

# Around self storage

## Virginia Sale Brokered by IRE

Storage America, located in Manassas Park, Virginia, was recently sold to a private buyer for \$4,794,000. The facility contains 80,200 SF comprising 554 storage units, 10 executive office suites, and 12 parking spaces. The property features a rental office, a manager's apartment, and a mix of both climate and non-climate controlled units. The facility includes cameras, key pad gate entry and a fully enclosed exterior. No financing was required due to an all cash sale.

John E. Barry of Investment Real Estate represented both the buyer and the seller in the transaction.

Investment Real Estate provides self storage brokerage, construction, feasibility and consulting services in the Northeastern and Mid-Atlantic states. Visit [WWW.IRELLC.COM](http://WWW.IRELLC.COM) to view current properties for sale.

## M&M REIT News

Here are some of the latest sales brokered by Marcus & Millichap Real Estate Investment Services:

Marcus & Millichap has announced the sale of Hollywood Self Storage Offering located in Hollywood, Florida, according to Michael E. Hoffman, first vice president/regional manager of the firm's Denver office. The asset commanded a sales price of \$5,510,000.

Chico LeClaire and Michael A. Mele, investment specialists at Marcus & Millichap's Denver, Tampa offices respectively, had the exclusive listing to market the property on behalf of the seller, a bank/financial institution. The buyer, a limited liability company, was secured and represented by LeClaire and Mele. LeClaire said, "It was a great transaction for the seller because they are exiting the industry and a very opportune time for the new owner because they are re-entering and expanding in the Florida market."

Hollywood Self Storage Offering, located at 851 Knights Road, Hollywood, Florida, is an 83,251 net rentable square foot self storage facility. The property was built in 1972 and is situated on approximately 3.67 acres. There are 795 total units, of which 717 are non-climate controlled and 63 are climate controlled storage units. There are also 15 boat and RV spaces. The property consists of nine one-and two-story storage buildings and one freestanding office building with manager's apartment.

Marcus & Millichap also announced the sale of Almond Tree Storage, a 438-unit self storage facility located in Fairfield, California, according to Gregory S. Wendelken, vice president/regional manager of the firm's Seattle office. The asset commanded a sales price of \$3,475,000. Christopher R. Secreto and Joel Deis, investment specialists in Marcus & Millichap's Seattle office, had the exclusive listing to market the property on behalf of the seller, a private investor. Stephen Stein, broker, assisted in closing this transaction.



Almond Tree Storage is located at 725 Railroad Avenue near Travis Air Force Base. This facility was built in 1991 on approximately three acres. In addition to the mini-storage, there are 25 RV/vehicle parking stalls and a rental office with a full manager's apartment.

For more information, visit the company website at [WWW.MARCUSMILLICHAP.COM](http://WWW.MARCUSMILLICHAP.COM).

## PhoneSmart Giveaway

PhoneSmart recently gave away an \$800 cash prize to one lucky winner at the Self Storage Association's fall trade show at Caesar's Palace in Las Vegas. The PhoneSmart self storage marketing company was giving away \$800 to celebrate having sent its self storage reservation-lead number 800,000 to one of its clients.

Fred Tice of National Self Storage Management Company had his name drawn from a pool of entries and won the big prize. Mr. Tice said, "I am saving this for something big," when asked what he would do with the money.

Tron Jordheim, PhoneSmart director said, "We are very happy to give Fred a knot of cash to celebrate all the reservations we have created for all the self storage facilities we serve."

The PhoneSmart call center is an off-site sales force that takes rental inquiry calls for self storage operators in the United States, Canada and Central America. Information about PhoneSmart can be found at [WWW.PHONE-SMART.INFO](http://WWW.PHONE-SMART.INFO) or (866) 639-1715.

