

smart management software



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Text



Ross Lampe - President

From the President

It is with great pleasure that I introduce you to the SiteLink suite of software products. Self Storage software is the cornerstone of the operation of your store, and at SiteLink, we strive every day to bring you the very best software to help you make more money.

SiteLink is the most user-friendly and powerful program for Self Storage management. We have automated the daily process of invoicing, Customer Relationship Management and follow-up, giving you more time to spend on the most important aspect of Self Storage - selling space. What matters most is how you run your store and with SiteLink Web Edition, you are in control.

With more than 40 staff, SiteLink is well-positioned to help any site from the smallest to the largest A-grade REIT, with more than 70% of the largest operators in the world using our software.

My team has built the very best Self Storage management software available any where.

You are invited to join more than 10,000 satisfied customers using SiteLink.

A handwritten signature in blue ink that reads "Ross Lampe".



More than 11,000 Self Storage facilities depend on SiteLink to manage their daily operations. Since 1999, SiteLink has won multiple awards for its innovative features and intuitive, user-friendly interface.

The world's most advanced Self Storage management Software

As the Self Storage industry evolves, so does SiteLink. Our users continually provide us with rich feedback. We use our clients' ideas to improve existing features and add new ones. SiteLink offers greater security, integration with your website, access anywhere in the world and the best reports in the business.

Self Storage sites need a competitive advantage and this is where SiteLink is the perfect operators choice. SiteLink Web Edition provides a clear advantage over client/server applications. Rich new features are added monthly. Cloud-based technology ensures connectivity, allowing your customers to do business with you 24/7.

SiteLink Web Edition was built from the ground up using leading Microsoft database architecture. The product is designed to be incrementally improved, using proven database technology, combined with leading edge computer science, ensures that data is protected.

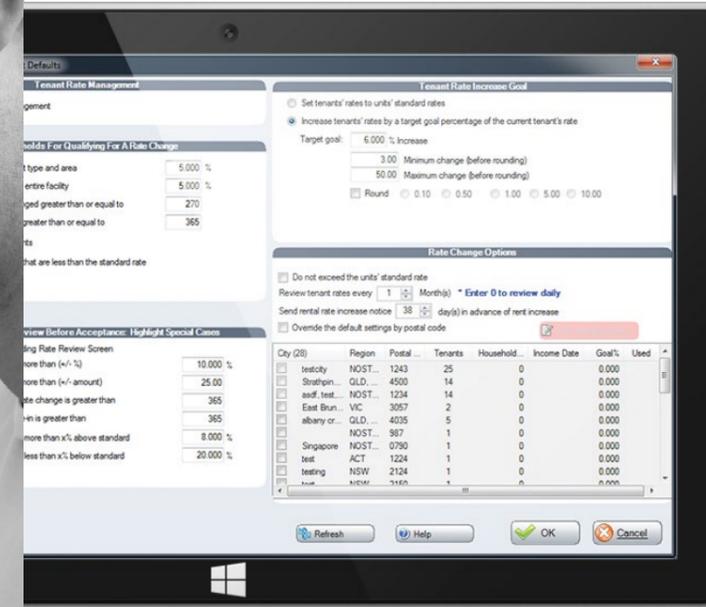
Using the distributed architecture model, data is stored on SiteLink servers and a copy is stored on the local PC.

Simple tasks are made easy in SiteLink Web Edition. The distributed architecture model means that important parts of the software work locally including reports and customer data, providing for the fastest access of any web-based Self Storage software available.

Shortcuts within the software also make it easy for operators to do more than one thing at once, such as taking payments in some other part of the program.

SiteLink is an easy program to learn; reducing the cost of training staff, simple wizards guide new staff through the process of normal tasks like move ins. With over 200 training videos online, new staff have access to resources to get up to speed as fast as possible with SiteLink Web Edition.

Sitelink keeps up to date with everything you need so you don't have to.



SiteLink is a highly flexible platform, so you don't have to compromise

Built for today's needs Flexible platform

SiteLink Web Edition is designed with the needs of the modern Self Storage operator in mind, filled with moneymaking tools. Regular updates, fuelled by customer demand, ensure that users of SiteLink Web Edition have cutting edge features giving them the greatest opportunity to compete in the marketplace. Everyone who uses SiteLink Web Edition uses the same version and feature additions are based on customer feedback.

We welcome your suggestions to improve the product at any time. SiteLink Web Edition users enjoy the very latest Microsoft technology, the latest computer servers, state-of-the-art security and backup technologies.

