

**SSM Web Platform**  
Powered By Adverank™

New

# Embedded Rental Flow

Gold  
**Microsoft Partner**  


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# Embedded Rental Flow

## Most Common Rental Modules

Multiple browser tabs causing frustration

Customer uncertainty and lack of clarity

Exhaustion from lengthy forms

Most common rental modules currently operate as browser-based applications. When a user clicks on 'Rent' or 'Reserve,' the module typically opens in a separate window or tab. While this approach is functional and gets the job done, it often feels disconnected from the rest of the website. This disjointed user experience can create friction, as it interrupts the seamless flow of navigation and engagement that users expect when browsing a modern, well-integrated site.

## New Embedded Rental Flow

Seamlessly integrated into website

Consistent, on-brand experience

Step-by-step guided process

The new Embedded Rental Flow resolves all the challenges of the most common rental modules by seamlessly integrating SSM Cloud logic directly into your website. This provides a fully branded experience and a streamlined, single-step process to guide users toward completing a rental or reservation in just a few clicks—while securely collecting payment upfront.

The screenshot displays the StoreLine website's rental checkout process. At the top, there are navigation links for 'Contact', 'Careers', and 'Pay Online', along with 'OUR LOCATIONS', 'STORAGE OPTIONS', 'STORAGE BLOG', and 'ABOUT US'. The main navigation bar includes 'RENT', 'CUSTOMER INFO', and 'SIGN'. The 'RENT' section features an 'Order Summary' for 'Inlet Beach' (22437 Panama City Beach Pkwy, Inlet Beach, FL 32413) with a 'Climate Controlled' unit (5 x 7) at a monthly rate of \$78. The summary table shows a total of \$79.05, including a \$10.40 first month coverage and a \$1.85 tax. A 'GUARANTEED SAFE CHECKOUT PROCESS' badge is visible. The 'CUSTOMER INFO' section includes a 'Grab Your Space Today! Get Started Now.' button, a 'Rent Agreement Information' section with 'Move in date' (11/15/2024) and 'Coverage' (\$2,000 - \$10.40 /month), and a 'Card Information' section with 'Enroll for autopay' checked. A 'Yes, Pay \$79.05' button is prominently displayed. The footer contains 'StoreLine' branding, 'Call Center Hours' (Monday-Friday: 8:00am - 6:30pm, Saturday: 9:00am - 6:00pm, Sunday: 10:00am - 5:00pm), and social media icons.



**RENT**



**CUSTOMER INFO**



**SIGN**

# 3 Easy Steps

*And Super Fast*

## Prioritize Payment

Streamline the rental process by collecting payment upfront, ensuring a smooth transaction and securing the reservation right away.

## Anondonment

Reengage potential customers with automated follow-ups triggered by incomplete forms, turning lost opportunities into new rentals.

## Branded Experience

Deliver a cohesive, professional look with a rental flow customized to reflect your unique brand identity, CSS colors, and fonts.

## Lead to Lease Attribution

Track the journey from the first click to a completed lease, gaining insights into which marketing efforts drive results.

# Embedded Rental Flow

# RENT STEP

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## Pay Up Front

We make payment the priority by ensuring it's the first step in the rental process. Collecting payment upfront streamlines the flow and secures the reservation.

## Confirmation

A confirmation receipt reassures customers that they've successfully completed the most important step in their journey.

## Abandoned Forms

If a customer partially fills out a form, we store that information in SSM Cloud. This triggers an automated re-engagement sequence to encourage them to complete their rental.

## Attribution

SSM Cloud tracks the customer's initial click—whether it's from a Google PPC ad, META ad, or SEO content—providing valuable insights into the source of the engagement.

## Three Discount Types Made Simple:

**Percentage:** Deduct a percentage from the price (e.g., 50% off \$100 = \$50 rent).

**Fixed Discount:** Subtract a fixed amount (e.g., \$75 off \$100 = \$25 rent).

**Fixed Rent:** Set the rent directly (e.g., \$10 rent regardless of the original price).



# CUSTOMER INFO STEP

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## Do any of these apply to you?

Our expandable self-storage rental form simplifies the process by capturing all necessary customer information at the Customer Info step. This dynamic form expands as needed, ensuring nothing is missed. All data is securely stored in SSM Cloud, providing a seamless experience for both customers and operators. It's efficiency and accuracy, all in one!


