INTERNAL DASHBOARD BRIEF · COMPLETED

Keyline Storage — “Rate sheet”

Self-storage · four facilities, 1,840 units · Chattanooga, Tennessee

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ALSO IN THE ROOM	Priya Nandakumar, operations director
DATE	28 April 2026

1 · The decision

In one sentence, what decision does this dashboard exist to get made?

Which unit sizes get a rate change this month, and which sitting tenants get one.

Who opens it, and when?

Me, on the 12th. Then Priya reads it, and then I defend every line of it at the end of the month if a site misses.

How does that decision get made today, without it?

A spreadsheet I rebuild every month from three exports. It takes a day and a half and the day and a half is the reason it only happens monthly.

What is the single most common mistake this should prevent?

Raising a rate off an occupancy figure alone. Ninety-four percent means strong demand, or it means nineteen units that never turn over and one that has been empty since spring. Same number, opposite situations.

So what must appear alongside occupancy, every time?

How long the last vacancy of that size took to let, and what the last five move-ins actually paid. Never print the occupancy figure without both.

Should it recommend, or only report?

Recommend — with the evidence in the same row. I am not scrolling to a second screen to remember why. And it has to be willing to recommend a cut. We have two sizes sitting at a published rate nobody has paid since spring, which is not a rate, it is a number we discount from.

Rules for moving a sitting tenant's rent?

1. At least twelve months at the current rate. 2. At least ten dollars below what we are actually achieving, not the published rate. 3. Never more than half the gap in one step. 4. Never within sixty days of a rate cut on that size at that site. 5. Anyone past five years gets a phone call before the letter.

Why the half-the-gap cap?

A tenant who leaves over an increase costs the vacancy, the clean, and the weeks to re-let. At Ringgold a ten by twenty takes eleven weeks. Half the gap twice a year gets to the same place in eighteen months with nobody moving out.

Anything you specifically do not want on it?

No tenant names. Unit numbers only — the decision is about a tenancy and a rate and none of the rest would make it better. No photographs of the sites. And no recommendation without its evidence beside it; if the system cannot show why, it should not ask.

Anything that should be excluded from the recommendations?

Ooltewah, until it holds eighty percent for two consecutive months. Pricing a site that is still filling is a different job and the lease-up discount would drag every average on the sheet.

Where does the data come from, and how fresh does it need to be?

The site management system, nightly extract. Monthly work off a one-day-old extract is fine. It should say which night.

2 · Screens requested

SCREEN	WHAT IT IS FOR	WHAT IT MUST SHOW
This month	Every unit size, the proposed move, and the evidence for it.	Occupancy, weeks to let the last vacancy, the last five move-in rates, published rate, proposed rate, and a written reason — including for the rows proposing nothing.
Facilities	Where the gap between physical and economic occupancy is widest.	Units, physical occupancy against the ninety percent mark, economic occupancy, the gap in points, and the trend since opening.
Sitting tenants	Who is due an increase, and who is being left alone on purpose.	Current rate, published rate, the gap, months at the rate, the proposed step, and which rule holds back the ones that are held.

3 · Figures, and the comparison each one carries

FIGURE	MUST APPEAR AGAINST
Physical occupancy	Units let out of units held, per size and per site
Economic occupancy	Against physical occupancy, in points
Proposed rate	The published rate and the last five move-ins
Tenant increase	The gap to the achieved rate, capped at half

No figure appears on this dashboard without the comparison beside it. A number with nothing to compare it against is not information, and the component that renders these will not accept one.

4 · What this must not do

1. No tenant names, contact details, or payment history.
2. No photographs of the facilities.
3. No occupancy figure printed on its own.
4. No recommendation without its evidence in the same row.
5. No gauge with a green zone. I have never once been helped by a needle.

Treated as binding rather than as a preference. Every item above is checked again before the tool is handed over.

CONFIRMATION

The answers above are mine and may be used to build the tool described. Keyline Storage is a fictional business profile supplied for demonstration and testing; every figure appearing in the delivered dashboard is sample data.

SIGNED — THEO ABERNATHY

DATE