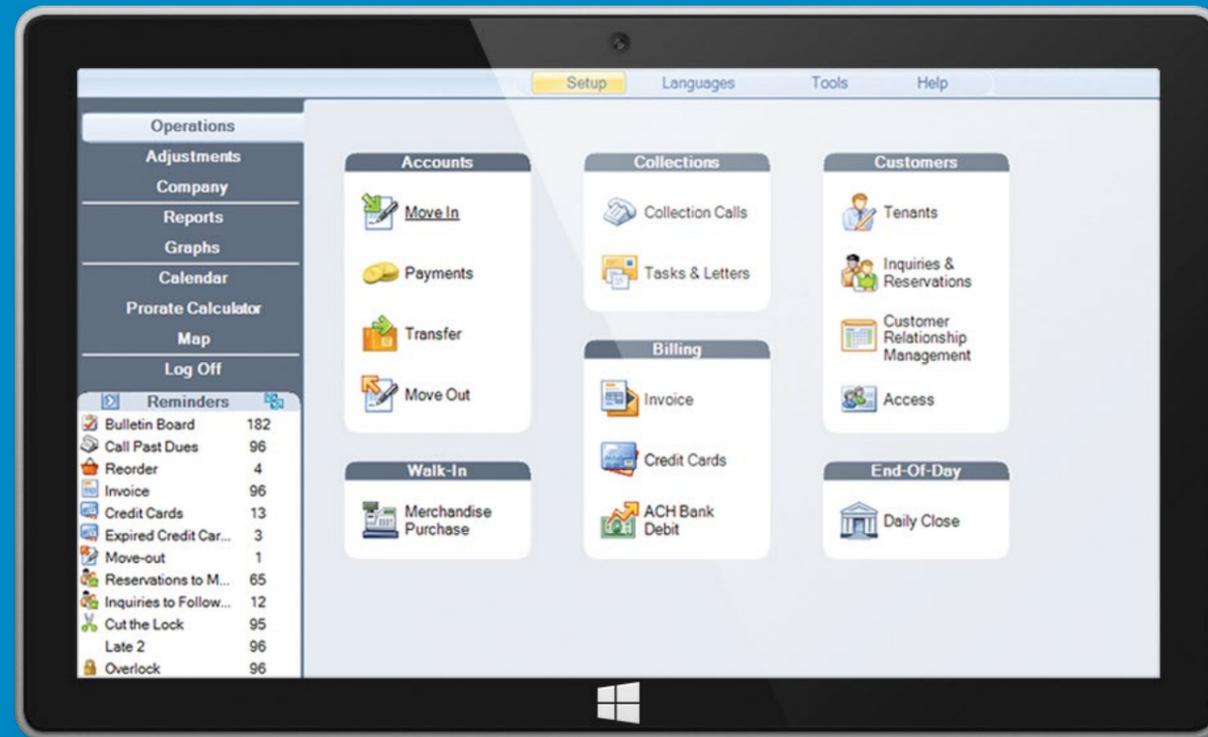
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Many of the features in SiteLink are implemented from customer feedback. Facility owners and operators are instrumental in adding the best features that make you more money.

We also provide comprehensive training videos and documentation for new features so you can implement them straight away, ensuring you are always ahead of your competition.



Future Proof

Nothing is worse than using out of date products to try and do a modern day job. Self Storage is all about being competitive and one of the most important features of SiteLink is that it is future proof. Hundreds of new features have been added over the last five years to SiteLink Web Edition and many more will be added in the future - your feedback guarantees this.

There are many simple Self Storage products on the market, here at SiteLink we strive to deliver next-generation features and benefits. The subscription model that SiteLink uses ensures that SiteLink is resourced to add features and updates in the future. You can guarantee that you're always on the latest version and at no extra cost. Traditional client/server architecture is stuck in the past.

It is difficult to know where technology is leading us; it's obvious that computers are getting smaller and that we are becoming more mobile.

The Internet will continue to grow and the connectivity between enterprise products like SiteLink and the Internet will become even more important.

Research and development in a limited market is costly and SiteLink understands the importance of continued research into new features, often driven by customer demand.

SiteLink is the leader in developing new technology and new features for our customers with over 200 new features added in the last two years. Your ongoing investment in SiteLink is protected and our users enjoy the latest features in our regular updates.



Rolf Mitchell

General Manager - Depot Storage

One of the key features of Site Link Web Edition is the ability to allow a Corporate overview on how the sites and the group are performing on a daily basis. This allows us to work closer with our managers and customers to achieve an outcome for all stakeholders.

I would certainly recommend SiteLink to anyone considering new software for their business.



Andrew Eastwood

General Manager - U Store It

SiteLink listens to customer needs ranging from single to multi-operator facilities. They listen to customer input and implement feature requests in a timely manner, across an extremely stable and secure web-based platform that's so user friendly staff need little to no training.

Why would you consider any alternative other than the world leader? SiteLink Web Edition is our software of choice.



