

**SSM Web Platform**  
Powered By Adverank™

New  
**Embedded Rental Flow**

Gold  
**Microsoft Partner**  
 Microsoft

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# Embedded Rental Flow

# Most Common Rental Modules

## Multiple browser tabs causing frustration

## Customer uncertainty and lack of clarity

## Exhaustion from lengthy forms

Most common rental modules currently operate as browser-based applications. When a user clicks on 'Rent' or 'Reserve,' the module typically opens in a separate window or tab. While this approach is functional and gets the job done, it often feels disconnected from the rest of the website. This disjointed user experience can create friction, as it interrupts the seamless flow of navigation and engagement that users expect when browsing a modern, well-integrated site.

# New Embedded Rental Flow

## Seamlessly integrated into website

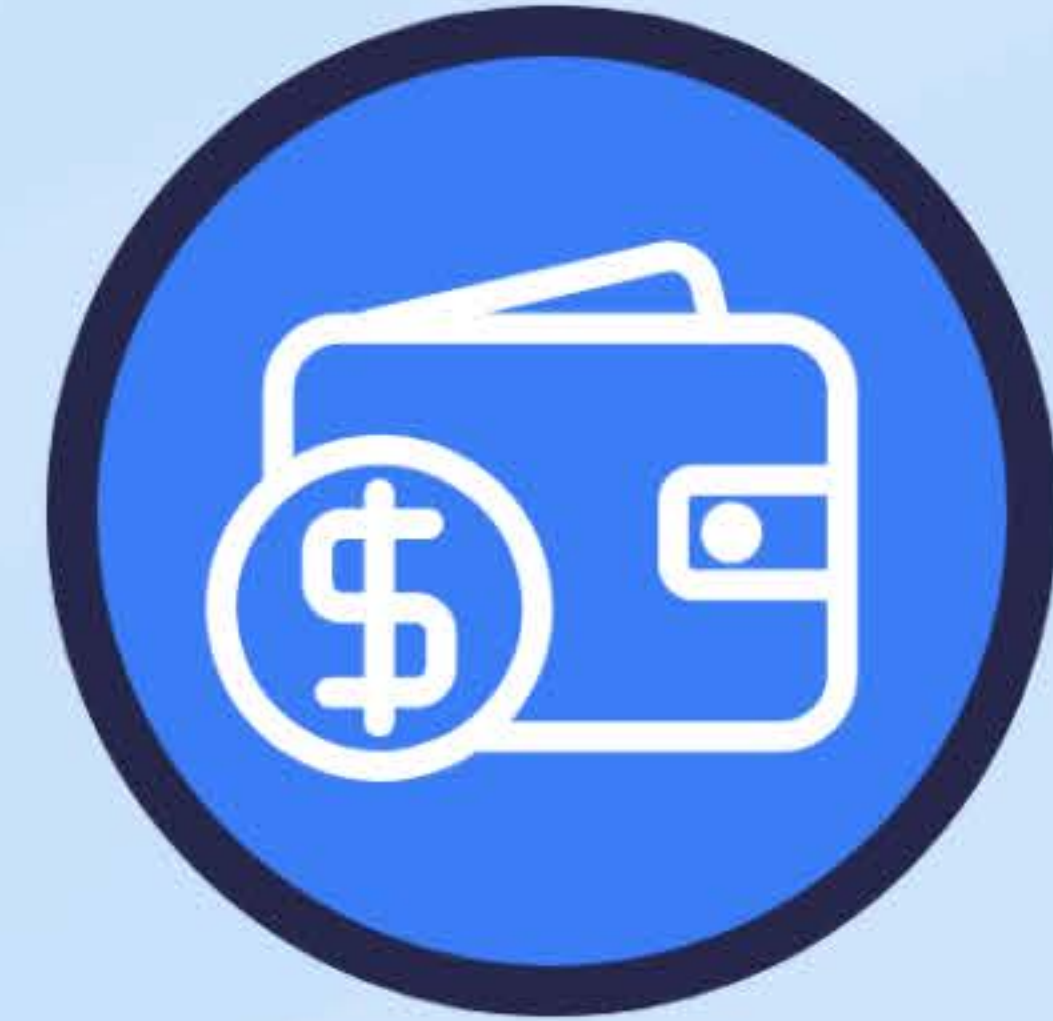
## Consistent, on-brand experience

## Step-by-step guided process

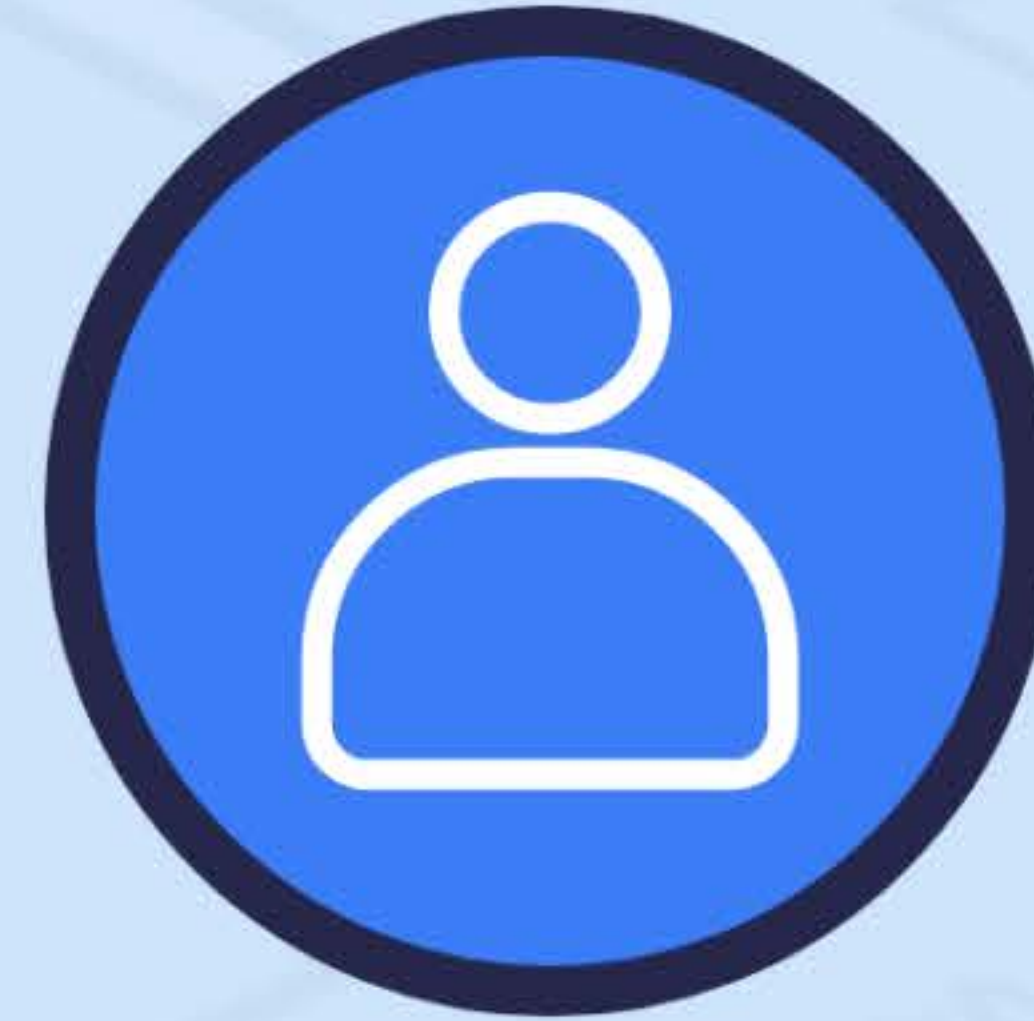
The new Embedded Rental Flow resolves all the challenges of the most common rental modules by seamlessly integrating SSM Cloud logic directly into your website. This provides a fully branded experience and a streamlined, single-step process to guide users toward completing a rental or reservation in just a few clicks—while securely collecting payment upfront.

[illegible]





**RENT**



**CUSTOMER INFO**



**SIGN**

# 3 Easy Steps

*And Super Fast*

### Prioritize Payment

Streamline the rental process by collecting payment upfront, ensuring a smooth transaction and securing the reservation right away.

### Abandonment

Reengage potential customers with automated follow-ups triggered by incomplete forms, turning lost opportunities into new rentals.

### Branded Experience

Deliver a cohesive, professional look with a rental flow customized to reflect your unique brand identity, CSS colors, and fonts.

### Lead to Lease Attribution

Track the journey from the first click to a completed lease, gaining insights into which marketing efforts drive results.



# Embedded Rental Flow

StoreLine

Contact

Careers

Pay Online

OUR LOCATIONS

STORAGE OPTIONS

STORAGE BLOG

ABOUT US

RENT

CUSTOMER INFO

SIGN

Order Summary

Inlet Beach

22437 Panama City Beach Pkwy

Inlet Beach, FL 32413

Unit Type

Climate Controlled

Monthly Rate

\$/8

Unit Size

5 x 7

First Rent Amount

\$46.80

Discount

\$0

One Time Admin Fee

\$20

First Month Coverage

\$10.40

Tax

\$1.85

Total

\$79.05

Running out of space? Need somewhere to stash your off-season gear? Need extra garage parking for your toys? Start storing at Avid Storage, located in Panama City Beach, Florida. With convenient extras like climate-controlled units and online bill payment, we'll streamline your storage experience and keep things moving smoothly.