[Contact](#)
[Careers](#)
[Pay Online](#)

## StoreLine


OUR LOCATIONS STORAGE OPTIONS STORAGE BLOG ABOUT US




RENT



CUSTOMER INFO



SIGN



**Payment Receipt**

**Inlet Beach**  
22437 Panama City Beach Pkwy  
Inlet Beach, FL 32413

Unit Type	Climate Controlled
Monthly Rate	\$78
Unit Size	5 x 7

First Rent Amount	\$46.80
Discount	\$0
One Time Admin Fee	\$20
First Month Coverage	\$10.40
Tax	\$1.85
<b>Total Balance Due</b>	<b>\$79.05 PAID</b>

Running out of space? Need somewhere to stash your off-season gear? Need extra garage parking for your toys? Start storing at Avid Storage, located in Panama City Beach, Florida. With convenient extras like climate-controlled units and online bill payment, we'll streamline your storage experience and keep things moving smoothly.

**Guaranteed Safe Checkout Process**

To receive this rate, you must complete this online rental.

Need assistance finalizing your rental? We're here to make it easy! Just give us a call or chat with us live—our team is ready to help every step of the way.

**Customer Information**

This is a Business Account

\*Customer Email:  \*Confirm Email:

This email will serve your payment portal login ID. You will receive a temporary password via email after completing the rental process.

\*First Name:  \*Last Name:

\*Driver's License / Identification #:  DL Expiration Date:

\*Address:  \*City:

\*State:  \*Zip:

Customer Phone Number:   Cell  Home

I confirm that I am at least 18 years old.

**Do any of these apply to you?**

- I want to provide an emergency or alternative contact
- I am storing a motor vehicle
- I am a member of the military
- I have items with Liens

**Confirm and Sign**

**StoreLine** Call Center Hours  
Monday - Friday: 8:00am - 6:30pm  
Saturday: 9:00am - 6:00pm  
Sunday: 10:00am - 5:00pm

## Do any of these apply to you?

- I want to provide an emergency or alternative contact
- I am storing a motor vehicle
- I am a member of the military
- I have items with Liens

**Do any of these apply to you?**

I want to provide an emergency or alternative contact

Emergency / Alternative Contact (Optional)

Email:  Confirm Email:

First Name:  Last Name:

Address:  City:

State:  Zip:

Phone:   Cell  Home

I am storing a motor vehicle  
 I am a member of the military  
 I have items with Liens

**Confirm and Sign**

**I am storing a motor vehicle**

Motor Vehicle Information

Vin:  Vehicle License # / Title:

Sticker # / Registration:  Vehicle Make:

Vehicle Model:  Vehicle Color:

Vehicle Length:  Vehicle Year:

Vehicle State:   Cell  Home

I am a member of the military  
 I have items with Liens

**Confirm and Sign**

**I am a member of the military**

Military Personnel Information

Branch:  Service Dates:

Rank:  Military Station:

How Deployed:

Community Office Information

Unit Name:  Unit Phone:

Address:  City:

State:  Zip:

Phone:   Cell  Home

I have items with Liens

**Confirm and Sign**

**I have items with Liens**

Liens / Other Information

Liens:

Personal Property:

State of State:

**Confirm and Sign**



# Embedded Rental Flow

# SIGN STEP

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## Sign & Done: Simplify Your Lease with Our 30-Second E-Sign Process!

The Sign step in our rental flow is designed for speed, ease, and convenience. With just a few clicks, you can review, sign, and finalize your lease in under 30 seconds!

**Quick Review:** Open your lease document, double-check the details, and close it with one simple click.

**Choose Your Style:** Whether you prefer a pre-generated signature or want to draw your own, we've got you covered.

**Submit & Confirm:** With a final click, your lease is signed, sealed, and ready to go!

No printing, no hassle—just a streamlined process to get you one step closer to your self-storage space. It's as easy as Sign & Done!

The screenshot shows the 'Sign' step of the rental flow. At the top, there are navigation links for 'Contact', 'Careers', and 'Pay Online'. Below that, a progress bar indicates the current step is 'SIGN'. The main heading is 'Please sign below to complete your rental' with a sub-heading 'Here are some additional instructions for you'. A 'Need Help' callout with a video tutorial icon is present. On the left, an 'Order Summary' sidebar lists details for 'Inlet Beach' storage unit, including unit type, rate, and total cost. The main content area is titled 'Digital Signature' and shows a form with options to 'Choose Your Signature' or 'Draw Your Signature', along with 'Name' and 'Initials' input fields and a 'GENERATE' button. A 'Submit' button is at the bottom.

