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Finding the Right Insurance Partner P14

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Insurance in Self Storage

By Scott Zucker, Esq., Self Storage Legal Network



From a self storage landlord's perspective, there are numerous risks that an operator assumes in running a facility: the facility itself may be damaged, a tenant or an employee may be injured, a tenant's property may be stolen, a tenant's property could be damaged or a tenant's property may be improperly sold.

To protect itself from those risks, the landlord can purchase:

- Insurance for the value of its physical buildings and other improvements to the property
- Liability and workers compensation insurance to address the risk of injuries
- Customer's goods legal liability coverage to respond to claims by tenants that their property was damaged by the negligence of the landlord
- Sale and disposal coverage to respond to claims by tenants that their property was wrongfully foreclosed

Essentially, for most every type of risk that could occur within the context of self storage, there is some type of insurance that can be obtained to address the financial impact of such an occurrence. The cost of the insurance will depend on the size of the facility, the history of its claims, the maintenance of the facility and the level of deduction requested. (For more on finding the right insurance vendor to suit your needs, see page 14.)

The whole point of obtaining insurance is to protect the business financially from direct property losses and from third-party claims and lawsuits. Standard liability policies do this by providing both a defense of covered lawsuits and the obligation to indemnify the facility operator if there is a determination of liability. In the self storage business, the more insurance a facility has the better off it will be in the event something goes wrong. The owner not only needs to have the right coverage but also adequate insurance limits to have complete financial protection. It is important for the facility operator to talk with an insurance agent to determine the type and amount of insurance needed to protect the facility.

It is also crucial in all self storage rental agreements that tenants be notified that the operator does not carry insurance for their stored goods and that the tenant is obligated to insure their own property. When self storage operators make it clear in their leases that the tenants are responsible to obtain insurance for their stored goods, the operator is "shifting the risk of loss" to the tenant if damage or loss occurs.

By shifting the risk, the tenant is obligated to go first to its own insurance to recover for its loss or damage before it can go to the operator. It is generally recommended that in every rental agreement a provision be added that requires the tenant to have insurance coverage for the replacement cost of 100 percent of the value of the property that is being stored. Because there is the freedom to contract in leases, rental agreements with required insurance provisions are generally considered enforceable. ❖

Scott Zucker and Carlos Kaslow operate the Self Storage Legal Network. For more details, visit selfstorage.org.

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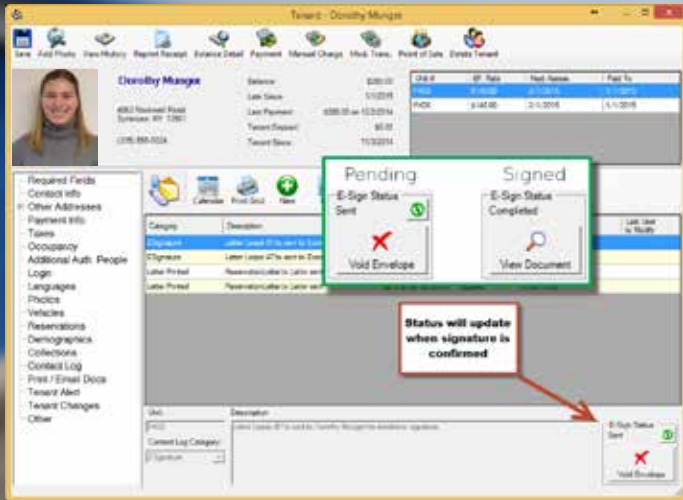
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It shall be the Mission of the SSAF to provide timely, accurate industry information, communication and exceptional educational experiences for SSA members and owner-operators and investors across the United States and in affiliated nations. The SSAF will sponsor an "SSA Foundation Forum," a general session executive education program, at both national SSA conferences and conventions on topical and cutting-edge topics of interest to the industry at-large. Also, SSAF will provide information, education and training as to the SSA-adopted "Code of Ethics" and by promoting respect for the anti-trust laws of the United States and foreign nations that must be adhered to by all companies involved in this industry. The Board of the Foundation is authorized to recognize accomplishments, achievements and significant landmarks within the industry, including serving as the Nominating Body of persons to the SSA Board for annual induction into the Self Storage "Hall of Fame." The Board of the Foundation may from time to time acknowledge persons both inside and outside the industry who have contributed to the betterment of the industry by way of special awards and recognitions. Also, the SSAF will make charitable contributions to worthy causes, efforts and for educational purposes on behalf of the self storage industry.

