



VOL. 17, NO. 12

DECEMBER 2018

ISSUE \$8.00 / ANNUAL \$96

THE OFFICIAL VOICE OF THE SELF STORAGE INDUSTRY

# Hurricane Havoc

Southeast facilities recovering from Michael and Florence P.14



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#### **Ron Havner Contributed Far Beyond Public Storage**

By Tim Dietz, SSA President & CEO



In an industry still overwhelmingly weighted toward small businesses, leading the sector's largest companies can come with certain unique challenges: people after your attention and resources, critics quick to raise skeptical eyebrows.

Don't count me among the cynics. For 15 years, I've witnessed firsthand the progress that can be made when an industry's most influential leaders get behind something.

Have you ever seen professional golfers talk about what Jack Nicklaus or Tiger Woods meant to them? "Nobody has benefitted from their achievements more than us," they'll say. Sure, they pursued personal goals, but their remarkable success was great for the sport.

Public Storage CEO Ron Havner retires from that role this month having set an example as not only a company, but an industry leader. One day about a decade and a half ago, my predecessor, Mike Scanlon, asked Havner to step up; in turn, he asked the SSA to do the same. Both kept their word.

Specifically, Havner believed our maturing industry was not being represented in the public arena adequately. He felt the SSA, until then largely an educational and conference-focused trade group, was the appropriate place to build the advocacy program he envisioned.

If you know Havner, as with most c-suite executives, he is not the type to get caught up in ceremony. In fact, if he knew I was writing this article, he'd probably ask me why I'm not spending my time getting the New York lien law done. That's



just one place he's invested his time and resources through the SSA, and it's a state that has been a pebble in our shoe for several years.

Havner's retirement is noteworthy. He joined the Public Storage accounting department three decades ago and went on to become founder Wayne Hughes's personal choice to succeed him as leader of the orange doors. Despite his ascension, he maintained the accessibility of someone with a hands-on background. It was not uncommon that he'd spend an hour or two with me at the PS California headquarters, or that I'd get an email inquiring about our progress.

He didn't simply suggest the SSA take on advocacy for the collective good, he insisted on it, funded it and demanded accountability. Perhaps most significantly, he encouraged consensus among his peer executives to get behind the SSA's (and the state associations') initiatives. This influence has resulted in more than 250 statute improvements and dozens of threats avoided nationwide.

It's a lasting legacy, one that deserves a bit of ceremony. ❖



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On the cover: HBO Storage & Moving Center in Panama City, a 65,000-square-foot conversion from a former Walmart store, was drenched inside by rain after Hurricane Michael breached the facility's roof. Photo by Lee Eilers

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The SSA Globe is published by the Self Storage Association Foundation 1901 N. Beauregard Street, Suite 106 Alexandria, VA 22311 Phone 703-575-8000

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#### Mission

It shall be the Mission of the SSAF to provide timely, accurate industry information, communication and exceptional educational experiences for SSA members and owner-operators and investors across the United States and in affiliated nations. The SSAF will sponsor an "SSA Foundation Forum," a general session executive education program, at both national SSA conferences and conventions on topical and cutting-edge topics of interest to the industry at-large. Also, SSAF will provide information, education and training as to the SSA-adopted "Code of Ethics" and by promoting respect for the antitrust laws of the United States and foreign nations that must be adhered to by all companies involved in this industry. The Board of the Foundation is authorized to recognize accomplishments, achievements and significant landmarks within the industry, including serving as the Nominating Body of persons to the SSA Board for annual induction into the Self Storage "Hall of Fame." The Board of the Foundation may from time to time acknowledge persons both inside and outside the industry who have contributed to the betterment of the industry by way of special awards and recognitions. Also, the SSAF will make charitable contributions to worthy causes, efforts and for educational purposes on behalf of the self storage industry.

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#### A Year to Remember

By Anastasia Malagisi, Director of Marketing & Outreach



As we wrap up 2018, it's always nice to take a look back and see the progress we've made as an association and as an industry.

The sole reason for SSA's existence is to support owners and operators of self storage facilities throughout the U.S. We do this by being the premier meeting place for owners and oper-

ators, providing pertinent educational content, acting as the voice of the industry, serving as the premier advocate on legislative matters and government relations, and so much more.

SSA members represent every sector in the self storage business, including development, operations, management, finance, ownership and service providers. We share a commitment to learning best practices, to advancing our industry collectively, and to exchanging ideas and experiences openly with one another. We know we're stronger collectively, and together we achieve greater results.

In 2018, we had record attendance at both national conferences, the Executive Ski Workshop, and the Valuation & Acquisition Course. We have new people entering our industry who are seeking us out to learn best practices in developing and operating their facilities, as well as useful resources such as our consumer demand study, REIS reports, state annotated law books, and much more.

This year, our national blog on our website has become a destination for learning about all sorts of topics in our industry, including marketing, management, handling online reviews, legal, development trends and more. I love promoting the blog because it's a free resource for anything and everything on best practices. We have our very own SSA members contributing to the blog, so all the information you read comes directly from their experience.

We also began publishing a weekly deals and transactions report called the "Self Storage Industry Report," which is available on the *SSA Globe* website. Written by veteran business writer Laura Williams-Tracy, we produced this as many of you were asking for timely content on what's happening in our industry and around the country. Again, this is a free resource for you. Please visit ssaglobe.org to stay on top of the transactions that cover and affect your business.

Our education team is committed to providing you with the very best content and speakers so you can stay ahead of the curve with your self storage business. Do not hesitate to reach out and share your ideas for topics and speakers so we will know what you want to learn. Your input and involvement are essential in continuing to provide high quality education.

Finally, a fitting end to the last Education column of 2018 is extending our appreciation to you. Thank you for being a member of the Association, for taking the time to read, stay involved and educate yourself. It's important for us to acknowledge the work of others, especially when there are good intentions behind this work.

We thank you for your continued support and look forward to serving you, our members, in 2019 and beyond. Happy holidays! ❖

#### **Self Storage Industry Report**

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The Self Storage Association hosts an online column at ssaglobe.org that will help you stay on top of the news affecting the self storage industry and—more specifically—your company. Written by acclaimed business writer Laura Williams-Tracy.

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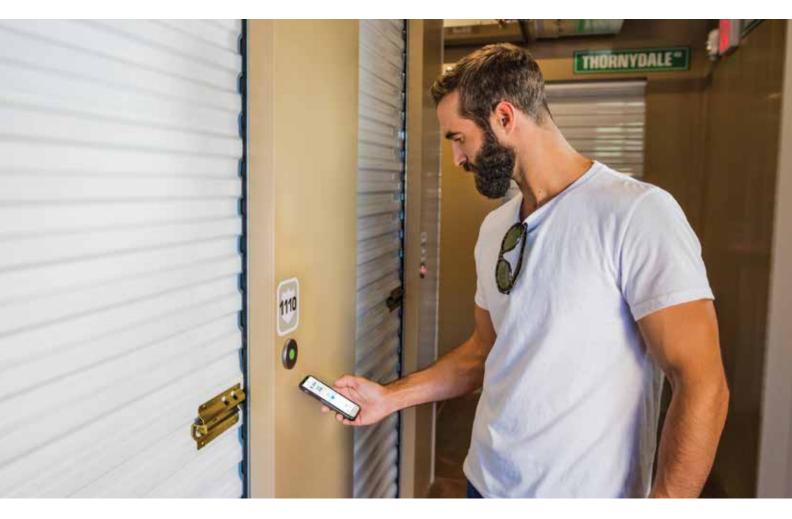
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#### **A Self Storage Resolution**

By Joe Doherty, SVP, Legal & Legislative Counsel



December is the month when many of us set resolutions for the coming year. Maybe you want to exercise more, eat better, lose weight or stop smoking in 2019.

If you have not done so already, I encourage you to include at least one resolution related to your role in the

self storage industry. For purposes of this column, I will suggest improving your knowledge of the lien laws in the states where you do business.

Strict adherence to your state's lien law is critical to avoid legal liability when a tenant fails to pay and a lien sale is necessary. Even if you are fortunate enough to have a facility full of paying tenants, you still must understand your lien law's requirements regarding issues such as contractual disclosures and late fees.

The American Psychological Association offers several considerations on how best to stick to one's resolutions. I will focus on three of those considerations: start small, talk about it, and ask for support.

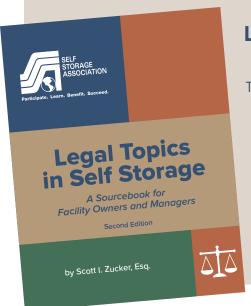
First, start small. Most state lien laws can be read in less than 15 minutes. Perhaps you can find time to take a few passes through your state's law while you sip your morning coffee—unless, of course, one of your resolutions is to give up coffee. Be sure to understand the law's definitions and nuances.

For example, does your state lien law define the word "default"? If so, does this definition affect the timing of your lien enforcement or imposition of late fees? Or, does your state lien law require proof, such as a read receipt, when sending lien notices by email?

Second, talk about it. State association meetings are a great way to discuss legal and operational challenges with other managers, owners and operators, and to get feedback from experts in the industry. I attended several state association meetings this year and was amazed by attendees' willingness to share and eagerness to learn. Check out the calendar on selfstorage.org or your state association's website to find upcoming events in your state.

Third, ask for support. We all need professional help sometimes. Are you stuck on a particularly thorny employment issue, or just need confirmation that you're taking the right steps with a delinquent tenant? If you are already a member, call or email the Self Storage Legal Network. If not, check out the SSA website for more information on the SSLN, which provides members-only and cost-effective access to two of the best legal minds in the storage industry (Carlos Kaslow and Scott Zucker).

Now that you have met your self storage resolution, go ahead and reward yourself with that slice of chocolate cake. ❖



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#### **One-Two Punch**

#### Hurricanes Florence and Michael had mixed effects on storage facilities in the Southeast.

By Mark Wright

With thousands throughout the southeastern U.S. still recovering from Hurricane Michael on the heels of Hurricane Florence, there aren't enough trees and tinsel and blinking lights this December to mask the trauma from these storms. Many of the survivors can likely relate to the experience of the little family at the center of the Christmas story, with barely a place to lay their heads at night.

In Panama City, Florida, the 500-unit StorQuest-managed facility that had proudly served the community for 35 years is almost a total loss, according to its resident manager,

Above: Stow Pros in Panama City, Florida, was pummeled but survived, with damage limited to eight or 10 of its 128 units.

Photo courtesy of Andres Luzio

Ozzie Clemente. He evacuated ahead of the storm with his wife and their maintenance man to Dothan, Alabama, 70 miles away.

The facility included outdoor boat and RV parking spots. "If you look at aerial views, you'll see RVs turned upside down, boats lying on their side. The whole area is completely devastated," said Clemente. "A lot of people tried to ride it out, but they learned really quickly that they should have evacuated. I begged my in-laws to come with us, but they wouldn't leave."

His in-laws survived, thankfully, but Clemente suffered a significant material loss—the classic 1967 Cadillac he had stored in one of the units was destroyed. The facility was at nearly 100-percent occupancy prior to the storm.

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# TENANT, RENTERS & COMMERCIAL INSURANCE



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"It will take Panama City years to rebuild," Clemente said. "Trees that were 20, 30, 40 years old came down. I get lost driving there now because all the landmarks are gone."

Another Panama City facility that sustained tremendous damage was HBO Storage & Moving Center, a 65,000-square-foot, 569-unit, climate-controlled conversion from a former Walmart store. The facility was nearly full, with 560 units rented, when the hurricane hit.

"The building is still standing, but we lost the front and back side of the roof, so we had a lot of water penetration," said co-owner Lee Eilers. "I was on the phone with one of my co-owners, who was sheltering on site to provide security, when he said, 'There goes the roof!' Rain was coming in sideways and left us with two to three inches of standing water on the floor."

Eilers said their biggest challenge was trying to communicate with tenants to have them come and empty out their drenched units. They used email and social media, because they couldn't make phone calls for the first 10 days after the storm.

"Verizon was down. T-Mobile worked. AT&T voice worked but data did not," he said. "We've been sending messages, but many people couldn't receive them."

Eilers said they plan to rebuild, and hope to re-open in early 2019. "We're going to make lemonade out of this,"

he said. "We're looking at putting in a mezzanine system, including reinforcement of the exterior walls. It's an opportunity to reimagine a new facility."

Somehow, the Stow Pros facility in Panama City was spared from complete destruction, said owner Andres Luzio—who had just purchased the 16,000-square-foot, 128-unit facility in May 2018.

"I feel fortunate," said Luzio. "We took the brunt of the hurricane, but the buildings are still in place. The gas station next door was completely demolished."

Luzio said the office roof caved in, the sign was destroyed, the perimeter fence fell over and a couple of security cameras were broken. About eight to 10 of the units sustained damage from flying debris, he said, ranging from dented doors to one where the door got blown off.

"We're still working through rebuilding plans with the insurance company and looking into FEMA assistance. I estimate it will take months. Meanwhile, we're open for business," said Luzio. Stow Pros is his first foray into the self storage business.

#### **Uneven Impact**

The two hurricanes were uneven in their impact, said March Chase, president of Southeast Management Company in Columbia, South Carolina. His company owns or manages 16 facilities in five southeastern states.

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The StorQuest facility in Panama City experienced extensive damage, a testament to the power of Hurricane Michael. Photo courtesy of Ozzie Clemente

# Jernigan Capital drives deals with Yardi Matrix



Hurricane, from page 16

"It's very stressful if you have coastal properties in the Carolinas," Chase said. "It definitely made us check our emergency preparedness manual, batten down the hatches and alert our customers. We were on the right side of (Florence) when it hit, so we had no damage. We had a tremendous amount of rain and a lot of wind. We weren't as lucky with Michael."

A site they third-party manage in Panama City took a direct hit. "I feel terrible for my competitors there. All things considered, we fared very well compared to some of them. The wind blew off our perimeter fencing, the gate and some paneling, but we had no roof damage."

Robert High, principal of Robert High Development, LLC, in Wilmington, North Carolina, said he saw Florence's effects at each of his several facilities between New Bern in North Carolina and Myrtle Beach in South Carolina.

"It has been a real roller coaster for many facilities," High said. "First of all, we have had to deal with our employees that have been affected personally and displaced from their homes. We have had several employees that have been forced to stay at our facilities immediately after the storm because there was nowhere else for them to stay. And in some cases, we have had to help them with housing and vehicles afterwards."

Bruce Johnson, manager of the A-1 Self Storage facility on Carolina Beach Road in Wilmington, felt fortunate. "God is so good," he said. The damage to his facility was limited to a common area where some debris blew into the building's downspout, and he lost a privacy fence near his office.

"My retention pond held all the water. I came over after the storm but before the rain and cleaned out the drains, so we had no flooding," he said.

Cardinal Self Storage has six locations around North Carolina—with a seventh that was being built when Florence hit—but all were spared, said Barbara Hancock, operations manager.

"We've been in business 21 years, and this was the second hurricane that's come in with enough wind and rain to make a difference," she said.

Hancock said their Wilmington construction site was 90-percent done when the storm came through. That site had no flooding, but access was cut off due to other flooding in Wilmington.

"We lost two weeks, because roads had to be cleared for construction folks to get down there," she said.

Charles Place, director of investor relations for CubeSmart, said none of their owned stores were damaged by either storm. As of December 31, 2017, the company owned 80

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Hurricane, from page 18

stores in Florida and 9 in North Carolina, plus a number in other southeastern states.

Life Storage experienced very little damage, according to Diane Piegza, VP of corporate communication and community affairs.

"We had about 70 locations that were on our watch list, and only a portion of those sustained minor damages, mostly just debris tossed around," she said. "Thankfully, this means very few customers were affected as well. Just one store in Columbia, South Carolina, had a section of the roof blown off. Our eight Pensacola, Florida, locations came through without any issues."

#### **Demand Increased**

At Cape Fear Mini Storage in Elizabethtown, North Carolina, Jennifer Fruchey said her region had the most rain and flooding, but the winds weren't bad.

"Everyone's flooded out and needed storage," she explained. "We only have one or two buildings left—we're virtually full."

Drew Lewis, area manager for City Storage, which has two facilities in Wilmington, said Florence's impact was "kind

of random." He said a lot of live oak trees blew over and the beaches had flooding.

"We had some wind damage to our exterior lights and two of our AC units," he said. "Our roof held up remarkably well and we experienced only a few minor leaks that affected only about five or six tenants out of approximately 200 customers."

Lewis said the storm actually increased his business, putting him at about 75 percent occupancy at one facility and 95 percent at the other.

