



## Beyond Self Storage Introduces 'COVID-19 Conscious' Options for Customers

Mar 23, 2020

Beyond Self Storage, which operates 18 facilities in eight states, is responding to coronavirus concerns by placing a higher level of focus on virtual service through its “COVID-19 Conscious” options. The company is supporting social distancing by offering contact-free storage-rental processes including online reservations, remote customer support and no-touch building access, according to a press release.

“We have always had these options, but potential customers are just now starting to see the relevancy of our offerings and are placing greater value on such amenities,” said Lara Anderson, director of marketing.

Beyond has also rolled out enhanced cleaning practices throughout its stores, offering sanitizing stations for customers and modified office hours to accommodate additional site maintenance.

“As many industries are slowing down, we are already seeing an immediate need for storage due to the ramifications this virus is causing to our economy and future customers’ lives,” Anderson said. “We are committed to ensuring our communities feel confident renting with us, even in times as these.

To help local college students who’ve been displaced by the pandemic, Beyond is offering the first month free on many of its storage options. The company is also taking measures to protect its employees and customers by postponing acceptance of

donations to its Charity Storage program, practicing social distancing during any necessary in-person transactions, ordering protective wear, and continuing staff education on recommended procedures by the Centers for Disease Control and Prevention.

“The success and safety of our team members is paramount. This does not only apply to our onsite employees, but our corporate employees as well,” said Anderson, noting that a company-adopted travel freeze means its newest location in Tempe, Ariz., will be remotely opened in the coming weeks. “We are doing everything we can to flatten the curve.”

Beyond operates facilities in Arizona, Florida Illinois, Kansas, Maine, Maryland, Michigan, Minnesota, Missouri and Pennsylvania. It plans to expand into five more states and reach more than 40 locations in 10 markets by 2020. The portfolio is owned by NorthPoint Development, a development, management and leasing firm that’s principally focused on the industrial, multi-family, senior living and self-storage markets in the Central United States.

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