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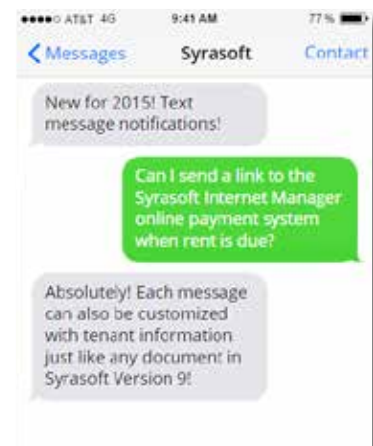


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Follow Up, Follow Up, Follow Up

By Anastasia Malagisi, SSA Director of Marketing & Outreach

It's the old sales adage that still holds true decade after decade: Following up on opportunities in a timely manner is critical. So, what's the best way to follow up after a major networking opportunity like last month's SSA Fall Conference & Trade Show? Here are five tips that apply whether you're an owner, operator, manager or vendor.

1. Prioritize

My first suggestion is to take all of the business cards and marketing materials you collected, whether you have notes on them or not, and prioritize them. Use your Outlook calendar or another organizational method that works for you and assign the dates on which you will follow up with a contact/business. This is also known as a pipeline, which organizes your leads on a priority basis. If you're an owner/operator or manager, you still need to prioritize what you will accomplish and/or implement once the conference is done. You may have sat in on a roundtable or purchased a publication. By creating a list (pipeline) and prioritizing your follow up, you will maximize your takeaways from the conference.

2. Do your homework

Research your contacts. Find out more about the people/companies you just networked with. Are they blogging? Do they publish? Have they been in the industry for an adequate amount of time? What do others have to say about them, such as the BBB? Before you take the next step in reaching out to someone, take the time to *know* to whom you are speaking. You can use this information as part of the conversation you're going to have with them. I guarantee they will, at the very least, be impressed with you for taking the time to learn a little more about them.

3. Pick up the phone

Sure, technology has made our lives easier and more productive. However, I still believe in an old-fashioned

phone call, especially if you have already spoken with someone face-to-face at the conference. If the contact did not request a specific way to follow up, your first contact should be a phone call. From here, you can determine the best way to follow up and what your plan of action will be.

4. Be patient and be kind

After a major conference, we have a tendency to want to follow up right away. Ambition and persistence are noble qualities. So, why are you feeling radio silence on

the other end? Just like you put together your priority list, so did others. Be patient if folks do not follow up right away. Set a reasonable follow-up date if you do not hear back. Chances are they are not ignoring you, they may just have other matters to tend to—especially if they were out of their office or business for almost a week. Likewise, be kind to those who make following

up with *you* a priority. A courtesy email reply or returned call to acknowledge their efforts is always appreciated. From there, you can set the follow-up pace.

5. Provide feedback

As a representative of your national trade association, it is extremely beneficial to everyone, SSA staff included, to receive productive feedback regarding your recent experience with the conference. This helps us assess overall quality and areas to enhance for future educational and networking opportunities. It is our hope that you find exceptional value in attending, and that you leave the conference excited about all the things you need to follow up on.

For those of you who were not able to celebrate our 40th anniversary and attend the SSA Fall Conference & Trade Show, please visit www.selfstorage.org, or call us at (703) 575-8000, to see what resources are available to you. It is our hope that you can always attend; however, we do have valuable post-conference resources readily available. ❖





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Do You Have a Plan?

