



# CASE STUDY-SELF STORAGE



Call us for a Demo or Quote

**800-385-0755**

[www.universalstoragecontainers.com](http://www.universalstoragecontainers.com)

## StorageMart - Toronto, Ontario Canada

Better utilize parking space and vacant space on the existing self-storage property.



### Client Need:

StorageMart had a need to generate sustainable higher revenue on previous low revenue generating parking and vacant space areas at their self-storage facility. They considered the cost of new construction, temporary storage buildings, ISO shipping containers, and a few other ways of providing higher revenue on their low revenue areas. All of these alternatives were either too costly, time prohibitive, aesthetically unattractive, or subject to building permits and zoning review.

### Universal Storage Container Solution:

Universal Storage Containers® (USC) provided the solution for StorageMart's need to transform low revenue spaces into sustainable high revenue spaces. StorageMart liked how the USC Z-Box® self-storage containers were easy and fast to assemble, aesthetically attractive and so an initial order was placed. The USC Z-Boxes® were delivered in less than ten weeks, at less cost than new construction or other alternatives, and in two days the entire order of 12 units were assembled and ready to rent.

### Client Testimonial

*"My company has bought well over 250 units of the Z-Box® Portable Storage Units over the past 3 years. We have been able to utilize these units as if they were regular "stick built" storage units. In some markets we have been able to rent these units at a higher premium over units that are located in a building with hallways."*

*Tim Burnam, VP Development and Construction, StorageMart.*

### For More Information:

**Rod Bolls**

Vice President

Universal Storage Containers®

116 Old Kings Hwy, New Canaan CT 06840

Direct: 800-385-0755

Mobile: 404-210-6920

Fax: 720-263-5687

[rod@universalstoragecontainers.com](mailto:rod@universalstoragecontainers.com)

[www.universalstoragecontainers.com](http://www.universalstoragecontainers.com)

Self-Storage manages, develops and builds self storage facilities and now has 25 properties in its portfolio.

Eight years ago, Eisenbarth's criteria for finding the right software product were fairly straightforward as he did his research. He was looking for a product that was easy for managers to use on the frontline and for accounting purposes on the backline. Managers and district managers alike had to be able to understand how to use it.

He wanted real-time, up-to-date numbers that would allow his company to be managed at the highest level. And he wanted a software company that would not rest on its laurels, would meet the needs of West Coast Self-Storage and change with the times.

"I was looking for someone who would grow with us and could be a lifelong partner," said Eisenbarth. "We wanted high level customer service, someone who would cater to our needs. In the end, we chose Domico and we've had them ever since."



*"In this business, it is all about relationships, and having a positive relationship with your software company is so important."*

*~ Gero Derian, Glenmont Self Storage*

Eisenbarth liked the fact that, from day one, Domico owner Glen Hunter made himself available to West Coast Self-Storage at virtually any time of day.

"I'm on a first-name basis with many of the techs at Domico," Eisenbarth said. "I still get contacted on a regular basis from other software companies and I don't ignore their pitches. But we've been pleased with what we've had the last eight years."

### Need Help Right Now

On a Saturday morning in late April, Richard Graham had a problem. Graham, the founder of Graham Investments, which owns 10 self storage facilities—seven in Houston, three in Colorado—found out that his software program on his store's computers had just gone down. Time was of the essence, so he called Tom Smith of Empower Software and Storage Commander.

"Tom left his home and went into his office on a Saturday and fixed the problem himself," said Graham. "If the owner of a company is willing to fix a problem, it says a lot to me about the company itself. When a self storage manager has a problem, he or she needs to have it fixed *right now*. It's not the sort of thing that can wait until tomorrow."

Eleven years ago, when Graham went about the job of finding a software company and program that he could believe in, he made a conscious decision to abide by a few criteria. First, the program had to be easy to use. Second, the customer service had to be unflagging. And third, he wanted a company that was not too large.