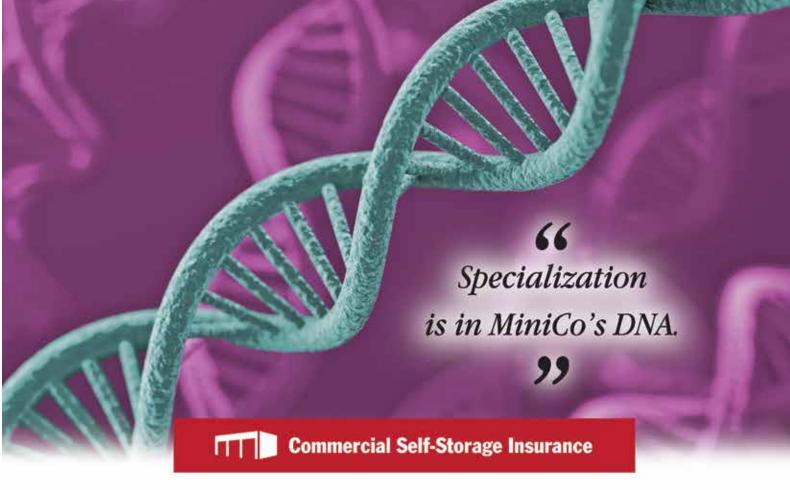
"People need a place to keep their stuff for a couple months when they've had to move out and repair or rebuild their home," he explained.

High said he also saw a surge in demand. "Instead of having lost revenues, I think you will see increased revenues for about 12 to 24 months due to families being displaced from their homes," he said. "You've filled up all the storage facilities, and you won't be able to open new ones for a while, so the supply won't be there. This is probably a two- to three-year process to resolve."

High said with electricity, phone and internet service down after the storm, his "offices had long lines of customers shoulder to shoulder with one another that were emotional

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#### It's All About...Specialization

Frank C. Blumeyer Jr., President, Frank Blumeyer Agency

Frank Blumeyer first encountered MiniCo Insurance Agency over 40 years ago, during the early days of the self-storage industry. He has relied on MiniCo ever since for its world-class service and focus on understanding the insurance needs of self-storage operations.

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and frustrated. Some people could still make a reservation online through platforms like Sparefoot, but those systems didn't know that others had already come in person to rent a unit. We were unable to honor the online reservations or even access them," he explained. He said it took about 10 days to get power back and work through the resulting confusion.

Robert "Roby" Pait, district manager overseeing the Carolinas and Louisiana for Storage Asset Management, said only five of the facilities they manage were affected and none had major damage. Their Wilmington facility had water in the parking lot but none got into the units, he said.

Pait said they were back open quickly after the storm, "to make sure people had a dry place to store their belongings. We're at 96 percent occupancy now in less than a month. It's sad to hear people's stories. We have a dollar move-in special, but I left it up to managers to waive it if they needed to."

Back in Panama City, Luzio said Stow Pros likewise "had a ton of new tenants since the hurricane. We sold out every vacant unit and have a waiting list. We're happy to still be open and be able to help people out in their time of need."

That spirit of helpfulness reportedly prevailed among many facilities. A number of U-Haul companies serving



Hurricane Michael's winds tore parts of the roof off of HBO Storage & Moving Center in Panama City, leaving units exposed to driving rain. Photo courtesy of Lee Ellers

southeastern states offered 30 days of free storage to residents affected by the hurricanes.

"I truly believe that all facilities did come together and work with one another to help the less fortunate families," High observed. "It wasn't about competition at that moment—it was about helping each and every individual get their stuff into a safe space." \*





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#### **New York State of Mind**

Life Storage's Dave Rogers to hand company reins to fellow upstater Joe Saffire.

By Laura Williams-Tracy

Small cities being what they are, Dave Rogers and Joe Saffire were likely to meet inside Buffalo's business community. Both natives of upstate New York, the men were appointed to the board of Catholic Health in 2015 and their friendship began.

Rogers had spent his entire 35-year career on the shores of Lake Erie, rising from controller to CEO of a financial planning firm that evolved into publicly traded Life Storage. Saffire had recently returned to his native Buffalo as an executive vice president for First Niagara Bank after two decades of living abroad and working in international banking.

2016 proved to be a pivotal year for both men.

Above: David Rogers (left) and Joseph Saffire are ensuring a smooth transition at Life Storage. Photo by Kristen Richthammer, Life Storage

For Rogers, four years into his tenure as CEO, he steered the \$1.3 billion acquisition of the 84-property Life Storage portfolio. It was a barn burner of a deal that created the platform for Sovran Self Storage to rebrand its Uncle Bob's stores to Life Storage.

The same year, Saffire—who had been familiarizing himself with a four-state territory after a year with First Niagara—was caught off guard by KeyBank's purchase of the regional bank, leaving him to consider his next career move.

Those hospital board connections led to conversations, and Saffire joined Life Storage in 2017 as chief investment officer, a role both agreed was intended to see how Saffire parlayed his knowledge of real estate and investments to the self storage industry and how he liked the move from banking.

"This last year has been a test drive for both of us," said Saffire, 48. "I love it. It's a great company culture."

See Life Storage, page 26

# 

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Says Rogers, "He knows more players in the self storage sector after one year than I do after 35."

#### **Changing Guard**

With new leadership firmly in place, Rogers, 63, will retire from Life Storage in March as Saffire becomes CEO. The time is right, Rogers said.

With the yeoman's work done of rebranding 700 facilities to Life Storage, changing the Wall Street ticker symbol to LSI, and building a new online brand from the ashes of Uncle Bob's, Rogers believes the work ahead can best be done by new leadership.

March 2019 will be almost three years since the monumental deal, and the date will mark 35 years for Rogers with the company he co-founded. He has been the face of the company since it went public in 1995 when he was CFO and out front with investors.

"I've been here all these years, the same face, same guy and getting grayer," Rogers says. "I knew I wasn't going to wait until 40 years, so this seemed right."

For Saffire, the Life Storage role offers new challenges while drawing on his two decades in banking, much of it internationally.

Saffire spent the majority of his career as an international

manager with HSBC in Asia, North America and Europe. From 2012 to 2014, he was based in London heading up global banking for Wells Fargo's Europe, Middle East and Africa operations. In 2014, First Niagara Bank recruited Saffire back to his hometown, where he was head of commercial services. The move allowed Saffire and his wife and four young children to be closer to family after decades abroad.

"An international experience helped refine me," Saffire said. "In every place, I had different roles and different challenges. It prepared me for the unexpected and helped me learn how to be comfortable in places where I'm not so comfortable."

After a year in self storage, Saffire said he's been impressed by the level of sophistication, innovation and technology that is driving the industry. And he can't help but draw parallels between self storage and banking, both of which are working to deliver technological innovations that serve a growing segment of customers who prefer to help themselves online.

Life Storage is meeting that need with its Rent Now platform, which launched in July. It's a fully digital rental platform that allows customers to skip the counter and select a storage unit, complete the rental agreement and make their payment, all online.

Still, people matter in self storage just as they do in banking, he said.

"Self storage is a lot like banking where the relationships are so important," Saffire said. "Whether it's private equity or third-party customers or other owners, self storage is a tight-knit group. It's important to have those relationships,

and self storage is about trust."

because banking is about trust

#### **Bigger Stores and** Markets

Saffire expects to continue transforming Life Storage from smaller stores in smaller markets to larger stores in bigger markets, an initiative started by Rogers, who doubled company revenues from 2013 to 2017.

He'll also work to build up Life Storage's third-party management business, which has grown with the help of the new brand. In the second quarter, Life Storage added a net seven new stores to its third-party management platform, but a number of new

development projects have signed on with management starting later in the year. By year's end, Life Storage expects to add up to 75 new stores to its program in 2018.

Another growth strategy is to push the company westward geographically. Life Storage has more than 700 facilities in 28 states, mostly in the eastern part of the country.

"We weren't buying too much late last year and early this year," Saffire said. "We are reevaluating the portfolio and parting ways with some markets. We are putting resources into the West Coast because that's an area where we want to grow. We are not in the Pacific Northwest and are always looking for opportunities there."

#### **Board Changes and Charity**

- David Rogers

Earlier this year, Life Storage co-founders Robert Attea and Kenneth Myszka retired from the board, and Rogers

See Life Storage, page 28

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"We have kept a relatively low

profile in the industry but tried to

be a leader in a lot of ways. The

home office was five people when

I started and now there are 270

of us. There's a whole culture of

us here. It's more the way we've

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was appointed along with new directors Dana Hamilton and Edward Pittinella.

"The founders have pretty much changed roles or stepped down altogether," Rogers said. "I'm moving from management to the board. 2018 has been a transformative year for us."

Rogers said the Life Storage deal and subsequent rebranding was obviously a significant marker on his tenure as CEO. But he said there are plenty of other accomplishments that he looks back on with pride.

The company grew, as did the people inside it. And many times, Life Storage led the industry, including operating the first all-inbound call center, being the first to offer free trucks for use and the first big company to offer health benefits to all employees.

"We have kept a relatively low profile in the industry, but tried to be a leader in a lot of ways," Rogers said. "The home office was five people when I started and now there are 270 of us. There's a whole culture of us here. It's more the way we've tried to get out in front and lead by doing a very good job servicing our customers. It's about customers, employees and communities."

As for community, Rogers will have even more time to devote to causes in western New York.

Rogers and his wife, Joan, recently established a \$1 million endowment fund to support sick children cared for by The Center for Hospice & Palliative Care's Essential Care for Children Program.

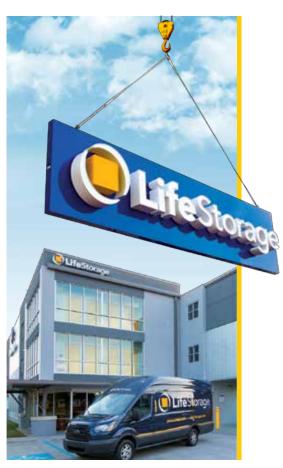
And Rogers is helping to build up tourism in his native Buffalo, footing a \$325,000 bill to build a 73-foot-long packet boat in time for the 2025 bicentennial of the Erie Canal.

"We sponsored the construction of this floating museum of a boat that used to go from Buffalo to Albany," Rogers said. It will be part of the downtown and a year-round working museum.

Rogers said he and his wife have become more public in their giving, because it attracts others to give to the same worthy causes, including the Say Yes to Education program that helps send kids to college.

"We have been very fortunate, and we are passionate about our hometown," he said. "When my partners and I were building this company, you had to make a job in Buffalo or go elsewhere."

That's changing, and Buffalo has rebounded, Rogers said. With more time, he will serve on the Buffalo Niagara Partnership to promote economic development in the area. He also intends to teach his grandchildren how to play chess. ❖



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Take the record 11-time world-winning professional surfer Kelly Slater, who has been called the Michael Jordan of surfing. He recently partnered with StorQuest Self Storage, a dynamic So Cal-based brand with a "no excuses" attitude, to demonstrate that with the right fittings, a storage unit can save space for a world-class athlete and his collection of surfboards.

A professional surfer on the World Surf League Tour, the Cocoa Beach, Florida, native was the youngest and is the oldest surfer to capture a title. He had a recurring role on *Baywatch*, and starred in films such as *The Ultimate Wave Tahiti*, *Waveriders*, *Down the Barrel* and *Bra Boys*.

The partnership with StorQuest is geared toward motivating customers to create new, inspired experiences in their own life while keeping their stuff safe and protected—hence coining their tagline "Make Room for Awesome." StorQuest built a customized unit for Kelly and his gear—something that has motivated the globe trotter to become more organized and make more room in his own life for the awesome that awaits.

"I actually don't know how many boards I have. I don't know how to count them all," Slater said in an interview that was shared with *SSA Globe*. "But, all around the world, I probably have well over a hundred. I have about

sixty to eighty boards. In Florida, I probably have thirty-plus. Here at StorQuest, I'm guessing I have about twenty, but I'm gonna fill this thing probably up to about forty soon."

According to Slater, he keeps track of his boards, his collection of guitars and other items mentally, but it's taken years to realize how to get a system. When he goes into his storage units, he said he feels like his life is organized.



Beatles drummer Ringo Starr reportedly stored a drum kit given to him by bandmate John Lennon.

"My storage unit, I love it," he said

in the interview. "I actually come in here and kind of smile, 'Oh, I forgot I had that thing.' This actually kind of inspires me to kind of keep my stuff clean and organized and maybe actually clean out some of the stuff that I have laying around in different parts of the world."

Slater also said in the interview that part of the allure of keeping his prized possession secured in a storage unit rather than at home is that he has such a high public profile.

"I've been lucky I haven't had more stuff stolen over the years," he said. "Who knows, maybe a few things did get taken along the way. I'm happy keeping stuff [at StorQuest].

 ${\it Photo \ to \ left: Kelly \ Slater} \ \ {\it Photo \ courtesy \ William \ Warren \ Group}$ 

See Celebrities, page 34



Celebrities, from page 33

In fact, I feel like it's safer here than in my own house 'cuz I know exactly where it is. When I have stuff in my house, I end up putting it in my car and taking it to a friend's house and forgetting it over there and getting it back a year later. So, when I have my stuff here, I know it's sorta catalogued and in one spot."

#### In the Spotlight

Other celebrities haven't been as lucky. As Kim Kardashian found out, social media sharing can lead to problems. After Kardashian tweeted about a vacation, thieves broke into her hotel room and stole jewelry. Demi Lovato's home was broken into after it was well publicized that she went into rehab. While star maps allow fans to glimpse their favorite celebrities' digs, it can also attract those with nefarious intentions.

Self storage is a safe and anonymous answer for those with a paparazzi tail that want to keep a low profile. In fact, one reason it is hard to find celebrities that rent storage units is because

rental contracts are confidential and, many times, stars use fake names or those of assistants (not to mention, self storage is far more affordable than building an addition to a Beverly Hills mansion).

When fire destroyed her Michigan home in 2002, the late queen of soul, Aretha Franklin, turned to self storage for safe keeping of precious items such as gowns and movie memorabilia. She later put her items up for auction in November of 2011.

Ringo Starr has collected treasures from his storied career and kept them in self storage until auctioning items in

2015. Included among the gems was a guitar from John Lennon, Starr's own 1963 Ludwig Oyster Black Pearl three-piece drum kit, and a few classic records from that little band called The Beatles.

Paparazzi have snapped photos of Katie Holmes at a Manhattan Mini Storage in New York, and *Twilight* star Robert Pattinson has been said to have several units across the globe. Other celebrities have made the news for failing to pay their self storage bills and consequently having their units put up for public auction.

In 2007, Whitney Houston's unit was sold at auction after two years of missed rent. Lindsay Lohan had \$16,000 in unpaid storage bills made

public until Charlie Sheen stepped in to pay up. Paris Hilton's unit, filled with personal diaries, photographs and prescription medicine, was put up as an online auction when she was delinquent.

See Celebrities, page 36



When a fire destroyed her Michigan home, Queen of Soul Aretha Franklin rented space at a nearby facility.





Sometimes even the rich and famous need a little more cash. The late Burt Reynolds sold personal memorabilia in 2012 from his units, including his Golden Globe for *Boogie Nights*, and the 1974 Chevy Chevelle 454 Laguna S3 *Cannonball Run* car. The sale coincided with his final divorce payment to Loni Anderson, according to *Rolling Stone* magazine.



The late Burt Reynolds relied on a facility to store his movie memorabilia.

#### **Owners and Investors**

Having a celebrity name linked to a business means instant recognition. As self storage became more popular, some high-profile celebs decided to get into the game. Barry Switzer, former coach of the University of Oklahoma and the Dallas Cowboys, owned 11 Switzer's Locker Room self storage facilities in Oklahoma until they were purchased by Public Storage in 2016.

According to an article in *Tulsa World*, it was Cowboys owner Jerry Jones who gave Switzer the idea to invest in self storage. Country music star Toby Keith was reportedly an investor as well. The deal was confidential but clearly turned out to be a touchdown financially for the coach and musician.

In its October 2017 issue, *SSA Globe* magazine profiled former Seattle Seahawks player Marcus Trufant. The all-pro cornerback hung up his cleats following a stellar, 10-year career and decided, after extensive research, to invest in self storage and partner with Extra Space Storage.

"When I played football, I felt like I had to play with a chip on my shoulder to show everybody I belonged," he said at the time. "And now I'm bringing that attitude to self storage."