You can't stop disasters from hitting your facility, but you can prepare for them.

By Laura Fries

It's not just a catchy motto, it's a smart business move, especially for self-storage owners. The saying goes, "Hope for the best but plan for the worst." No one expects a disaster, but if you are prepared for emergencies, you can get your business back up and running quickly if you've done your homework.

Matthew Van Horn knows this all too well. Vice president of operations for Cutting Edge Self Storage, and president of the Florida Self Storage Association, Van Horn deals with lots of hurricanes. At one point in his career, he was managing properties in Joplin, Missouri, when in 2011 the town was hit by a category EF5 tornado. Although his facilities were not in the direct path of the devastating twister, the swath of damage from winds exceeding 200 miles per hour and a funnel a mile wide reverberated throughout the community.

"The first few days after a disaster are absolute chaos," he said. "You can't get food, gas or ice. Sometimes you can't even get in to your facility. Roads and airports may be

This storage facility in Joplin, Missouri, sustained damage but was fortunate to escape the full wrath of an EF5 tornado.

Photo courtesy of Matthew Van Horn

closed. Hotels are full. Communication is at a standstill. This is where disaster training comes in. You need people you trust, and you need to train them well.

"Even if your building doesn't sustain damage, your utilities will," he added. "You won't have power, cell service—basic communications. All of our day-to-day operations are based on Internet receipts, but in events like this, everything goes old school," he said.

Safe, Not Sorry

Recognize that while you can't prepare for every disaster scenario, you can work to reduce your vulnerability. The most important thing, said Michele Cavaliere, vice president of Access Self Storage, is to have an emergency plan in writing and make sure all of your employees have a copy—on paper. Make a habit of regularly backing up computer files to a remote location, so that when disaster does strike, key people can access important information.

Cavaliere knows the importance of these measures first hand. In 2012, she and her team had to prepare 17 facilities on the East Coast in the face of Hurricane Sandy.

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As the storm approached, they prepped by securing outside obstacles, cleaning spouts and gutters, moving computers and filing equipment to higher floors, and sandbagging entrances. Facilities with parking tenants called each customer, advising them to move vehicles to higher ground.

She also had her teams print the rent roll, lists of vendors—including electrical, plumbing, HVAC, auto doors, security and even landscaping—as well as the company’s emergency phone tree. Basic prep, said Cavaliere, also included purchasing gas for cars, charging cell phones and filling coolers with extra ice.

This kind of prep not only helps with the storm, but it ensures that your facility is accessible as quickly as possible in the aftermath. Investing in temporary lighting, generators, cases of water and non-perishable food is a smart idea. Have policies in place in case your customers’ ability to pay rent is impacted because of the disaster, or if normal methods of payment, including postal service and electronic payment services, have been disrupted.

Of their 17 sites in the path of Hurricane Sandy, Cavaliere said all but two were back in business relatively quickly. The Long Island facility, however, was hit the hardest, with water reaching six feet above the facility loading dock. The resident manager was evacuated by NYFD in a rescue boat.

“A storage facility is not that different from your average home,” said Diane Piegza, a vice president for Sovran, which owns and manages nearly 500 storage properties under the Uncle Bob’s umbrella. “That’s something that storage owners struggle to convey to the customer. If the whole town is flooded, chances are the storage facility is as well. Customers have the perception that we can prevent it from happening, but unfortunately we can’t.” The best you can do is make sure your facility is as disaster-proof as possible. Using impact-resistant glass when possible, and anchoring large objects and appliances, are simple but effective safety measures. If you live somewhere prone to wildfires, you may want to plant landscaping farther away from your building.

Since Hurricane Sandy, all new construction for Access Self Storage is done with lessons from that disaster in mind. “Major design, construction and investments were needed to make the facility less likely to incur that level of damage,” Cavaliere said. Now, facilities are built with electrical panels and all power sources on the second floor of the building. “We are planning on waterproofing the exterior of the building as well as installing flood gates.”