**Sign & Done**  
The 30-Second E-Sign Process for Your Lease!

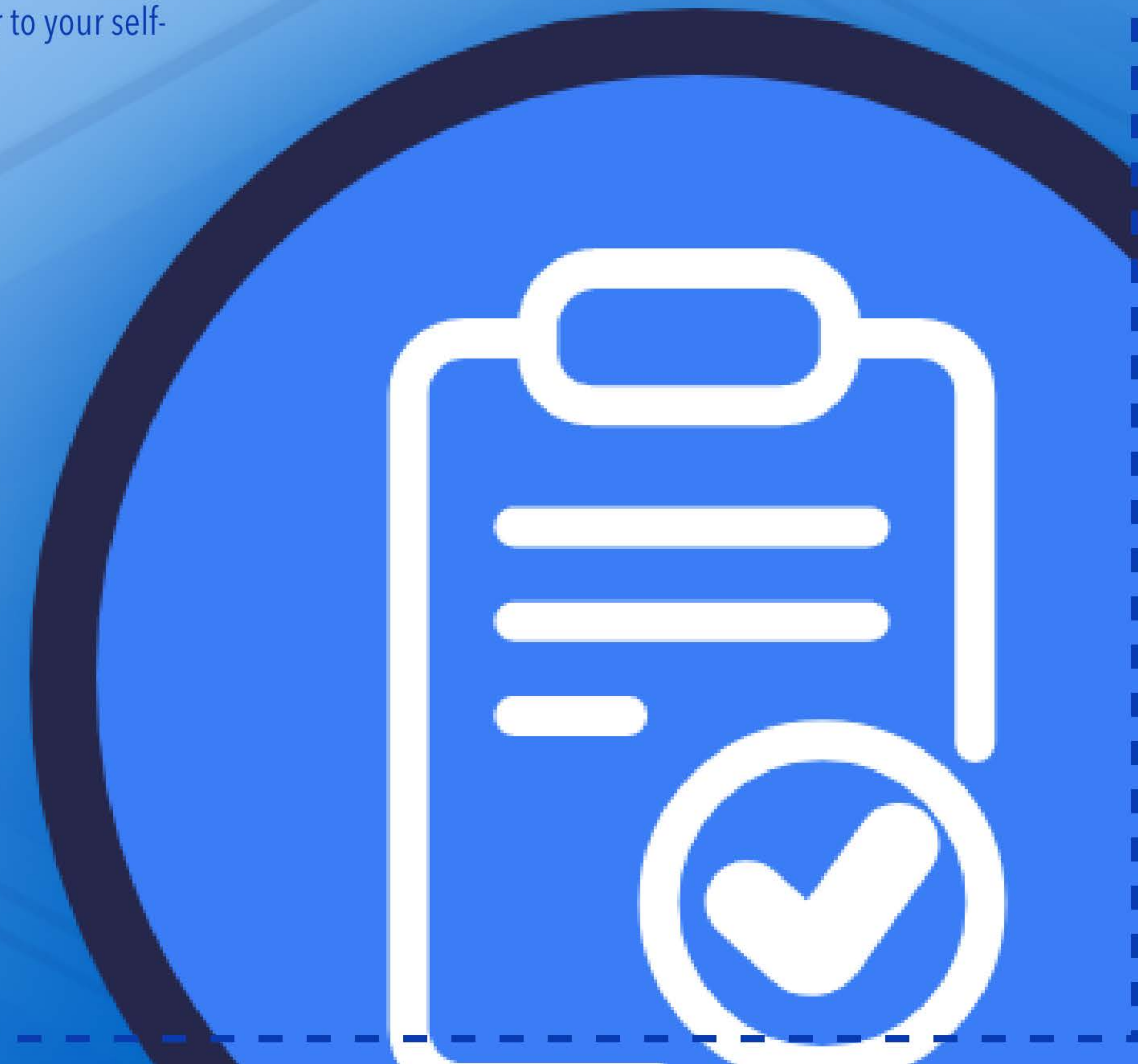
Click on [Document Packet](#) link to review and continue to e-Signature  
Step 1:  
 Choose Your Signature  
 Draw Your Signature  
Name: \_\_\_\_\_ Initials: \_\_\_\_\_  
GENERATE

Digital Signature Name: Jeff Reynolds Unit #: 6018  
Click on [Document Packet](#) link to review and continue to e-Signature  
Step 1:  
 Choose Your Signature  
 Draw Your Signature  
Name: Jeff Reynolds Initials: JR  
GENERATE  
Submit

Clear  
Confirm

**StoreLine**  
Call Center Hours  
Monday - Friday: 8:00am - 6:30pm  
Saturday: 9:00am - 6:00pm  
Sunday: 10:00am - 5:00pm  
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**Video Guide:** Watch a quick video if you need a little assistance with how the e-sign feature works online. It's a simple and fun video.