Grab Your Space Today!

Get Started Now.

It only takes a minute.

Rental Agreement Information

Move in date

11/15/2024

Coverage

\$2,000 - \$10.40 /month

Customer Email

Customer Phone Number

(I) Please fill out this field

First Name on card

Last Name on card

Card information

Card Number

MM/YY

CVC

Country / region

us United States

Billing ZIP code

Enroll for autopay

Please charge the monthly rent to this card for each billing cycle

Yes, Pay \$79.05

We accept

VISA

MasterCard

DISCOVER

AMERICAN EXPRESS

GUARANTEED SAFE CHECKOUT PROCESS

StoreLine

Call Center Hours

Monday - Friday: 8:00am - 6:30pm

Saturday: 9:00am - 6:00pm

Sunday: 10:00am - 5:00pm

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Thank You

Your Move in date is 11/24/2024

Customer Information

We accept

VISA

MasterCard

DISCOVER

AMERICAN EXPRESS

GUARANTEED SAFE CHECKOUT PROCESS

StoreLine

Call Center Hours

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Saturday: 9:00am - 6:00pm

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## Pay Up Front

We make payment the priority by ensuring it's the first step in the rental process. Collecting payment upfront streamlines the flow and secures the reservation.

## Confirmation

A confirmation receipt reassures customers that they've successfully completed the most important step in their journey.

## Abandoned Forms

If a customer partially fills out a form, we store that information in SSM Cloud. This triggers an automated re-engagement sequence to encourage them to complete their rental.

## Attribution

SSM Cloud tracks the customer's initial click—whether it's from a Google PPC ad, META ad, or SEO content—providing valuable insights into the source of the engagement.

## Three Discount Types Made Simple:

**Percentage:** Deduct a percentage from the price (e.g., 50% off \$100 = \$50 rent).

**Fixed Discount:** Subtract a fixed amount (e.g., \$75 off \$100 = \$25 rent).

**Fixed Rent:** Set the rent directly (e.g., \$10 rent regardless of the original price).

# RENT STEP

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# Embedded Rental Flow

# CUSTOMER INFO STEP

**SSM Web Platform**  
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### Do any of these apply to you?

Our expandable self-storage rental form simplifies the process by capturing all necessary customer information at the Customer Info step. This dynamic form expands as needed, ensuring nothing is missed. All data is securely stored in SSM Cloud, providing a seamless experience for both customers and operators. It's efficiency and accuracy, all in one!