Ilan Oliver

Director - Capital Self Storage

We haven't looked back since we changed to SiteLink Web Edition from StorMan back in 2007. We were one of the first to recognise the power of the Internet and it wasn't long before we had online payments working for us.

Recently we started using RapidStor to allow customers to take advantage of our prices online and do business with us when it suits them. SiteLink gives us the features we need to compete in a competitive market and is an integral partner in our business.

Proven tech

SiteLink Web Edition is powered by leading Microsoft technologies. Some Self Storage vendor's software is written in obscure languages, exposing them to the potential of losing developers, stranding them in the version that they have released. Microsoft database technology is one of the world's most popular database engines, ensuring that you have software that is leading edge.

Every SiteLink engineer is degree qualified and trained specially, ensuring a high level of database integrity, supervised by the chief technology officer.

SiteLink maintains mission-critical servers regularly. Fall-over systems and

other procedures achieved 99.99% up time during the past five years. We use Multiple, robust backup systems, class-A data Centers with 6 levels of redundancy.

The Risk: Self Storage is a capital intensive business and you expect a return on your investment. Taking chances with technology that cannot be updated easily is risky.

Risk mitigation is one of the major aspects of running any business today and ensuring that your operational software uses technologies that are tried and proven, certified by third-party organisations like PCI and SOC provides a reduced risk profile and level of comfort for any operator.

Smaller Self Storage software vendors are not funded to be able to provide third-party certifications often using older technology and obscure database technology.

Don't expose your business to the potential of a Self Storage vendor not being able to keep up with the latest technology. You can guarantee that your competitors will be up-to-date, offering specials, offering online strategies that can damage your business if you cannot compete.

Over 70% of the world's largest operators use SiteLink and there is strength in numbers. With more than 10,000 users worldwide, SiteLink is installed on more than 35,000 PCs.

Your software risk is minimised.

Ultra secure

With PCI - DSS certification and SOC-1 certification, SiteLink Web Edition is the most secure Self Storage software sold today, and in countries outside of the continental United States is the only software with this certification sold widely.

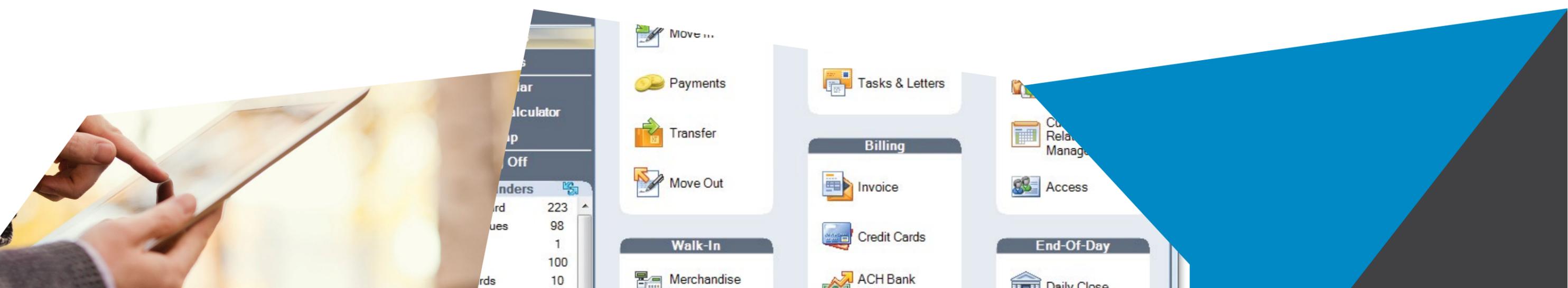
SiteLink takes the security of customer data very seriously. Credit card details cannot be de-encrypted and are not stored on the local PC. That means if the computer is stolen, hackers cannot obtain sensitive customer information. SiteLink Web Edition uses four different credentials for logging in, and data is encrypted as it is sent to the SiteLink servers.

SiteLink is not browser-based and applies 128-bit encryption or higher throughout the program. The SOC one certification underscores the

company's commitment to data integrity and safety and SiteLink engineers regularly assess threat levels and make changes to security methods.

The SiteLink data center is totally secure. With no public access, it is built to withstand hurricane-force winds and has ballistic-resistant walls throughout. Data is backed up in multiple locations. SiteLink employs the highest industry standards for data encryption and protection including state-of-the-art firewalls and denial of service attack prevention.

Storage facilities are the sole owners of data entered into SiteLink; data is stored on each uses PC and on servers housing SiteLink Web Edition.





Case Study

Early 2009 saw National Storage's management team examine the operations of their business and a task force was created to undertake a review of the way in which National conducted its business.

