

**FOR IMMEDIATE RELEASE**

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**AMID STEADY SUCCESS SURROUNDING ITS SELF STORAGE PROPERTIES,**

**VERTICAL FIELDS CAPITAL LLC ROLLS OUT NEW ONLINE PROPERTY AS PART OF BRAND STRATEGY**

*New website aimed at investors, everyday visitors;*

*embraces highly visual, informational aesthetic*

**Washington, D.C. —** Amid steady success surrounding its physical self storage properties, Vertical Fields Capital LLC is now opening a new property: online. The company introduced its new website on Wednesday. The site can be found at, [verticalfields.com](http://verticalfields.com).

The online property is an execution of creative, corporate display that embraces a highly visual yet informational aesthetic. For example, the Portfolio section offers “Sneak Peak” snapshots as well as a trove of information about each Vertical Fields location. Showcased are high-resolution images, corresponding locator maps and a simple information table with key property details — all neatly laid out on a single page. Visitors may also establish and maintain familiarity with the company through the site’s News page which lists current and archived press releases. Some of the company announcements have garnered Vertical Fields significant news pick up and re-distribution.

Vertical Fields managers want the site to inform investors and increase brand awareness.

“We tasked our designers with three critical goals: create a clean, uncluttered website that offers a great user experience, presents expansive information and does this without causing content fatigue,” said Vertical Fields Founder and President Frederick McCarthy. “We believe our site achieves that delicate balance.”

“It is tailored as much to potential investors as it is to casual visitors. Most importantly, it executes against our current brand strategy goals by raising awareness of our brand.”

Higher Glyphs Content Group — a Washington D.C.-based premium creative services firm — designed the website.

**About Vertical Fields Capital LLC**

Vertical Fields Capital LLC, a Washington, D.C.-based real estate development and investment firm, is focused on acquiring, repositioning and operating self-storage facilities in dense and growing in-fill locations in the top MSAs of the United States.

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