Legendary TV personality Art Linkletter was also a big part of the storage industry, even back in the 1970s when the business was just taking shape. He and partners at Linkletter Construction built as many as 70 Linkletter Storage facilities that have since been purchased. Lance Alworth, who played most of his Hall of Fame career with the San Diego Chargers, was also an early investor in self storage. After his career in football, he needed to find new investments and opened All Aboard Mini Storage in 1976 in San Diego, California. Bankrupt at the time, his friend, former San Diego Chargers player Glenn Gregory, helped him get a loan.

The investment in the man and the business paid off. Extra Space Storage purchased Alworth's 20 locations in June 2013 for \$196 million. Actor and businessman Ashton Kutcher and basketball player Carmelo Anthony invested \$10 million in the valet storage company MakeSpace and

have publicly tweeted about and promoted the business. Others prefer to remain silent partners in the industry, but names such as Flavor Flav and Oscar De La Hoya have been rumored to be invested in self storage.

If you suspect that someone famous may be renting units from you, customer/manager confidentiality goes a long way. Discretion is key, although it wouldn't hurt to let whoever's handling the transactions know that you are available personally for any special needs. Depending on their possessions, a celebrity may request access and moving at strange times. They may have their own professional movers, and their items may have very high value. They may request extra security or non-disclosure contracts or perhaps special fittings to their units for the care of their possessions. ❖

# **Celebrity Collectors**

Mum's the word on where these items are kept, but here are some things celebrities reportedly like to collect:

Loni Anderson: Snow White and Disney Memorabilia

Leonardo DiCaprio: Vintage Toys

Brad Pitt: Metal Furniture; Tiffany Lamps

Johnny Depp: Barbie Dolls

Angelina Jolie: Knives; First-Edition Books

Nicole Kidman: Coins

Demi Moore: Dolls

\_\_\_\_\_\_

Tom Hanks: Typewriters

Reese Witherspoon: Antique Linens and Embroidery

Rosie O'Donnell: Vintage Toys

George Clooney: Motorcycles

Billy Crystal: Sports Memorabilia

Elvira: Gothic and Monster Collection

Scott Hamilton: Pinball Machines

Keifer Sutherland: Gibson Guitars

Rod Stewart: Model Trains

Amanda Seyfried: Taxidermy



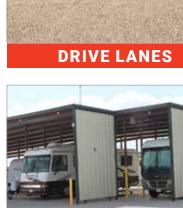
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# **Winter Wonderland**

SSA Globe checks in with the festive Forbes Storage in North Pole, Alaska.

By John Dunlap

It is literally Christmas all year long at Forbes Storage in North Pole, Alaska. Holiday lights, a Christmas tree and candy cane columns greet customers even in mid-summer, and a spirit of giving is always in place.

Rather than shy away from the obvious Christmas connection (the facility is even located on Saint Nicholas Drive), facility manager Olivia Otis and administrative assistant Sharon Beeman embrace it.

Nonetheless, as one might imagine, the Santa Effect reaches critical mass at this time of the year and North

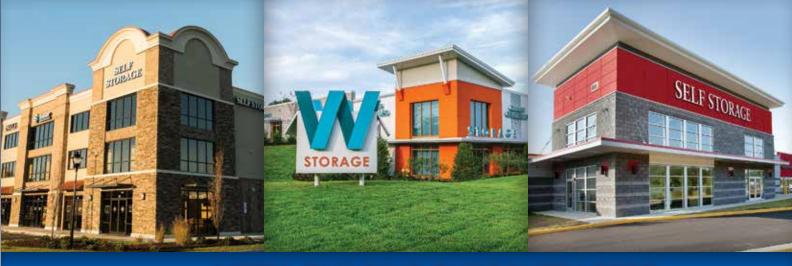
Above: There have been a lot of changes at Forbes Self Storage since this 2009 photo, but the one constant is that it's always starting to feel a lot like Christmas. Photos by Forbes Self Storage

Pole—actually located about 15 miles from Fairbanks and a very long dogsled ride from the actual North Pole—becomes a hub of Christmas-oriented events.

Forbes Storage does its part by using office space in support of Letters to Santa, a non-profit organization formed by the Otis family that answers children's letters to Santa that arrive at the North Pole post office from around the world.

During the holiday season, Forbes Storage puts up a table and offers a \$10 credit to tenants who bring in cans of food or dry goods in support of the local food bank. It also is a drop off for Santa's Helpers, a group that collects toys for children for Christmas.

See Forbes, page 42



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Forbes, from page 40

Forbes Storage has been in existence in North Pole since 1990, but its current ownership goes back to 2001 when Howard "Buzz" Otis and his wife, Renee, purchased the facility. Sadly, in May 2017, Buzz died in a small-plane crash and Renee now solely owns the business. Olivia Otis is the daughter-in-law of Renee and manages the facility.

Nine years ago, *SSA Globe* did a piece about Forbes Storage and much has changed, mainly thanks to growth. There is the main complex, which now houses 540 units, 193 of which are climate-controlled. An annex located six miles away and closer to Fairbanks opened with three buildings in 2009 and is now up to five, thanks to building expansions in 2011 and 2016. The annex now has 178 units.

Located between two military bases, Forbes Storage gets its fair share of military business.

"With the two military bases nearby, we encounter people from all over," said Beeman. "The moving companies in our area that deal with moving military families are exceptional. They take great care with people's belongings. We are very proud to have these associations.

"The local people that need storage come to us, not just because we are the only ones in North Pole, but because of our reputation," Beeman added. "We have several tenants that have been with us since the early 1990s. Locals from Fairbanks will come here to rent a unit instead of using facilities in their own town."

#### **A Dream Come True**

Then, of course, there is the Christmas season, which also has grown in importance over the years at Forbes Storage. For Olivia Otis, it all is a bit of a dream come true.

"I was living in Minnesota when I met Ben (Renee and Buzz's oldest son), who would become my husband," Olivia said. "At first I didn't believe him when he told me he was from North Pole. But when I came up here, I fell in love with it. I already loved Christmas and winter, so the transition to North Pole came fairly easily to me."

Olivia started working at Forbes Storage as a fill-in in 2011 and became the full-time manager in 2013. At first it was not something she envisioned doing for long, but the business grew on her. She particularly enjoys getting to know the tenants and working to make sure they are happy.

"I love our tenants," she said. "We build a lot of relationships with them and get to know all about them and their lives. I've learned to have a good listening ear. People skills are so important in this industry."

As for the buildup to the Christmas season, it starts in October with planning the numerous special events that Forbes Storage is a part of. That includes a big food drive for Thanksgiving and another food drive for Christmas. Then there is a drive to gather toys, books and stuffed animals for needy children. Around Thanksgiving, Forbes puts up more Christmas decorations.

Another major winter endeavor conducted by Forbes Storage is the North Pole Dog Sled Championships, of

See Forbes, page 44



Forbes Self Storage is always in a festive and giving mood, especially when it comes to helping needy kids in the community.



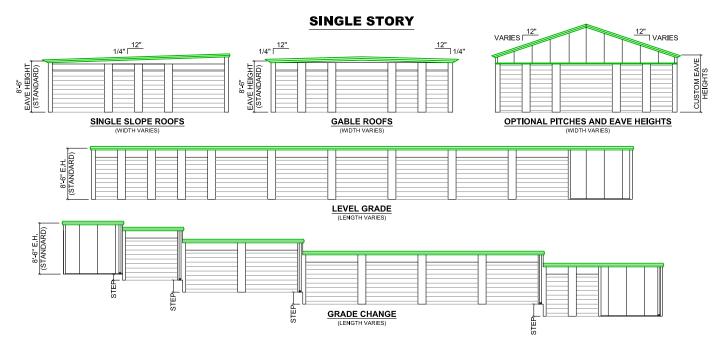




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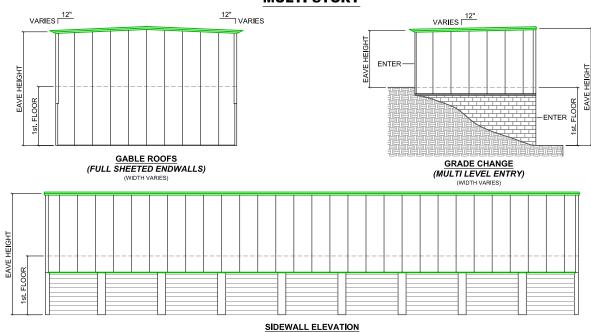
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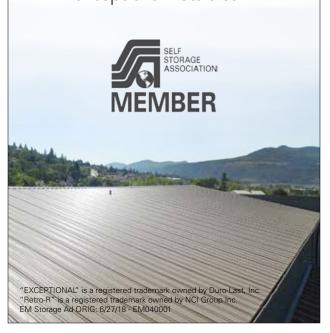


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which Buzz Otis was a founder. Ben Otis has stepped up and taken a leading role in supporting the races.

#### **Letters to Santa**

A great deal of attention is given to the time-consuming but very rewarding Letters to Santa program, which is conducted in the office space at Forbes Storage.

"One of our storage tenants started the business of answering letters to Santa in 1959," said Olivia. "He charged people to do it, but when he passed away we started our own non-profit organization to handle it. In many cases, we use form letters and we add personal touches for each child, but in some of the more heartbreaking cases we write entire letters ourselves."

Many of the letters only have the address "Santa, North Pole," and some don't even have stamps, but they make their way to Letters to Santa nonetheless. Olivia and Sharon gather North Pole residents to come help with answering the letters and turn it into a community event.

Letters to Santa annually receives and answers 17,000 to 20,000 letters each year. A special charity auction is held annually to raise money, primarily to pay for the numerous stamps needed to get the letters back to the kids.

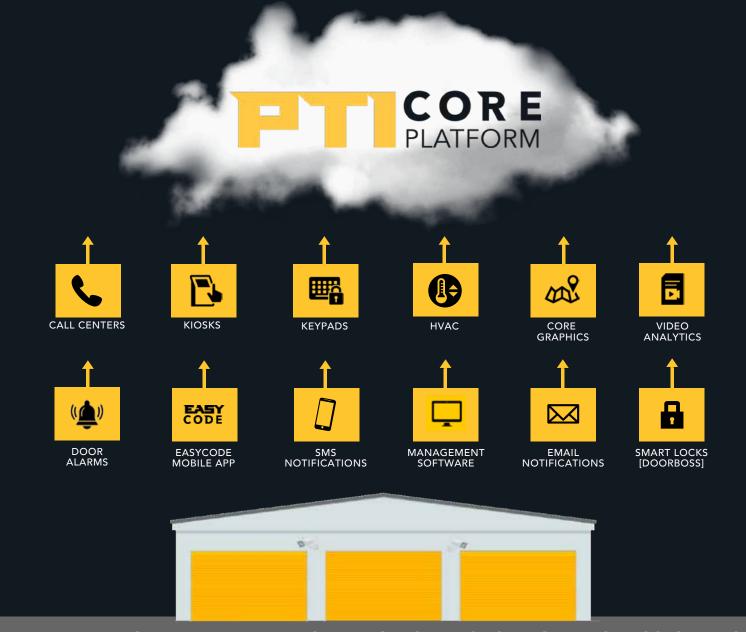
As for Santa himself, he and his wife, Mrs. Claus, are just down the road a mile or so at the Santa Claus House.

Such is life at Forbes Storage, where the Otis family has happily bought into the entire spirit of Christmas. It is a place of Northern Lights, Christmas lights and magic. It is a growing self storage business. Its doors stay open unless the temperature gets to 30 below zero. And nobody would have it any other way.



Olivia Otis (left), manager of Forbes Storage, and administrative assistant Sharon Beeman.

# CORE SMART FACILITY PLATFORM CONNECTED FACILITY



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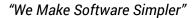
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# Two of the top lawyers in the self storage industry are here to answer your questions

The Self Storage Association is pleased to provide SSA members exclusive access to the legal hotline services of the Self Storage Legal Network (SSLN).

The SSLN is available only to SSA members and is one of the best sources available for obtaining industry related legal information.

Attorneys D. Carlos Kaslow and Scott Zucker, whose combined experience in the self storage industry exceeds 50 years, operate the SSLN.

Kaslow co-wrote the authoritative book on drafting self storage agreements SSA's Rental Agreement Handbook and Zucker authored Legal Topics in Self Storage. They understand the self storage business and believe there is a better way to provide you with quick access to the specialized legal information you need.

Find out more and join at selfstorage.org





# **QUESTIONS**





# for the Self Storage Legal Network

Each month SSLN partners Carlos Kaslow and Scott Zucker will select a question from a SSLN subscriber on an important self storage legal issue and provide their best advice on dealing with the problem.

**Question:** We conduct our auctions online. Due to inclement weather (and a possible evacuation order), we have decided to close our offices. The day that we will be closed, we have an online auction scheduled to finish. Since our offices will be closed, any tenant scheduled for the auction will not have a way to pay before the auction closes. Should the lien sale be canceled?

**Answer:** If this were an in-person auction, you would simply postpone the auction until the weather and the condition of your facility permitted you to resume normal business operations. Commonly, a snow storm or even cold weather can require an in-person lien sale to be canceled. But online auctions are intended to be different. Online auctions are generally not supposed to be affected by the weather.

Theoretically, the lien sale could be held because the coming storm does not directly affect the website hosting the sale or the ability of bidders to view and bid on the posted units. Poor conditions would not require the cancellation of an online lien sale. Although the potential bidding audience may be stuck indoors, they can still bid on the spaces offered from the comfort of their home. Once the storm passes, the high bidder can pay for the items and pick up the contents of the space.

However, your question is an interesting one. Based upon the weather, should a lien sale be canceled because the affected tenant may otherwise not be able to physically reach the facility to pay prior to the sale? The answer would likely depend on the status of your phone system, email and the auction system itself.

If a tenant was attempting to pay in advance of the sale, even in bad weather the tenant should be able to contact you about their intent to pay to stop the sale, again depending on the condition of your phone system and email. If the tenant doesn't contact you, it does not seem necessary to stop an online auction based on the weather.

Even more so, if your facility has online payment capacity, that concern would fade away as well.

You also mention a possible evacuation order such as a community might see with a pending hurricane. Clearly, a hurricane is an area-wide event that can affect your sale. Assuming that most bidders are within 50 or even 75 miles of the facility, a mandatory evacuation can affect the sale. Individuals who may be bidders at your sale may also be subject to an evacuation order. This may influence the size of your audience of bidders.

It is also possible that your facility and even the property in the storage unit could be damaged by the coming storm. Given that such a storm has the potential of influencing the number of potential bidders and the property being offered, certainly you may want to postpone a lien sale under those conditions.

Once the storm passes and you are back in business, you can reschedule the sale. The sale should only be rescheduled when the facility is safe for the public to enter the facility. Also, you should inspect the storage unit just to make sure that the property scheduled for sale has not changed. If there are changes, the contents in the space should be photographed again and those pictures used for the sale.

Again, one of the main advantages of online sales is that they are not affected by normal weather events that can have a chilling effect on in-person auctions. Heavy rain can reduce turnout for an in-person auction but has no impact when the lien sale is conducted online. While online lien sales are less susceptible to cancellation than the in-person sale, there will be times when owners should cancel the online sale.

Whenever the event would prevent the tenant from reclaiming their property, can influence the number of bidders, or would significantly delay the ability of the high bidder to take possession of the property, the owner should seriously consider postponing an online lien sale. ❖



SSA's 33rd ANNUAL

# EXECUTIVE SKI WORKSHOP

JANUARY 14-17, 2019

THE WESTIN SNOWMASS RESORT SNOWMASS VILLAGE, CO



Our 2019 Ski Workshop Sponsors



















For first-class industry education, SSA provides the best opportunities. And when it is time for great skiing or boarding, Snowmass is the place to be.

You'll hear about advanced operations, industry updates, legal tips, financial insights, and personal development. Join your fellow self storage professionals for several days of industry education, great networking, and a terrific opportunity to ski, enjoy the scenery, and relax. SSA invites you to participate in this annual workshop. Our program provides a terrific blend of topics. There is something for everyone and plenty of opportunity to talk with and learn from your industry peers.

#### WHO SHOULD ATTEND?

SSA's Executive Ski Workshop is geared to self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today. For over 30 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound with not only our speakers, but with other workshop participants as well. And, of course, if you ski or board...that's a great bonus!



#### SNOWMASS VILLAGE, COLORADO

Nestled in the Rocky Mountains, just 9 miles from Aspen, Snowmass puts nature at your doorstep with impeccable skiing and snowboarding. Tucked into the mountain among breathtaking peaks, you'll find a vibrant town brimming with restaurants ranging from relaxed to refined, and shops to outfit every adventure. The new Snowmass Base Village, open in late 2018, adds to the fun with a 5-story climbing wall, skating rink and more.