A decision was made to implement a Call Center in the Brisbane Head Office which led to a search for suitable hardware and software. At the same time, National Storage also began reviewing operational software. National's Director of Finance, Mike Berry visited the United States in March 2009 to meet with potential suppliers and attend the Inside Self Storage World Expo, meeting many International operators. A study tour after the show to two other US States revealed a number of clear indicators that would form part of the decision to make a number of core changes to the operational side of the business.

A number of Self Storage groups were visited and valuable information about call Centers, software and staffing was gathered to assist National's Directors to make a number of key decisions.

In May 2009, National Storage decided to change

its operational software from StorMan to SiteLink Web Edition.

"Our decision to change to SiteLink Web Edition was based upon our study tour and information that we assembled as part of our due diligence. It became abundantly clear that our existing software could not meet our new expectations, so it was time to move on", Mike said.

An implementation team was assembled with Australian-based Centerforce Technology being part of the team. After wrapping up the 2009 financial year, the team spent the next two months converting the 58 Centers from StorMan to SiteLink Web Edition. Part of the process was to establish a number of processes to make the changeover as smooth as possible with staff training and data conversion a top priority.

A number of trials were conducted to ensure that core data was converted for use in SiteLink. Both Centerforce Technology and SiteLink worked to ensure that the conversion process stayed on schedule and a number of key staff worked for 6 weeks straight to implement at site level and train staff. SiteLink ran a night shift during this

National Storage – A Complete Change to Running a Large Self Storage Group

time to ensure that there was always someone on hand during Australian working hours.

At the same time the call Center in Brisbane was being established with new staff handpicked for the task, a new office, new computers with separate and specific security requirements and a national VOIP system running across a wide area network (WAN). The call Center was set up with computers with 2 screens for each agent; one with call software running and the other with SiteLink's Corporate Control Center where agents answer calls and enter the information directly into SiteLink, all in real time.

Mike Berry said "We investigated the market for software to help us make these changes and SiteLink was the brand that could deliver. We have seen firsthand their investment in the technology, knew it could do what we wanted and were confident that they would continue to work with us to build our business capabilities."

The project is believed to be the largest IT infrastructure change in the Self Storage industry in Australia. New PC's, new concept, new staff, new metrics – all designed by the group and put together to make the required changes happen.

The change to SiteLink has been an integral part of this change and Centerforce Technology has been part of the overall concept design. The results have been more than worth it, with measured increases in conversion rates and occupancy, vindicating the original decision to make sweeping operational changes. Two years have now passed since the decision was made to change. Mike Berry takes up the story.

"We had our challenges. Staff and Management had to get used to the fact that we were going to impact their daily routine. Some staff decided it was too much for them and moved on, whilst others embraced the new found versatility that SiteLink offers. We had processes to change but we knew that would be part of the process of change.

We knew it was not going to be easy and there were plenty of challenges on the journey. I

think it is fair to say that, as the largest operator to implement SiteLink, National Storage has helped shape its development and assured its 'Australianisation'. We will continue to drive development to meet the specific demands of a large scale operator in Australasia."

Over the last 2 years we have reduced our computer overhead dramatically. We no longer have a "server" at each site – saving us considerable money. We no longer have a head office server and the associated costs of maintenance. All Head office staff have access to all of the group's operations via SiteLink's Corporate Control Center on their local PC's. Our Call Center uses the Corporate Control Center to deal with inquiries and reservations and that has had a material effect on our business in a positive way.

