

Extra Space Storage Enhances Strategic Insights and Carrier Engagement with Archipelago

Background

Extra Space Storage, a publicly traded real estate investment trust, invests in self-storage facilities and manages over 3,800 stores across 43 states. It is the largest owner and manager of self-storage units in the United States.

To support their rapidly expanding business, Extra Space Storage revamped its insurance strategy to align with the size and scale of their growing portfolio of properties, including implementing two towers of insurance coverage and expanding the panel of insurers participating in its programs. To power the new insurance strategy, Extra Space Storage knew it needed a more proactive risk data management capability, and implemented Archipelago to make this happen.

Extra Space Storage at a Glance



3,800
locations



43
states



“Archipelago has transformed the completeness and accuracy of our SOV data and streamlined our data management and reporting capabilities. Among many other benefits, this has also empowered our brokers to further differentiate our placements with key insurance markets worldwide.”



Kacey Kallian

VP of Risk Management at Extra Space Storage

The Data Challenge

To secure sufficient and cost-effective coverage in today's insurance market, top buyers like Extra Space Storage and their brokers strive to provide insurance underwriters with complete and accurate data about their properties. Before Archipelago, it was a persistent challenge for Extra Space Storage to manually manage and maintain their Statement of Values (SOV) using spreadsheets and documents.

The Extra Space Storage portfolio involves thousands of properties, and is very dynamic with a wide range of acquisitions, divestitures, maintenance and capital improvements throughout each policy-year. Not only was it cumbersome and time-consuming for the risk management team to stay on top of the SOV using spreadsheets, they were always chasing the inevitable gaps in the detail, quality and completeness of the key property information their brokers and underwriters needed to place their insurance.

The Archipelago Solution

Led by Kacey Kalian, VP of Risk Management, Extra Space's risk management team implemented Archipelago's SOV Manager™ and Property Hub™, AI-powered software, to revamp the data and the data management, collaboration, and reporting workflows. Kacey describes the implementation and use of Archipelago as one of the easiest they have ever experienced.

The business impacts have been rapid, and significant, across three dimensions

Efficiently transformed the completeness and accuracy of the SOV data

- Transformed a time consuming manual process with Archipelago's AI-powered SOV Manager™.
- Powered a 10X improvement** in the scope and quality of property data while at the same time enabling the Extra Space risk management team to increase their focus on supporting the rapid growth of the overall portfolio without adding any additional staff.
- Automated the uploading and extracted verifiable critical data from almost **1,500 documents**, including valuation reports, property condition assessment reports, roof maintenance reports.
- Property SOV now **99%** complete for primary COPE data, and **80%** of previously owned properties in high-hazard zones are now coded with secondary modifiers.

Improved engagement from insurance underwriters

- During the most recent renewal, **106 insurance underwriters across 55 markets** accessed Extra Space's SOV data via Archipelago's platform.
- This access provided underwriters interactive reporting on risk drivers and exposure changes to the Extra Space portfolio, including impact of acquisitions and divestitures, and downloads of verified model-ready files to streamline underwriters internal processes.
- The feedback from underwriters has been overwhelmingly positive. As their lead underwriter put it, **"Extra Space made it easy for us to access high quality data in their SOV; this increased our confidence to take a lead position on their program."**

Proactive analytic insights and reporting on the portfolio

- Extra Space also uses Archipelago's Property Hub to generate timely and collaborative analytics to track progress towards data improvement objectives, and set priorities for the team.
- This also includes management reporting on exposure and risk drivers, by insurance program, and regions.
- Extra Space is now also using Archipelago to generate **catastrophe modeling metrics** from a market-leading cat model, including reporting on the property specific drivers of the overall portfolio's risk to inform more proactive risk management and premium allocation strategies.

"Since Extra Space began using the Archipelago platform 3 years ago, the data quality of their SOV has improved by leaps and bounds. The quality SOV data has been crucial to our marketing efforts in recent hard markets and feedback from underwriters has been positive."



Nick Taylor
Vice President, Team Lead, Account Executive at Lockton