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## **Is your disk lock just a round padlock? Upgrade your security, upgrade your rents**

October 02, 2007 - Owners Developers & Managers

### Round Padlocks and Customer Service

What is a "round padlock?" It's a bargain priced disk lock that combines the hidden shackle of a disk lock with the cheap key way and flimsy key of a bargain padlock. It appears to provide low cost security while also providing low cost, low quality customer service. Does your manager enjoy cutting off disk locks with broken or jammed keys? Do your customers enjoy waiting in bad weather to get into their unit when their disk lock is disabled? Some economy disk locks solve the broken or stuck key problem with a hole in the back that lets you push out a broken or stuck key. These locks solve a design flaw by acknowledging that they may not always perform properly. They are an accident waiting to happen.

### Round Padlocks and Security

If the round padlock's low quality compromises customer service, how well does it provide security? An economy disk lock does have a hidden shackle, which can stop most bolt cutters. But what about that key and key way that cause the sticking problems? With a key way based on a low cost padlock, you get the same problems you get with a low cost padlock: limited key combinations, duplicate key codes at your facility, and a key way that's no different from the key ways novice thieves can easily pick or drill out. And what is a customer with a broken or stuck key going to think about the security at your facility? You sold him a low quality lock. He or she may wonder what else at your facility might be below standard. Can you charge premium rents or appear more secure than your competitors if your locks can't stand up to ordinary use?

### What's The Solution?

If you think that a disk lock provides better security than an ordinary padlock (and it does), then sell a premium disk lock, and market it against the cheap round padlock right at your counter. Sell a lock with a thicker key and sturdier construction, a lock that won't bind up in bad weather. Market it by buying a cheap disk lock yourself for \$15 at a hardware store, and hanging that lock and your premium disk lock both from a latch right at your lobby desk. Point out the sturdier key and construction of the quality disk lock that you sell for the same price. You will sell more locks, eliminate the grinder duty, and promote the security features of your facility. Your manager will have time to market your facility, because your manager won't be wasting time cutting off cheap locks.

You can buy a quality disk lock for \$5 or \$6 dollars, and still sell it at a decent profit while saving your manager and your customer from the hassle of dealing with broken or stuck keys. There is an added bonus. Your quality disk locks might even send a potential thief down the road to the facility whose disk locks are just round padlocks. When you sell quality locks from a manufacturer, you also eliminate the popular "cut and switch" tactic. Many self storage thieves rent a unit in a facility to case the place and take advantage of low security hardware store padlocks. They buy a dozen or so

generic locks at a local hardware store, cut the generic locks off units, take what's valuable, close up the unit and replace the original lock with a look alike. When a renter returns a month or two later, their key doesn't work, and when you cut the lock and open the unit, the valuables are gone. Sell locks from a security manufacturer who doesn't sell retail to the public, and you have marked every door with an authorized lock and eliminated a popular crime tactic.

#### Upgrade Your Security - Upgrade Your Rents

You know that it's competitive out there. Selling locks can enhance your bottom line; high occupancy rates enhance it more. Quality locks are one way to make sure that the prospect who enters your door signs a rental agreement. You may even find that giving away a quality lock as a promotion can justify higher rents. Survey your market. Real and perceived security can gain you a competitive edge.

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