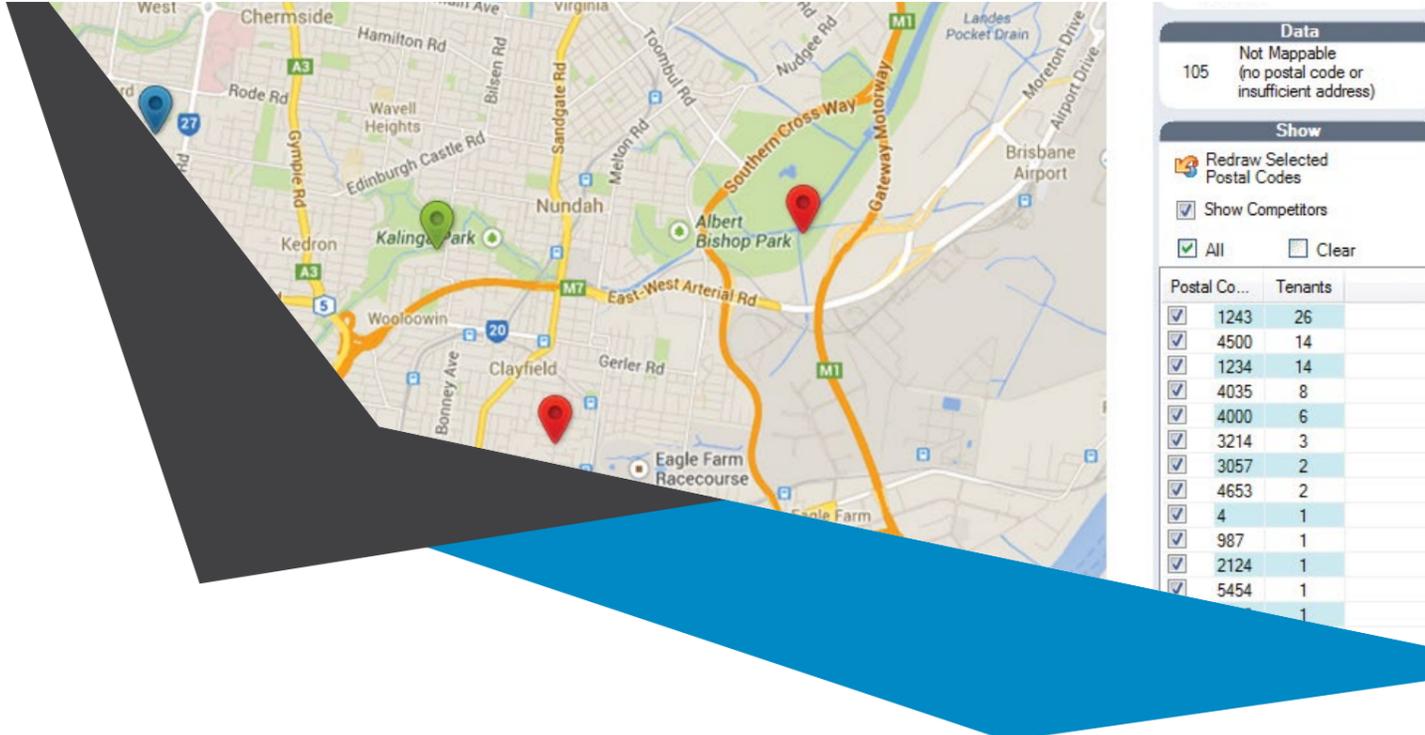
SiteLink Web Edition has been central to our mission of cost saving, providing additional functionality that is essential for us as Storage Group, particularly at a Head Office level. We have found that our suggestions for improvement are welcomed and while we understand that there is probably a long list of enhancement requests from the 9,000 odd users, we have found that our requests for new features have generally been implemented.

There will be plenty who see our "Experiment" with a call Center and centralisation of enquiry handling as a brave move, but we had to change our way of doing business to make reductions in our operating costs and to reflect changes in the marketplace. Our decision has been justified by the results we have been getting and the increase in functionality and efficiency.

"We continue to work with Centerforce Technology and SiteLink and we look forward to even more innovation from them."

National Storage use SiteLink Web Edition, Corporate Control Center and use Tenant rate Management for over 30,000 storage spaces.

Our customers routinely praise SiteLink as the world's best management software.



Award Winning Management Software



Year after year, self-storage operators around the globe vote for SiteLink as the industry's top operations program. SiteLink remains the only software company to win the coveted award every year.

Storage operators have shared with us why they chose SiteLink. They point to constant enhancements, quality support and powerful, profit-boosting features.

"SiteLink continually updates their products and expands integration with other platforms," said Anne Ballard, Universal Management Company's president. "The whole package helps us to do our jobs better, cut cost and grow revenue faster. I cannot imagine working without it. Way to go team SiteLink!"

"The vote reflects our commitment to quality products and services," said Markus Hecker, SiteLink's COO. "We are grateful and honored so many operators yet again cast their votes for SiteLink."

Hundreds of operators outside of the United States use SiteLink and prove its success as a world program. Written in Unicode to run on operating systems on all continents, the multi-lingual SiteLink handles regional settings including four-week billing, laws and tax structures.



Sitelink Marketing

SiteLink collects numerous data points to help analyze the return on your marketing dollars. Use SiteLink to understand customer profiles and focus specials, eliminate wasteful discounts and rent more units.

Google Maps

Let SiteLink plot your customers on Google Maps. See commercial and residential customers - and competitors - to better focus advertising and promotions. Spot traffic patterns and areas of high and low penetration. Mouse-over features reveal tenant details including answers to marketing questions.

Meaningful Surveys

Ask tenants marketing questions at move-in. Learn why they chose your store over another, what they store and how many stores they contacted before you. Exit surveys collect

valuable feedback from tenants after they move out. Use these powerful customer profiles to craft better marketing strategies and (e)mail campaigns.

Client Analysis

SiteLink analytics and reports eliminate guessing and blind spots. Marketing reports uncover patterns in move-in dates and discounts, length of stay, postal codes, gender, age and distance from your store.