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RENT

CUSTOMER INFO

SIGN

Payment Receipt

Inlet Beach  
22437 Panama City Beach Pkwy  
Inlet Beach, FL 32413

Unit Type	Climate Controlled
Monthly Rate	\$78
Unit Size	5 x 7

First Rent Amount\$46.80

Discount\$0

One Time Admin Fee\$20

First Month Coverage\$10.40

Tax\$1.85

Total\$79.05

Balance DuePAID

Running out of space? Need somewhere to stash your off-season gear? Need extra garage parking for your toys? Start storing at Avid Storage, located in Panama City Beach, Florida. With convenient extras like climate-controlled units and online bill payment, we'll streamline your storage experience and keep things moving smoothly.

We accept

GUARANTEED SAFE CHECKOUT PROCESS

Just a few more questions!

We are almost done!

Customer Information

This email will serve you payment portal login ID. You will receive a temporary password via email after completing the rental process.

\* Customer Email

johndoe@website.com

\* Confirm Email

johndoe@website.com

\* First Name

\* Last Name

\* Driver's License / Identification #

DL Expiration Date

\* Address

\* City

\* State

Select v

\* Zip

Customer Phone Number

Cell Home

I confirm that I am at least 18 years old.

Do any of these apply to you?

☐ I want to provide an emergency or alternative contact

☐ I am storing a motor vehicle

☐ I am a member of the military

☐ I have items with liens

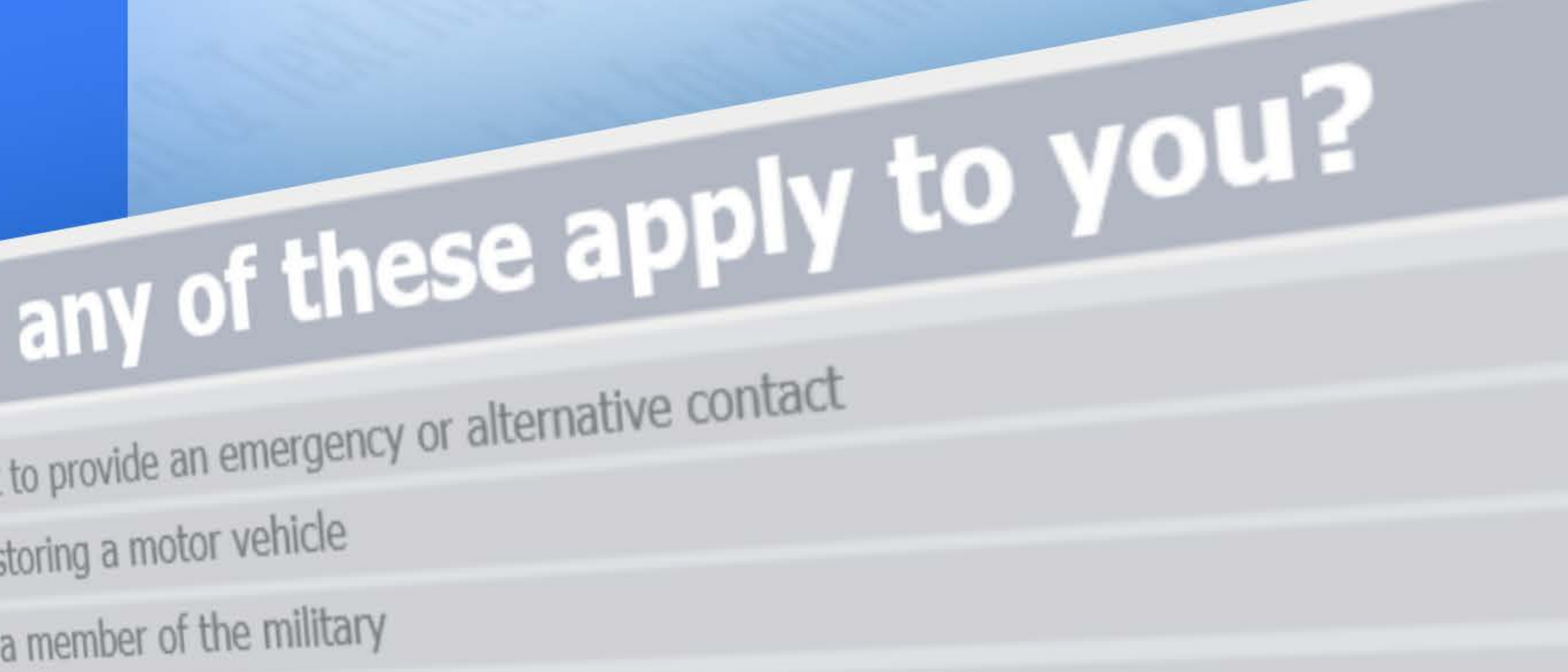
Confirm and Sign

Contact

f i s

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Call Center Hours  
Call Center Hours  
Monday - Friday: 8:00am - 6:30pm  
Saturday: 9:00am - 6:00pm  
Sunday: 10:00am - 5:00pm



**Do any of these apply to you?**

- ☐ I want to provide an emergency or alternative contact
- ☐ I am storing a motor vehicle
- ☐ I am a member of the military
- ☐ I have items with Liens

## Do any of these apply to you?

☒ I want to provide an emergency or alternative contact.

### Emergency / Alternative Contact (Optional)

Email

john@do@website.com

Confirm Email

john@do@website.com

First Name

Last Name

Address

City

State

Zip

Phone

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_

☒ Cell ☐ Home

☐ I am piloting a motor vehicle.

☐ I am a member of the military.

☐ I travel often with kids.

