

STORsquare Portable Storage & Moving

Franchise Summary

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Category: Storage

Subcategory: Storage Services

Corporate Office: Marietta, GA 30066

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Website: <https://americasgreatestfranchises.com>



Franchise Fee: \$54,900

Royalties: 7.5%

Cash Investment: \$150,000

Total Investment: \$166,000 - \$437,900

NetWorth: \$750,000

VetFran: No

Veterans/Minorities/First Responders Discount: Yes

Home-based: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: Yes

Founded: 2016

Franchised: 2023

Additional Details

STORsquare is not just another portable storage franchise. It's a fresh, high-demand concept offering a smarter, more scalable way to build long-term wealth in a booming industry. Founded in 2016 and franchising since 2023, STORsquare delivers a premium, no-tilt portable storage and moving experience that outperforms traditional self-storage models. Our containers are climate-resistant, versatile, and appeal to homeowners, businesses, contractors, and anyone navigating life transitions like moving or remodeling. With multiple revenue streams, low overhead (no warehouse required), and a true "white-glove" customer experience, STORsquare stands out with exceptional unit economics and brand loyalty.

This is the perfect match for owner-operators, executive-style leaders, or even semi-absentee candidates who want a recession-resistant, asset-backed business with operational support baked in. Starting with just 0–2 employees and flexible work-from-home capabilities, franchisees can scale profitably while providing a much-needed service in their communities. We offer exclusive territories, an impressive validation story (just ask our Knoxville franchisee), and a team committed to high-touch support. You'll appreciate the clear financial transparency (yes, we include an Item 19), our strong territory protection, and a leadership team that's all-in on franchisee success.

WHY STORsquare Portable Storage & Moving?

Educational, non-salesy Discovery Process that puts your clients first (white glove). We guide, never pressure, and move at their pace.

Hundreds of available territories in high-demand markets across the U.S., with lightning-fast territory checks (test us... we'll prove it).

Premium, scalable business model with strong validation, low overhead, and an asset-backed operation in a booming industry.

OUR IDEAL FRANCHISEE

They think like an owner, act like an operator, and lead like an ambassador.

Financially qualified (minimum \$150K liquid, \$750K net worth) with a growth-oriented, community-driven outlook.

Values relationship-building, takes pride in local ownership, and is ready to build a long-term, scalable business.

AVAILABLE MARKETS

FINANCIAL DETAILS

Franchise Fee: Single: \$54,900

Providing earnings guidance in Item 19 in

FDD: Yes

Total investment range: \$166,000 - \$437,900

Net worth requirement: \$750,000

Royalty: 7.5%

Additional fees: 2% marketing

Financial assistance available: No

VetFran program: No

Veterans/Minorities/First Responders

Discount? Yes, 10% off of franchise fees

SUPPORT & TRAINING PROVIDED:

Training and support program details:

STORsquare's initial training program consists of 40 hours of virtual/classroom instruction and 40 hours of on-the-job training, covering essential areas like operations, marketing, sales, equipment handling, and leadership execution. Training is conducted in Marietta, GA, online, or another designated location, and is mandatory for at least one key manager or principal executive. The program blends business fundamentals—such as core values, financial models, and compliance—with practical instruction on container delivery

US markets available: Any territory with over 350,000 in population. We're focused on awarding 3-territory markets (population-based)

HOT Regions/Desirable: Dallas, Fort Worth, Arlington, Houston, Miami, Fort Lauderdale, Philadelphia, Atlanta, Phoenix, Boston, Tampa, Orlando, Denver, Aurora, Lakewood, St. Louis, Charlotte, San Antonio, Pittsburgh, Las Vegas, Cincinnati. We're actively expanding and ready to award protected territories in key markets across CA!

NOT available: HI, SD, and ND. Pending in most registration states

Canadian Referrals: No

International Referrals: No

BACKGROUND

Year founded: 2016

Year Franchised: 2023

Number of franchises currently operating: 1

Number of International franchises currently operating: 0

Number of corporate owned franchises: 4

Home Based: Yes

Absentee ownership available: Yes

Semi-Absentee ownership available: Yes

Accepting Master Franchisor and Area

Developer Referrals: Yes

Average number of employees required: 2

E2 Visa Friendly: No

Last updated: 8/12/2025

systems, scheduling, dispatch, and account management. There is no tuition fee for the first two trainees, but franchisees are responsible for all associated travel, lodging, and wage expenses. Additional training or retraining may be required at the franchisor's discretion, especially if a candidate fails to meet the required standards.

Cost for Training: Travel and lodging only.

Lodging and airfare included: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Mentor following training: Yes

Length of mentoring Franchisee: At least 1 year