Winning Communication

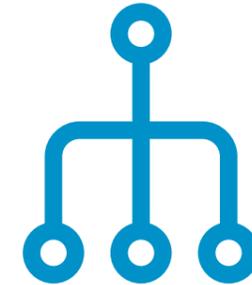
Detailed marketing analysis fuels mail, text messaging and HTML Email campaigns. Send the right message to leads, current tenants and moved-out tenants to build satisfaction and brand awareness. Let one software manage all of your communication.

Smart promotions + Advertising

Traditionally, Self Storage has not been promoted as a product: times have changed and SiteLink Web Edition gives users the capability to produce specific promotional products which may be a combination of spaces, merchandise and services, bundled into a special with a promotional code that can be advertised on the Web or in printed material.

Tracking of these promotions is handled in powerful SiteLink reports, providing realtime feedback on the success of the promotion.

There is no limit to the amount of promotional offerings that can be offered in SiteLink Web Edition.



Intelligent CRM

Customer relationship management (CRM) is a major feature of SiteLink Web Edition, there are powerful tools designed to help you engage with your Self Storage customers in many different ways. Communicating with customers using event based methodologies can increase revenue and also broaden the base of potential Self Storage users to your facility.

Rewarding long-term customer loyalty is a core component of SiteLink's CRM tools, combined with rich HTML content providing unlimited

opportunities to promote your Self Storage business to current customers, potential customers, and even past customers and their friends.

Birthdays, anniversaries, days after moving in, days before move out are typical times when you may want to communicate to a customer a special offering - SiteLink's CRM provides the tools to communicate to these customers.

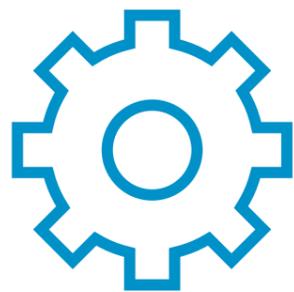




Did you know?

SiteLink Web Edition is the fastest growing Storage Management Software, both in and outside the US. With customers on every continent, Web Edition already adapts to local currencies, languages, taxes like (VAT and GST) laws, and business rules.

All screens translate, as do all letters, notices and leases. Current languages include: English, Espanol, Francais, Deutsch, Chinese, Dansk, Svenska, Nederlands, Russian, with more added constantly. New translations can become available upon request.



Multi-site operations

With more than 70% of the World's largest operators using SiteLink Web Edition, multisite operation is a core feature of SiteLink Web Edition.

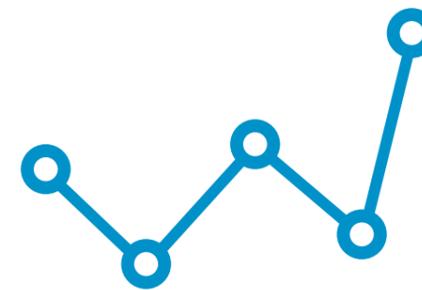
The Corporate Control Center is the software that is used by multisite operators to control and review Self Storage facility operations remotely.

Users, passwords, notices, discount plans, charges and much more can be standardised and rolled out across any group in real time, saving costly site visits to standardise settings.

Consolidated reporting with many different parameters allows middle order management to control specific areas of responsibility and management can control security levels to ensure that staff use the software appropriately.

Overall rate management for the group including unit management and new customer rate management is controlled collectively.

Multisite reporting including consolidated reporting is available in the Corporate Control Center.



Increase revenue

Revenue management is not just a buzzword; it's a major tool in SiteLink to ensure on a day-to-day basis that income is maximised from every Self Storage space. Airlines, hotels, car rental companies all use sophisticated revenue management tools designed to maximise their income from their products. Rarely customers ever pay the same price.

SiteLink manages revenue for existing customers and new customers separately. New customers can be treated differently to existing customers and the old days of regular rent increases on a certain day are gone. SiteLink powerful revenue management systems review all customers with parameters that have been set and rates are adjusted as needed; sometimes daily. Operators are presented with a "push rate" designed to maximise the income for the site.



Case Study

David Benson manages four large Storage King facilities in Brisbane Australia.

Late in 2011 we had to decide on a new operating system for our business and this is something that is not taken lightly by any business due to the disruptions that can be caused to staff, customers and procedures. After an extensive review and trial of various software products the decision was made that the SiteLink Web Edition platform offered our business the features and enhancements that we were looking for to further develop and grow our business.

The initial training and overview of SiteLink Web Edition and its features was conducted by Centerforce IT (SiteLink's international arm) and was invaluable in preparing us for the conversion from one system to another,

add to this the built in online library of over 250 training videos and SiteLink becomes a very user friendly system to master. SiteLink assured us that our existing data would be converted into the new format overnight and to their credit this was done so.