Snowmass is the second-largest ski area in Colorado, consistently ranked among the best in North America. Known for its wide-open groomers and top-notch ski school, Snowmass also offers over 1,000 acres of double-black diamond terrain, plus three terrain parks with 80+ features from beginner boxes to a 22-foot

Superpipe. With an average of two skiers per acre, your time in Snowmass is spent making turns instead of waiting for yours. Plus, your lift ticket grants access to all four Aspen Snowmass mountains - Snowmass, Aspen, Highlands and Buttermilk.

Your options on a winter day in Snowmass extend far beyond corduroy and powder. Take your group snow tubing, ice skating, or for a ride on the new alpine coaster. Get out into nature on a dogsled, snowshoes or cross-country skis. Or unwind with a spa treatment, pop into neighboring Aspen for the day, or simply curl up by a fire and watch the snow fall.



#### THE WESTIN SNOWMASS RESORT

Enjoy ski-in, ski-out access and the village's charms from the comfort of The Westin Snowmass Resort. Thoughtful amenities, mountainside accommodations and a picturesque location in the heart of Snowmass Village combine for brilliant results at The Westin Snowmass Resort. Ideally positioned for adventure-seekers, our hotel places guests moments from Snowmass Village's wealth of activities, there are no

shortage of ways to experience this charming Alpine destination. The Westin is currently sold out. Additional lodging options can be found at **selfstorage.org**.

#### WHAT IF I DON'T SKI?

If you don't ski or board (and there are quite a few attendees who don't), no worries! The hotel concierge can give you a long list of activities to keep you busy, if that's your desire. Snowmass is home to a vast array of world class restaurants and shops located throughout the town. In addition, you can partake in Snowmobiling, Spa visits, and plenty of Après Ski. Will you be able to fit it all in? We challenge you to try!

# PROGRAM OUTLINE (Subject to Modification)

#### **MONDAY, JANUARY 14**

#### **5 pm** Welcome Reception

Plenty of networking, food, and beverages. Pick up your registration packet and mingle with colleagues.

## **TUESDAY, JANUARY 15**

#### 6:30a Yoga and Stress Reduction

Relax, release stress, and energize yourself in this popular Ski Workshop activity. Registered quests are also welcome.

#### 7:30a Hot Breakfast Buffet

If you arrived too late for the reception, you may pick up your workshop materials this morning at breakfast.

#### 8:30a Introductions and SSA News

#### 8:45a Keynote Address

Ken Woolley, Extra Space Storage

#### 9:30a Panel Session: Secrets to Successful Revenue Management

A panel of operators will answer questions about the best rate management strategies, what's worked, what hasn't and what you can do to make sure you are staying on top of your game.

#### 10:00a Skiing and Leisure Activities

Ski or snowboard with your SSA friends. Check with the hotel concierge for suggestions on other activities, or spend some time networking with non-skiers, or relaxing in the spa!

#### 5:30p Cocktail Reception

Celebrate this great event! Spend some time with other attendees before heading out to dinner.

# **WEDNESDAY, JANUARY 16**

#### 6:30a Yoga and Stress Reduction

Another great session to start your day on a positive note!

#### 7:30a Hot Breakfast Buffet

#### 8:30a Roundtables

Always a popular segment of our Ski Workshop, industry experts will lead the discussions. We'll have several "turns" that allow you to table-hop to different topics.

# 9:30a Self Storage Economic Outlook

Christopher Lee, PhD, CEL Associates

#### 10:30a Skiing and Leisure Activities

By popular demand: The rest of the day is open for attendees to hit the slopes, practice for the big race, shop, go snowmobiling, or just relax in the Spa before heading out to dinner.

#### 1:30p The Dual Slalom Race

All registered guests and workshop attendees are welcome! Boarders and skiers alike will vie for medals in this annual event (subject to conditions on the race course).

#### **THURSDAY, JANUARY 17**

6:30a	Yoga and	Stress	Reduction

Another great session to start your day on a positive note!

#### 7:30a Hot Breakfast Buffet

#### 8:30a Your Legal Rights in a Review Driven World

**Carlos Kaslow**, Self Storage Legal Network and **Scott Zucker**, Weissmann Zucker Euster Morochnik & Garber, P.C. and Self Storage Legal Network

Today, an unhappy customer now has a loud megaphone (social media) to voice their unhappiness about an owner's response to a storage problem. A bad online review can be more damaging to a business than a small claims lawsuit. Navigating this new environment is challenging and operators need to adapt.

#### 9:30a The Future of Google and What It Means for Self Storage

Luke Garske, Google

#### 10:30a Skiing and Leisure Activities

5:15p Closing Speaker

#### 6:30p Closing Reception and Dinner

Lots of fun and some more great networking!

This special event is included in your registration fee.

#### **OPENING NIGHT RECEPTION**

Our opening reception on Monday (January 14) will be an excellent opportunity to meet and greet your industry friends. We'll have plenty of food and libation for all registrants! Pick up your registration materials and "talk business," or plan your extra-curricular activities with new and veteran workshop attendees. Whether you've spent the day in transit or on the slopes, you'll find this to be a fun and relaxing atmosphere.

#### YOGA FOR EVERYONE

These early morning sessions continue to be popular with our workshop participants. Our instructor conducts the classes so that "yogis" of all levels will benefit. You'll come away energized, limber, and stress free...and with a new sense of appreciation for all of the muscles you re-discovered on the slopes.

#### DISCOUNTED LIFT TICKETS

We have arranged for a group discount for both lift tickets and equipment rentals. More information will be sent to workshop registrants as we get closer to the event.

#### **INFORMAL ATMOSPHERE**

Previous attendees tell us they love the informal nature of the Ski Workshop. Networking is easier, packing is certainly less of a hassle, and it's nice to get away from business attire. As you plan your trip, pack jeans, khakis, turtlenecks, sweaters, hiking shoes and boots. Leave the suits, ties, and cocktail attire at home...even the Closing Night Banquet is casual.

#### **CLOSING NIGHT RECEPTION & DINNER**

Thursday evening will be a great close to our Ski Workshop and our closing banquet is included in your registration fee. If you are with friends who would like to join us, but are not registered for the Workshop, you may purchase additional tickets for them under the "Guest Registration" category.

# **SKI 2019 REGISTRATION INFORMATION**

To register, complete this page and mail or fax to SSA with payment. Please PRINT LEGIBLY or type!

Company:Yes No S		)
Address:		
		Fax: ( )
Number of facilities own/operate:		Net rentable square feet:
FIRST REGISTRANT from Company:		GUESTS/SPOUSES (those who are not First or Additional Reps)
Name:		Name:
Badge Name:		Badge Name:
Ed		Adult \$ Child \$
Title:		For additional "Guest Registrants," please copy this form.
E-mail:	_ \$	TOTAL FEES ENCLOSED \$
SECOND REGISTRANT from Company:  Name:		<b>PAYMENT:</b> Registration will not be processed without payment. Send a check payable to SSA in US funds, or provide credit card information as follows:
Badge Name:		☐ Visa ☐ MasterCard ☐ AmEx
Fitle:		Card #:
E-mail:	_ \$	Exp. Date: Billing Zip Code:
THIRD REGISTRANT from Company:		Cardholder (print):
Name:		Signature:
Badge Name:		RETURN REGISTRATION FORM TO: Jennifer Pettigrew, Vice President SSA Meetings Department
пис.		4189 Edinburgh Drive Cincinnati, OH 45245
E-mail:	_ \$	jpettigrew@selfstorage.org
For more "Additional Reps," please copy this form.		Or fax with credit card info to: 513-843-6944

remainder refunded. No refunds will be granted for cancellations received after January 4, 2019.

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or jpettigrew@selfstorage.org.

#### **FEES**

#### **ENTIRE WORKSHOP**

Fees include workshop materials, breakfast buffets, refreshments, receptions, yoga, the Dual Slalom Ski Challenge, and the Closing Banquet.

	By 12/21	After 12/21
SSA Members	\$675	\$775
Additional Representative/Member	\$575	\$675
SSA Vendor Members*	\$1300	\$1500
Non-Members	\$1000	\$1000
Additional Representative/Non-Member	\$850	\$850

#### **GUESTS / SPOUSES**

Fees include receptions, yoga, the Ski Challenge and the Closing Banquet. Does not include workshop sessions.

	Dy 12/21	Aiter 12/2
Adult	\$350	\$375
Children (under 18)	\$100	\$125

<sup>\*</sup> All Vendors must be SSA members to register; non-member vendor registrations are not accepted. Only owners/operators may register in the non-member category.



# THANK YOU TO OUR 2019 SKI WORKSHOP SPONSORS























# THE WESTIN SNOWMASS RESORT SNOWMASS VILLAGE, CO

**Airlines:** The Aspen-Pitkin County Airport (ASE) is located 7 miles (15 minutes) from the hotel and offers daily non-stop flights from major U.S. hubs; Eagle County Airport (EGE) is located 90 miles from the hotel and Denver International Airport (DEN) is located 180 miles from the hotel.

Rental Cars: Rental cars are available from the airports. Please check with your preferred company for details.

**Ground Transportation/Shuttles:** The hotel offers complimentary, regularly scheduled, shuttle service from the Aspen-Pitkin County Airport. Please call (970) 923-8200 for details. If you fly into Denver or Eagle airports, discounted shuttle service rates through, Colorado Mountain Express, for our group can be scheduled by calling 970-754-7433 and mentioning the group code "STORAGE" (coloradomountainexpress.com - group code "STORAGE").

Resort Parking: Complimentary off-site parking. On-site parking fee: \$15 daily. Valet parking fee: \$25 daily.

**Luggage:** There is no hotel charge if you choose to ship your luggage directly to the hotel. However, you must ship via FedEx or UPS.

For all guests at The Westin Snowmass, the shipping address is:

Guest: NAME

The Westin Snowmass Resort Guest Name 100 Fall Lane Snowmass Village, CO 81615 970-923-8200

(FedEX or UPS only)







# 2019 Spring Conference & Trade Show





# **HIRING?**

Let eTest help you make fast and accurate hiring decisions.

# **NOT HIRING?**

Coach your employees to be even more effective in their jobs. Use eTest to provide your staff feedback on strengths and developmental targets.



#### Our new eTest website is now live!

We are excited to announce that the eTest website has been renovated and upgraded. You'll see the new design on the site and in the reports; however, the original test items and report content remains the same.

To streamline the process, tests are now scored directly on the website. In addition, users experience greater functionality and capabilities.

Our mission remains the same: to provide cost effective self storage job analysis, selection methods and validation to help our members make informed, efficient, defensible and affordable hiring decisions and to to help current employees grow and reach their potential on the job.

# Here are just a few of our new features & benefits...

- Users can retrieve forgotten client code and password via email.
- ➤ Users who administer remote tests can receive automatic reminders of expiration dates; change an incorrect candidate email address and resend instruction email to the candidate; and change the test expiration date and resend instruction email to the candidate, even after the test has expired.
- Users have easier access to test results: results can be accessed either from a link in an email or from the Client Portal on the website. Past results can be retrieved from the Client Portal on the website.
- Users can now to make corrections and/or changes and rescore tests for name correction, gender correction, job type correction or addition and report type correction.
- ➤ New optional "Add-On" Coaching Report

We appreciate your business and we will continue to develop and expand eTest to meet the needs of our members.

Thanks for using eTest.

DESIGNED SPECIFICALLY FOR THE SELF STORAGE INDUSTRY BY SELF STORAGE PROFESSIONALS.



"We believe in building a self storage community where people work with trusted experts that can help them to be as successful as possible.

The SSA has done a tremendous job building this community and giving us the opportunity to be a resource for those looking to get into the industry, and we look forward to the years to come."

Terry Campbell



#### **MEMBERSHIP**

SSA is the only not-for-profit trade organization representing approximately facilitate training and development, provide pertinent education resources,





# **Alabama**

#### ALABAMASSA.ORG

Greetings from all of us on the board of directors of the Alabama Self Storage Association.

If you have any questions about membership or the renewal process, please visit our website and contact any of the members of the board of directors.

As we continue to grow as an organization we would like to remind everyone that we covet your input. If you do have any comments, ideas, or suggestions please send them to Brent Fields at williambrentfields@gmail.com. Your suggestions and comments will go directly to the association board of directors for consideration.

If you have not joined the Alabama Self Storage Association, we want you as a member of our team. Join today and take advantage of all of the wonderful benefits for all of our members. For more information contact us through our website, or contact Brent Fields at 205-281-9268 or williambrentfields@gmail.com.

## **Arizona**

#### **AZSELFSTORAGE.ORG**

Let's face it. We live in a different world. Today's consumer has different expectations. In addition to providing excellent service, at a fair price, in a place that looks and feels good, they want you to benefit society to earn their business. It's a "reputational imperative."

Instead of being aggravated by "yet another thing to do," embrace it: Make connecting to your customers' causes part of your marketing plan, like "The Hat Lady" Anne Ballard always tell us. It's called cause marketing, and it will help you rent space!

Cut your teeth or reengage with a Charity Storage auction to support something your community cares about this holiday season: Toys for Tots, Project Angel Tree, a homeless shelter, crisis pregnancy center, or community clothing bank.

Become your customers' champion by championing their cause—that's what cause marketing is. You will build a loyal customer base that stores with you and refers you with confidence. Our business still relies heavily on referrals, now known as reviews.

In today's online marketplace, where customers don't buy from you until they find, like and trust you, they go online to follow their causes—and to find storage. So, be found by promoting your support of their causes! It helps them gain attention, funds and solutions to problems that keep them up nights, which go beyond where to store their stuff.

Cause marketing is a good thing for our business. We are local, focused on the three-to-five mile market. That's what makes you or breaks you. So, choose something important to the people within three-to-five miles.

Here's an example from my sons' elementary school and Cub Scout years. Our community rallied around a family whose seven-year-old daughter was diagnosed with brain cancer. It was horrible, and we couldn't stand by just exchanging platitudes. We formed a 501(c)(3) nonprofit and raised funds to help this family. It took off like a rocket, with local businesses donating profits, having silent auctions—you name it. Years later, we still proudly support these businesses. It built brand loyalty. This is perfect for your facility.

Charity Storage co-founder Barry Hoeven understood this. He came alongside anyone in need with compassion and generosity. This is the kind of thing that will make your facility stand head and shoulders above your competition.

Contact us (AZSA@AZSelfStorage. org, 602-374-7184, or on our website) to get started, and please join us for AZSA's Holiday Parties in Phoenix and Tucson.

# **Arkansas**

#### ARSSA.ORG

Our state convention in August was a great success! Your expo committee

See Across, page 60



Alabama
Arizona
Arkansas
California
Colorado
Connecticut

Florida Georgia

ld aho

Illinois

Indiana Iowa

Kansas

Kentucky

Louisiana

Maine

Maryland

Massachusetts

Michigan

Minnesota

Mississippi

Montana

Nebraska Nevada

New Hampshire

**New Jersey** 

**New Mexico** 

New York

**North Carolina** 

**North Dakota** 

**Ohio** 

**Oklahoma** 

Oregon

Pennsylvania

**South Carolina** 

Tennessee

Utah

Vermont

Virginia

**Washington State** 

Wisconsin

SSA Asia

SSA of Australasia

**Brazilian Self Storage Group** 

Canadian SSA

Federation of European Self Storage Associations

Japan SSA

Rental Storage Assoc. of Japan Latin America SSA

Mexico SSA

Across, from page 59

worked hard coordinating and planning. We hope that this convention was valuable to you, and was so packed with information, education and opportunities that you were blown away.

Attorney Scott Zucker, Anne Ballard (The Hat Lady), Jason Van Goor of the FBI, Major Mark Hollingsworth of the Arkansas State Police, and Brian Byrd of Landvest Corporation, presented information important to managers and owners on topics from industry trends and sales to management and safety.

As always, we appreciate your support!

# **California**

#### CALIFORNIASELFSTORAGE.ORG

CSSA is on the move! We have had a busy several months—and brought on board new Executive Director Ross Hutchings, CAE. In addition, the association office will be headquartering out of the Sacramento region, in part to be close to the capitol and legislature, ensuring we keep self storage the viable business it is today. However, Hutchings will travel throughout the state attending meetings, visiting with members and conducting business. He has already been to San Diego, Southern California (Orange County & LA), Central Valley, San Francisco Bay area, Sacramento/Central California and Northern California.