"If a company is large enough to serve 10,000 customers versus one that serves 1,000 customers, which one do you think you'll get the most personalized service from," Graham asked? "I chose Empower because I felt we would get the best personal service in a timely fashion. In 11 years I haven't been wrong."



*"When a self storage manager has a problem, he or she needs to have it fixed right now."*

*~ Richard Graham, Graham Investments*

### Time-Saving and Life-Changing

Gero Derian owns/manages Glenmont Self Storage in Glenmont, New York. Approximately 14 years ago, he went looking for a software company that would not only change his business but change his life as well. He was hoping to find an organization that would make his business a little easier to run and thus afford him a little more time to devote to his private life. He found it in Syrasoft and its owner/president Tom Garden.

"I met the owner of Syrasoft at a couple of trade shows and figured if the owner made the effort to be at these gatherings, that was a good sign," said Derian. "In this business, it is all about relationships, and having a positive relationship with your software company is so important."



*"We looked at several software programs, attended the exhibit halls at trade shows, looked at them and sampled the trial versions."*

*~ Doris Patterson, A-1 Self Storage*

Derian broke down his list of criteria into three areas: (1) quality of service; (2) ease of use and (3) cost. Once he settled on Sysasoft, he said that his life changed for the better because it got him away from the books and freed up time to concentrate on things like getting out into the

*See Choosing Software, page 10*

# DOMICO

Software you can count on



“ I am more than pleased with DOMICO at all levels of customer service, tech support, and their incredible cutting edge self storage software. ”

John Eisenbarth, VP Operations  
West Coast Self-Storage

*Congratulations College Point Storage!*

Mini-Storage Messenger

2013 New Facility Winner of the Year

College Point Storage is a West Coast Self-Storage Group facility located in Lacey, Washington successfully using DOMICO.

## One Company You Can Trust




Ask about our web-based

**eDOMICO **

29  
Years  
Serving  
the Self  
Storage  
Industry

## Easy to use Management & Accounting Software

@ [www.domico.com](http://www.domico.com)

 800.688.6181

 [sales@domico.com](mailto:sales@domico.com)

local community to promote his facility, joining the local chamber of commerce and having more time for his family.

“Compared with the way it used to be, I now only have to spend about a tenth of the time I used to worrying about keeping up the books and making sure all the customer information was current and up-to-date,” Derian concluded. “It has made my life so much easier. I’ve had 14 years with Syrasoft. If you’ve got something good going on, you want to keep it going on.”

### Are You There for Me?

Customer service was a key factor in the eyes of Doris Patterson, the general manager for McGuire Construction Company in Winston-Salem, North Carolina, which owns six facilities in North Carolina under the A-1 Self Storage brand. She said her company’s latest search for the right software company was based in large part upon getting immediate response. A-1 chose fellow North Carolina-based company SMD Software (SiteLink).

“My concerns were that the support would be questionable,” said Patterson. “Our prior software support company was in another time zone and was not readily available. When you have a problem, you cannot wait until the next day for



*“I was looking for someone who would grow with us and could be a lifelong partner.”*

*~ John Eisenbarth, West Coast Self-Storage*

an answer. That has never happened with the software we now have.”

Patterson, whose company has been in the self storage business since 1980 (and a steady SSA member since then), also pointed to a need for the software to be easily used by facility managers, notably those at or near retirement age. In the end, after much due diligence, she made her current choice.

“We looked at several software programs, attended the exhibit halls at trade shows, looked at them and sampled the trial versions,” added Patterson. “We settled on SiteLink of SMD Software and have never looked back. The program is almost foolproof. It is so user-friendly that our managers who are approaching their retirement age love it.” ❖

The Exclusive Insurance Partner of the SSA

More than storage insurance. **Assurance.**

**BADER**  
Be Assured

TRAINING



EASY  
ENROLLMENT



CLAIMS



Did you know we also offer  
**Commercial Insurance?**

- Property
- Liability
- Moving Trucks
- Flood
- Earth Quake and more

For more information:  
317-706-6047  
dbowser@baderco.com

**www.BADERCO.com**  
**888-223-3726**