**StoreLine** | Contact | Careers | Pay Online

OUR LOCATIONS | STORAGE OPTIONS | STORAGE BLOG | ABOUT US

RENT | CUSTOMER INFO | SIGN

**5x5 Unit**  
Select The Best Value Below!

**STANDARD**  
\$ 65 /m  
Closest to Entrance  
Inside  
Hurry only 2 left!

**BEST VALUE**  
\$ 72 /m

**PREMIUM**  
\$ 87 /m

**BEST VALUE**  
\$ 72 /m  
Closest to Entrance  
Inside  
Hurry only 2 left!

Grab Your Space Today!  
Get Started Now.  
It only takes a minute.

Rental Agreement Information

Move in date: 11/15/2024 | Coverage: \$2,000 - \$10.40 (month)

Customer Email: [input]  
Customer Phone Number: [input]

**Yes, Pay \$79.05**

**StoreLine** | Call Center Hours  
Monday - Friday: 8:00am - 8:30pm  
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Sunday: 10:00am - 5:00pm

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# Value Pricing

## Coming Feb. 2025

The new rental flow fully supports tiered pricing models, including value-based or "good, better, best" pricing, similar to what airlines and hotels offer. With a connected revenue management system, you can dynamically display pricing tiers that align with demand and value, helping maximize revenue while giving customers clear, flexible options.

The screenshot displays the StoreLine website interface. At the top, there are navigation links for 'Contact', 'Careers', and 'Pay Online'. Below this, a horizontal menu includes 'OUR LOCATIONS', 'STORAGE OPTIONS', 'STORAGE BLOG', and 'ABOUT US'. The main content area features a grid of nine product cards, each representing a 'Small Box 1.5cu. ft. 16.625" x12.5"x12.5"'. Each card shows a price of '\$11.70 Each' and an 'Add' button. The middle card in the first row is highlighted with a blue 'Added' button and a 'REMOVE' link. At the bottom of the grid, there is a question 'Are you ready to check out?' followed by a large blue button that says 'Yes, Pay \$129.05'. A small copyright notice '© 2024 Storeline. All rights reserved.' is visible at the very bottom left of the screenshot.

# Retail Flow

## Coming Feb. 2025

The new Retail Merchandise API powered by SSM Cloud makes it easy to sell packing supplies, merchandise, and other products directly through your website. This seamless integration allows you to showcase inventory, offer real-time availability, and accept secure online payments. Whether it's boxes, locks, or specialty items, the API ensures a streamlined shopping experience for your customers while boosting ancillary revenue for your business.



