

New Property Management Company

Storage Asset Management, Inc. (SAM), a full service self storage property management and consulting company, was formed this past May. SAM currently manages 27 self storage properties in the mid-Atlantic and northeastern United States. Managing partners Jay Hoke and Alyssa Quill have been managing self storage operations for investors since 1998. Their previous combined experience has been with Devon Self Storage, Storage USA, Extra Space Storage, and both have been vice presidents of Investment Real Estate Management.

Properties managed by Storage Asset Management will benefit from a strong focus on local community and Internet marketing at www.findmyselfstorage.com. SAM has a strong management team in place that is passionate about self storage and focuses on rigorous employee sales training, technology, policies and procedures that have been developed and refined over 10 years, as well as cost reduction through shared economies of scale. Clients also benefit from a continued relationship with Investment Real Estate, and their unique self storage industry knowledge of brokerage and construction.

“With a great group of clients, a smart, creative, and aggressive team, and a complete focus on managing and value enhancement, we are excited about our future in the self storage industry,” says Quill.

Call Jay Hoke or Alyssa Quill at (717) 779-0044 for further information on Storage Asset Management, Inc.

NetREIT Announces Sparky’s Expansion

NetREIT recently expanded its Sparky’s Self Storages chain to Rialto, California, by acquiring the property formerly known as Las Colinas Self Storage at 3285 North Locust Avenue. The property, renamed Sparky’s Self Storage Rialto, is located just south of the intersection of Riverside Drive and Locust Avenue. Newly built in 2007, Sparky’s Self Storage offers 771 storage units with a total rentable floor area of 101,343 square feet.

Open seven days a week, Sparky’s offers many valuable features to the Rialto community. It provides well-lit fenced facilities, state-of-the-art security, climate controlled units, RV/boat storage, wide driveways, and roll-up doors on all units. Additionally, Sparky’s is proud to now offer U-Haul truck and trailer rentals on site. Sparky’s also carries an entire line of moving and packing supplies for the convenience of its customers.

Security is a top priority at Sparky’s Self Storage Rialto. Features include: individual door alarms, computerized gate access, high-visibility lights, motion detectors, and surveillance video cameras. An on-site resident manager is present to provide additional safety and security and incomparable customer service.

Sparky’s Self Storage is owned by NetREIT—a self-administered, contrarian real estate investment company based in Escondido, California. Other Sparky’s Self Storage properties are located in Hesperia, Highland, and Thousand Palms/Palm Desert. For more information, visit www.netreit.com.

SiteLink Updates Call Center Interface

SiteLink, the leader in software for self storage and portable storage, announces new call center tools offering users even more value.

“SiteLink Web Edition’s open call center interface is great for the industry. It allows companies like ours to provide value-added services at no additional cost to self storage operators” says Robert Chiti, president of OpenTech Alliance. “Our call center customers are very happy to see two of their vendors working together to deliver innovations adding real value to their bottom line.”

Using a secure internet connection, call centers exchange real-time data with SiteLink Web Edition. Call Centers quote up-to-date prices, specials and storage availability to clients. Owners gain an edge with the most advanced integration: Web Edition collects reservations and inquiries and helps to convert them to paying rentals. Reports tracking inquiries and reservations monitor leads from all sources, including call centers, and track conversion ratios.

For more information, visit www.smdsoftware.com.

Pogoda Brokers Sale of Michigan Property

Pogoda Companies, Michigan’s largest self storage operator and broker, recently brokered the sale of the 50,220 SF Ye Olde Storage Inn in St. Joseph, Michigan. The sellers were Midwest Storage Systems Limited Partnership and the buyers were Cedar Creek, LLC. Morry Greener, a Pogoda Companies’ sales associate represented both the buyer and the sellers in the transaction.

Opened in 1979, Ye Olde Storage Inn includes eight buildings with 313 units and 18 RV or boat storage spaces. The asking price for the property, located on 3 acres at 333 Palladium Drive, in St. Joseph, was \$1,200,000. The new owners intend to continue to operate the facility as a storage property in conjunction with another property that they own nearby.

Pogoda Companies is Michigan’s largest independent self storage operator and one of the 30 largest in the U.S., with approximately 3 million square feet of self storage space under management in 38 facilities in Michigan and Ohio. Founded in 1987, Pogoda Companies provides brokerage, management, investment and consulting services to the self storage and manufactured housing industries through its Pogoda Group, Inc. and Pogoda Management Co. divisions. For information, visit www.pogodaco.com. ❖