## Confirm and Sign

I am starting a motor vehicle

Motor Vehicle Information

Vin:

Vehicle License # / Title

Sticker # / Registration

Vehicle Make

Vehicle Model

Vehicle Color

Vehicle Length

Vehicle Year

Vehicle State  
Select ▾

☒ Cell    ☐ Home

☐ I am a member of the military

☐ I have items with license

Confirm and Sign

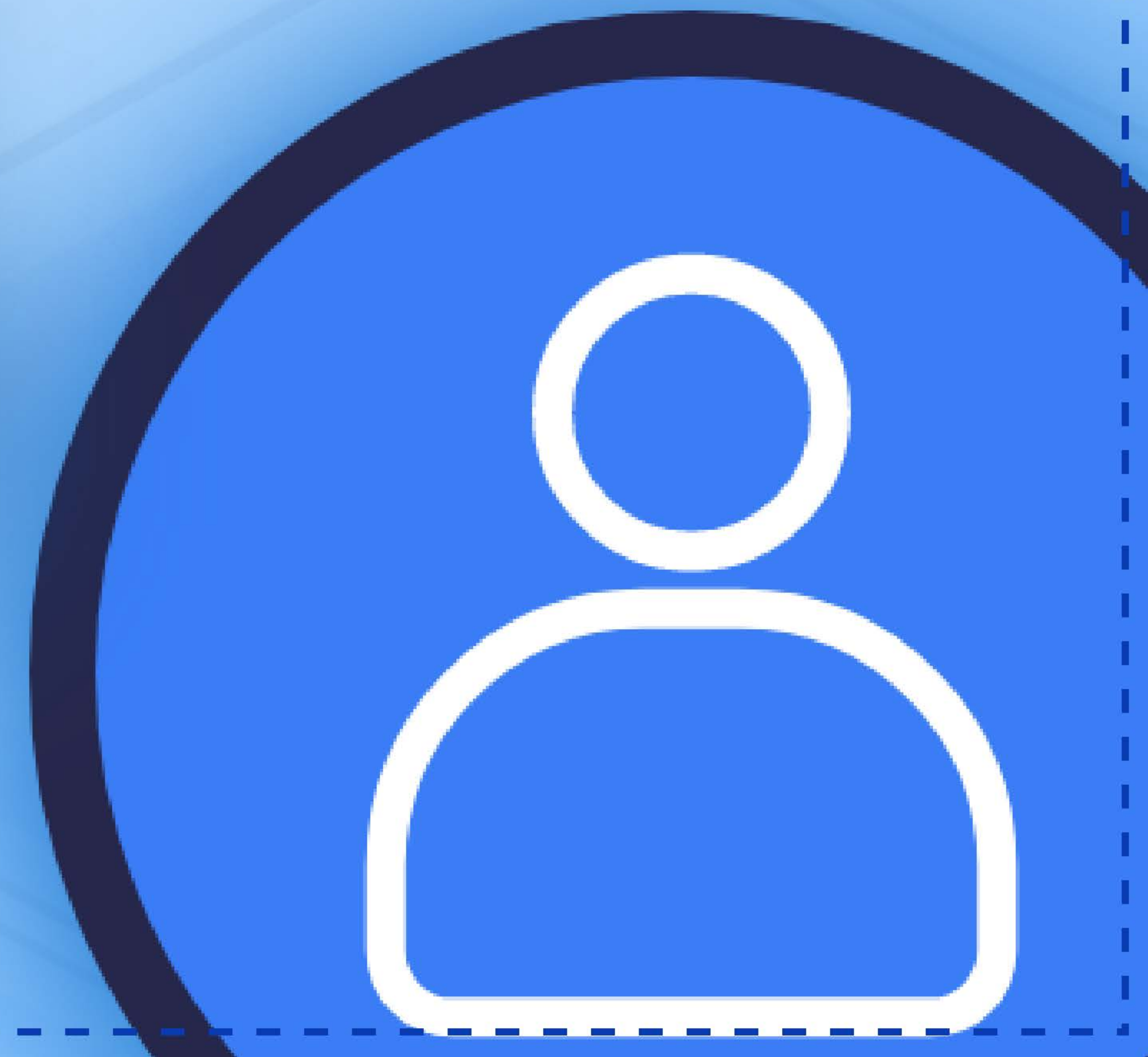
[illegible]

☒ I have items with loans

Loan Module Information

Loan Module Name	Loan Module Address
<input type="text"/>	<input type="text"/>
Loan Module Phone	Personal Property Report
<input type="text"/>	<input type="text"/>
Work of State	
<input type="text"/>	

**Confirm and Sign**





# Embedded Rental Flow

# SIGN STEP

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## Sign & Done: Simplify Your Lease with Our 30-Second E-Sign Process!

The Sign step in our rental flow is designed for speed, ease, and convenience. With just a few clicks, you can review, sign, and finalize your lease in under 30 seconds!

**Quick Review:** Open your lease document, double-check the details, and close it with one simple click.

**Choose Your Style:** Whether you prefer a pre-generated signature or want to draw your own, we've got you covered.

**Submit & Confirm:** With a final click, your lease is signed, sealed, and ready to go!

No printing, no hassle—just a streamlined process to get you one step closer to your self-storage space. It's as easy as Sign & Done!

**Video Guide:** Watch a quick video if you need a little assistance with how the e-sign feature works online. It's a simple and fun video.

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RENT

CUSTOMER INFO

SIGN

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Monthly Rate

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\$79.05

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Need Help

Signing the Lease?

VIDEO

TUTORIAL

Click on [Document Packet](#) link to review and continue to e-Signature

Step 1:

☒ Choose Your Signature

☐ Draw Your Signature

Name

Initials

GENERATE

Submit

We accept

GUARANTEED SAFE CHECKOUT PROCESS

StoreLine

Call Center Hours

Call Center Hours

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Saturday: 9:00am - 6:00pm

Sunday: 10:00am - 5:00pm

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Sign & Done

The 30-Second E-Sign Process for Your Lease!

Click on [Document Packet](#) link to review and continue

Step 1:

☒ Choose Your Signature

☐ Draw Your Signature

Name

Initials

GENERATE

Digital Signature

Name: Jeff Reynolds Unit #: 6018

Click on [Document Packet](#) link to review and continue to e-Signature

Step 1:

☒ Choose Your Signature

☐ Draw Your Signature

Name

Initials

GENERATE

Submit

Clear

Confirm

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CUSTOMER INFO

SIGN

5x5 Unit

Select The Best Value Below!

STANDARD

\$ 65 /m

BEST VALUE

\$ 72 /m

PREMIUM

\$ 87 /m

Closet to Entrance Inside

Hurry only 2 left!