# Embedded Rental Flow

Custom Configuration

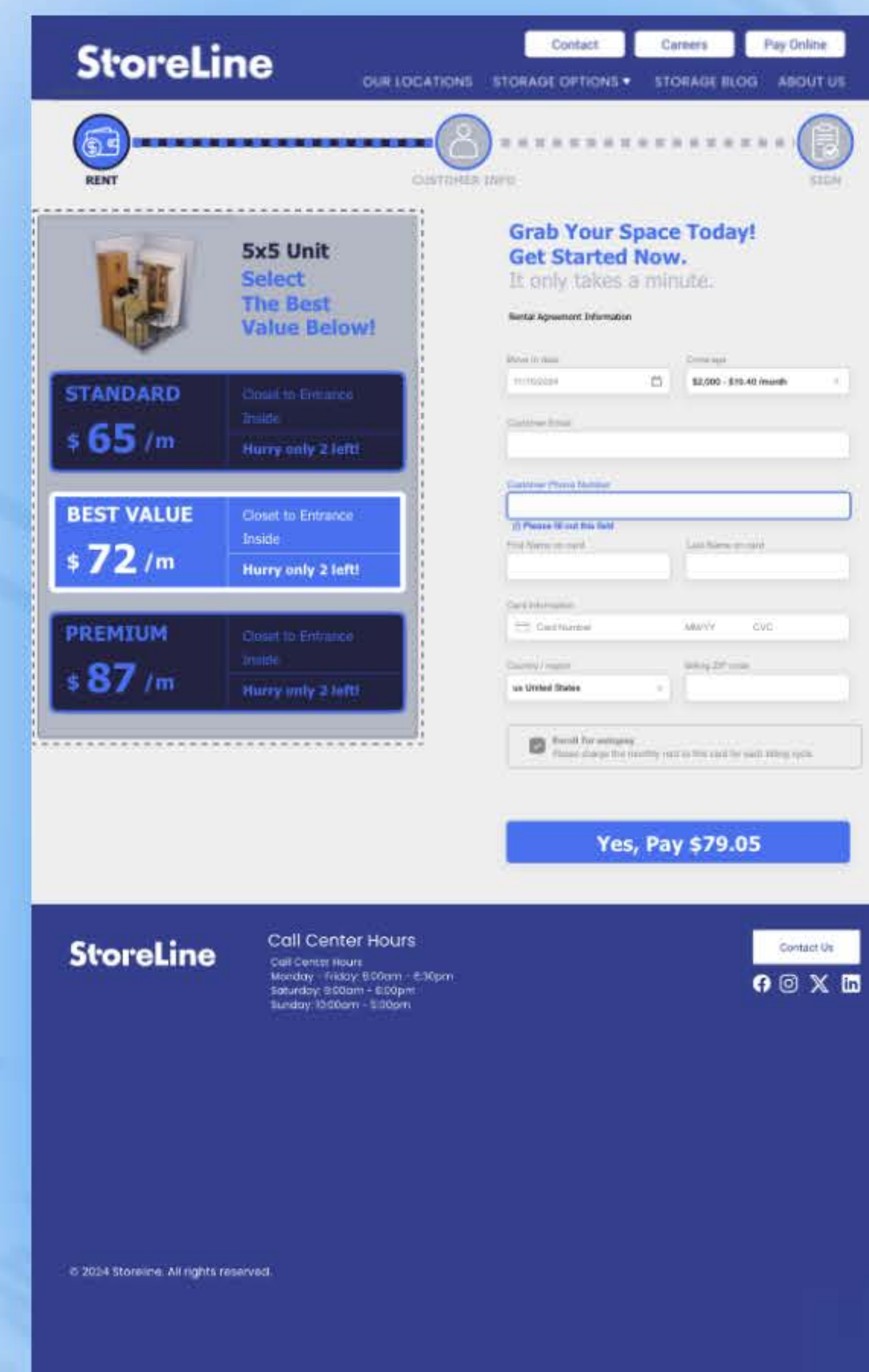


## Customizable Rental Flow