

Around self storage

OpenTech, PhoneSmart Merge Centers

OpenTech Alliance and StorageMart—the owners of the INSOMNIAC Live! call center and PhoneSmart call center, respectively—announced at the SSA 2015 Fall Conference & Trade Show that they have reached an agreement to merge their third-party call centers before the end of the year. The companies did not disclose the financial terms of the merger.

The OpenTech and PhoneSmart teams will work together to combine each company's best practices, technology, self storage experience, processes and people to form a combined call center made up of the best of each. The merged operation will use the INSOMNIAC Live! brand.

"We have always had the utmost respect for the StorageMart and PhoneSmart organizations," said Robert Chiti, OpenTech president and CEO. "They have years of experience operating a call center in our industry and even more time operating self storage facilities. Their experience is invaluable in our mission to build the highest quality call center in the industry."

StorageMart President Cris Burnam said, "The storage industry is becoming ever more competitive; therefore, PhoneSmart has made the decision to exit the third-party call center business in order to focus exclusively on StorageMart branded stores."

BETCO Introduces Doors, Hallway Systems



BETCO, Inc., a single-source self storage building manufacturer based in Statesville, North Carolina, is offering flexible door and hallway systems that make it easier and more affordable to add onto existing self storage facilities or convert other buildings into self storage facilities.

John Barnard, inside sales manager at BETCO, said his company can help "whether you're considering a

climate-controlled building, conversion of an existing building, or adding interior corridors to your existing facility."

BETCO offers design, engineering and installation of its self storage hallway systems, which are constructed from durable, high-quality components that resist damage even in high-traffic corridors. Its door and hallway system also enable conversion of former office buildings, retail stores, or warehouses into self storage buildings.

BayView Forms Capital Markets Group



Noel Cain

BayView Advisors (BVA) announced the formation of its Capital Markets Group, which will be led by industry veteran Noel Cain. As managing partner, Noel brings extensive experience in the self storage industry, having closed more than \$100 million in debt and equity financing for clients. He also has significant experience in underwriting, development and cash

flow modeling, as well as due diligence and site analysis.

"We are now a one-stop shop for self storage owners. We advise owners when it comes to both selling and refinancing their property, along with assisting buyers in financing their acquisitions," said BayView's Jay Crotty. "Noel is a tremendous addition to the BayView team, and we are very excited that our clients can leverage his industry knowledge, relationships and track record."

Marcus & Millichap Announces Texas Sale

Marcus & Millichap, a commercial real estate investment services firm with offices throughout the United States and Canada, announced the sale of Hallmark Mini Storage, a 36,700-square foot self-storage located in Killeen, Texas, according to J. Michael Watson, vice president/regional manager of the firm's San Antonio office.

Jon Danklefs and Nicholas Ling, investment specialists in Marcus & Millichap's San Antonio and Austin offices, had the exclusive listing to market the property on behalf of the seller, a private investor. The buyer, a partnership, was also secured and represented by Jon Danklefs and Nicholas Ling.

Hallmark Mini Storage is located at 4013 East Stan Schlueter Loop in Killeen. The property offers 36,350 of rentable square feet in 265 units. The facility was built in 2003 of metal construction, and each unit offers a garage-style, roll-up door.

DBCI Products Receive TDI Approval

The Texas Department of Insurance (TDI), the agency that regulates companies that conduct insurance business in

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It's here... THE 2013 SELF STORAGE DEMAND STUDY!



The primary purpose of this study is to tell us who uses self storage, how and why, and—most importantly—to **project future demand**.

It will do so by helping us to **understand the current incidence** of usage and how it is tied to area **demographic characteristics**.

It will provide us with another view on **what drives demand**, with insights as to how customers use self storage.

Our goal in undertaking this research project was to develop and organize the **self storage industry's data** and make it available to you.

Those who plan to succeed in this business will **use it** and **benefit from it**.

**Know your customer. Know your numbers.
Get the data you need to operate...
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**345 pages
407 charts, tables and graphs**

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Texas, officially approved every wind-rated DBCI door for use in high-wind regions of that state.

The approval concludes more than three years of extensive testing and review, and covers DBCI's standard sheet door as well as its innovative Curl-Lok® (patent pending) doors. DBCI is now an accepted vendor in both U.S. states (Texas and Florida) that have strict wind requirements set in their building code.

DBCI's wind-rated products include the 5000 Series severe wind door, the 3000 Series moderate to heavy wind door, the 2500 Series heavy duty door, the 690 Series wind-rated storage door, and the 650 Series standard storage door.

DBCI's R&D Manager, Bray Allen, oversaw the complete testing and application process. "We've always been proud of our top quality wind-rated products, but now we can tell customers they are all accepted by TDI," he said.

IRE Announces Sale in Wayne, New Jersey



Investment Real Estate LLC announced the sale of Storage Station in Wayne, New Jersey, for \$2,880,000 to a private investor. Storage Station is located on the Hamburg Turnpike (Route 202) and close to Interstate 287 and Interstate 80. Wayne is in Passaic County about 13 miles north of Newark and northwest of New York City.