Van Horn’s Florida properties are fitted with hurricane shutters for extra protection. “We hadn’t had a hurricane hit in 25 years, but it only takes one,” said Van Horn. “You learn a lot. Have supplies available. Know that you’ll be doing things by hand. If you can get your tenants on some insurance plan, that’s always a good legal option. No one wants to do insurance until you need it. When you get into these situations, if the building gets destroyed along with their possessions, people get upset. It helps if you have that added layer of insurance.”

Piegza stands by the motto, if it’s worth storing, it’s worth insuring. “We require all of our customers to carry insurance. Some already have home policies with provisions on rental units, or they can purchase through a third-party provider. One way or the other, that needs to be part of the conversation.”

Piegza also advised reminding customers to exercise common sense in their storage units. “All good operators take every precaution to make sure disasters don’t happen, but if there isn’t a cage around a light bulb and a customer lays a mattress against it, it can start a fire. If you wouldn’t do it in your home, don’t do it in your storage unit.” Still, it’s important to remember that property can always be replaced. Make sure your employees are safe. Keep updated contact information—at least two numbers for every employee (and customer)—and make your team’s welfare a top priority.

Know evacuation routes in your area and keep an evacuation plan in place for employees if the worst should happen. Recognize that even if your facility hasn’t been hit by a disaster, your employees may have been affected personally in some way. Have back-up or temp employees on call to help if your regular employees are facing their

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Ready, from page 10

own crises. Consider housing them in nearby hotels. If your facility has been compromised by a disaster, don't delay delivering the bad news. The longer you wait, the more emotions boil over, says Piegza. Reaching out in person is the best alternative, but consider a crisis management team if the event warrants it.

Know Your Resources. Be A Resource.

A natural disaster is defined as basically nature in any extreme form, from drought and excessive heat to flooding and frigid temperatures.

A facility in Vermont won't worry about earthquakes as much as their California counterparts, but it should have a good plan in place for snow emergencies and Nor'easters. Southern regions should focus on hurricane preparedness, Midwesterners should keep on top of tornadoes, and West Coasters should pay attention not only to earthquakes but to wildfires, and, in some cases, mudslides.

Your property insurance should correctly address the risks in your area, and all construction should follow building codes and best practices for your region. Many regular policies require additional coverage for things like flooding and wildfires. It's also a good idea to know what the laws are with regard to destruction of rental property and whether you are compliant.

The Self Storage Association offers a podcast and handbook for purchase that talks about these types of disasters and offers great information on how to keep a level head in a stressful situation—not to mention preserving your income and looking to the future. (Visit selfstorage.org for more details.)

The EPA has a plethora of information on how to prepare and what do after a disaster, both man-made and natural. For instance, it might seem like a good idea to burn a lot of trash during cleanup, but that might not be legal or safe. Check your state's emergency management plan for specific information on your location.

Many people affected by disaster may need a place to store their belongings temporarily. This is not taking advantage of people in a time of need. The storage industry offers a solution at a time when there are not enough answers to an overwhelming number of problems. Do they need a storage facility or mobile storage? Peace of mind or real help? Businesses, especially storage facilities, are part of the process of rebuilding and helping people desperate for a place to put belongings.

It's not unusual for a facility to go from 70 percent to 90 percent occupancy after a disaster, so owners and managers need to be on their game and ready to help. Offer greatly reduced or donated storage for first responders or those in greatest need. Your kindness and help will not soon be forgotten by your community. ❖



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Finding the Perfect Fit

Healthy diversity reigns among insurance coverage options for the self storage industry.

By Mark Wright

Businesses have faced the need to manage risk since at least the late middle ages, when shiploads of products from European merchants started falling prey to bad weather and sword-wielding pirates, according to the American Insurance Association.

