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Tape 3-Pack w/ Dispenser
Tape 6-Pack
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Managers Summit , from page 16

of urgency about filling those empty units should rank near the top of the job description.

“There is no question that the most successful managers have a sense of urgency about renting space—which is what makes the storage world go around and is their most important task—and clearly understand how critical their role is in maximizing collections,” added Copper.

“Far too many managers do not understand the importance of renting space. They must have a ‘drop everything’ attitude about renting space—and how their ability or effectiveness in controlling collections greatly affects the profitability of their facility. We need to change that.”

The Copper Guarantee

Copper’s speeches and presentations always feature informative facts, audio/visual support and Copper’s acute sense of humor. His passion about the subject matter comes shining through. At the Managers Summit he will discuss the most important topics the managers, owners and operators need in order to be successful: renting space, collecting rent, effective revenue management, superior customer service and time management—all in two hours.

“My biggest hope is that the managers, owners and operators that attend this session will come away with a clear understanding of why their skills and attitudes greatly affect the success of their facility and that they pick up at least a technique or tip or two that they can use to really effect change at their site,” Copper said.

These days, self storage owner/operators often turn to third-party management firms to run their facilities. Many large facility owners have programs in place to guide their managers through daily responsibilities with outlines and checklists. The owner/operators who run their own facilities must place a great deal of emphasis on hiring the right managers and then work closely with them to be sure their facility is moving in the right direction. In each case, those owner/operators and management firms must cross their fingers and hope their manager is capable and enthusiastic.

As far as Copper is concerned, the facility manager is the first line of defense for any owner/operator or management firm and they need to be properly taught and motivated. That is why he feels his Managers Summit at the SSA conference in Las Vegas is so important.

“There will be no other session in Las Vegas that will combine all the state-of-the-art skills, techniques and ideas the most successful operators are using to maximize revenues, profits and asset values than this session,” Copper concluded. “The attendees are guaranteed to come away with the skills they need to be the very best at what they do.” ❖

For more information on this event and details on how to register, visit selfstorage.org.