CSSA just completed two successful "Best Practices" Education Series training courses in the East Bay area and Central California. These half-day seminars covered LEGALities of Self Storage by attorney Jeff Greenberger, and Tough Stuff disaster avoidance by Sue Haviland. Owners and operators discussed the latest legal issues and operational best practices.

The CSSA board is preparing for 2019 with its upcoming strategic planning session to be held next month in Long Beach. In addition, CSSA

is nearly finished with the program for its upcoming Napa Self Storage Owner's Conference, to be held May 8–9, 2019, at the Silverado Country Club in Napa. The redesigned format will include a charity golf tournament, wine tasting, two receptions, small owners' session, plenaries and panels discussing the latest in technology and operations. This will be open to everyone, so be looking for further information.

As if that were not enough, CSSA is embarking on a complete database change and new website construction in an effort to be more user-friendly, carry complete information and provide a platform for members to network. We look forward to these internal infrastructure changes.

# **Colorado**

#### COLORADOSSA.COM

A successful meeting was held on October 11 and we can say "it's a wrap" for the meetings this year. Once again, we had great attendance, great support from our sponsors and vendors, and exceptional discussions and presentations from our speakers.

In just a few days, we'll be saying "it's a wrap" to another year gone by and welcome to 2019!

Plans are already underway for COSSA's Meeting and Trade Show in May. Save the date: Friday, May 17, at the Hilton Denver Inverness in Englewood!

For more information about the Colorado Self Storage Association, visit our website, or contact Maggie at admin@coloradossa.com or 303-350-0070.

# **Connecticut**

Please see the report for the Northeast Self Storage Association.

# **Florida**

#### ELODIDASSA ODG

Visit the new FSSA website to keep up with all of the latest industry news.

Our user-friendly website will keep you in the loop on subjects such as legislative matters and upcoming events. The 2019 renewal season is approaching. It is very simple for current members to pay your dues through our website. In addition, joining the FSSA and purchasing an FSSA rental agreement and/or boat/RV lease is as easy as going to our website. If you need any assistance or have any questions, call the office at 703-575-8000 ext. 122 or email jlarose@selfstorage.org.

# Georgia

GASSA.ORG

The Georgia Self Storage Association (GASSA) continues to meet twice more this year, details follow. We are also excited for the new year and thrilled to bring members more educational and informative events and resources.

Earlier this year, GASSA launched a series of special seminars and regional educational meetings in addition to its six meetings in Atlanta. In 2018, GASSA continued this initiative and we have had great success, with participation in six cities across Georgia, getting to know more about industry members and providing helpful market updates and education. Cities included: Augusta, Columbus, Dalton, Gainesville and Macon. Let us know if you have a city to which you would like us to bring education and updates in 2019!

In November, we had an excellent educational luncheon in Columbus featuring a panel of self storage experts. Attendees really enjoyed the content that was presented by the panelists! We are looking forward to our last Atlanta luncheon on December 11, featuring Self Storage Synergy as the topic, with Bob Wesson of U-Haul as our speaker. Atlanta luncheons are 11:30 a.m. to 2:00 p.m. at The Georgian Club, 100 Galleria Parkway, Suite 1700, Atlanta (members: \$30; nonmembers: \$35). We hope you will join us!

As always, members and nonmembers are welcome to attend any of our events. Visit our website to register. If you are interested in joining the association, you can sign up now for the remainder of 2018 *plus* all of 2019 for only \$300. Join the GASSA today by visiting the "membership" page of our website. To inquire about GASSA membership or an event, contact Carly Byrd, program coordinator, at cbyrd@asginfo.net or 678-764-2006. Follow us on Facebook, Twitter and LinkedIn!

# Idaho

SSAIDAHO.ORG

Happy holidays, IDSSA members!

We are in the midst of the 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

Call for Motivated IDSSA Advisory Board Members: If you are interested in becoming a member of IDSSA's advisory board, please contact IDSSAExecDir@selfstorage.org with information about yourself as well as any facilities you own and operate. Joining the advisory board is a great opportunity to get more involved in your state's association.

Our website is a resource that will give you updates on what is going on in the industry. Prospective members, vendors and management firms can join on the website, and current members can pay their membership dues there and access member benefits. Our website is user friendly and includes lien law information, the latest news and resources in Idaho, and new advocacy updates.

Membership in the IDSSA has many benefits, such as networking, legislative advocacy, monthly subscription to the *SSA Globe* magazine, access to health insurance, the latest data and research, webinars, quarterly IDSSA newsletter, discounts to national conferences and the IDSSA annual meeting, access to the Self

Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more. To become a member, please sign up online under the membership tab of our website.

# Illinois

**ILSELFSTORAGE.ORG** 

Greetings to our ILSSA members! We hope you are enjoying your December.

Membership in the IL-SSA has many benefits! Take advantage of them by joining today. Benefits include the exclusive opportunity to order a state-specific Illinois standard rental agreement, networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly IL-SSA newsletter discounts to national conferences and IL-SSA conferences, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more. To become a member, please sign up online under the membership tab of our website.

We are in the midst of the 2019 renewal season. It is very simple for current members to pay your dues through our website if you still need to. Additional website features include news updates, legislative advocacy section, FAQ page, Illinois lien law, event registration, online store and more. Check it out today!

For members who need to update lease agreements, the IL-SSA has an Illinois standard rental agreement available for \$295, which is available to IL-SSA members only. Please contact ILSSAExecDir@selfstorage. org for more information and to order your copy. You can also find more information about the lease on our website by visiting the news/resources tab.

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# **Indiana**

#### SSAINDIANA.ORG

Greetings, INSSA members and potential members! We hope the beginning of your winter is going well.

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website or call 703-575-8000.

The INSSA's legislative work in the state is a great reason to join and stay in the know about legal and legislative matters in your state. Jefferson Shreve, Storage Express, said, "By coming together as a state association—and working in tandem with the resources and expertise of the SSA—our members have really moved the legislative football down the field these past few years. We've added a lot of value for our Indiana owner/operators!"

Membership in the INSSA has its benefits. In addition to networking, legislative advocacy, members of the INSSA will receive benefits such as legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly INSSA newsletter, discounts to national conferences and INSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more! To become a member, please sign up online under the membership tab of our website.

New members of the INSSA will receive a copy of the *Indiana Self Storage Lien Law Annotated* book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

#### **Kansas**

#### KSSOA.ORG

Visit our new website, as it continues to be improved. The Kansas Self Storage Owners Association's mission is to provide value and potential for growth by working together in our regional trade organization. Be sure to take a moment to consider the many (and ever-increasing) services to the storage industry that your trade association offers. None of us is as strong alone as we are collectively.

"KSSOA strives to provide a high return on members' dues investment on all of its member benefits," said KSSOA President Larry Goldman. "Thanks to our legislative success back in 2012, KSSOA members have continued to benefit from lower postage costs, lower public notice costs, and other critical issues."

For new members, please visit our website, or call Shawn Herrick at 785-286-1110. Our address is KSSOA, 7321 NW Rochester Road, Topeka, Kansas 66617.

# **Kentucky**

#### KYSSA.ORO

Happy holiday season, members of the KYSSA!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

There are many benefits to becoming a member of the KYSSA. As a new member, you will receive a copy of the *Kentucky Self Storage Lien Law Annotated* book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

By becoming a member of the KYSSA you will receive benefits such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly KYSSA newsletter, discounts to national conferences and the KYSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more. To become a member, please sign up online under the membership tab of our website.

# Louisiana

#### SSALA.ORG

As the winter season approaches and things slow down, it is a great time to review your properties and see what improvements can be worked into the 2019 budget. Curb appeal, working doors and gates, manager raises—all aspects of our operations that deserve a thorough review. It is important to step into the shoes of your tenants (and potential tenants) and see your facility as they do, including how your staff is perceived.

The SSALA board of directors met November 8. Those interested in serving on the board are encouraged to contact Executive Director Wanda Cox (225-955-0015) to learn more on how they can help shape our industry in the great state of Louisiana.

# **Maine**

#### MAINESSA.COM

The Maine Self Storage Association's 2019 Conference will be held April 11–12, and will feature the one, the only, attorney Scott Zucker, of Weissmann, Zucker, Euster, Morochnik, & Garber and the Self Storage Legal Network.

As always, we welcome input from our members on any topics they would like to hear about or venues they recommend for future meetings.

We are always looking to help new members improve their business and increase their bottom line, and there is no better time than now to join.

See Across, page 64

# SSA Health Insurance Marketplace

**Expanded Coverage Options** for Self-Storage Professionals

#### More choice and improved benefits for SSA members!

The Self Storage Association has partnered with MiniCo Insurance Agency to offer an expanded range of health insurance coverage options.

#### The SSA Health Insurance Marketplace

is a private healthcare exchange that includes a variety of programs to meet a wide range of insurance needs.

SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors.

Deductible Supplement NEW
 Manage increased out-of-pocket exposure with supplemental cash benefits for accident and sickness; benefits are paid regardless of other insurance

Major Medical
 High-deductible, traditional major medical insurance

CoreHealth Insurance
 Guaranteed acceptance, limited indemnity medical insurance

Drug Card America
 Free pharmacy program with savings up to 55% on generics and 15% on name-brand prescriptions

CoreDental Insurance
 Coverage for dental expenses, vision, hearing and orthodontia

SMART Short Term Medical
 Temporary health insurance for people in between jobs, recent college graduates, seasonal workers and more

The SSA Health Insurance Marketplace program is a valuable incentive for employee recruitment and retention.





www.SSAInsuranceMarketplace.com / 888-226-6857

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For more details on how to become involved, please contact us through our Facebook page or website.

# **Maryland**

SSAMARYLAND.ORG

Hello, members of the MDSSA! Happy holidays!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

Membership in the MDSSA has many benefits. The MDSSA is the only trade association working for self storage owners and operators in the state of Maryland. We work hard to ensure that your business will succeed. For those who are not yet MDSSA members, you should become one today! As a new member, you will receive a copy of the *Maryland Self Storage Lien Law Annotated* book. The publication goes over the

state lien law statute by statute, with both the original lien law verbiage accompanied with exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

Membership in the MDSSA has its benefits. By becoming a member of the MDSSA you will receive benefits such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly MDSSA newsletter discounts to national conferences and MDSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more! To become a member, please sign up online under the membership tab of our website.

# **Massachusetts**

Please see the report for the Northeast Self Storage Association.

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- NEW E-Leases NowAvailable
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   Free Operations Forms

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# **Michigan**

SELFSTORAGEMICHIGAN.ORG

The Self-Storage Association of Michigan continues to support positive forward movement in our industry. We encourage you to visit our website for the latest SSAM activities.

As your only self storage industry trade association in Michigan, we continue to provide the best benefits for your membership dues. Did you know that by becoming a SSAM member you receive the benefits of legislative protection, national affiliation with SSA, Industry Insights e-newsletter, access to a full-time staff to assist with local and state government inquiries, website exposure for your company, and much, much more? Become a member of SSAM today! To get more information regarding becoming a member, please contact Scott Walsh at: swalsh@mmhrvca.org.

# **Minnesota**

MINNESOTASSA.ORG

Hello to our MNSSA members and potential members! We hope you are enjoying the holiday season.

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

On the benefits of membership, Chris Kirwan of Acorn Mini Storage said, "We are thrilled about all of the great work the Minnesota Self Storage Association has done for our industry over the past few years. From advocacy work at the state capitol on our industry's behalf to educational and training programs, the MNSSA is a great resource for all of us."

MNSSA membership has many benefits. New members receive a copy of the *Minnesota Self Storage Lien Law Annotated* book. The publication goes over the state lien law statute by statute, with both the original lien law verbiage accompanied with exclusive commentary from our Self

Storage Legal Network attorneys explaining each section.

By becoming a member of the MNSSA you will receive benefits such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly MNSSA newsletter, discounts to national conferences and MNSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more. To become a member, please sign up online under the membership tab of our website.

# **Montana**

#### MONTANASSA.ORG

Interested in joining the MTSSA board? Being a member of the MTSSA board is a great opportunity to get more involved in your state association! The advisory board is looking for owners and operators from across the state, but also specifically from the northeastern and southeastern parts of the state: Great Falls, Helena and Kalispell. Please email MTSSAExecDir@selfstorage.org with information about yourself as well as any facilities you own and operate.

The Montana membership continues to grow! Grassroots meetings are taking place across the state of Montana. The SSA and MTSSA are also working together for the self storage industry in Montana.

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

There are many benefits to joining the MTSSA. William and Kiira Bauerle of The Storage Place said, "Being active members of the Montana Self Storage Association (MTSSA) has given us multiple opportunities to network and problem solve with other facility owners in our state.

From simple things like putting security stickers on locks as a crime deterrent, to more complex issues like updating our state lien laws, being a part of the MTSSA has been invaluable. Having more members involved in the MTSSA will serve to increase the transfer of information and improve and strengthen our industry as a whole."

The MTSSA was started due to a need for a local association to support the industry. Our mission is serving the interests of our members and supporting a strong self storage industry here in Montana.

By becoming a member of the MTSSA you will receive benefits such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly MTSSA newsletter, discounts to national conferences and MTSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more! To become a member, please sign up online under the membership tab of our website.

# Nebraska

# NEBRASKASELFSTORAGEOWNER SASSOCIATION.COM

For more information about the Nebraska Self Storage Owner's Association, please visit our website.

# **Nevada**

NVSSA.ORG

As 2018 comes to a close, NVSSA would like to wish our members and everyone a wonderful holiday season and safe new year. We have had amazing growth and progress this year and are eagerly looking forward to the next. This year's SSA and ISS annual conferences in Las Vegas were an unqualified success and had amazing industry support. We were thrilled to meet many people

from many different places and look forward to even more success in the coming year! 2019 is going to be an exciting year with many opportunities for the industry to grow in Nevada.

The NVSSA Legislative Committee has been working hard toward making changes to Nevada storage laws on your behalf. Our work is not complete, and we will continue to advocate on behalf of our members. NVSSA would like to extend our thanks and gratitude to the following industry partners who very generously supported our 2018 fundraising efforts: Minico, MSM, Storage Durango Blue Diamond, Easy Storage Software, Chateau Products, U-Haul, Stor-All, Janus International, Extra Self Storage, Storsmart Insurance, ISU Henkes Welsh, ABR Construction and Panther Self Storage. Your support will pave the way to vital legislative change in Nevada.

Your board of directors has been hard at work to bring you informative and relevant topics to the monthly breakfasts in Reno and Las Vegas. Our membership support has been increasing and diversifying to bring our facility owner/operators more services and products to enhance and streamline their operations. We are well on our on our way to becoming the go-to resource for self storage owner/operators in Nevada. Membership with NVSSA has never been more valuable. Our members have access to reputable vendors, expert legal counsel, pertinent industry communications, free forms, operations packet, free networking events and an indirect membership with the national SSA! Renew your membership now!

# **New Hampshire**

NHSSA.NET

Our annual Christmas party is on Tuesday, December 4, 5:30 p.m., at the Concord Country Club (22 Country Club Lane in Concord). It will be an important one, as Joe Doherty

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will join us as our guest speaker. Joe will outline the submitted bill, what changes we wish to see and the bill's journey to becoming a law. Please plan to attend the Christmas party to learn more about these pertinent updates—and we want *your* support when it's time for the hearing in February!

Proudly sponsored by: SVN C.M Neville & Associates, Inc.

# **New Jersey**

NISSA.ORG

Greetings, NJSSA members and prospective members! Happy holidays!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

There are many benefits to joining the NJSSA, one being the legislative efforts the association works on. James Coakley, former NJSSA president, discussed the advantages of partnering with the national SSA: "In partnering with the SSA the NJSSA was able to stay abreast of the legislative issues occurring in the state. The relationship between the NJSSA and SSA has also led to lien law updates as well as staying informed about any class action lawsuits occurring in the state. Overall, the NJSSA membership is very strong and the relationship between the NJSSA and SSA has been successful in keeping members informed about legal issues in the state."

The NJSSA wants to ensure that every owner, operator, manager and employee has access to the knowledge and tools available for their business to succeed. Membership is available to any owner/operator, prospective member, vendor or management firm with a facility in New Jersey.

NJSSA membership has many benefits, including networking, legisla-

tive advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly NJSSA newsletter discounts to national conferences and NJSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, online publications store and more! To become a member, please sign up online under the membership tab of our website.

# **New Mexico**

**NEWMEXICOSSA.ORG** 

Greetings, NMSSA members and potential members! We hope you are enjoying the holiday season.