Now that we are fully integrated with SiteLink and its features I am constantly impressed as to how efficient and productive our people have become, and the corresponding benefits that are being seen in our business. In this day and age evolution will be the bench mark for business continuation, growth and prosperity, and the software that delivers your product and services must be able to meet that challenge. SiteLink Web Edition has demonstrated that it is a software that is continually being evolved

into a more productive, efficient and feature rich package. From reservations, follow ups and bookings to leasing units, tenant rate, unit revenue management, and even debt collection SiteLink handles all with great speed and efficiency. Go online and you now get RapidStor reservations and bookings, webpage payments and all the reports you will need to monitor and manage your business online.

As a business manager, SiteLink has allowed me to better manage and report the business trends allowing us to make decisions that will grow and benefit the business and its shareholders.

I am constantly reminded that my decision to go with SiteLink was the correct one.

Who uses Sitelink web edition?

Here's a short list of some of the 10,000 different facilities that use SiteLink.





24 Hour support

SiteLink has one of the largest technical support forces in the industry, with trained technicians in North Carolina and Australia. Technical support is provided during normal business hours in many countries and extended hours in the USA.

Emergency technical support is available 24 hours with special contact details being provided to users. Over 200 training videos and webinars are provided to SiteLink Users to cover features and cost saving tools. Support is offered by telephone and e-mail.



Completely mobile

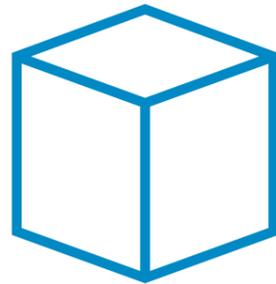
Self Storage operators are no longer shackled to the desk. Use SiteLink on Windows tablets and view reports on iPads and Android devices including interactive reports like the "walk-through" report - walk around the facility using an iPad and you can complete a lock check interactively saving you real time.

Operate from a notebook or laptop PC easily; as long as you are connected to the Internet, your data is up-to-date. Connectivity to electronic gate systems is dealt with by the PC in the office so online payments can be taken over the phone, entered into a tablet and automatically update the gate software allowing late payers instant access to the facility.





RapidStor online move in technology



Sitelink apps

RapidStor

Nothing is worse than using out of date products to try and do a modern day job. Self Storage is all about being competitive and one of the most important features of SiteLink is that it is future proof. Hundreds of new features have been added over the last five years to SiteLink Web Edition and many more will be added in the future - your feedback guarantees this.

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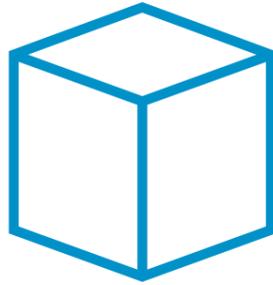
Powerful API

Web developers who understand API tools are able to develop rich applications that take advantage of direct access to the SiteLink data and these applications could be in the form of reporting, dashboards and much more. Products like District Manager and RapidStor are clear examples of third-party vendor's developing applications that work with SiteLink for a specific purpose.

The SiteLink API allows you to create applications that can:

- Create custom reports and analytics
- Retrieve tenant information
- Retrieve unit information
- Show current prices and rates
- And much much more....





Sitelink apps

District Manager

District Manager, developed by QStrom Inc provides insight into the running of any Self Storage facility with specialist reports and maps highlighting income opportunity and areas of wastage.

District Manager works in real time providing alerts to owners on a number of set parameters and provides detailed reports on revenues for individual units, presenting data in a new way, ensuring the operator can improve their Self Storage business dramatically.

District Manager provides on demand financial analysis and auditing for Self Storage facilities.