While few self storage owner/operators today spend time scanning the horizon for ships flying the jolly roger, a variety of factors nonetheless require them to make smart choices about managing risk. Fortunately, a number of companies specialize in helping insure against the risks specific to self storage.

Just as owner/operators strive to differentiate their storage business from competitors, so too do insurance providers. Each of these companies has crafted an approach that offers facilities and tenants alike a healthy range of choices and that positions their brand distinctively in the marketplace.

Setting Themselves Apart

“We have everything under one roof here,” said Josh Nicholson, VP of sales and marketing at Bader Company in

Indianapolis. “That gives clients the ability to control their program through one source—us. Claims, software integration, whatever, they have one point of contact who can help. And customer service is paramount in everything we do.”

“We consider ourselves the best in the business, because we consider ourselves the best in service,” added Tim Parnell, Bader Company’s client development director. “We have a vested interest. As an ESOP [Employee Stock Ownership Plan], each individual employee is a stockholder. So, service is part of our corporate culture.”

Not surprisingly, service is also emphasized by Phoenix-based Deans & Homer. “We operate uniquely from all of our competitors in insurance,” said underwriter Kay Schaefer. “Each employee is not just the insurance underwriter, but is also responsible for the handling of claims, issuance of policies and handling of any issues that arise for our clients.

“Most companies have one person as underwriter, another issues the policy and another handles the claim,” Schaefer added. “But we want to get to know our clients, and vice

See Insurance, page 16



Members of Bader’s management team (pictured left to right) discuss strategy: Josh Nicholson; Chuck Dodge; Richard Witka; Tim Parnell; and Christy Lewis.

See Insurance, page 14



EMV is here... What you need to know.

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EMV Quick Facts

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versa, which is better for making sure our insureds' needs are met."

MiniCo Insurance Agency LLC, also located in Phoenix, pointed to its 40+ years in the industry as a key element. "We have the largest group of insurance underwriters dedicated to the self storage industry," said President & CEO Mike Schofield. "We have capabilities to write both admitted and not-admitted paper, which allows us the flexibility that's sometimes needed to write a risk."

"We're also the only company that underwrites both commercial and tenant insurance," said Schofield. "We

Ensuring You're Insured

There are obviously a number of credible insurance companies storage operators can choose from, but it's imperative that owner/operators read a policy closely before making a decision.

Danielle Klaus, senior director of operations at Your Space Storage in McMinnville, Oregon (and an Oregon SSA advisory board member), recalled a bad experience she had with one company following a facility break-in.

"The insurer required a cut-off to be found before they would pay the claim," Klaus said. In their latest search for an insurer, she focused on finding a company "that had reasonable criteria and would actually pay a claim."

Klaus, a 28-year industry veteran, advises fellow owner/operators to "look at the fine print and see exactly what they do and don't cover, and what their claims process is like. Know what it is you're paying for."

Tom Nunnally, managing partner of Northeast Heights Self Storage in Albuquerque, New Mexico (and New Mexico SSA advisory board chairman), exercises similar due diligence when reviewing his facilities' coverage.

"We shop our property-casualty for each of our facilities every year," he said—a practice he strongly recommended other owner/operators follow. "Shop everything every year. Don't get complacent and just pay the bill."

Nunnally uses an insurance aggregator to handle that process, not only for property-casualty but also for their health insurance, liability umbrella and other policies. He also advised using a company that understands self storage.

Another money-saving tip: "Owners should make sure they are separating the square footage of their buildings out, so they're insuring each building separately for fire. That should cut down on their premium, because if one catches fire it won't burn others down. At one of our properties we have 17 different buildings, each with its own building number and specific square feet. Our insurance company did not realize that a few years back and we were being charged as if it was one big building."

—Mark Wright

underwrite the risk, rate it, and handle the claims in-house with our staff of claims adjustors for both operators and tenants."

