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SSA Vendor Members Are Here To Help You

By Robert Chiti



There are many benefits for facility owners to being a member of the Self Storage Association. One of them, which self storage operators may inadvertently overlook, is the value of being able to have easy access to information regarding all of the industry's top vendors in one place.

The aggregation of all this information can save operators lots of time and money, so as you are contemplating how to improve your business and better compete in an ever challenging environment, remember that the SSA has more than 200 vendor members who are here to help you become more successful.

While this issue of *SSA Globe* magazine focuses on the software sector serving our industry, it is a great example of how the SSA consolidates and brings valuable information to your doorstep. I urge you to take a few minutes and read this issue to learn what is new in the world of property management software.

In addition to software, there are many other areas of your business where SSA vendors can help you. All you have to do is check out the SSA website to find vendors that are committed to the industry and support your industry association. Attending SSA events will also give you a great opportunity to talk with several vendors all in one location — especially the Fall Conference & Trade Show in Las Vegas this September (visit selfstorage.org for more information).

SSA vendor members demonstrate their commitment by investing heavily in creating new ways to protect your business, develop tools to help you run it more efficiently, attract more customers, provide services to your current customers, develop new facilities, finance your property, maintain your facility and more. You as a self storage owner have hundreds of people dedicated to helping you improve your business, so do not miss out on the opportunity to leverage their brain power.

While every idea we vendors come up with will not make your shopping list, the great thing is you get to decide if they survive or not. One thing is for sure, though: Vendors that are investing in new innovative ideas are vendor members of the SSA, and you as an SSA member will be one of the first to hear about them. As our industry grows we will certainly catch the interest of even more vendors.

I read online that Google is secretly working on a way for self storage owners to rent space in something called the cloud. We definitely live in interesting times. ❖

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