we are listening to our customer's needs, we are developing better-located facilities and re-thinking our designs to cater to our ever-increasing female customers that at some point even reached 40% of our registered users. Although our registered users show this percentage, we notice that female users are even higher since the one coming to the facility is usually the woman, and the one who signs the lease tends to be the husband, showing that the woman, as the decision maker is the one who enjoys the additional safe space our facilities provide.

WE USE THE LATEST INDUSTRY TRENDS IN THE MARKET RELATIVELY UNFAMILIAR TO STORAGE.

We are proud to be first adopters on many occasions, and we will always have a forward-looking approach to give our customers the best service and facilities available.

INTERNATIONAL VIEW

First and foremost, the experience obtained from operating 12 different facilities in three different countries allows us to benchmark the best international practices.

Secondly, we can use suppliers from all over the region, and due to our proximity to the US markets, the best industry options are available.

Our development team is focused on hiring the best professionals to make the facility a financial and engineering success.

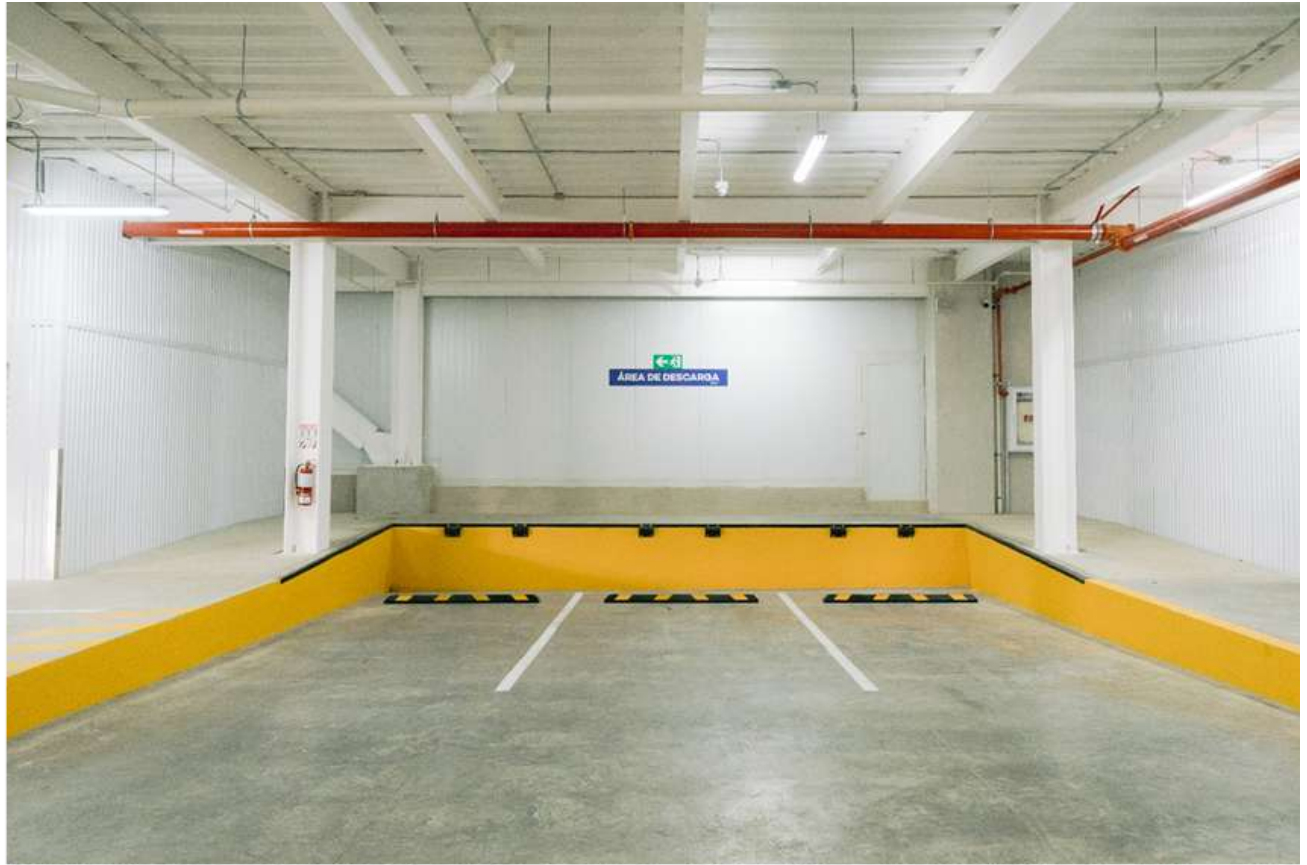
Operationally speaking our team is systems-oriented, and we have built a very robust and versatile systems platform. This platform uses various API web services that integrate with different software including some Mr.[B] developed platforms.