Storage Station in Wayne has two buildings with 292 units, totaling 31,082 SF of self storage, which includes drive-up and interior access temperature-controlled units. The property enjoys excellent visibility from Hamburg Turnpike, which serves as the main north-south artery for the area and boasts high traffic counts.

John Gilliland, IRE president, said, "This sale was the part of a six-property portfolio sale exclusively handled by Investment Real Estate for a private investor. We sold him this property 10 years ago and now we are proud to have been asked to execute the exit strategy."

XPS Solutions Integrates With E-SoftSys

XPS Solutions, which specializes in self storage management services, has partnered with E-SoftSys LLC, developer of Self Storage Manager, an enterprise management software. Now with fully integrated platforms, these

companies are able to provide enhanced options for both current and future clients.

"We're glad to be able to offer XPS Solutions to clients as one of our interfaces," said Kat Shenoy, president and CEO of E-SoftSys. "Our comprehensive software, coupled with the turnkey solutions that XPS provides, equips self storage owners and operators for success."

"Integrated software and services create added value for self storage owners and operators," said Michael Roberts, executive vice president of sales and operations at XPS Solutions. "By combining real-time data with industry expertise, rentals and tenant satisfaction increase and churn decreases."

SAM Awarded Three New Contracts

Storage Asset Management, Inc. (SAM) was awarded three new self storage management contracts in August. SAM will now manage Ocean Storage in Shallotte, North Carolina; Valley Storage in Harrisonburg, Virginia; and Lock & Key Self Storage in Wayne, New Jersey. This is SAM's first managed location in North Carolina and its eleventh awarded contract this year.

Ocean Storage is a 57,725 square foot facility with 468 total units. The gated and fenced facility features inside and outside storage for large vehicles, along with temperature controlled units. Valley Storage Harrisonburg is comprised of 367 storage units in 38,955 square feet.

Lock & Key Self Storage becomes the fiftieth managed property for Storage Asset Management. The property contains 296 storage units, which includes a mix of drive-up and interior temperature-controlled units ranging from 5x5 to 10x20. The 30,545 square foot facility features electronic gate access as well as being lit and fenced.

SAM VP Alyssa Quill said, "We are very excited to add three additional facilities to our portfolio of managed properties, and especially our first in North Carolina. We are excited to work with new and existing clients to improve their facilities with our proven strategies."

StoreRight Names Kelly Director of Ops

Having completed two additional acquisitions in the second quarter of 2015, StoreRight's portfolio now includes ten facilities and more than 600,000 square feet of net rentable storage space. This growth has brought the need for a director of operations, and they found their candidate in Scott Kelly.

"Scott brings with him a wealth of experience, including 18 years of storage management on all levels," said Matthew Clark, president of StoreRight Self Storage.

As director of operations, Kelly will be targeting specific areas in which the company may need to improve opera-

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tional efficiency. This will include streamlining operations and business procedures across the portfolio, and implementing new directives for growth. Kelly is well known in the industry through years of experience in management and consulting, and he is the Florida Self Storage Association's president-elect.

"I couldn't be more excited to partner with StoreRight," said Kelly. "They have a sound business model and treat their facilities and staff like extended family. A once small local company is well on the way to becoming a large player in the industry, and my job is to help facilitate that goal and the success of each acquisition along the way."

Midtown Vault Expands Solar Panel Use

Midtown Vault Storage, a self storage facility developed by Absolute Storage Management in 2006, is doing its part to conserve energy by increasing solar panel usage on its building. The midtown Memphis area storage property started using solar panels in 2013, only covering half of the building and saving a third of the usual electric bill.

Due to the success of the first round of panels, the property is expanding and using even more solar panels. This expansion will cover nearly all of the buildings' 12,500 sq. ft. roof with solar panels.

"Our solar panel system is now covering two-thirds of our carbon footprint at the Vault and will do so for the next 25-plus years," said Michael Haugh, ASM president and developer of Midtown Vault.

ESCP Closes on 26th Storage Property

West Palm Beach-based Elite Stor Capital Partners (ESCP) announced it has closed on the purchase of Storage Max in Nicholasville, Kentucky. The 110,000 square foot self storage facility is located 11 miles southwest of downtown Lexington off US Highway 27.

The facility will be rebranded and become the newest addition to the Storage Rentals of America brand. ESCP now owns and operates more than 850,000 square feet across 26 self storage facilities in the region.

The facility consists of 857 units including 175 climate-controlled units. The property has fully-integrated amenities including 24-hour gate access, recorded video surveillance, climate- and non-climate-controlled units, on-site management, and RV, boat and vehicle parking.

The ESCP acquisition was led by CEO Benjamin Macfarland and COO Don Toler. "This property is plug-and-play for our accretive aggregation strategy in this market, allowing us to further utilize our Kentucky-based call center and increase economies of scale, further driving cash-on-cash returns to our investors," said Macfarland. ❖

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