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

NMSSA membership has many benefits. We encourage you to get involved with your industry by becoming a member of the NMSSA. We can serve you even better the more you communicate with us. Owners, operators and vendors who join NMSSA will begin to enjoy all the great benefits of membership right away. New members automatically receive a copy of the New Mexico Self Storage Lien Law Annotated book. The publication goes over the state lien law statute by statute, with the original lien law's verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

By becoming a member of the NMSSA you will receive benefits such as legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly NMSSA newsletter, discounts to national conferences and the NMSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an

online publications store and more! To become a member, please sign up online under the membership tab of our website.

#### **New York**

NYSELFSTORAGE.ORG

The New York Self Storage Association held it's Fall Conference in October to a capacity crowd. NYSSA will partner with SSA to present the Investment Forum on January 8 at the Union League Club in New York City. This event will bring the brightest financial professionals to share their expertise and forecasts for the year to come. Early registration is strongly encouraged. Please visit our website for more information.

# **Northeast SSA**

**NESSA.org** 

Encourage your neighboring competitors to join NeSSA! The education and guidance help provide a blueprint for success. In turn, healthy operations command higher rent rates, and as market rents increase, all facilities within also benefit. A strong state membership is also vital when it comes to legislative activity within our industry and results in a more commanding presence at the state capitol.

Joining NeSSA is as easy as going to our website. If you need any assistance or have any questions, call the office at 617-600-4481, or email clong@nessa.org or NeSSA@nessa.org.

# **North Carolina**

NCSSAONLINE.ORG

Happy holidays from the North Carolina Self Storage Association!

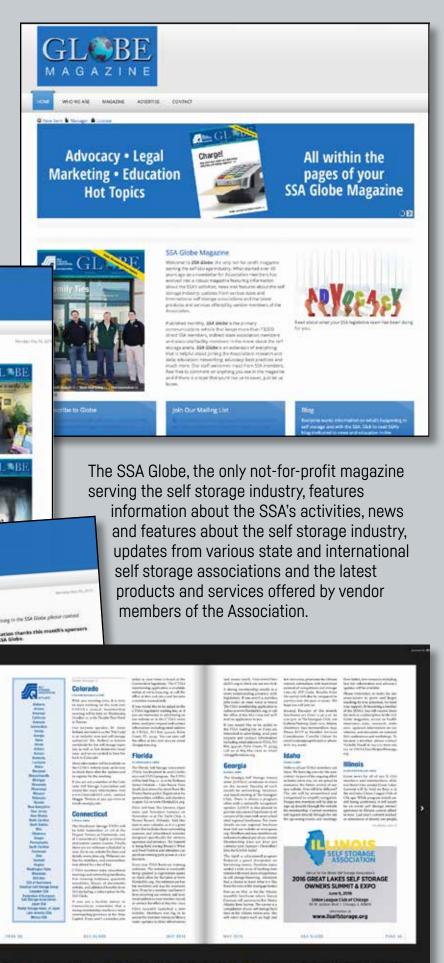
The Southeastern Self Storage Annual Convention & Trade Show presented by NCSSA was a very successful event last month at the Hotel Ballast in Wilmington.

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Read it anywhere, anytime... the new, improved, digital

# SSA Globe MAGAZINE

Available online on all your devices



ssaglobe.org

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Don't forget to renew or join the NCSSA in 2019. There is strength in numbers and joining this association is essential to the future of the self storage industry in North Carolina.

If you are a self storage owner or operator in North Carolina and have not yet joined NCSSA, we encourage you to do so. Membership in this organization can make a difference! Make your voice heard! Please email info@ncssaonline.org for more information.

# **North Dakota**

NORTHDAKOTASSA.COM

NDSSA is looking for members to become active in the self storage community. Our membership gives you many benefits that are hard to find on your own. Membership in NDSSA gets you a legally approved

lease agreement (put together by legal counsel and members, updated in 2016), a copy of all legal questions and answers put together by our legal counsel, and a North Dakota lien manual (proper step-by-step process to serve a lien legally, updated in 2016). Other benefits include associate membership in the SSA, annual conference where we discuss storage industry issues that affect owners/ managers, and access to vendors in our industry. Please visit our website for more information on becoming a member of the NDSSA or becoming a vendor/sponsor of the association.

# Ohio

OHIOSSA.ORG

Greetings, OHSSA members and happy holidays!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your

dues through our website, or call 703-575-8000.

There are many benefits to joining the Ohio SSA, one of them being the ability to get involved with other owners and operators around the state. OHSSA advisory board member Brett Hatcher stated, "Getting involved with the Ohio SSA organization has allowed me to connect with so many owners, which gives me a great platform to understand what is truly happening in the local and statewide self storage market. It also allows me to connect with the great folks at the SSA and understand the great benefits they are working hard to provide all of the owners across the state."

If you are interested in supporting your local self storage community, you should join today! Membership is available to any owner/operator or management firm with a facility in Ohio or any vendor. All new members will automatically receive a copy of the Ohio Self Storage Lien Law Annotated book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

OHSSA membership has many benefits, such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarcations store and more! To become a member, please sign up online under the membership tab of our website.

#### terly OHSSA newsletter, discounts to national conferences and the OHSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publi-

# **Oklahoma**

If you are not yet a member of the Oklahoma Self Storage Associa-

If you have delinquent tenants you need a copy of the most up-to-date **Annotated Lien Law** 

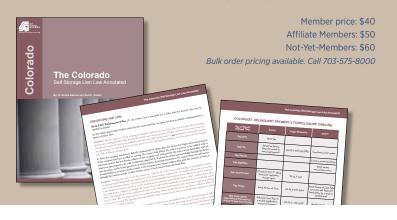
for your state!

State self storage lien laws are broken down section by section with extensive comments provided by Self Storage Legal Network attorneys D. Carlos Kaslow and Scott Zucker.

In addition, each state booklet includes a Lien Sale Timeline, Lien Sale Checklist and sample Notice of Lien letter written specifically for that state to meet its statute's requirements.

For a list of the states available and to order your copy, visit

www.selfstorage.org



tion, check us out on our website. Membership is available to any owner/operator with a facility in Oklahoma or any vendor by paying the requisite dues. For more information, please email us at oklahomassa@gmail.com, or call Jim Smith at 918-633-1572.

# **Oregon**

ORSSA.ORG

Hello, ORSSA members and potential members, and happy holidays!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

Join the ORSSA today! New members will automatically receive a copy of the *Oregon Self Storage Lien Law Annotated* book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section.

ORSSA membership has many benefits. By becoming a member of the ORSSA you will receive benefits such as networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly ORSSA newsletter, discounts to national conferences and the ORSSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store and more. To become a member, please sign up online under the membership tab of our website.

# **Pennsylvania**

PASELFSTORAGE.ORG

The Pennsylvania Self Storage Association (PASSA) has not only grown, but has also developed some key relationships with members and vendors that have helped us to make great

strides with the legislative efforts put forth by the state and national association.

PASSA has started issuing a monthly e-newsletter to all members to communicate and share more about what is going on in the self storage industry in Pennsylvania. Please share your stories, photographs, key staff to highlight, job opportunities, etc., by emailing celliott@warner-assoc.org. We are also selling ad space in our e-newsletter, so don't miss out! Contact us to get your ad in a future e-newsletter.

Interested in becoming a member or vendor member? Call Cecile Elliott at 717-903-3720 or email her at celliott@warnerassoc.org. You can also become a member directly by going to our website.

# **South Carolina**

SCSELFSTORAGE.ORG

If you are interested in attending our meetings, receiving up-to-date state information, or if you have a way to help our industry through participation, please contact us at info@scself-storage.org or at 803-814-4000.

# **Tennessee**

TNSSA.NET

Looking for free exposure for you and your company? Consider writing an article for our newsletter! Each quarter, TNSSA publishes a newsletter that is emailed out to more than 500 contacts and association members and is posted on our homepage. If you are interested in contributing articles or advertising in our quarterly newsletter, please contact Melissa Roberts at info@tnssa.net.

If you are not a TNSSA member and would like to receive the newsletter and other TNSSA announcements, you may register at our website. The newsletter will also be posted there. For more information about the Tennessee Self Storage Association, please visit our website, or contact

President Anne Williams at anne. willliams@marcusmillichap.com, or Melissa Roberts at info@tnssa.net.

# Utah

SSAUTAH.ORG

Greetings, UTSSA members and potential members. Happy holidays! We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

There are many benefits to joining the UTSSA. Jordan Cherrington said, "We find it necessary to be part of the Utah Self Storage Association for many reasons. There is a value here that is significantly overlooked. It has paid for itself quickly by participating in the meetings and reading the SSA Globe magazine. There are so many industry experts right here in Salt Lake City that are willing to give of their time and experience, to make sure that big mistakes are not made both in developing and managing. The education and networking gained from being a member is worth every penny!"

If you are not a member yet, join today! New members will automatically receive a copy of the Utah Self Storage Lien Law Annotated book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section. Other great benefits include a subscription to the SSA Globe magazine, the UTSSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Please contact us at UTSSAExecDir@selfstorage.org for information or website login support.

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# **Vermont**

SSAVT.ORG

Greetings, VTSSA members and happy holidays!

We are in the midst of the 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

Become a member of the VTSSA today! All new members automatically receive a copy of the Vermont Self Storage Lien Law Annotated book. The publication goes over the state lien law statute by statute, with the original lien law verbiage accompanied by exclusive commentary from our Self Storage Legal Network attorneys explaining each section. Membership also includes a subscription to the SSA Globe, the VTSSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information.

Membership in VTSSA is available to any owner/operator with a facility in Vermont or any vendor by paying the requisite dues. Please contact us at VTSSAExecDir@selfstorage.org with any inquiries about the association or membership.

Collections

& Lien Sale

Carlos Kaslow, Esq. Scott Zucker, Esq.

# **Virginia**

VIRGINIASSA.ORG

Greetings to our VASSA members, and we hope you are enjoying the holiday season!

We are in the midst of our 2019 renewal season. It is very simple for current members to pay your dues through our website, or call 703-575-8000.

There are many benefits to joining the VASSA. Heather Summers said, "I have been a member of the Virginia SSA for many years now and have found the VASSA website to be a great resource. The website offers advocacy updates, research and data content, lien law info and quarterly newsletters. The annual meeting provides an opportunity to network with other Virginia operators and owners, and the agenda is always packed with great content that addresses growth in our industry and the challenges we face."

Once you renew your dues you will receive one copy of the *Virginia Self Storage Lien Law Annotated* book. This booklet contains the self storage lien law broken down by the state's statute by section. It also includes a conclusion, delinquent payment and foreclosure timeline, lien sale checklist, and a sample first and second notice of default letters. Extensive comments on the state laws

are provided by Self Storage Legal Network attorneys D. Carlos Kaslow and Scott Zucker.

Please visit our website today and try out the new feature that allows for easy renewal payment online whenever it is most convenient for you. Not a member but thinking about joining the VASSA? Membership benefits include networking, legislative advocacy, monthly subscription to the SSA Globe magazine, access to health insurance, the latest data and research, webinars, quarterly VASSA newsletter, discounts to national conferences and the VASSA annual meeting, access to the Self Storage Legal Network, opportunity to become a Certified Self Store Manager, an online publications store, and more. To become a member, please sign up online under the membership tab our website.

# Washington

WA-SSA.ORG

If you haven't paid your 2019 dues yet, please go to our website and do so. Your membership will save you money on registration for our annual conference!

Remember, the Washington Self-Storage Association is a tremendous resource for self storage owner/operators in Washington state. We are very active in the legislative process to protect the rights and future relations of Washington self storage owners and operators. If you aren't a member, go to our website and sign up. Your membership will include an affiliate membership with the SSA, our national association. It's a great, low-cost investment for your business, with a substantial return.

# Wisconsin

WISELFSTORAGE.ORG

Membership in the Wisconsin Self Storage Association includes listing your facility on the association website, an informative membersonly section on the website, a

# sive comments on the state

Self Storage Collections
& Lien Sale Handbook
No self storage operator wants to conduct lien sales, but they are a

necessary part of the rent collection process. Lien laws in 48 states and the District of Columbia grant to self storage facility operators the legal right to self delinquent tenant stored property when rent is not paid. The lien laws provide, in reasonably clear language, the steps that storage operators must perform prior to conducting a lien sale. However, the state lien laws do not provide clear guidance on the nuts

and bolts requirements of actually holding a distressed property lien sale or public auction. This manual provides some of the forms that every self storage operator should consider as part of the process in conducting a self storage lien sale. They can be used whether you conduct your own sales or retain an auctioneer to assist you.

This publication is sold electronically. | Members \$100 | Not-Yet Members \$150 Order your copies today! www.selfstorage.org > Publications (703) 575-8000

discount on property insurance, a comprehensive lease designed for self storage in Wisconsin, and much more. Visit our website, or contact our office at 262-786-3960, for more information.

# **Asia**

#### SELFSTORAGEASIA.ORG

For more information on joining the Self Storage Association of Asia, contact Executive Director Luigi La Tona (e-luigilatona@selfstorageasia.org).

# **Australasia**

#### SELFSTORAGE.COM.AU

To become a member of the Self Storage Association of Australasia, contact Rachel Muir at rmuir@exec.selfstorage.com.au, or visit our website.

# **Brazil**

#### ASBRASS.COM.BR

For more information about the association, visit our website.

# **Canada**

#### CSSA.CA

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# **Europe**

#### FEDESSA.ORG

FEDESSA hosted another successful Self Storage European Conference. The 20th European Self Storage Conference and Trade Show was held in the Marriott Rive Gauche Hotel & Conference Centre, one of the most prestigious conference centres in Paris. It offered an engaging program of seminars focusing on creativity and learning.

This year, the conference attracted a diverse group of high-level speakers and attendees. It was a truly global event, with more than 620 operators, investors, owners and specialised suppliers from 36 different countries covering every continent in the world except Antarctica. The event was an opportunity to inspire, educate and connect self storage professionals looking to grow and transform their business. Delegates' feedback indicated it was one of the best self storage events ever.

Rennie Schafer, FEDESSA's CEO, commented: "The Self Storage conference and Trade Show is always extremely well received and is an unique event in Europe. The industry has been evolving at a rapid pace and we are very proud to see that the number of participants at our event is growing so significantly. We are delighted to have presented an in-depth, highly focused agenda covering a wide range of topics for our delegates."

A range of speakers addressed the group over the two days, dealing with business growth, marketing and technology. One of the feature speakers was Bill Hobin from StorQuest, who presented an inspirational talk about managing a self storage business. Delegates also heard from a member of the House of Lords, Lord Mark Price, who is responsible for negotiating post-Brexit trade deals. His insights into business, the economy and the future growth of the self storage industry were insightful. Christel Land talked about marketing self storage; there were case studies on the latest in unmanned stores, social media, marketing, disaster management and much more.

Over the last few years the cultural dinner on the first night of the event has built up legendary status, selling out each year and delivering an unforgettable night in some amazing locations. This year did not disappoint, with delegates dining at the Pavillons de Bercy, in a historical and cultural Parisian setting. Fairground entertainers welcomed the guests, where they were transformed back in time to a European

carnival with old-fashioned carnival games combined with succulent French cuisine and wine. It was a truly remarkable experience where the participants engaged in insightful conversations and maximised their networking opportunities.

The event culminated with the annual awards dinner. TV celebrity Mark Durden Smith was an energetic and engaging host as the industry paid tribute to its high achievers.

The next European conference will be in London, 1–2 October 2019, and we hope to welcome more than 750 participants.

Visit our website to find out more about the European self storage industry and upcoming events, including the Winter Workshop in St. Anton in February.

# **Japan**

# **Japan Self Storage Association**

JAPANSSA.ORG

For more information or to become a member of the Japan Self Storage Association, please email Katsumi Watanabe at info@japanssa.org.

#### **Rental Storage Assoc. of Japan**

For more information or to become a member of the Rental Storage Association of Japan, please email Tatsuya Saji at rsaji@trwinds.com.

# **Latin America**

To become a member of the Latin America Self Storage Association, contact Pete Frayser at 770-562-2850 or pete.frayser@janusintl.com.

# Mexico

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AMDAAC is in the process of developing a standard of competence for mini-storage property management for self storage. Email jtardan@amdaac.com.mx, or visit our website. ❖

# Self Storage Data and Market Intelligence





Succeeding in business means having reliable and trustworthy market intelligence. The Self Storage Association and Reis, Inc. have that market intelligence.

