

## Nomination Form: 5649

Bainter, Kyle

### Page: Nomination Form

#### Nominee's First & Last Name (or contact name for nominated company)

Bainter, Kyle

#### Nominee's Business Title

CEO

#### Nominee's Company Name

Callbox Storage, LLC

Please select the nomination category

#### Category

Technology Adopter

- The company's core business is not a technology product and/or service.
- The company leveraged new and/or innovative technologies to achieve meaningful and quantifiable business results.
- The new technologies benefit the company's customers, clients, and/or employees.

#### As part of the selection process, nominations will be judged on the following criteria:

- How the company/organization has leveraged these new and/or innovative technologies to achieve meaningful business results including quantification of the benefits. (50%)
- How these new and/or innovative technologies benefit company's/organization's customers, clients, and/or employees. (50%)

#### Award category judges' interview:

- Nominees for this award have the possibility to be interviewed by the judges on June 27th between 8:30 am and 10:00 am. All nominees for this award should be informed of the potential for this interview.

### **1. Describe briefly the company's business and industry sector.**

Callbox Storage is changing the self-storage industry by providing convenience and service to the industry. We are headquartered in Dallas with locations in Dallas, Fort Worth, Houston, Austin, Phoenix and soon in Seattle.

### **2. Describe the new and/or innovative technologies the company/organization has adopted to manage its business.**

Callbox Storage is a better alternative to self-storage that alleviates the pain points associated with traditional self-storage through the use of technology. We have created and implemented a web platform that allows us to more efficiently store our customers belongings and allows our customers more visibility into the items they've stored. Through our web application, we are able to track customers items from the time we pick them up to their resting place in our facility and back again. Our customers are also provided real time visibility of the items stored and the total volume stored. Their items are never lost and their storage needs are right sized for the amount of storage actually needed.

### **3. Describe how the company/organization has leveraged these new and/or innovative technologies to achieve meaningful business results including quantifications of the benefits. (50%)**

Through our technology we are able to significantly leverage real estate efficiencies and provide more service to our customers than what has historically existed in the self storage space. Instead of very expensive locations right off of "Main and Main" we are able to leverage real estate in less expensive, but still safe locations. This provides a significant amount of cost savings allowing us to bring vehicles and people to our customers. This approach allows us to be very profitable at rates consistent with traditional self storage. Although we are providing services that are virtually nonexistent in the traditional storage space, our gross margins are very comparable, if not better than the traditional storage model. It all starts with our technology.

### **4. Describe how these new and/or innovative technologies benefit the company's/organization's customers, clients and/or employees. (50%)**

Callbox Storage arrives at your location with a vehicle and a team of Storage Professionals ready to pick up your items for storage. Through the use of a mobile phone, we will inventory all your boxes and furniture items with a unique barcode and photograph every item to be stored (box/furniture item). We then transport your items to our secure storage facility. Whenever you want one or more items delivered, simply login to your account from your smartphone or computer, make your request and schedule a return delivery. In addition to our residential business, Callbox has expanded its offerings to also service commercial users. Our commercial offerings now include large scale commercial warehousing for construction projects, logistics and delivery services, and fulfillment services for retailers.

## **5. Additional comments related to nomination.**

We are a Company built on the principle that genuine care translates to the highest level of customer service. At Callbox we know our customers are typically dealing with some sort of a life event. Those life events can be either happy times (new marriage, birth of a child, new home, etc.) or sad times (death of a family member, bitter divorce, kids moving out, etc.). We pride ourselves and train our employees on being compassionate and genuinely caring to our customers. We've had multiple situations where we have helped in both happy and sad times, including situations where individuals have called us in the worst of times. That's where we perform our best. Below is one example from an actual customer. Its great to see our culture translate on the customer facing side.

"Your team came to me at a terrible time in my life. I'm moving out of a home I've been in for years due to a bitter divorce. I was overwhelmed by the kindness given to me today by the gentlemen that assisted in my move. I actually had a very tearful moment because of their kindness. Thank you for making this difficult situation so much easier."

**Attach an optional document related to the nomination. (i.e. video, powerpoint, website) Judges may or may not review it.**

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