for Your Needs

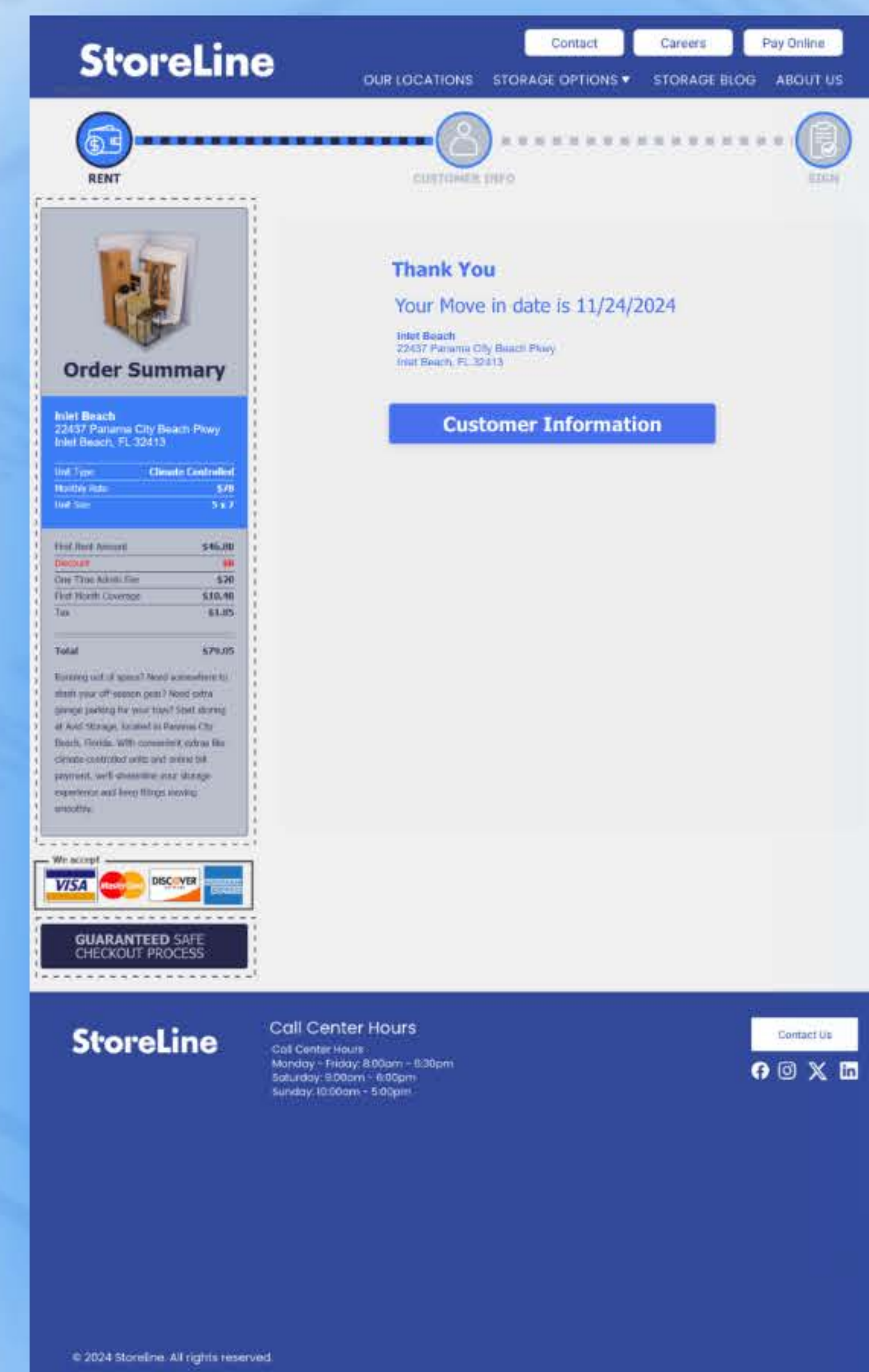
Tailor the rental flow to fit your specific requirements.