Reis, Inc., a leading provider of commercial real estate market information and analytical tools, and the SSA have introduced coverage of Self Storage properties in 50 major United States metropolitan markets and 279 submarkets. These market reports are made possible by the quarterly participation of SSA

member facilities and three of the leading self storage real estate investment trusts (REITs)— over 10,000 self storage facilities.

This new data program provides investors, lenders, developers, industry analysts, and self storage facility



owners and operators, with the critical local market intelligence that they require in order to make superior asset- and portfolio-

level decisions. To date, self storage professionals have not had access to current and comprehensive market information from a nationally-recognized provider.

#### **Key Report Features:**

- 50 Markets and 279 Submarkets. See a list of markets at www.selfstorage.org
- Climate Controlled vs Non-Climate Controlled
- Five main unit types: 5x5, 5x10, 10x10, 10x15, 10x20
- Rent & Vacancy Rate Comparisons
- · Trends, Benchmarks and Forecasting
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- Network with other members





#### **Janus Reveals New Integrations, Features**

Janus International, a global manufacturer and supplier of turnkey building solutions and new technology for the self storage industry, announced new software integrations as well as new product features for the SecurGuard® Smart Entry System.

The system offers not only a complete access control solution that controls access points and individual unit doors, but now allows owner/operators to set custom access hours for individual tenants, set access zones, grant access to maintenance crews and other staff members, and offer improved and enhanced functionality for Bluetooth fobs.

The following property management software programs are fully integrated with the SecurGuard System: Easy Storage Solutions; Omni; SiteLink; Space Manager by RADical Systems; storEDGE; and Tenant™ Global Distribution System by Storelocal.

"Our SecurGuard Smart Entry System offers self storage facility owners and operators unprecedented levels of security and access control," said Terry Bagley, president of the Door Entry and Facility Automation division at Janus. "We're excited to continue to grow our list of PMS integrations and look forward to changing the rental experience of more customers by doing so."

#### **Western Colorado Storage Planned**

A new self storage facility is planned for the corner of O Road and U.S. Highway 6 & 50 in Mack, an unincorporated area near Grand Junction, Colorado, according to *The Daily Sentinel*.

Property owner Lawrence Brach plans to build nearly 61,000 SF of storage in five buildings on the six-acre tract.

Mesa County commissioners approved a special-use permit. Construction of the new storage units is expected to begin early next year.

#### **PTI Security Systems Buys Automatit**

PTI Security Systems has acquired Automatit, a provider of self storage marketing, web design and search engine optimization services. Automatit enhances PTI's IoT platform and PTI CORE. PTI aims to provide technology solutions that create a seamless customer experience, improve operational efficiency and reduce costs. Automatit will continue to operate under its own brand.

#### SST Plans Storage in Ontario, Canada

Strategic Storage Trust IV, Inc., has acquired two acres in Oshawa, Ontario, Canada in a joint venture with Smart-Centres Real Estate Investment Trust. The team plans to develop a 900-unit storage facility.

The land faces Highway 401. Located at 642 Champlain Avenue, the self storage facility will encompass approximately 119,000 gross SF. The project is expected to break ground in Q4 2018.

SST IV is a Maryland corporation sponsored by Smart-Stop Asset Management, LLC. The company has approximately \$1.6 billion of real estate assets under management, including 118 self storage facilities located throughout the United States and Toronto, Canada.

#### **Extra Space Buys in California**



Folsom Parkshore Self-Storage in Folsom, California, and All Size Self-Storage in Roseville, California, have sold to Extra Space Properties Two LLC of Salt Lake City, Utah. The two assets total 165,920 NRSF and comprise 1,109 units.

The NAI Horizon self storage team of Senior Vice President Denise Nunez and Associate David Loui represented L.P.G. Associates, Inc., of Rohnert Park, California, in the sale.

"These two assets were highly sought after Class-A properties drawing the attention of 42 well-qualified buyers," Nunez said. "Both assets were part of L.P.G.'s larger self storage portfolio, which was sold separately."

The Folsom facility is located at 185 Parkshore Drive, and All Size is located at 1011 Foothills Boulevard. NAI Horizon is located in Phoenix and Tucson.

#### **Home Star Storage Plans Georgia Store**

Home Star Storage LLC will create 840 climate-controlled units on a 16-acre property in Mableton, Georgia, northwest of Atlanta. The new facility is located at 381 Veterans Memorial Highway SW. Home Star Storage partnered with Scott Meyers of Self Storage Investing on the project.

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"I'm very excited to add another climate-controlled storage facility to our national portfolio," said Lawrence Murphy, CEO of Home Star Storage. Home Star Storage expects to open the facility in spring of 2019.

#### **West Coast Hires Construction Manager**

West Coast Self-Storage Group has hired Megan Swift as construction manager for the company's storage development department. Swift will manage storage construction projects in Washington, Oregon and California.

West Coast Self-Storage Group is a self storage property management, acquisition and development company headquartered in Everett, Washington. The company has 55 managed and owned locations with 39 stores in Washington, 9 in Oregon and 7 in California.

#### **Natchez Group Opens Tennessee Facility**

The Natchez Group has opened Northshore Self Storage in Chattanooga, Tennessee. The newly constructed facility is at 1105 Dayton Boulevard. It comprises 53,146 SF of rentable storage space in 541 units. The Natchez Group is partnering with Absolute Storage Management to provide management.

#### **US Storage Centers Buys in Tennessee**

US Storage Centers has purchased three self storage facilities in Nashville, Tennessee, according to *RE Business Online*.

The facilities include a 68,660 SF, 641-unit property at 5565 Murfreesboro Road and a 59,590 SF, 485-unit facility located at 211 New Paul Road in La Vergne. The third asset is a 67,113 SF, 528-unit property located at 2001 Johnson Industrial Boulevard in Nolensville.

US Storage Centers was self-represented, while Ashley Compton of Colliers International's Self Storage Group represented the undisclosed seller. US Storage Centers owns and operates 11 self storage facilities in Tennessee.

#### **Kansas Storage Sells to Missouri Buyer**

De Soto KS Self-Storage in De Soto, Kansas, has sold to a private Missouri buyer. Located at 9520 Lexington Avenue, De Soto KS Self-Storage is 331 units in 41,555 NRSF. The facility was built in 2007 and expanded in 2015.

Bill Bellomy and Michael Johnson of Bellomy & Co. represented the seller, CKC Holdings, LLC of Waldron, Missouri.

#### **Mag Mile Makes Loans on Facilities**

Mag Mile Capital has completed a \$2.15 million loan to HAN Capital for a self storage facility in Colorado Springs, Colorado, and a \$7 million non-recourse CMBS loan for the A Gold Mine Storage facility in Sonora, California.

Mac Dobson, senior vice president, completed the loan for a facility at 4526 Oro Blanco Drive in Colorado Springs. The 50,000 SF facility features 415 units on two levels. The property was built in 1984.

HAN Capital currently has approximately 7,000 units under management.



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Chicago-based Mag Mile Capital is a full-service commercial real estate mortgage and investment banking firm. Dobson also originated and closed the loan on the property at 18600 Eagle Ridge Drive in Sonora. The property has 105,000 SF and 486 units.

#### **Marcus & Millichap Advises on Sales**

Marcus & Millichap advised on the following sales:

Self Storage of Goerkes Corners, a 555-unit self storage facility located in Waukesha, Wisconsin, sold for \$9.5 million. Constructed in 2015, the property is at 21300 Doral Road. Sean M. Delaney and Michael A. Mele, investment specialists in Marcus & Millichap's Chicago Oak Brook and Tampa offices, marketed the property on behalf of the seller, a limited liability company.

Nations Storage, a 64,280 SF facility with 516 units in Houston, Texas, has sold. Dave Knobler, first vice president of investments in Marcus & Millichap's Houston office, and Charles "Chico" LeClaire, executive managing director of investments in Marcus & Millichap's Denver office, had the exclusive listing to market the property on behalf of the seller.

#### **CoolBox Opens in Hoover, Alabama**

CoolBox Self Storage has opened in Hoover, Alabama. Cainbridge Investments LLC and Universal Storage Group opened the facility at 5215 Caldwell Mill Road, according to the *Birmingham Business Journal*. The 91,000 SF facility provides all climate-controlled self storage in 771 units. Top Operator Universal Storage Group is providing third-party management.

#### **Facilities Proposed Near Charlotte**

Two new self storage facilities are being considered for Mooresville, North Carolina, near Charlotte.

Morrison Suites, LLC, wants to rezone 3.3 acres at Singleton Road and Morrison Plantation Parkway to allow a three-story facility, according to the *Mooresville Tribune*. Your Self Storage LLC has proposed a second facility on 12.45 acres at 135 E. Waterlynn Road. It would be multilevel storage.

#### **Greysteel Advises on Financing in Houston**

Greysteel has arranged the acquisition financing of a 463-unit Extra Space Storage facility in Houston for Montfort Capital Partners, which plans to renovate the storage property, according to *Commercial Property Executive*. The storage facility is located in 22300 Highway 249 in Houston.

#### **StorageMart Buys Cornerstone Storage**



Cornerstone Storage in Omaha, Nebraska, has sold to StorageMart, based in Columbia, Missouri. Located at 6099 Irvington Road, Cornerstone Storage comprises 433 units in 83,950 NRSF. The 13-building property sits on 7.98 acres. A satellite location a quarter of a mile away includes 49 units primarily for boat, RV and warehouse storage.

Bill Bellomy and Michael Johnson of Bellomy & Co. represented the Omaha-based sellers and procured the buyer. This is the fourth location in the area for StorageMart.

#### **Construction Starts in Hollywood, Florida**

Sentry Self Storage at 2060 Coolidge Street, Hollywood, Florida, is under construction, and financing has been secured through a \$10.4 million construction loan from BB&T. The five-story facility will be 119,914 SF of climate-controlled self storage with 870 units. The project is slated for completion in summer 2019.

Development partners are Rosemurgy Properties and Sentry Self Storage. Sentry Self Storage is based in Coral Springs, Florida, with 30 properties under management.

Kenneth Carlson - Architect, P. A., Deerfield Beach, is the design firm for the project, which is being built by DC Construction Associates, Inc., Boca Raton.

#### **New Jersey Building Eyed for Storage**

A 40-year-old office building in Branchburg, New Jersey, could be converted to Arthur's Self Storage. Cyzner Properties, a Green Brook-based developer, has plans to rework the obsolete building into self storage and wine storage, boat and RV covered parking, according to MyCentral-Jersey.com.

#### **Oregon Gains Large Storage Center**

Cascade Storage has opened in Roseburg, Oregon. The facility includes nearly 700 units. It's located at 1910 Diamond Lake Boulevard. Cascade started in Arizona with two facilities, then added two in Medford before Roseburg, according to *The News-Review* in Roseburg, Oregon. The building is 131,665 NRSF on 3.82 acres.

#### **Construction Begins on Florida Facility**

Generation Partners began construction on a seven-story SpareSpace Storage facility in Miami's Allapattah neighborhood, according to *South Florida Business Journal*.

The Fort Lauderdale-based commercial real estate firm received a \$9.8 million loan from BB&T. Marty McGrogan and Niki Perez of Walker & Dunlop arranged the loan on behalf of Generation4, led by Howard Pryor and Travis Prince.

The 143,080-SF SpareSpace Storage facility at 644 Northwest 30th Street is expected to open for business in the summer of 2019. Generation 4 acquired the half-acre development site in 2017 for \$2 million.

#### The Vault to Become Go Store It

Madison Capital Group has bought The Vault on 17th in Wilmington, North Carolina, a 76,000-SF self storage facility at 1113 S. 17th Street. The facility includes 552 units, 89 percent of which are climate-controlled.

Charlotte-based Madison capital bought the property in an \$8 million transaction in September from The Vault on 17th LLC, a partnership involving several principals in GHK Cape Development and Crete Investments, according to *WilmingtonBiz*.

The property will be rebranded under Madison Capital's Go Store It brand. The facility opened in July and represented the first self storage development project for the GHK-Crete partnership.

The company has two other Go Store It facilities in the Wilmington area, one on Market Street and the other in Leland. Demand for self storage in the Wilmington area could be affected by Hurricane Florence, which made landfall near Wrightsville Beach on September 14, displacing some residents.

#### **Jenkins Expands, Hires Trainer**

The Jenkins Organization, Inc., has begun an expansion of Leander Storage just north of Austin, Texas. The expansion began in September and is expected to be complete in March 2019. The new addition to the facility includes approximately 30,000 SF of climate- and non-climate-controlled units.

The company also hired Hailey Breeding to the newly created corporate trainer position. Breeding formerly worked as field training specialist and senior manager with CubeSmart.

The Jenkins Organizations' growth continues in 2018 with seven new development projects, three new acquisition properties, and expansions of five existing facilities. The company is based in Houston and operates 52 properties in Texas, Oklahoma, Missouri, Minnesota and Louisiana.

#### **College Point Installs Solar Panels**

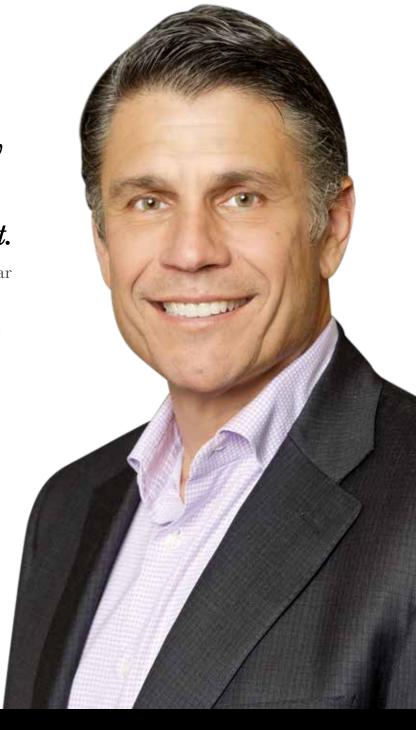
College Point Storage in Lacey, Washington, completed the installation of a new solar panel system. The solar panels, made by Itek Energy in Bellingham, were installed by A&R Solar of Seattle.



"To say the Large Owners Council has changed the way I operate our self storage business is an understatement.

From my first meeting in 2005 and every year since, I have always left with new ideas and ways to improve our business. There are not many industries where a group of similar, sometimes competing, owners will get together and freely share best practices, concerns, improve operations and strategies for increasing ROI. Without the SSA and LOC, this would not be possible."

**Don Clauson**CEO
Strat Property Management Inc.



#### LARGE OPERATORS COUNCIL (LOC)

The LOC is a group of self storage owners/operators with 10 or more facilities and at least one million rentable square feet of self storage. Membership is by invitation only and meets at least twice a year to discuss issues that are pertinent to its members. These meetings allow owners to network and share knowledge in a friendly atmosphere. Interested in joining? Contact us today!



Jeff Powell of Prime Development Group, managing member of College Point Storage, said he wanted to reduce the facility's energy costs as well as decrease their carbon footprint.

The project will offset College Point's current energy usage by 81 percent, as well as provide added benefits including protecting the underlying roof while creating a thermal break, which will extend the life of their roof.

#### **Lakeside Ohio Community Gets Storage**

The Storage Doctors in Ashtabula Township, Ohio, on Lake Erie, are building almost 10,000 SF of self storage at 3203 Fargo Extension, according to the *Star Beacon*.

Jarrod Dixon and Steve Bartone are building a facility that consists of three separate structures, sized at 4,000, 3,000 and 2,400 SF, with a total of about 100 units.

#### **Storage Proposed in Washington State**

A row of offices in Everett, Washington, may be replaced by a 78,000-SF self storage building.

Downtown Dennis Real Estate has submitted an application to convert a single-story, 17,500-SF building on Everett Avenue into a four-story self storage building, according to MyEverettNews.com. The city is taking public comments.

#### **High-Profile Seattle Site Set for Storage**

Baranof Holdings, LLC, plans to build a 77,000-SF self storage facility in Seattle.

Baranof purchased the property on Aurora Avenue North in a joint venture with an institutional equity partner. Greg Wells and Jim Lewis with Cushman & Wakefield's Self Storage Practice Group handled the transaction on behalf of the land's seller, Lake Union Partners.

"The self storage market continues to see strong demand from all capital sources," Wells said. "This transaction is an example of the continued appetite for well-located development opportunities in high-end, high-barrier-toentry markets. The Pacific Northwest remains a top target market for self storage developers as well as investors."

