

SUPERIOR STORAGE – LONGVIEW, TX

A Flagship Smart, Climate-Controlled Facility by ASPM



AT A GLANCE

OVERVIEW

When Superior Storage set out to build the first smart self-storage facility in Longview, Texas, the goal was simple: create a modern, secure, and concierge-level experience unlike anything else in the market.

Phase 1, completed in Aug 2019, introduced a two-story, fully climate controlled facility equipped with [Noké Smart Entry](#) technology. After the grand opening, the response from the community was immediate. . . occupancy climbed rapidly, and feedback consistently highlighted convenience, cleanliness, and design quality.

Recognizing the demand for more premium units, the company expanded with Phase 2, a three-story addition that offers even more climate-controlled units, refined finishes, and upgraded automation. The result: a flagship property that showcases ASPM's approach to scalable, technology-driven management.

	Phase 1	Phase 2
Stories	2	3
Units	295	414
Completion	Aug 2019	Oct 2022
Occupancy	100% in 23 Months	84% in Oct 2025



Best storage facility ever! The security is top notch. Great price for everything they offer. Really love this place. Customer service is really great!



- Vikki Davis



THE CHALLENGE

Longview's self-storage market was growing, but the city lacked a modern, fully climate-controlled option. Customers wanted convenience, security, and digital access that traditional keypad facilities could not provide.

Superior Storage saw an opportunity to fill that gap by developing a property that would:

- Deliver anytime, technologically advanced access.
- Provide modern, secure climate control.
- Support long-term scalability through smart expansion planning.



OUR APPROACH

01

Seamless Tech Integration for Remote Operations

The Nokē Smart Entry system gives tenants mobile app access to both the facility and their unit, eliminating key management and enhancing security. Because the system allows real-time monitoring and control, our entire concierge team can manage every property from one central office. This provides faster response times and a higher level of consistent, personalized service without having to be on-site everyday.

02

Concierge-Level Service

Through our patented Remote Concierge Manager (RCM) system, tenants receive a personal, face-to-face experience without on-site staff. Motion-activated kiosks connect visitors directly to a concierge via video chat, allowing real-time assistance just as if they were in the office. Managers can even transfer calls to the tenant's smartphone, remotely unlock doors, and guide them through the facility, delivering true concierge-level service from one central location.

03

Data-Driven Management

Using market analytics and dynamic pricing, Superior Storage continuously optimizes rental rates, ECRI, and occupancy velocity to stay ahead of market trends. Even during construction transitions, this approach maintains strong occupancy and stable growth. Through value-based pricing, we've increased revenue while tailoring the storage experience to each tenant.

2

THE RESULTS

Superior Storage – Longview quickly became a local benchmark for self-storage quality and innovation, outperforming competitors and earning recognition as a community pillar for smart storage.

Within 12 months of launching Phase 2 in October 2022, Superior Storage - Longview grew monthly revenue by 30% and increased occupancy from 41% to 54%. Lease-up momentum continued through 2024, and by mid-2025 the facility reached 84% occupancy, marking a near-full lease-up across 709 climate-controlled units. As of November 2025, the facility has achieved 115% economic occupancy, reflecting strong rental rate growth and sustained demand.

KEY PERFORMANCE METRICS



100 % Phase 1 lease-up in 23 months
+ 84 % total occupancy as of 2025



+30 % YOY revenue growth post-expansion



< 6 % turnover rate, down from 8 % in 2020 (–35 %)



Zero break-ins reported utilizing the Nokē system



4.9 Star Rating from 131 reviews



ASPM

SUPERIOR STORAGE

Powered by ASPM

Superior Storage – Longview showcases the next generation of ASPM-managed facilities. Through smart entry technology, remote management, and data-driven marketing, ASPM delivers consistent performance, stronger occupancy, and higher customer satisfaction from a centralized, tech-enabled operations model. This same elevated approach drives every ASPM project, from traditional facilities to fully integrated smart properties.

The ASPM Difference

At ASPM, we merge innovation with service. Our remote management system, analytics, and personalized support create smarter, more efficient facilities. Every decision is backed by data and every experience, elevated by design.

Beyond the Numbers

Beyond the numbers, the facility now serves as a training and demonstration site for ASPM. Proof that thoughtful design, smart systems, and high-touch concierge service deliver lasting results.

4.9 ★★★★★

Showing 131 featured reviews, rating based on these only

[Write a review](#)



Reviews Summary
Generated by BirdAI

- Customers consistently praise the facility's cleanliness, climate control, and high-tech security features including smartphone app access, digital locks, and video surveillance throughout the building.
- The rental process is extremely quick and convenient, with online signup taking only minutes and professional staff providing excellent customer service and helpful guidance.
- Reviewers highlight competitive rates, easy move-in/move-out processes, and peace of mind knowing belongings are secure and well-maintained in a modern facility.

Looking Ahead

The Longview flagship location set a new internal standard for design and efficiency. Future ASPM projects will build on this model incorporating advanced analytics, metrics-based marketing, concierge-level service and expanded use of smart entry systems.

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