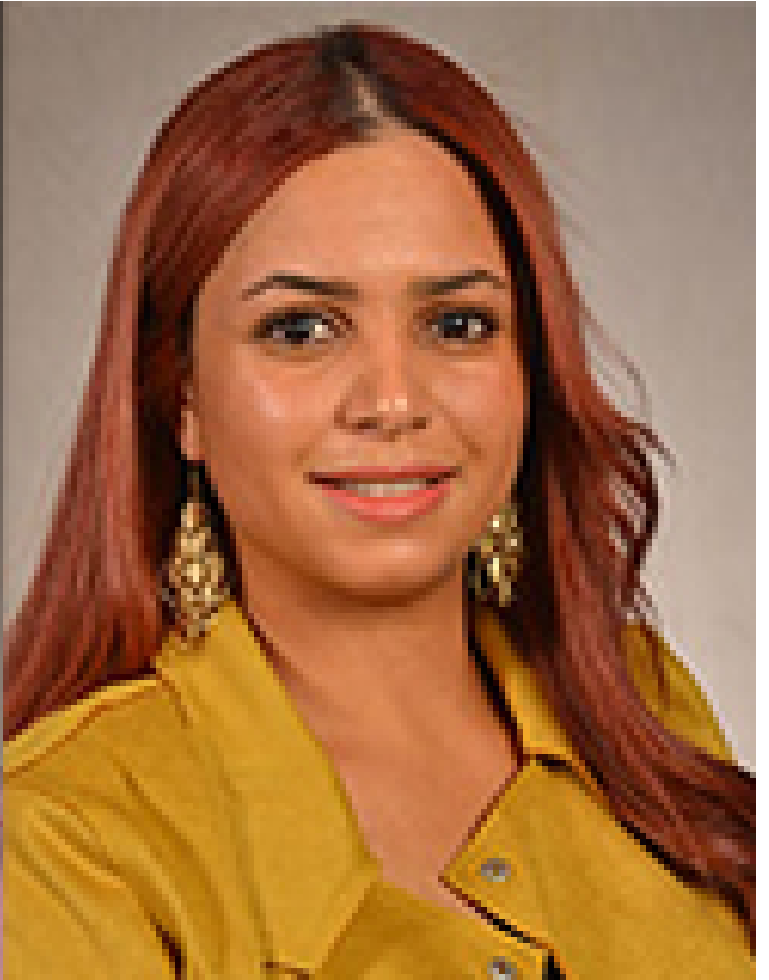




Bargold Storage Systems serves millennial market's self-storage needs

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Nick Esteves

Mercedes Gonzalez

Long Island City, NY Millennials are turning to self-storage solutions in record numbers, especially in the greater New York area, where real estate is scarce, and prices continue to soar. Nearly one-third of all self-storage renters today belong to the millennial demographic, marking a significant increase in recent years. Bargold Storage Systems has emerged as a game-changer in the industry, providing on-site storage solutions to meet the growing demand.

The millennial self-storage surge underscores the growing demand for secure, convenient options among young adults. This demand is exacerbated by the continual rise in rents and decline in space, the compounding living constraints, prevalence of transient lifestyles, delays in homeownership, and popularity of decluttering trends. Limited storage space in urban areas has deepened the need for additional options. The trend toward rental mobility requires flexible storage solutions adaptable to frequent moves. Delayed homeownership means fewer long-term storage options, driving renters to seek alternatives. Bargold's mission is to offer residents direct access to secure, affordable storage right in their own buildings.

Bargold offers a unique turnkey service that repurposes underutilized building space into highly efficient on-site storage. One feature that sets Bargold apart is its innovative cost structure. The company constructs self-storage systems at zero cost to the building owner, presenting a lucrative opportunity to unlock a new revenue stream while providing an essential amenity to residents — not just for millennials but for all age groups.

Nick Esteves, vice president at Bargold Storage Systems, explains, “After years of managing off-site self-storage operations, we identified a growing demand for on-site solutions throughout the New York metropolitan area. We recognized an opportunity to satisfy this need in buildings with unused space, no matter how cluttered or unfinished and at no cost to the landlord.”

“We offer a valuable and competitively priced amenity that building residents — especially younger adults — have increasingly come to expect over the past few years,” said Mercedes Gonzalez, director of operations.

Understanding the challenges of building owners, condo and coop boards — from messy spaces to residents' perpetual need for storage — Bargold converts underused basements and other areas into valuable income-generating amenities. The company specializes in building secure, reliable storage units tailored to structural and residential needs, whether in cooperative apartments, condominiums, or rental properties. From evaluation to installation and maintenance, Bargold handles every aspect of the process, ensuring minimal disruption to residents.

Moreover, Bargold goes beyond physical storage solutions, integrating technology to optimize the resident experience. A custom barcode system and maintenance app provide added convenience and efficiency. “We continually strive to implement new technology to streamline operations and provide a better storage product for our customers,” said Esteves.

With a trusted portfolio and a commitment to innovation, Bargold sets a new standard of excellence, redefining the state of storage in metropolitan areas. This is especially important for younger renters and growing families who need space for bicycles, strollers, and bulky household goods. Bargold storage offers secure, convenient, and flexible storage solutions custom-tailored to apartment buildings and their residents.

The Bargold design team begins with a thorough evaluation of the allocated space. Comprehensive spatial plans are computer-generated to ensure integration and total space efficiency. The company's expert craftsmen then build and install storage systems within weeks of an initial order. Everything from marketing the units to paperwork, billing, maintenance, and repairs is handled by Bargold.

The company's offerings include modular storage units that can be customized to fit various space configurations, innovative technology integration for convenience and security, and multi-purpose spaces serving more than just storage needs. Examples include package staging areas, bicycle and stroller storage, and more.

Bargold prioritizes sustainability with solid steel construction, the industry standard for durable and secure storage structures. Fully enclosed, individual units keep stored items dust and vermin-free, dry, and well-protected. Security is enforced with fob and smartphone access, individual locked units, and surveillance cameras.

Bargold's storage units are designed to seamlessly blend with the aesthetics of modern apartment buildings. Each Bargold Tenant Storage System is custom-built to maximize every available square foot of space, strategically and efficiently. High quality workmanship ensures that each storage system meets the unique criteria of a building's designated space.

Participating building owners receive monthly commission checks without any upfront investment. Owners receive a percentage of the total gross rental income, while tenants gain access to clean, well-maintained storage units within their building.

Bargold's solution directly addresses the collective need for space and glaring lack of affordable storage options to bridge the gap. As the self-storage industry evolves to meet today's demands, Bargold remains at the forefront, providing cost-effective, efficient, and technologically advanced storage solutions tailored to millennials and beyond.

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