Grab Your Space Today! Get Started Now.

It only takes a minute.

Rental Agreement Information

Move in date

11/15/2024

Coverage

\$2,000 - \$10.40 /month

Customer Email

Customer Phone Number

Yes, Pay \$79.05

StoreLine

Call Center Hours

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Contact Us

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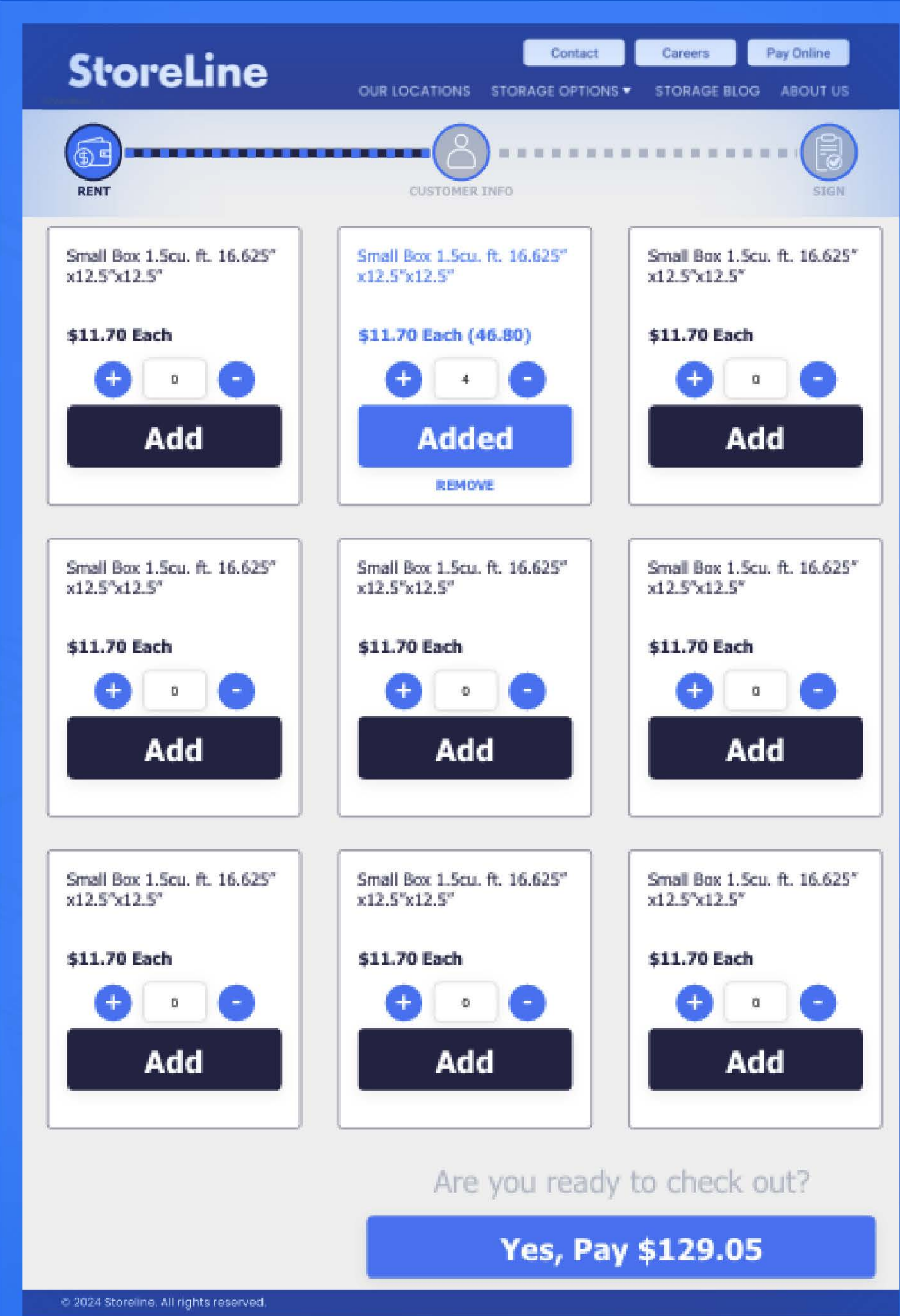
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# Value Pricing

The new rental flow fully supports tiered pricing models, including value-based or "good, better, best" pricing, similar to what airlines and hotels offer. With a connected revenue management system, you can dynamically display pricing tiers that align with demand and value, helping maximize revenue while giving customers clear, flexible options.





# Retail Flow

## Coming March 2025

The new Retail Merchandise API powered by SSM Cloud makes it easy to sell packing supplies, merchandise, and other products directly through your website. This seamless integration allows you to showcase inventory, offer real-time availability, and accept secure online payments. Whether it's boxes, locks, or specialty items, the API ensures a streamlined shopping experience for your customers while boosting ancillary revenue for your business.



