

SSA Member Benefits

THE SSA VALUE PROPOSITION: *Here's a list of the member benefits you receive as an SSA member. There's no other place in the industry where you can get this kind of return on your investment. Please share this information with a colleague and invite them to join your association. To join, they can visit www.selfstorage.org and click 'Join SSA'.*

■ **Education & Training Programs:** Well-informed owners and an educated workforce are vital to success in today's self storage industry—and the SSA is your one-stop source of first class, self storage-specific learning opportunities on key topics. The SSA Online University offers convenient multimedia online education and training that saves time and travel expense. Participate in live monthly webcasts (free to SSA members), plus download valuable training content. SSA also offers the acclaimed SSA Manager Certification Program, an intensive course that provides a solid foundation for self storage managers, and an opportunity for self storage professionals to attain the prestigious SSA Certified Self Storage Manager (CSSM®) designation.

■ **SSA Conference & Trade Show:** Be the first to see the latest products, technology, and services at the SSA Spring or Fall Conference & Trade Show. Vendor members can exhibit and attend at discounted rates. These two events, offer industry education, networking, and one-on-one roundtable discussions on industry topics that are important to you, your business, and your bottom line. Direct members of SSA will enjoy a Direct Members Only Lounge where they have free refreshments, cell phone charging stations and a comfortable environment to relax in between sessions.

■ **SSA Annual Ski Workshop:** Network with high-level peers during the Annual SSA Executive Ski Workshop. This educational getaway boasts some of the industry's top speakers. Combined with industry roundtables and skiing fun, you can understand why this event is sold out every year. Members receive reduced registration rates.

■ **The SSA Globe:** All members receive the industry's leading monthly magazine, the *SSA Globe*, by mail. It's also accessible online at SSAGlobe.org in digital format. The publication keeps you up to date with the SSA's latest news and activities, providing features about owners, operators and employees that make the industry what it is today.

■ **Monday Globe:** Each week, the *Monday Globe* brings timely industry news and information into your email inbox.

■ **Online Networking:** StorageChat.com allows self storage professionals to engage with their peers. Membership in the community is free and provides access to post topics, the ability to comment on others' posts, upload content, and many other useful functions. Visit www.StorageChat.com and begin networking today.

■ **Self Storage Legal Review:** SSA's most valuable publication, the bimonthly *Self Storage Legal Review* is one of the industry's top publications, giving you timely information on legal developments in the industry. It monitors emerging trends and legal issues that you need to know for your individual business. This publication is valued at \$240 per year.

■ **Publication Discounts:** SSA offers numerous sales and marketing tools, management materials, resources, safety programs and legislative resources at discounts to members.

■ **SSA-Reis Study:** Gain market insights from this survey of more than 10,000 participants on occupancy and historical rental rates in the top 50 U.S. markets and 279 submarkets. Direct members receive first notice on all future data releases, and receive substantial discounts on all studies. These studies are revolutionizing the way owner/operators and managers look at this industry and how they market to their residential and commercial customer base.

■ **Healthcare Benefits:** The SSA and MiniCo Insurance Agency, LLC have expanded the CoreHealth Insurance program to include major medical, dental and eye care. The program is now known as the SSA Health Insurance Marketplace. Due to changing government regulations and an expanded interest by self storage professionals, these new insurance products will be a

welcome addition to the already popular supplemental insurance programs offered by the SSA and MiniCo. SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors. This program can be a valuable incentive for employee recruitment and retention. It features guaranteed acceptance based on eligibility (age and state availability), coverage available until age 65, freedom to choose providers, an insurance card, online payment, and low monthly premiums. In addition, the SSA Core-Health Insurance program is underwritten by an A.M. Best "A" rated carrier.

■ **Vendor Coupon Directory:** Need to purchase products or services and looking for discounts? As an SSA member, you may visit the Vendor Coupon Directory and download coupons from your favorite vendors. You must be a current member of SSA and logged into the website to view/download. Vendors are always changing their coupons, and new vendors are added weekly, so be sure to check back often!

■ **Enhanced Business Exposure:** Members are listed in SSA's online facility locator (with 20,000 unique visitors per month) and may use the SSA member logo in marketing and outreach materials. Additionally, SSA prints the *SSA Globe Yearbook & Membership Directory*, a "who's who" guide to the self storage industry. SSA also provides an "SSA Member" window decal displaying the Association's logo.

■ **Marketing Collateral:** SSA offers a series of "Declutterfy" radio commercials, message-on-hold recordings, and print ads. SSA members can use the spots for their stores' on-hold messages or to promote their businesses locally. Two of the commercials focus on consumer use of self storage, and two others promote self storage in business. These productions encourage the public to "Declutterfy—Your Home, Your Office—Your Life!" and include blank air space for information about the member's facility. These great radio commercials, message-on-hold recordings, and Declutterfy print ads are available to SSA members at a fraction of the typical production costs. For more information, visit our website or call SSA.

■ **Access to the Young Leaders Group:** The SSA's Young Leaders Group (YLG) is for the next generation of self storage professionals. As industries continue to grow, it is important to develop the connections within the next generation for future interaction and growth. Whether you are a supplier to the industry, a self storage operator or manager, the YLG was created to enable the future of the industry to meet and network in a fun social environment, apart from, but in conjunction with traditional SSA events. Members of the YLG are the future leaders of their organizations and may one day become

future members of the Board of Directors or possibly the Chairman of the Self Storage Association. You must be a member of SSA to join this group

■ **Industry Advocacy:** SSA regularly lobbies around the country to represent members on self storage issues at the local and state levels. In addition, SSA government relations staff represents the industry before the U.S. Congress and federal regulatory bodies through in-person meetings and testimony.