All our systems and operations have been designed to quickly incorporate new facilities, as we're able to turnkey new additions in very little time.

07. ANNEX: HIGH-RESOLUTION PICTURES



















2023 Mini-Storage Messenger Facility of the Year **GUIDELINES**

Categories

Overall	New Facility
Construction	Conversion
Smart Facility	International

Deadline

Entry binders must be received no later than **September 15, 2023**

Judging Criteria

◆ **Overall Winner:**

Selection based on excellent design, construction, challenges overcome during building, unique features, landscaping, access features, marketing and customer service.

◆ **New Facility Winner:**

Selection based on site selection, design, use of land, overall appearance, aesthetics, marketing prior to opening, and lease-up performance. Facility must have opened for business on or after June 1, 2022.

◆ **Construction Winner:**

Selection will be based on unique design, construction challenges, and use of cutting-edge building materials or techniques.

◆ **Conversion Winner:**

Selection will be based on exceptional design and challenges overcome during building a facility converted from a pre-existing structure.

◆ **Smart Facility Winner:**

Selection will be based on high-tech design with "smart" features and sophisticated security systems as well as the use of remote management and contactless rentals.

◆ **International Winner:**

Selection will be based on the design, construction, challenges overcome during building, occupancy and performance of a self-storage facility located outside of the United States.

Each entry must include: name, address and telephone number of submitter, facility, owner, and management company; date facility opened; rentable square footage; number of units; current occupancy; and quality photos of the project throughout the development phase.

Entries must also include the name, address, and phone number of the builder, architect, security provider, management software system, and roof, door and interior systems providers.

Prizes

Each winning project will appear in the December 2023 issue of *Mini-Storage Messenger* and will receive a commemorative trophy. Companies that submit the winning entries will receive 5 copies of the December issue.

Submissions

Entries must be in a binder format with thorough information related to the specific category criteria. We DO NOT accept digital entries. A minimum of 10 photos must be included with each entry. Quality photos and information from various members of the development team will increase the chances of an entry receiving stronger consideration. Entries for the conversion and renovation categories must include before and after photos.

Photos

Rights to all images submitted must be given to Mini-Storage Messenger for use in print and digital media, and a photo release must be signed. To download the form, please go to www.ministorage messenger.com/2023-facility-of-the-year Please provide photo credit information with the entry.

Additional Information

Entries will not be returned. Acknowledgement of entries will not be provided automatically due to the number of entries received. Projects may be judged in multiple categories; however no facility can be named in more than one category.

mini-storage
MSM
messenger

Mail all entries to:
Mini-Storage Messenger
Attn: Facility of the Year
PO Box 608
Wittmann, AZ 85361-9997

Please contact Poppy Behrens at Poppy@ministorage messenger.com or (602) 678-3579 with any questions.







MR. [B] SELF STORAGE









MR. [B] SELF STORAGE

NUESTRAS VENTAJAS

SEGURIDAD	ACCESO 24 HORAS
MANTENIMIENTO SECURITATIVO	MARQUEO
AUTOMATIZACIÓN DE PASEANTES	ACCESO CONTROLADO
CONVENIENTES SENSORES	PLUMBACION PROFESIONAL
SEMPRE A SU DISPOSICIÓN	ALMACENES DE CARGA
TIENDA DE ALUMBRAMIENTO	ALPARRAS INEXTINGUIBLES
EQUIPO DE CARGA	WI-FI