Choose from a variety of features that can be enabled or disabled based on your customers' rental and reservation preferences.

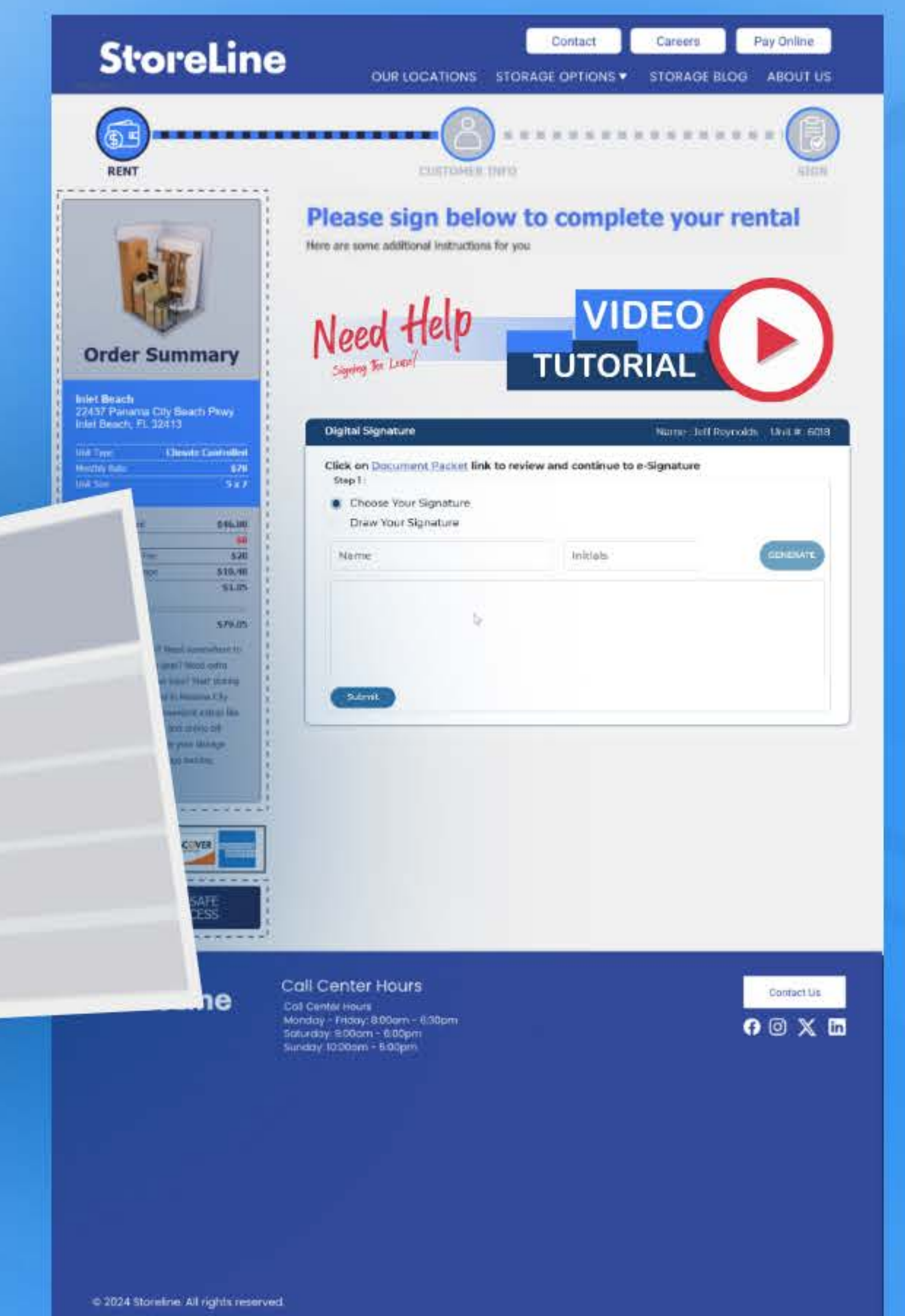
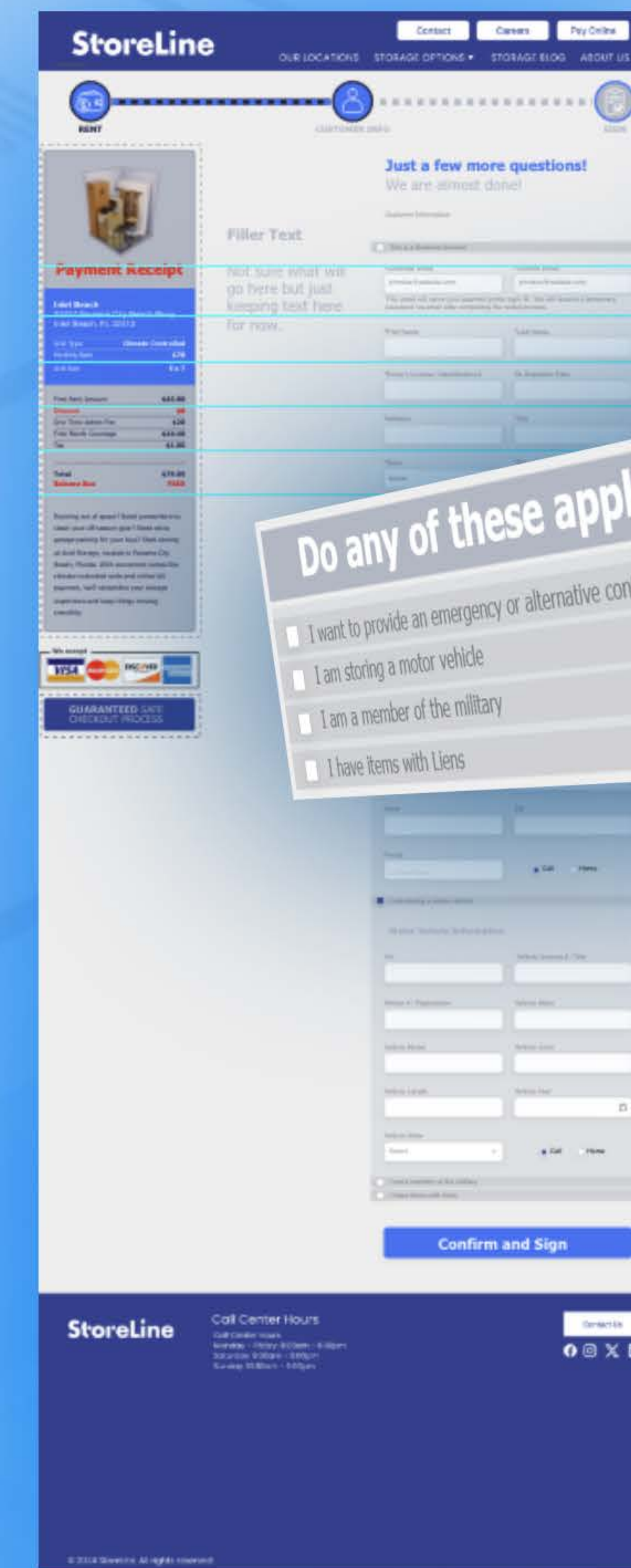
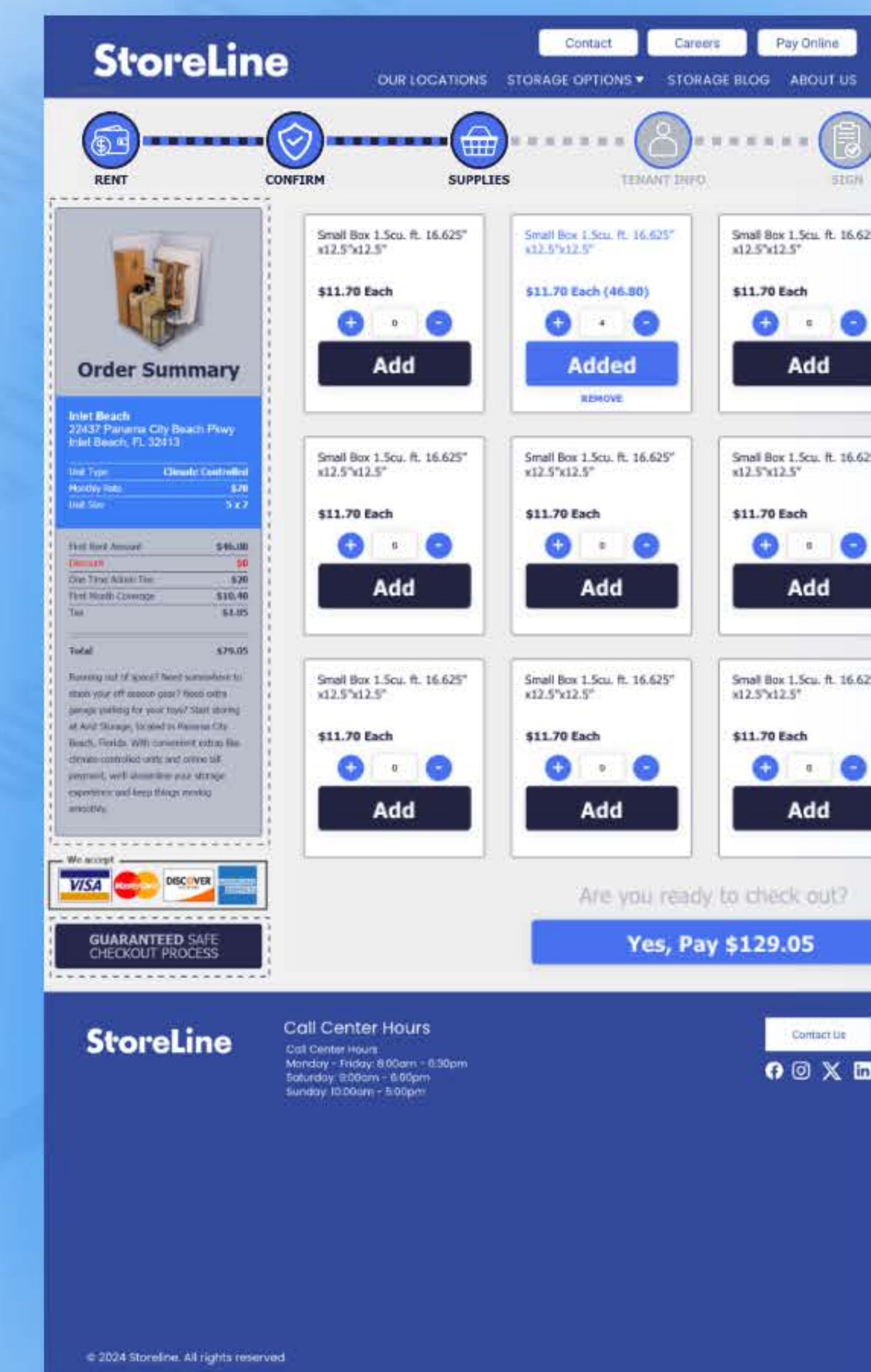
In 2025, up to five flexible steps will be available for you to configure, giving you full control over the process.



Coming Feb 2025



Coming Feb 2025



**Embedded** Rental Flow

# SSM Web Platform

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**\$248/mo**

**SSM Web Platform**  
Powered By Adverank™

New  
**Embedded** Rental Flow

# Thanks

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