■ **SSA Scholarship Fund:** The SSA Foundation Scholarship program provides scholarship awards of \$2,500 to \$5,000 toward postsecondary education tuition and fees. This is a needs-based scholarship program for students with at least a "C" cumulative average or 2.0 cumulative GPA on a 4.0 point scale. Recipients must be employees (or employees' children or grandchildren) of companies that are direct members of the Self Storage Association. Eligibility requirements also include a demonstration of integrity within the applicant's school and/or workplace, plus documented pursuit of meaningful education at an accredited postsecondary education institution.

■ **Self Storage Legal Network:** How much do you spend per year on legal fees? The number one most important benefit of being a direct SSA member is access to the Self Storage Legal Network. This legal hotline service, only available to direct SSA members, provides one of the best sources available for obtaining industry-related legal information. SSA attorneys Carlos Kaslow and Scott Zucker bring more than 50 years of combined self storage industry experience. An SSLN subscription begins at \$500 yearly (prices based on facility count). When you or your employees have a legal question concerning self storage operations, you can simply log in to the SSLN online and ask your question. The SSLN is staffed from 8:00 A.M. to 5:00 P.M., Monday through Friday, and provides a response to your inquiry by the next business day. Do you have lien law questions, rental agreements, or partial payment questions? Just ask the attorneys. The SSLN is a legal and operations information service and does not provide subscribers with legal services. For more information, please contact SSA at (703) 575-8000.

If you have any questions about your membership, please contact
Stacey Loflin, Vice President of Membership
(703) 575-8000 ext. 105,
or send questions via e-mail to
sloflin@selfstorage.org

Membership Levels

Level 1 Member

\$175/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is an owner of one or more existing self storage facilities whose total rentable square footage is less than 40,000 square feet may apply to become a Level 1 member. Level 1 members receive the full list of SSA member benefits, except for the *Self Storage Legal Review (SSLR)*.

Level 2 Member

\$275/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is an owner of one or more existing self storage facilities whose total rentable square footage is less than 40,000 square feet may apply to become a Level 2 member. Level 2 members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

Level 3 Member

**\$545/year, includes one facility plus
\$125 for each additional facility**

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction may become a regular member. Ownership of shares in a publicly traded company that owns self storage properties does not constitute ownership of a self storage facility. Level 3 members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

**For questions about membership levels,
please contact Stacey Loflin at
sloflin@selfstorage.org
or (703) 575-8000 ext 105**

Vendor Member

\$825/year

Any person, partnership, corporation, limited liability company or other entity which is a supplier of goods and/or services utilized within the industry or which is engaged in a business connected with or related to the self storage industry, or is an independent contractor that manages self storage facilities, may apply to become a Vendor Member.

Management Firm Member

**\$545/year, includes one facility plus
\$125 for each facility managed**

A person or entity that manages self storage facilities on behalf of an owner for a fee may become a Management Firm Member. Members in this category may also own their own facility, but must manage at least one other facility for another owner. (An *SSA Registry of Self Storage Management Firms* and size rankings, based on the number of facilities managed, will be distributed in a special edition of the *SSA Globe* magazine, based on facilities reported with membership.)

Prospective Owner Member

\$545/year

An individual or entity that does not own an existing self storage facility or a facility under construction, but is a prospective developer or purchaser of a self storage facility (including entities outside the United States), may apply to be a Prospective Owner Member. *This is a non-voting membership class.*

International Firm Member

\$100/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction outside the U.S. and Canada may become a member in the International Firm category.



Membership Application

Please complete entire form and return it with your check or payment to the address below. If you have questions, contact SSA at (703) 575-8000 or email SSA at info@selfstorage.org. All applications are subject to review before approval. *All facilities must be reported.*

Choose Membership Type:

- ☐ **Level 1**..... \$175
< 40K sqft
- ☐ **Level 2**..... \$275
<40K sqft; includes the *Self Storage Legal Review*
- ☐ **Level 3** \$545
First facility included,
\$125 per add'l facility
- ☐ **Prospective Owner** \$545
Prospective developer or
purchaser of a self storage
facility
- ☐ **International Firm** \$100
- ☐ **Management Firm**..... \$545
First facility included,
\$125 per add'l facility
- ☐ **Vendor Member** \$825

Options:

- ☐ **Self Storage Legal Network**..... \$500
1-2 facilities.
Call if more facilities.

\$ _____ Dues

\$ _____ Add'l Facilities
x \$125/per facility

\$ _____ SSLN (*Optional*)

\$ ~~75.00~~ Admin Fee

\$ _____ **TOTAL**



☐ Check Enclosed

☐ Charge to Credit Card

Card # _____

Expiration Date _____

Name on Card _____

Parent Company		Website	
Primary Contact Name*		Primary Contact Title	
Primary Contact Email	Phone	Fax	
Street Address			
City	State	Zip	Country

* Each member shall designate a person who shall serve as the official representative of the member to the SSA, entitled to vote on behalf of the member, and eligible to serve on the Board of Directors on behalf of the member. Email address must be included.

ADDITIONAL FACILITIES:

All facilities owned/managed must be reported

Use additional sheets if necessary

Facility Name		No. of Units	Approx Sq Ft
Contact (Manager)		Title	
Email	Phone	Fax	
Street Address			
City	State	Zip	Country

Facility Name		No. of Units	Approx Sq Ft
Contact (Manager)		Title	
Email	Phone	Fax	
Street Address			
City	State	Zip	Country

Complete form and mail with payment to:

Self Storage Association
1901 N Beauregard St. Ste. 450
Alexandria, VA 22311

Fax to (703) 575-8901

- ☐ Please enroll me in the SSA Auto Renewal Program
(Terms available at www.selfstorage.com)

Questions? Contact Stacey Loflin
sloflin@selfstorage.org or 703-575-8000 ext 105