

around self storage

Compass Opens Facility in Shaker Heights



Compass Self Storage, a member of the Amsdell family of companies, opened its newest self storage center, located at 16005 Chagrin Blvd. in Shaker Heights, Ohio. This high-end self storage center offers more than 67,000 net rentable square feet and is the first self storage property that the city has permitted.

Compass Self Storage converted a former car dealership into a state-of-the-art, climate-controlled, drive-through self storage center, allowing customers to drive their vehicle into the building to unload and escape the elements.

Construction was just completed on the Shaker Heights self storage center, which also offers full-service drive up access, climate-controlled units, digital surveillance, electronic access, online payments and a full line of moving and packing supplies. The self storage center will also offer truck rental.

"We are proud to open the doors of the first self storage center in Shaker Heights, and believe our exceptional product, including the unique feature of a drive-through building, will be valued by our new customers in the community," said President Todd Amsdell.

My Neighborhood Storage Center Expands

My Neighborhood Storage Center is expanding one of its Lake Mary locations. The facility located at 610 Rinehart Road will be adding two new climate controlled buildings with each housing 96 units. Sizes range from 10x10 up to 10x30. The addition of these 192 units increases the property's total rentable square footage to 164,484.

Adam Mikkelson, vice president of management company Liberty Investment Properties, Inc., sees the building additions as a great way to capitalize on the existing asset's

prime location, and by doing so hopes to meet the growing demands of the Lake Mary community.

"Our facilities in Lake Mary have enjoyed a long relationship with the community," says Mikkelson, "and we are pleased to provide new climate-controlled space to meet the growing demand in the market."

The city of Lake Mary is located approximately 18 miles north of Orlando just off Interstate 4, and is considered one of the fastest growing areas in Central Florida. The company hopes to complete the project by mid-February and has already begun accepting early reservations from customers who wish to lease the new space. A grand opening event for the public complete with food, drinks and giveaways is scheduled to take place in early March, which is also the start of their customer appreciation week. With more than 700 tenants already renting at this facility, My Neighborhood Storage Center has quite the celebration on its hands.

Lending a Hand



Karen Jones of Store Local and her husband, Scott, are on the mend after a terrible November car accident that left them both hospitalized with very serious injuries and mounting medical bills. SSA Chief Operating Officer Tim Dietz visited with Karen and California SSA Executive Director Erin King in February and presented Karen with a check from the SSA to put toward her bills.

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Red Nova Introduces storEDGE Brand

Meet storEDGE, the new brand name for the family of management and marketing solutions from Red Nova Labs, Inc. The storEDGE brand, formerly known as StorageAhead (WebWorks, WebReady, StorageFront, StorageHounds), encompasses Red Nova's entire platform of integrated products for the self storage industry.

In the past several months, Red Nova sold its StorageFront and StorageHounds lead aggregation sites to StoreLocal, launched hundreds of new marketing websites, doubled its investment in facility management software, and is repositioning itself under one consolidated name.

"We've taken on this significant transformation, because we want to further emphasize the benefits of our integrated marketing and management solutions for self storage," said Dirk Wakeham, CEO of Red Nova.

Red Nova has developed storEDGE as a unifying brand under which its existing products can fall. This move will reinforce the company's vision to deliver an integrated solution for the self storage industry.

"We are investing heavily in our technology and wanted a brand that better showed the depth and capabilities of our platform," said Dan Miller, founder and president of Red Nova.

Investment Real Estate Hires Bledsoe



Investment Real Estate, LLC announced the hiring of Kevin Bledsoe as brokerage advisor. Kevin will be responsible for assisting with self storage brokerage, including listing, sales, buyer representation, due diligence, financial analysis and feasibility studies for properties located throughout the Northeast

and Mid-Atlantic.

Kevin most recently held the position of director of operations with Storage Asset Management, where he was responsible for the operations of a large portfolio of self storage properties. Prior to Storage Asset Management, he spent ten years working with several large to mid-sized

self storage operators where he was responsible for the operations of more than one hundred self storage properties. He holds a BS degree in business marketing from Bloomsburg University of Pennsylvania.

"Kevin will be a great asset to our team at Investment Real Estate," said John Gilliland, president & CEO. "Our customers on both the sellers and buyers side will benefit considerably from his vast operations knowledge within the industry."

BayView Advisors Announces Florida Deal



BayView Advisors (BVA) announced the sale of United Self Storage of Bloomingdale, a 59,455 net rentable square foot facility for \$4.6 million dollars in Valrico, Florida. Managing Partner Jay J. Crotty and Senior Vice President Thomas A. Doyle represented the seller, United Self Storage, and the buyer, SSSP Acquisitions III, LLC.

"The property was available for sale a few times over the past several years, but it wasn't sold," Doyle said. "We helped our client set reasonable goals and market the property correctly in order to have an end result that was satisfactory to both buyer and seller."

The subject property, located at 1035 Starwood Ave., is only 20 minutes from downtown Tampa and is situated on 4.37 acres of land. Hillsborough County is the fourth most populous county in all of Florida. Built in 2000, the facility has 267 climate-controlled and 399 non-climate-controlled units along with 12 spaces for vehicle parking. ❖

Does your company have news to report?

**If so, send it to Tom Comi at
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