Guy Wilson

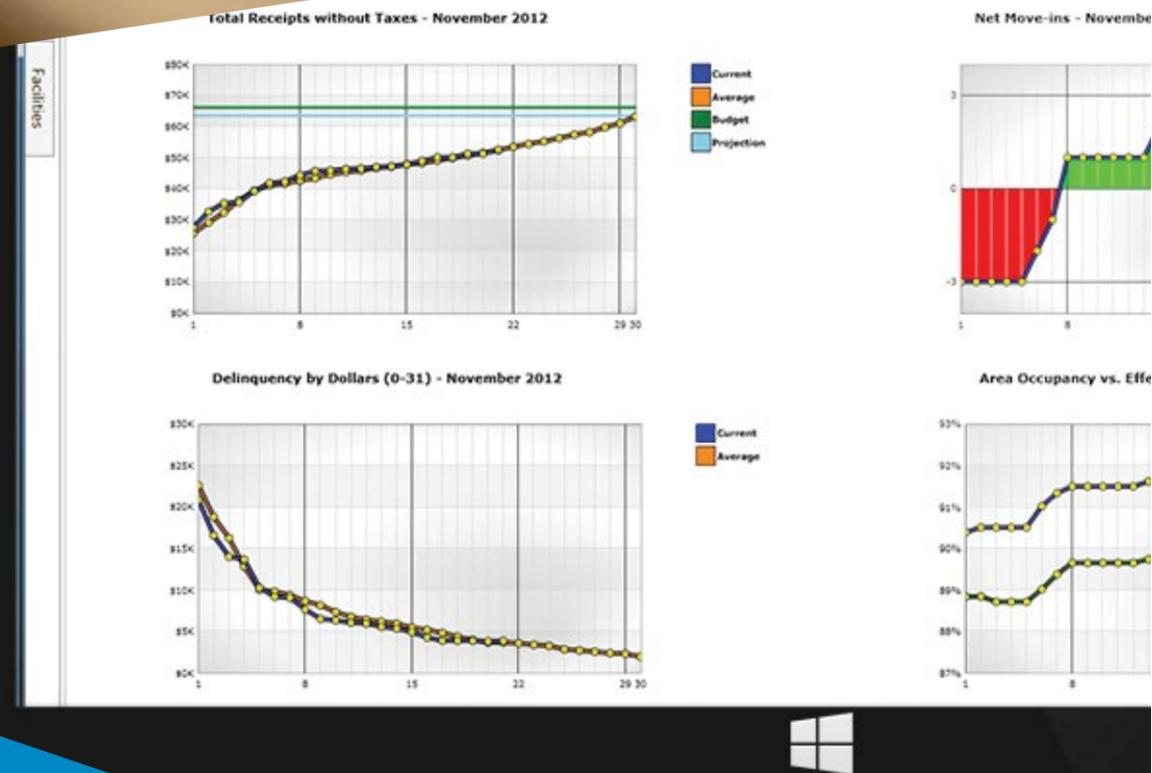
General Manager - Fort Knox Storage

The software runs in conjunction with existing management software to provide a more complete picture of your business. The system's artificial intelligence watches over your facilities and region alerting you to critical activity in a timely manner.

District Manager sends out automatic email alerts to you or your staff when something is going wrong at your facilities, such as the managers falling behind on the collections or leasing, or when they have not opened the store on time. Many other types of alerts are sent even if you are not watching the software.

Fort Knox Self Storage is a medium sized Self Storage Group in Melbourne, Australia with 8000 storage units across 8 large facilities. We started using Sitelink approximately 2 years ago and discovered District Manager at a conference in March 2011. District Manager has made the management of our company more effective and pointed to areas that we need to focus on. Now, we can easily monitor all of our 8 sites as a group on consolidated tables or have the power to drill down on actual sites and more detailed information, if required. In addition, historical data is overlaid within current reports to give us a relevant benchmark and seasonal trend information at the click of a mouse.

District Manager has truly improved the way we manage the company and given us the knowledge to act quickly and implement change when and where required. Before we started using District Manager I would review reports weekly, now I review the progress of our group daily and make real changes that can immediately improve our performance & revenue.



Features at a glance



Revenue Management

SiteLink has the most powerful Revenue Management feature of any software. Like hotels and airlines, you can increase rates for move-ins and existing customers based on occupancy and demand. It's common for our customers to make \$500 or more per month. Schedule rental rate increases at the time of move-in, or manage rate changes from your corporate office.



Faster operation

Because time is money, our engineers designed SiteLink to be fast. For example, payments take less than 5 seconds. Look-ups and reports are blazingly fast, even faster than the PC-based SiteLink. Compare the speed of SiteLink to that of other programs and see the advantage.



Restoring Data

When your computer crashes, you don't need to worry about restoring or finding old backups. With Web Edition's capabilities, sabotage and disaster recovery become irrelevant. Web Edition limits theft by eliminating tampering with computer clocks and running separate books.



Online Payments

Enhance your web site with online payments and account management. Hiring a web designer to create this feature would cost you tens of thousands of dollars. See www.nationalstorage.com.au or www.capitalselfstorage.com.au for examples of tenants managing their accounts and paying online.



Kiosk

Extend your site business hours with the INSOMNIAC Kiosk. Make rentals, payments and reservations at the kiosk with or without the manager on-site. Insomniac kiosk's are fully integrated with Sitelink Web Edition.



Off-Line Operation

When the Internet is down, your business continues to run. Even without the Internet, all of your data is available.



Call centre

Losing leases because of missed phone calls? SiteLink's call center interface provides real-time pricing, availability and reservations.



U-Pay terminal

SiteLink's U-Pay touch screen terminal interface is a another way for your customers to pay their accounts.

