



Financial efficiency through automation

Across the self storage industry, where operators manage multiple locations, recurring revenue and capital-intensive investments, businesses are replacing spreadsheets and manual workflows with automated financial systems, to focus on what matters most – growth, profitability, and customer experience.

David Shahinian, Director, Solution Delivery, at Forpoint Solutions, explains how automation has become an essential tool for self storage businesses seeking financial efficiency.

“From daily transactions to high-level strategy, automated finance can become the backbone for smarter, scalable success,” he said.

“Instead of chasing invoices or reconciling transactions, your finance team should be running cash flow scenarios and helping inform investment decisions – it’s a totally different mindset.”

Financial automation streamlines tasks like accounts payable, receivables, payroll, and reporting. In a typical self storage operation, that means fewer hours spent reconciling revenue, chasing invoices, or preparing reports across sites. Instead, operators can gain real-time visibility into site performance, cash flow, and profitability from a single, cloud-based platform.

David said one of the most powerful use cases in self storage is automated daily revenue imports from booking and property

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management systems. With tools like Sage Intacct, revenue flows seamlessly from systems like Storman or SiteLink into the general ledger, eliminating manual entry and aligning operational data with financial reporting.

“This not only saves time but ensures revenue is recognised accurately and consistently across sites,” he said.

Many self storage businesses run multi-entity operations, each with its own ABN, site staff and performance targets. Manual consolidations and intercompany reconciliations are time-consuming and error prone. Financial automation solves this by enabling instant roll-up reporting, automated eliminations, and shared services cost allocations – giving owners a clear view of overall performance and individual site contribution.

David said as the sector grows and matures, especially through acquisitions, scalability becomes another key benefit. Cloud platforms allow new sites or entities to onboard quickly, maintaining standard



David Shahinian,
Director, Solution Delivery,
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processes and reporting consistency, without the need to grow the finance team at the same pace.

“Every time a customer acquires a new site, it should be fully integrated into your reporting structure within a week. You cannot keep up with rapid growth without a scalable finance platform,” David explains.

Crucially, automation turns finance teams from reactive processors into proactive business partners. With real-time dashboards, cash flow forecasts, and automated cost allocations, leaders can spot trends earlier, respond faster, and plan more confidently. Whether deciding on rate increases, capital upgrades, or marketing investments, better data leads to better decisions.

Last year, Forpoint Solutions worked closely with Storage King’s finance team to transform their finance function and unify all 200 stores across Australasia – under a single finance system. David said Sage Intacct offered an ideal solution, with out-of-the-box functionality and flexibility for further extensions and integrations.

Since implementation, Storage King has seen a range of benefits including access to real-time information, automation to reduce manual interventions, multi-currency and multi-entity capability, and a scalable financial management system.

Julissa Rodriguez, Group Financial Controller at Storage King said the improvement in reporting has been even better than they had hoped or expected. “Reporting days have reduced by around 30%, providing more time for review and analysis. This has freed me and my team up to focus on higher value, strategic tasks,” she said. ●