PORTABLE STORAGE PRO

ADD-ON REVENUE OPPORTUNITY CHECKLIST

Grow revenue per booking without changing your base rental rate.

A 10-minute review for portable storage owners and operators.

Mark each area Ready, Review or N/A. Choose one gap to work on first.

		READY	REVIEW	N/A
01	**Customer spend** Do you know which supplies or services customers buy elsewhere after booking?	☐	☐	☐
02	**Merchandise & branding** Do you offer useful, branded kits that are easy to order and deliver with the container?	☐	☐	☐
03	**Procurement & margin** Do package prices reflect fully landed costs, packing, handling and delivery?	☐	☐	☐
04	**Insurance & protection** Can staff accurately explain the products available, including provider, terms and limits?	☐	☐	☐
05	**Paid technology** Do tracking or monitoring options meet a customer need, with clear fees and service costs?	☐	☐	☐
06	**Quoting software** Does your quoting process present relevant options and record what customers choose?	☐	☐	☐
07	**Team consistency** Is your team trained to explain the options naturally, with someone responsible for follow-through?	☐	☐	☐
08	**Revenue visibility** Can you track add-on take-up, revenue earned and gross profit across staff and locations?	☐	☐	☐

MONTHLY TARGET & PROGRESS

MEASURE	BASELINE MONTH	TARGET	ACTUAL MONTH
Avg. first-month add-on revenue / new rental	$ _____	$ _____	$ _____
New rentals purchasing an add-on	_____ %	_____ %	_____ %
Total monthly add-on revenue	$ _____	$ _____	$ _____
Monthly add-on gross profit	$ _____	$ _____	$ _____

3-month target: +___% in average add-on revenue / rental. Actual uplift: ___%

Uplift = (current average / baseline average - 1) x 100. Zero baseline? Track dollar growth.

Divide first-month add-on revenue by ALL new rentals. Exclude tax; count only revenue earned, including retained insurance commission. Separate one-time sales from recurring revenue.

ONE ACTION TO TAKE NEXT

Priority: _____

Owner: _____ Target date: _____

Want help turning the gaps into a practical revenue plan?

Book a free consultation at portablestoragepro.ca/contact