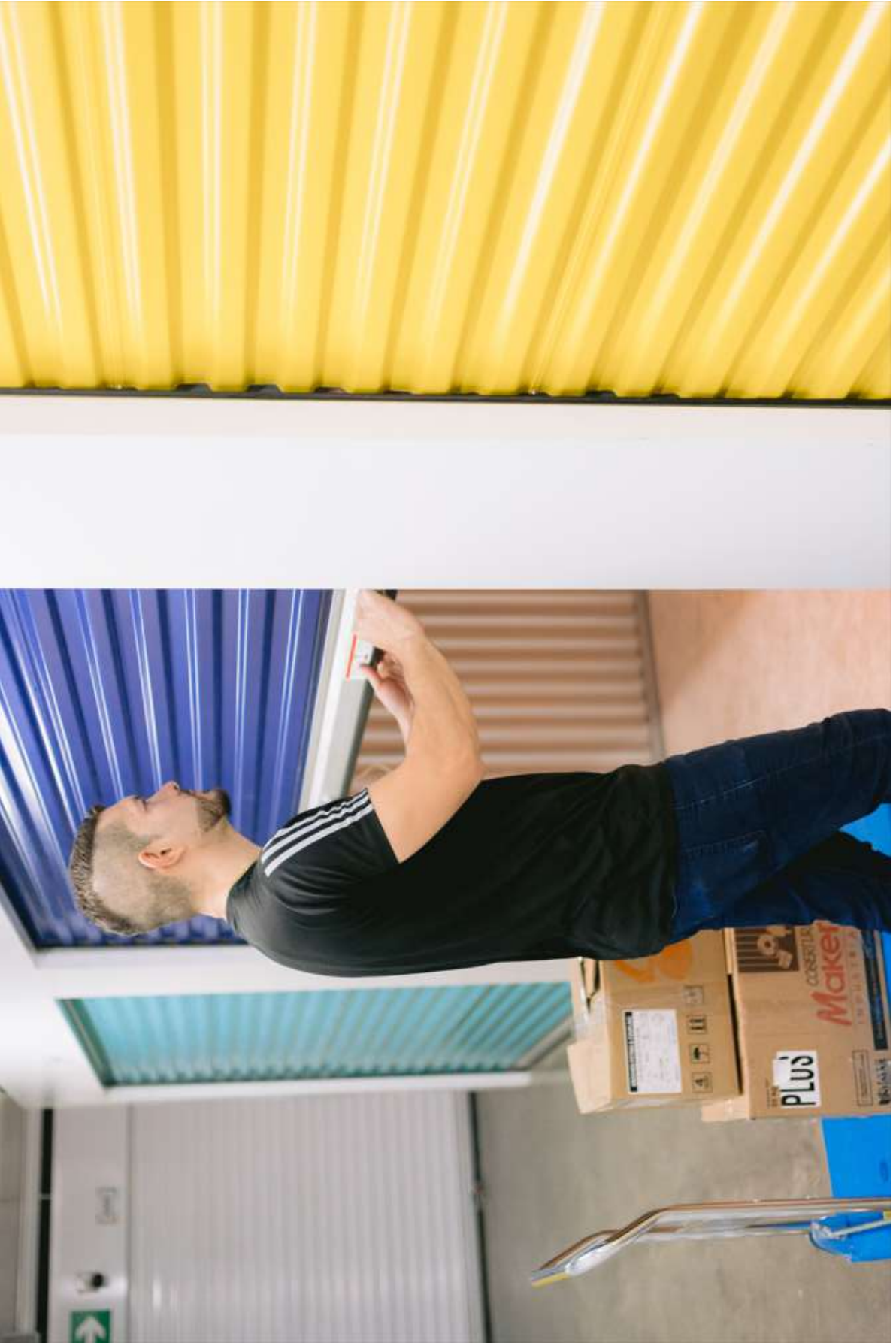
MR. [B] SELF STORAGE







ELEVADOR







**MSM Facility of the Year
Photo Submissions Release**

Any party ("Submitter") submitting photographs, diagrams, charts, drawings, renderings or other materials ("Materials") in a Facility of the Year entry agrees that:

1. Submitter is granting to Mini-Storage Messenger the right to publish those materials in any of its publications without claiming a royalty or any other fee for itself or any third party;
2. Submitter has the right to transmit the Mini-Storage Messenger and no permission or additional rights need to be sought or granted;
3. Submitter will indemnify and hold Mini-Storage Messenger free and harmless from and against any and all expenses, including costs and reasonable attorneys' fees that may be incurred because of claims that the appearances of any Materials in a Mini-Storage Messenger publication were unauthorized or constitute the violation of any copyrights, trademarks or other rights of such claimant.



FEDERICO RATZ

Entry Submitter

SEPT 15, 2023
Date

SELF-STORAGE
*Facility
of the Year*

Please contact
Poppy Behrens at
Poppy@ministoragemessenger.com
or (602) 678-3579
with any questions

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