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## SSTI Promotes Heimann



Peggy Heimann

Strategic Storage Trust, Inc. (SSTI), a publicly registered non-traded REIT targeting the self storage market, has promoted Peggy Heimann from district manager to regional director of operations where she is responsible for the area of Chicago to Kentucky, the Northeast and the Mid-Atlantic.

“Since joining our team, Peggy has shown strong leadership and has been a standout among her peers, so when our growth called for a split in the duties of the director of operations, she was the clear choice for the position,” said Robert Cerrone, SSTI’s senior vice president of operations.

Heimann joined SSTI in October of 2010 and has more than 14 years of self storage experience. Previously, she was with Sovran Self Storage, one of the four publicly traded Self Storage REITs operating under the name Uncle Bob’s Self Storage. Her last position was with Metro Self Storage, a top regional player headquartered in Chicago.

Since the launch of SSTI in 2008, SSTI’s portfolio of wholly-owned properties has expanded to include 78 properties in 17 states and Canada. SSTI is actively purchasing properties generating current cash flow as well as value-added lease-up opportunities.

For more information about SSTI, please call (949) 429-6600 or visit [WWW.STRATEGICSTORAGETRUST.COM](http://WWW.STRATEGICSTORAGETRUST.COM).

## U-Haul News from Michigan

Roger Lucas, owner of Grandville Central Storage, located at 2900 Wilson Avenue in Grandville, Michigan recently added U-Haul truck and trailer rentals to his self storage business.

Grandville Central Storage can now offer its customers a variety of moving equipment and supplies designed specifically for moving household furnishings, including moving vans, open trailers, closed trailers, furniture pads, appliance dollies, furniture dollies, tow dollies and auto transports. Grandville Central Storage also will offer sales items to protect their customers’ belongings and make moving easier, such as heavy-duty boxes, which are made of up to 90 percent recycled content and are available in a variety of sizes.

“U-Haul is proud to be partnering with a quality independent business such as Grandville Central Storage,” said Jim Meredith, president, U-Haul Company of Western Michigan. “Roger is a great example of the type of successful business relationship U-Haul has established in order to

build and maintain a strong network of more than 15,000 independent dealers across North America.”

## SelfStorage.com Launches New Blog

*The Storage Facilitator* blog is for self storage operators seeking to understand and master web marketing strategies and new technologies to better their businesses. The blog boasts some of the highest-quality writing in the industry, and features original content from leading self storage experts.

As consumer habits evolve in our Internet-driven world, new opportunities to market self storage facilities abound. SelfStorage.com launched a new blog that empowers storage operators to learn and embrace these opportunities. *The Storage Facilitator* is positioned as an educational resource on web marketing and other topics. Managed by the SpareFoot editorial team, the blog features high-quality writing and original guest posts from well-known industry experts like R.K. Kliebenstein, Carol Krendl, Kenny Pratt, Matt Van Horn and M. Anne Ballard.

Since its soft launch in late March 2011, the *Storage Facilitator* has covered topics including social media marketing basics, search engine optimization, and website best practices. Now publishing two new posts weekly, coverage is designed to be approachable and accessible to all users, regardless of web experience or comfort level.

“Keeping up with Internet and technology trends can be overwhelming,” said Rachel Greenfield, the blog’s editor-in-chief. “Our goal is to demystify the most useful tools and strategies available, to help self storage operators pursue smart marketing efforts that grow their bottom line.”

*The Storage Facilitator* is for everyone who touches the storage industry: owners, managers, investors and staff. To contribute, suggest a blog post idea or nominate a manager, email [blogs@sparefoot.com](mailto:blogs@sparefoot.com) or tweet @SelfStorageInc. You can also find the *Storage Facilitator* on Facebook.

