

How The Swig Company Turned a ‘Dead’ Space into \$263K in Annual Income with Self-Storage



At a Glance

Property: 6300 Wilshire Blvd, Mid-City Los Angeles

Partner: The Swig Company

Space: 3,500 sq. ft. mezzanine (expanded to 8,000 sq. ft. in 2025)

Highlights: \$263,000 annual revenue (~\$33/sf) | 90% occupancy in 5 months | Strong waitlist | Featured in ABC7 News

The Problem

At 6300 Wilshire Blvd in Mid-City Los Angeles, a mezzanine-level space sat vacant for years. With no windows, back-of-house access, and little appeal to traditional office tenants, it was excluded from the rent roll.

Despite generating no income, The Swig Company continued to cover taxes, utilities, and upkeep, making the space a liability.



The Solution

Stuf identified strong demand for storage in Mid-City Los Angeles, where residents and small businesses had limited options. Instead of forcing an office use, the mezzanine was reimagined as self storage facility.

The Swig Company partnered with Stuf under a five-year lease and revenue-sharing agreement. Stuf assumed responsibility for delivering a turnkey solution, while Swig had minimal burden or cost.

Implementation

Stuf executed quickly with limited disruption.

Design and Buildout

Modular storage units, upgraded lighting, access control, and branding

Operations

Full management of marketing, sales, and daily activity

Speed

From LOI to lease in under two months; launch completed within four weeks

Landlord Burden

Low capital outlay or additional staffing required

What had been a forgotten mezzanine became a secure, climate-controlled storage facility serving the local community.



Impact by the Numbers

Financial Performance

\$263K

annual revenue (-\$33/sf)
from previously idle space

90%

occupancy in 5 months
breakeven in under 4 months

Market Traction

4.4
STAR RATING
on Google Maps



FEATURED IN ABC7 NEWS
as a model for reinventing
office reslate

Growth & Scalability

2
more properties replicated in
The Swig Company portfolio

\$33/SF

from previously idle space

Landlord Perspective

“

We look at it also as a community benefit. There’s a high-rise apartment complex right across the street, and a residential neighborhood behind us. Storage isn’t always easy to get to in these kinds of neighborhoods. This provides a convenient option to the residential community around us as well. So we see it as a win-win for everybody.”

— Cory Kristoff, The Swig Company

The Takeaway

‘Dead’ space does not just sit there, it drains. At 6300 Wilshire, Stuf turned forgotten square footage into \$263K in reliable annual income and gave The Swig Company a repeatable model for growth.