# Embedded Rental Flow

Custom Configuration

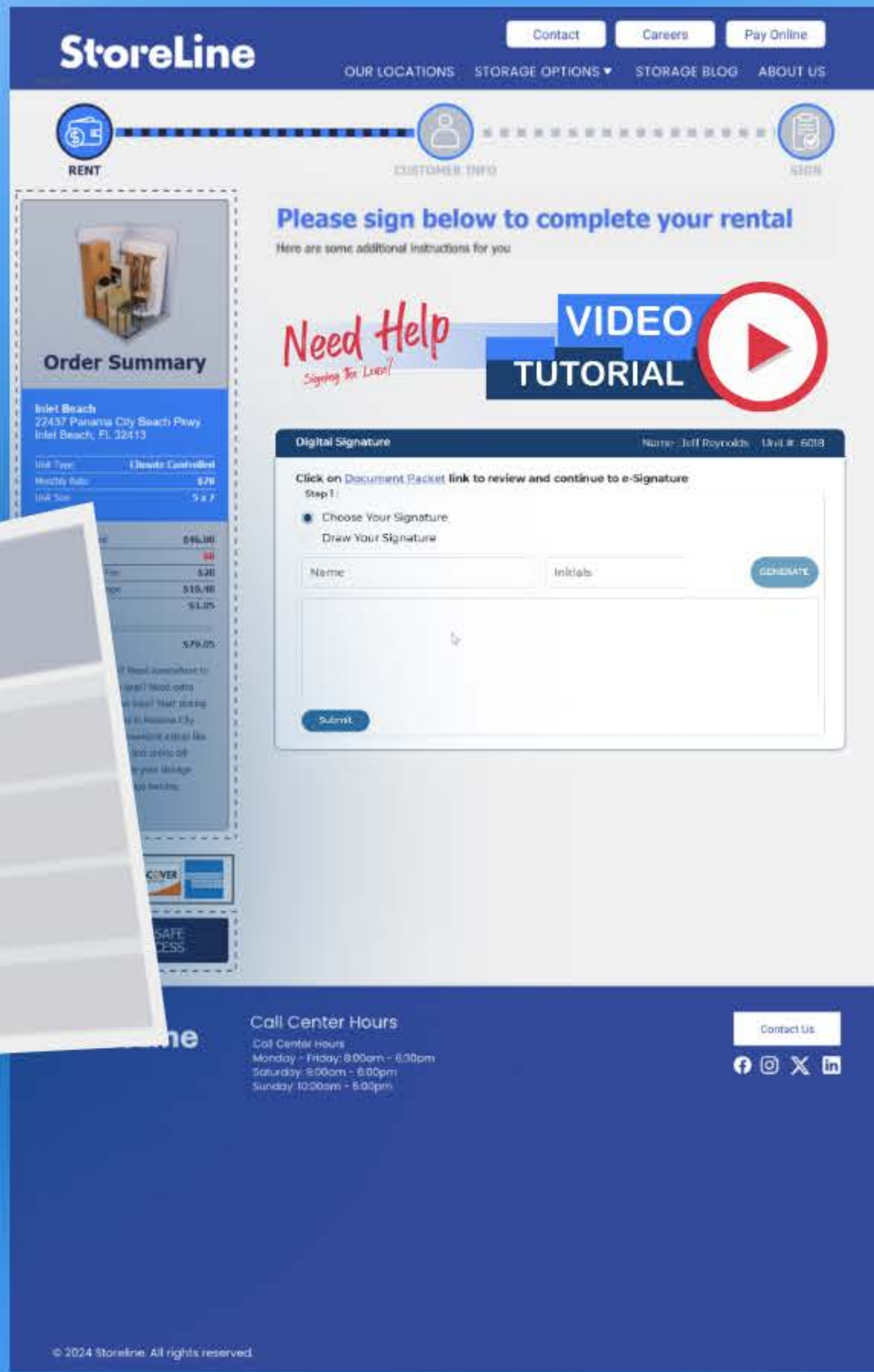
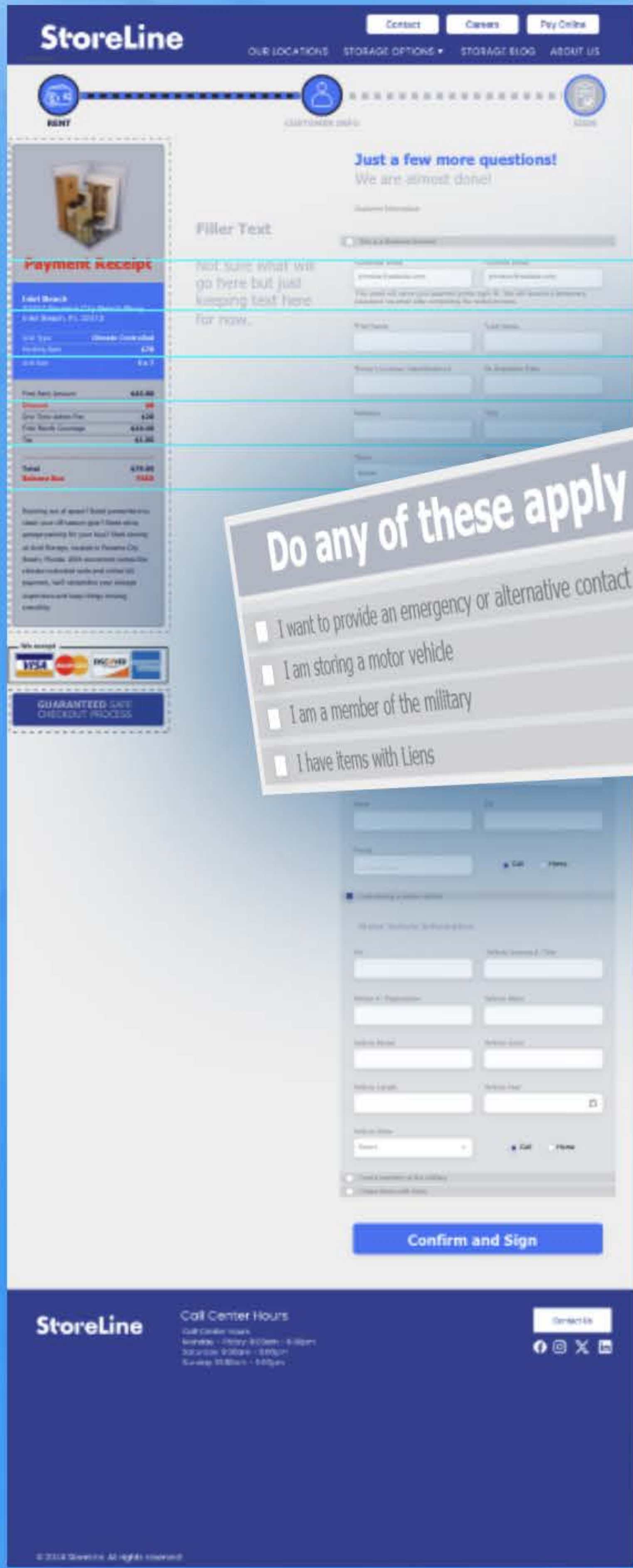
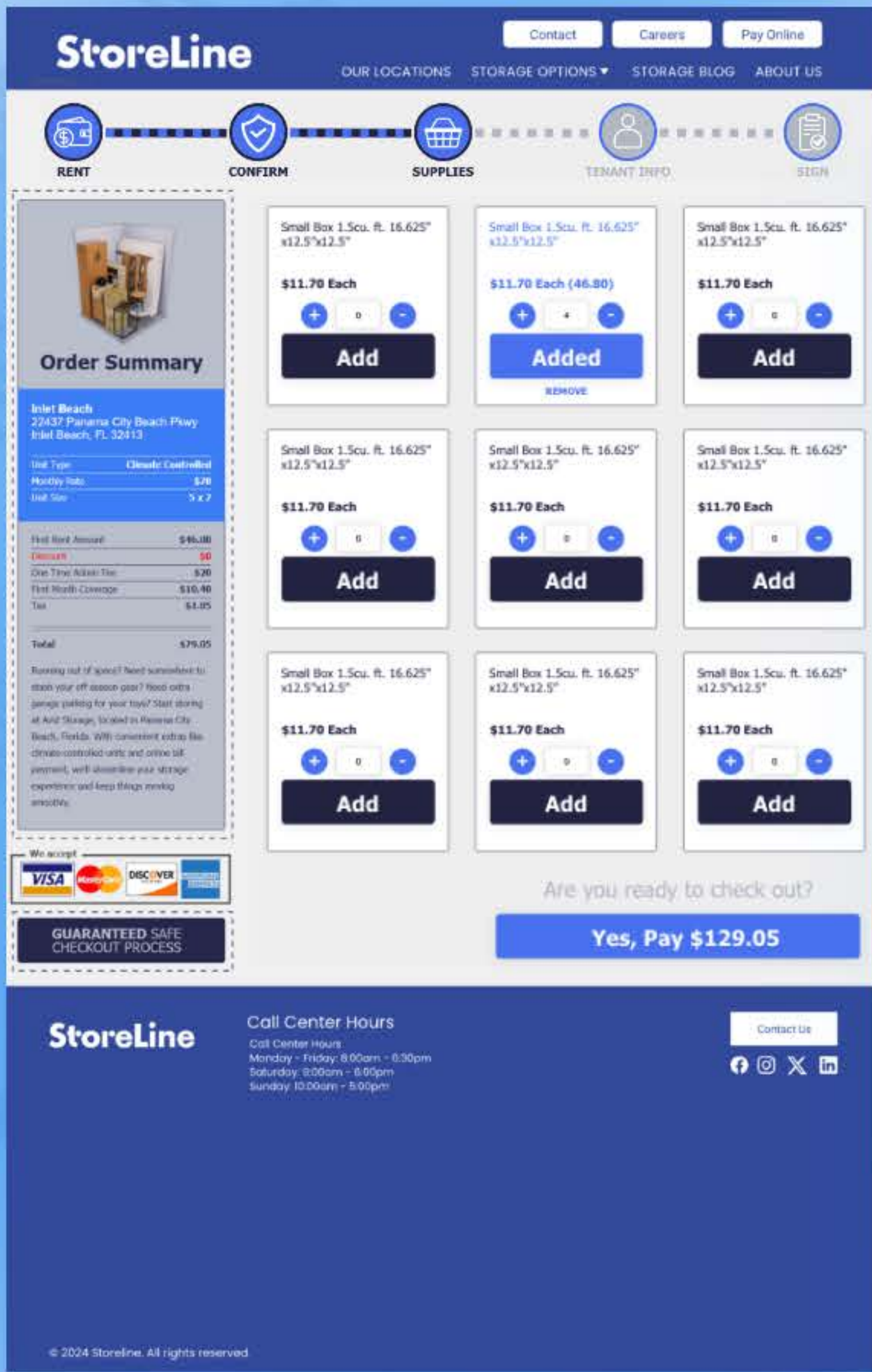
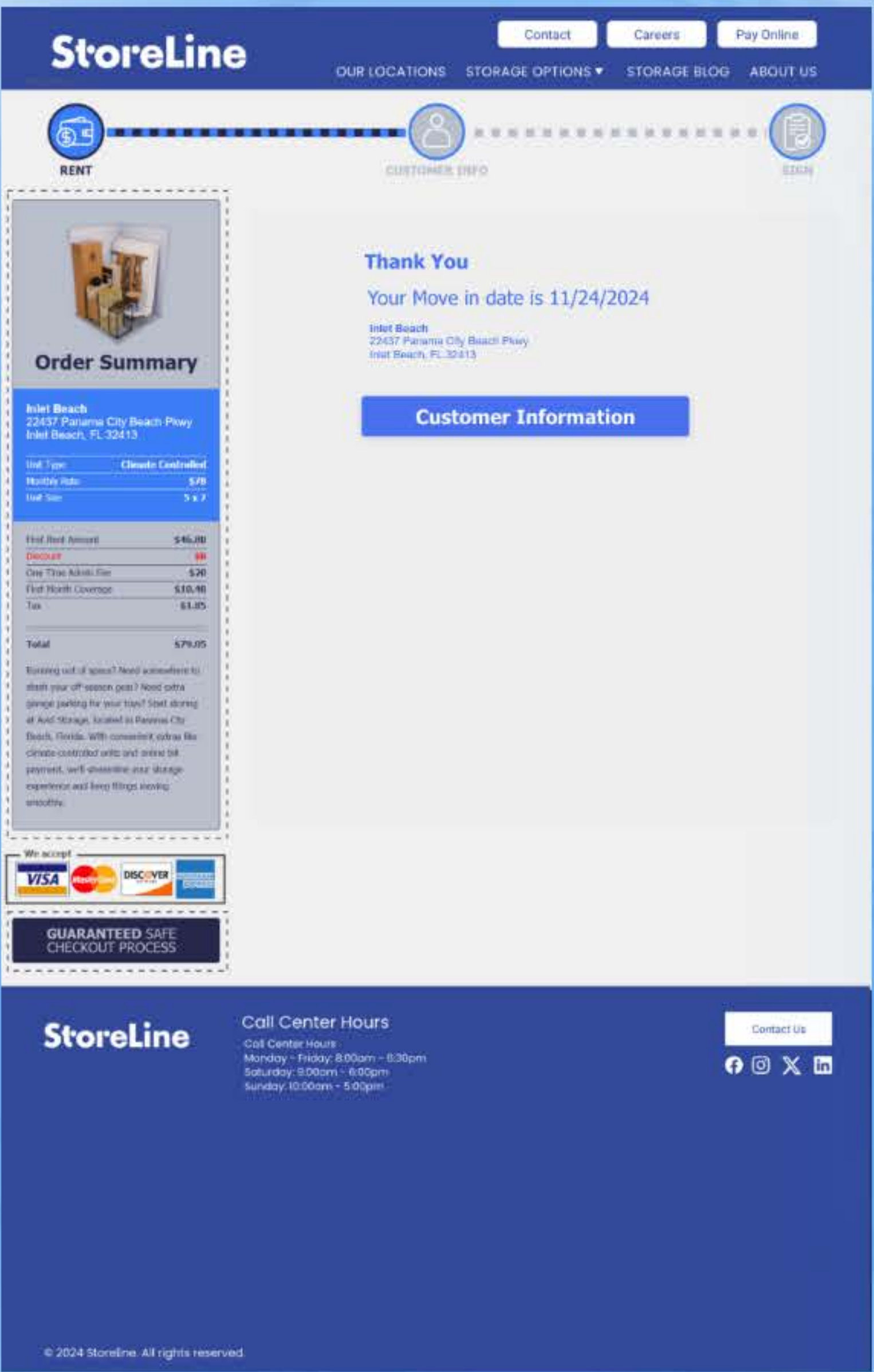
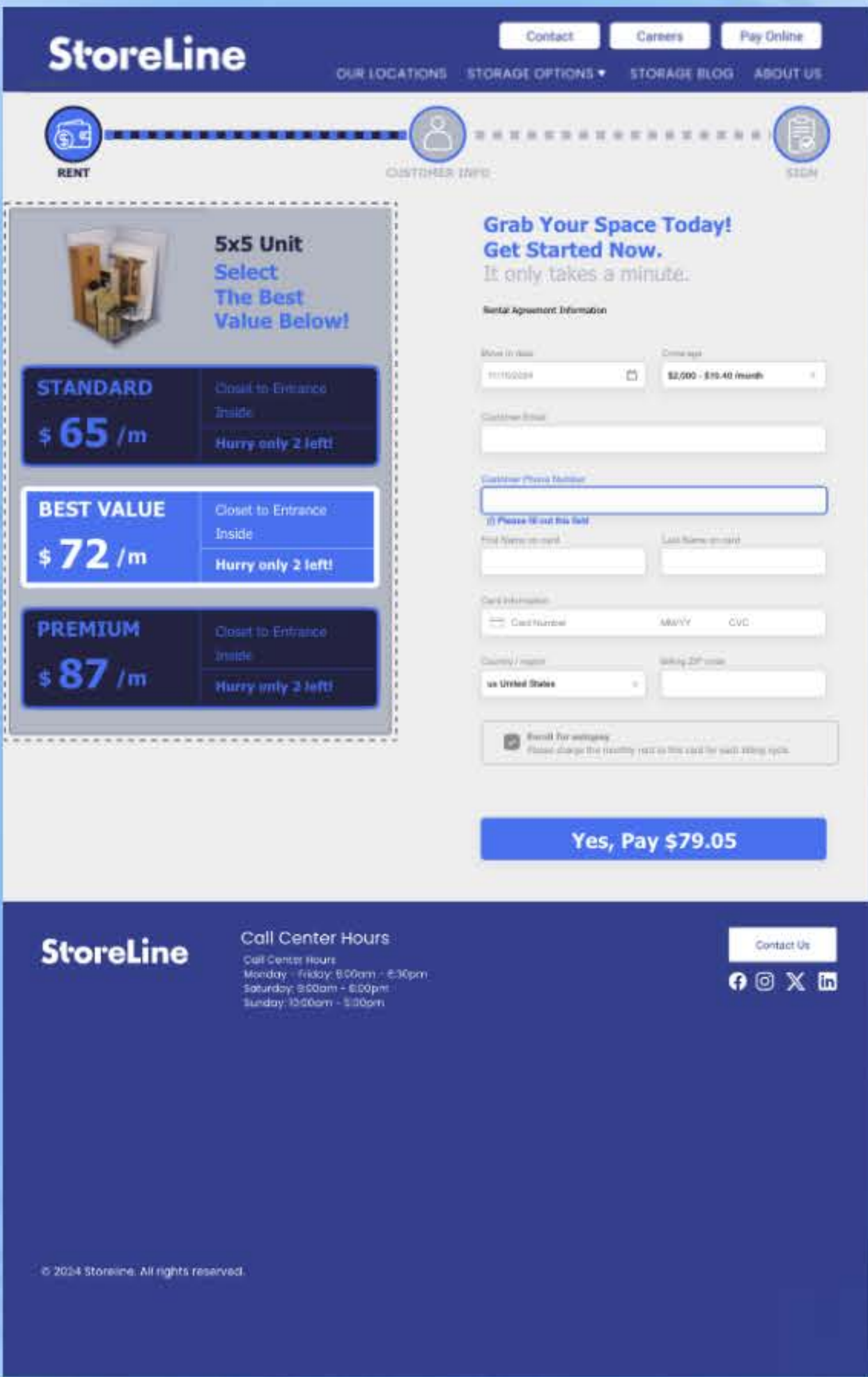


## Customizable Rental Flow for Your Needs

Tailor the rental flow to fit your specific requirements.

Choose from a variety of features that can be enabled or disabled based on your customers' rental and reservation preferences.

In 2025, up to five flexible steps will be available for you to configure, giving you full control over the process.



Coming March 2025



**Embedded** Rental Flow

# SSM Web Platform

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**\$248/mo**



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Powered By Adverank™

New  
**Embedded** Rental Flow

# Thanks

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