## Argus Helps Sell Missouri Facility

Larry Goldman, CCIM, of RE/MAX Best Associates, represented the seller of Storage Plus in Harrisonville, Missouri. The property sold on August 23, 2011 for \$875,000 to ARH Investments who financed the sale with funding from the Missouri Linked Deposit Program with below-market loan terms. The lender, Joe Schoonover of Clay County Savings, said, “The program offers significant benefits to both lender and borrower while greatly enhancing the investment return to the borrower.” Storage Plus is a 29,040 RSF self storage facility and is visible from U.S. Highway 71 in the regional commercial hub of Harrisonville, Missouri about 20 miles south of the Kansas City Metro.

Based in Denver, Colorado, the Argus Self Storage Sales Network (ASSSN) was formed in 1994 to better assist owners and investors of self-storage with their real estate needs. For more information call 1-800-55-STORE or visit [WWW.ARGUS-SELFSTORAGE.COM](http://WWW.ARGUS-SELFSTORAGE.COM).

## SBOA Partners With CSSA

The Storage Business Owners Alliance LLC (SBOA), an organization that enables small to medium-sized self storage owners and operators to increase profitability through enhanced buying power, recently announced a partnership with the Canadian Self Storage Association (CSSA). The partnership allows CSSA members to join the SBOA and utilize web-based criteria to focus exclusively on advantaged pricing from vendors serving the Canadian market.

According to Ian Burnstein, co-founder and president of the SBOA, "This deal was made possible by the commitment of the directors of the CSSA to find ways to improve the profitability of their members' businesses."

CSSA director Sue Margeson added, "I am thrilled that we have been able to put this joint SBOA-CSSA program together for the benefit of our members. This program has the potential to enhance operations for self storage owners and operators throughout Canada.

In order to take advantage of SBOA-CSSA joint program, CSSA members should contact the CSSA offices by calling (888) 898-8538 or e-mailing [info@cssa.ca](mailto:info@cssa.ca). SBOA membership is open to any self storage facility owner or operator in the United States and Canada. For more information

or to join, please visit [WWW.THESBOA.COM](http://WWW.THESBOA.COM) or call (248) 254-9000.

## Performance Partners with Kure It

Kure It Cancer Research and Performance Self Storage Group (PSSG), a brokerage, marketing and consulting service, have teamed up in the fight against cancer. During a recent event hosted by the California Self Storage Association, Performance Self Storage Group partners Jason Allen and Carl Touhey learned of Kure It's mission to raise dollars for kidney and other underfunded cancers.

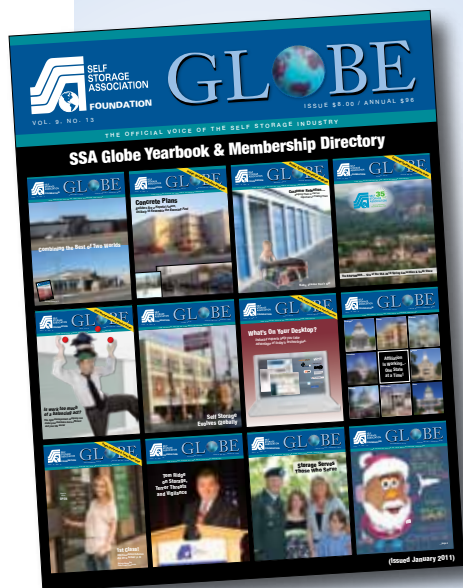
"We were moved by the Kure It presentation, and knew we had to get involved," said Allen. The two committed to donate a percentage of their commissions from future self storage transactions in which they are involved.

Recently, PSSG represented the buyer and seller in the sale of Harbour Point Self Storage in Elk Grove, California, and followed up with a \$2,000 donation to Kure It. "It really feels good to have the opportunity to give back. Let's hope we can close another deal this year and send another big check!" said Allen.

Karen Jones, director at Kure It, said, "We are grateful for PSSG's support of our mission. They are an inspiration to others in the industry who are likely to follow the example set by Jason and Carl."

Founded by Barry Hoeven of Westport Properties/US Storage Centers, Kure It has benefited from the generosity of many vendors, owners, and individuals in the field who are committed to doing what it takes to find the "kure." ❖

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