#### **Store Space Gains Philadelphia Foothold**

Store Space has acquired three self storage properties in Philadelphia, Pennsylvania. The properties were purchased from Storage King USA. The newly acquired self storage properties in Philadelphia are located at 335 E. Price Street, 3100 C Street, and 5134 Lancaster Avenue. Together the facilities add 235,000 SF of rental space to the Store Space portfolio.

Store Space launched earlier this year. Store Space is a self storage operator and third-party management company. Located in Orlando, Florida, the company owns, has under purchase agreement and operates 13 properties in four states.

#### **Columbus Adds Climate-Controlled Units**

Columbus Self-Storage in Columbus, Ohio, is adding 20,000 SF and 123 new climate-controlled storage units, according to the *Columbus Journal*.

Site work has begun at the facility located at 395 Transit Road and is expected to be completed in spring of 2019.



Columbus Self-Storage opened in January 2015, and added two additional buildings in 2016. The facility is owned and managed by Steve Hajewski and his wife Julie of Columbus, along with their silent partner.

#### **William Warren Group Buys in Miami Area**

CRP/Westport Self Storage Dixie, a joint venture between the Carlyle Group and Westport Properties that operates as US Storage Centers, has sold three self storage buildings in Miami-Dade County, Florida, to William Warren Group, according to *The Real Deal* magazine.

The self storage facilities are located in Kendall, North Miami and North Miami Beach. Records show each were developed by the joint venture and completed within the past two years.

The facility at 13301 Southwest 87th Avenue sold for \$39.8 million. A second facility at 1396 Northeast 125th Street sold for \$31.7 million. The third facility at 1555 West Dixie Highway sold for \$28.7 million.

#### **Storage Proposed Near Charleston**

Gramling Brothers Real Estate & Development has submitted a site plan to build a self storage facility at the site of a shopping center in the Charleston, South Carolina, area. According to *Moultrie News*, Peach Orchard Plaza on Coleman Boulevard would become the location for a 35,928-SF storage facility. The Charleston County Planning Commission will make a recommendation to the city council. No construction date is set.

#### **SiteLink Adds Features to Web Edition**

SiteLink has added a free online move-in feature for Web Edition customers of its cloud-based software. The SiteLink Web Template now includes online rentals.

Operators without a website can offer online payments, reservations and rentals to tenants on their own SiteLink-Store.com free website. Until now, only the SiteLink API allowed owners and web designers to offer online rentals to tenants.

#### **Developer Buys Seized Storage Site**

Value Store It Pembroke Park paid \$5.5 million for an unfinished self storage facility seized earlier this year in a federal fraud cause. The company managed by Todd A. Ruderman of Fort Lauderdale plans to finish construction, according to *The Real Deal*.

The site is at 2801 John P. Lyons Lane in Pembroke Park. North Trust Co. loaned the new owner \$11 million to finish construction of the 112,275-SF development.

Federal prosecutors seized the development in connection with the indictment of self storage developer Daniel Joseph Touizer, founder and CEO of a Fort Lauderdale-based firm

called Wheat Capital Management. Touizer pleaded guilty to a charge of conspiring to commit mail fraud and wire fraud, and in July he was sentenced to a 68-month prison term.

#### **Texas Investment Firm Buys Portfolio**

Etude Capital Storage Holdings LLC purchased a 22-property self storage portfolio. The 1.1 million-SF portfolio is spread across nine markets in Texas, Oklahoma and Florida. The portfolio includes land capacity to expand.

NKF Capital Markets advised on the sale, led by Aaron Swerdlin and Kenneth Cox. Etude Capital will outsource management to a publicly traded REIT.

#### **Public Storage Opens New Florida Site**

Public Storage has opened its newest location in Deerfield Beach, Florida.

The new Public Storage at 39 SE 1st Street, offers more than 1,300 spaces, from indoor, climate-controlled units to convenient drive-up outdoor storage. It's Public Storage's fourth location in town. Glendale, California-based Public Storage opened another location nearby a year ago.

#### **Sustainable Storage Set for Canada**

A combination self storage facility and co-workspace will open in downtown Kelowna, British Columbia, that will participate in the Zero Carbon Building Pilot Program.

EcoLock Kelowna will be a five-floor, 112,000-SF building that will generate 105 percent of its electricity through the use of solar panels. The facility will not be attached to the natural gas grid, according to *Kelowna Capital News*.

Ulmus Development, Ltd., is the parent company of EcoLock Kelowna. The building, located at the corner of Ellis Street and Bay Avenue in Kelowna, is designed by international architecture and planning firm McLennan Design.

"Buildings are the number one producer of greenhouse gases in North America, and this project is raising the bar for sustainable development," said Don Redden, CEO of Ulmus Development Ltd.

#### **Developer Plans For-Sale Storage Units**

Big Door Garage Suites plans to build a new location on two acres in Mundelein in suburban Chicago with storage units for sale rather than for rent.

The site is on Wilhelm Road west of Reidel Road. The owners have said it could be a storage center for classic cars, boats and recreational vehicles, according to the *Daily Herald*. The units also could be converted into offices, hobby spaces, art studios or leisure spaces.

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Thirty-five units are planned, ranging from 560 SF to 1,500 SF, with prices starting at \$131,600. The unit owners will pay property taxes on the spaces, just as residential condominium owners pay taxes. A summer 2019 opening is planned.

#### **Wichita Facility Changes Hands**



Steelcreek Self Storage in Wichita, Kansas, has sold to National Storage Affiliates.

Steelcreek Self Storage has 409 drive-up, warehouse and parking units in 93,300 NRSF on 7.5 acres.

Bill Bellomy and Michael Johnson of Bellomy & Co. represented the Dallas-based seller and procured the buyer. Headquartered in Greenwood Village, Colorado, NSA is a publicly traded REIT that operates more than 665 self storage properties nationwide.

Bellomy & Co. is an Austin and Houston commercial real estate firm with a team exclusively focused on the self storage industry.

#### **Prime Group Adds Storage in Queens**

Prime Group Holdings has acquired two adjacent buildings in Jamaica in Queens that once served as a location for Treasure Island Storage. The Saratoga Springs-based firm bought 109-09 180th Street and 180-05 110th Avenue for \$26.5 million, according to *The Real Deal, New York*. The seller was Cayre Equities.

#### **Blackhawk Opens South of Houston**

Blackhawk Self Storage has opened in the Pearland area south of Houston, Texas. The 107,000-SF facility was developed by Grow Your Storage Development, owned by Lee Fredrick and Brandon Grebe. They partnered with All Pro Capital on the project at 10646 Blackhawk Boulevard at Riverstone Ranch.

GYS General Contracting, an affiliate company, handled construction.

Grow Your Storage Development has another self storage development underway west of Houston in Fulshear. The developers have purchased 2.5 acres near Cinco Ranch Boulevard for a facility at Cross Creek Ranch.

#### **STR Delivers Industry Update**

Self storage development is showing signs of slowing, according to the latest data from STR. The realized rate growth remains healthy while occupancy has declined.

Nationally, there has been a gradual decline in development activity over the past few months. According to U.S. Census data, self storage construction spending decreased 8.7 percent month over month. Across the top 25 markets, 72 projects have opened from mid-August to mid-September, while fewer projects are entering the pipeline.

STR now has data to track the market performance relative to supply trends to determine whether new supply is impacting performance. STR is seeing occupancy declines in the wake of heavy increases in NRSF over the past 12 months.

#### **NKF Assists with Portfolio Purchase**

NKF Capital Markets has completed the debt and equity origination for the acquisition of a 22-property self storage portfolio for Etude Capital Storage Holdings, LLC. The portfolio spans Florida, Oklahoma and Texas. The portfolio included 1.1 million square feet of storage space.

"The self storage product type continues to broaden its esteem within the real estate investment community," said Aaron Swerdlin, vice chairman of NKF.

#### **SiteLink Integrates with INSOMNIAC**

SiteLink software has integrated with the OpenTech Alliance INSOMNIAC Centralized Intelligent Access gate access solution. This industry partnership delivers smooth, reliable 24/7 gate control to owners and operators via secure, flexible, cloud-based infrastructure. The combination eliminates dependence on local, PC-based gate software.

Based in Raleigh, North Carolina, SiteLink serves the self storage industry with cloud-based and Windows self storage management software and payment processing. OpenTech Alliance Inc. also delivers technology solutions to the industry. Its products and services include the INSOMNIAC line of self-serve kiosks.

## Marcus & Millichap Sells Florida Life Storage

Marcus & Millichap's Columbus, Ohio, office closed the sale of Life Storage, a 64,629-SF self storage facility in Margate, Florida. The property sold for \$12.65 million.

Brett Hatcher and Gabriel Coe, investment specialists, had the exclusive listing to market the property on behalf of the seller, a limited liability company. Hatcher and Coe also secured the buyer.

**Guardian to Build in Chandler, Arizona** 

Guardian Storage Centers LLC purchased a 5.43-acre parcel of land in Chandler, Arizona, where it plans to build a 62,380-SF facility with 576 units. The facility will also contain 75 vehicle spaces.

The property is at 25710 S. Arizona Avenue and was acquired for \$1.064 million from LAACO Ltd., the parent company of Storage West, according to a press release.

Guardian is headquartered in Irvine, California, and is a participating regional operator (PRO) of National Storage Affiliates Trust. Quantum Property Advisors represented Guardian in the transaction.

#### **SkyView Assists New Hampshire Sale**

SkyView Advisors assisted with the sale of Life Storage in Londonderry, New Hampshire. The facility is located at

6 Smith Lane on 5.69 acres. It has 50,466 NRSF with 246 climate-controlled units and 173 non-climate-controlled units. Ryan Clark, director of investment sales, and Parker Sweet, senior associate, represented the seller.

#### **Economic Summit Takeaways**

Talonvest Capital, Inc., hosted the sold-out 2018 Economic Summit at the SSA Annual Conference in Las Vegas in September. Here are the top takeaways from the event.

Up to 100 percent loan-to-cost, non-recourse, refinance bridge loans can be obtained by experienced developers on newer, urban in-fill developments in early lease-up.

When short-term interest rates increase 300 basis points over what was the norm, the economy starts to experience negative impacts. A three-percent Fed Funds rate may be the trigger level.

Leasing velocity is strong but has been driven with discounted rents.

Private equity firms have expanded their interest to include investing in companies operating in the sector, such as Janus and Spare Foot. •









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Energy Roofing Solutions	855-379-6749	energyiscool.com	38	
Exceptional Metals	800-248-0280	exceptionalmetals.com	44	
Flexospan Steel Buildings, Inc.	800-245-0396	flexospan.com	43	
G5	800-554-1965	getg5.com/schedule-demo	18	
Havener Enterprises Inc.	888-603-6083	PortableStorageBox.com	29	
Janus International	470-400-0583	JanusIntl.com/securguardapp-ssa	8-9	
Jernigan Capital, LLC	901-567-9578	jernigancapital.com	13	
Kiwi Construction	877-465-4942	kiwiconstruction.com	46	
LifeStorage Solutions	877-270-4665	solutions.lifestorage.com	28	
Live Oak Bank	910-202-6933	liveoakbank.com/self-storage	34	
Locker Fox	704-251-0644	lockerfox.com/operators	35	
Marcus & Millichap	206-826-5750	MarcusMillichap.com	22	
MiniCo Insurance Agency, LLC	800-528-1056	minico.com	21	
National Storage Affiliates	949-719-1994	NationalStorageAffiliates.com	2	
On the Move	844-547-9502	onthemovetrucks.com	23	
OpenEdge	800-513-2579	openedgepayment.com	12	
Parham Group	210-405-5664	LearnSelfStorage.com	38	
PTI Security Systems	866-514-8945	ptisecurity.com	45	
Public Storage	866-454-8454	PublicStorageAdvantage.com	39	
SelfStorageAuction.com	480-900-8350	selfstorageauction.com	84	
Sentinel Systems Corporation	800-456-9955	SentinelSystems.com	25	
Storage Commander	877-672-6257	storagecommander.com/globe	31	
StorageFirst	800-853-4663	storagefirst.com	47	
Storage Structures	877-456-1602	storagestructuresinc.com	41	
StorageTreasures.com	480-397-6503	storagetreasures.com	87	
StorQuest Self Storage managed by The William Warren Group	800-768-2349	willliamwarren.com	20	
STR Sector Analysis, LLC	615-824-8664	str.com/self-storage	33	
Tredd's Software Solutions	800-690-7956	tredd.com	46	
TRUEGRID Pavers	855-355-GRID	truegridpaver.com	37	
Universal Storage Containers	800-385-0755	universalstoragecontainers.com	7	
Xercor Insurance Services	317-757-3031	xercor.com	30	
Yardi	800-866-1144	YardiMatrix.com	17	

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## DATA DEPOT

This month the Data Depot will focus on regional data from our Reis/SSA data surveys. To purchase a report or to participate in our study, please go to www.selfstorage.org

Here is a snapshot of the **South Atlantic Region** which currently consists of Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee and Virginia. We look at Q2 2018 data as it pertains to asking rent by size of unit, asking rent per square foot and vacancy rate trends. We compare this region with the U.S. average and show you a sample of metro area data from **Suburban Virginia**.



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#### Monthly Rent by Size of Unit (Second Quarter 2018)

	5' x 5'	5'x10'	10' x 10'	10' x 15'	10' x 20'	10' x 10' PSF*
Non-Climate Controlled						
U.S. Average	\$59	\$81	\$125	\$161	\$192	\$1.25
South Atlantic Region	\$51	\$70	\$110	\$142	\$174	\$1.10
Climate Controlled						
U.S. Average	\$72	\$102	\$159	\$207	\$257	\$1.59
South Atlantic Region	\$64	\$95	\$151	\$198	\$250	\$1.51

<sup>\*</sup> per square foot

#### **Vacancy Rate Trends**

Quarterly:	2018	1018	YTD Avg
U.S. Average	11.4%	12.1%	11.7%
South Atlantic Region	11.8%	12.6%	12.2%
Period Ending	6/30/18	3/31/18	6/30/18

#### **Metro Area: Suburban Virginia**

Quarter/Year	Vacancy Rate	Asking Rent 10'x10' Non-Climate Controlled	Asking Rent % Chg	Asking Rent 10'x10' Climate Controlled	Asking Rent % Chg
2011	13.7%	\$160.15	na	\$184.29	na
2012	11.0%	\$163.33	2.0%	\$190.03	3.1%
2013	12.8%	\$168.62	3.2%	\$189.82	-0.1%
2014	10.7%	\$173.80	3.1%	\$198.21	4.4%
2015	12.3%	\$177.85	2.3%	\$203.16	2.5%
2016	11.5%	\$180.85	1.7%	\$204.98	0.9%
2017	14.3%	\$180.08	-0.4%	\$203.38	-0.8%
1Q/2018	14.8%	\$173.13	-1.1%	\$200.64	-1.3%
2Q/2018	12.5%	\$181.25	1.8%	\$206.98	3.2%

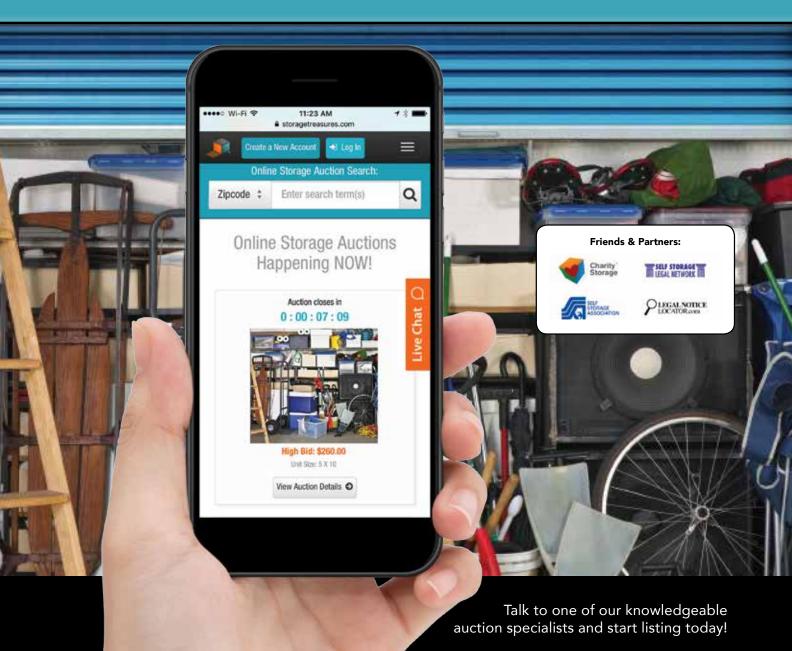
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