On The Move Insurance Agency, part of On The Move, Inc., located in Boerne, Texas, handles property and casualty and offers a tenant protection program through Lloyds of London, explained Account Executive Jacquelyn Nash. "We're agents for various carriers—and we work exclusively with self storage—but we're an agency, not an underwriter," she said.

"One of the great things about being a family business that used to have self storage facilities is that we're able to provide a valuable service to our operators because we understand their needs," noted Nash. "A lot of others tell them how to run their business, but we want to give them options. We are happy to provide insights and suggestions, but we don't force them into doing anything."



"We publish a monthly magazine and other specialty publications to inform and educate the self storage industry, not only on safety and loss control but also on various innovations, management, leadership."

~ Mike Schofield,
MiniCo Insurance Agency LLC

Branding & Educating

Each of these companies also has its own way of connecting with storage pros, from old-school, face-to-face attention to the latest in 21st century outreach techniques, including email and website marketing plus traditional print advertising. Some also spotlighted their SSA sponsorship as a valuable way of conveying industry engagement. (Bader Company is a Partner Plus and Event sponsor; MiniCo and On The Move are Patron sponsors.)

Nicholson said Bader Company uses a three-pronged approach: grassroots efforts (such as association events), e-marketing, and automation to drive personal contacts.

"We don't believe we can rest on the brand alone," he said. All the company's marketing efforts serve as feeder systems to create opportunities for conversations and facilitate personal contacts. "We hang our hat on our ability to touch people nationwide, through face-to-face and webinars," he said.

At MiniCo, said Schofield, "We differentiate ourselves with our education as well. We publish a monthly magazine and other specialty publications to inform and educate the self

See Insurance, page 18

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Insurance, from page 16

storage industry, not only on safety and loss control but also on various innovations, management, leadership. We created three loss-control videos in the past year, which are free on our website—and each includes a quiz so operators can use them to help with their employee training.”

Both On The Move and Deans & Homer emphasized the power of their respective branding.

“The truck program has been well received and strengthened our reputation,” said On The Move’s Nash. “So we’ve stood on our own with branding. Our biggest form of marketing is conferences. We like to have as much presence as possible at both state and national shows. We also have the advantage of visiting with existing On The Move truck customers.”


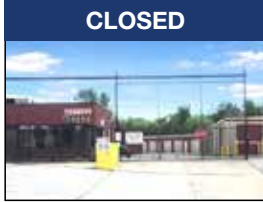

At Deans & Homer, said Schaefer, “We want to make sure our insureds are purchasing an insurance policy that fully protects them from the perils covered by the policy. Sometimes that means building in unique features to our policy and other times it means working closely with a client to handle their claim.”

Regardless of how each company differentiates itself in the marketplace, Nash observed that having these different options in the marketplace is “great for the consumer. A free market means everyone gets a better product and more competitive prices.” ❖

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College students come and go, but that is actually good news for people in self storage. It means that students will very likely have a big need to store items they want to keep in their college town while they are away, or when they want to open up space in their dormitory rooms or apartments.

The fact remains that there are colleges, state universities and junior colleges in virtually every community across the country. Many self storage facilities are already aware of the business college students can provide. Students might not be your largest percentage of renters, but they are a regular, ongoing clientele.

There are very effective methods for reaching students. Students these days are so wired-in to the Internet and their cellphones that if you can become a local presence in those realms they will find you.

It all starts with realizing that students' needs are different than your usual customer. They aren't looking for large units, and they typically don't have the money to spend on them. Blake Miles runs two self storage businesses in Knoxville (Twin Spires Self Storage) close to the University of Tennessee. He's learned a thing or two about student business over the years.

"When we opened a facility near the UT campus in 2009, one of the things we did to cater to the students was build 4' x 4' x 4' climate-controlled lockers," Miles said. "The lockers went over really well with the younger students living in the dorms, because they were able to safely store

a computer, a small refrigerator and other electronic stuff that they weren't taking home with them."

So what is the most effective way to reach college students? Advertising in school newspapers is an option and can be effective. But even more effective is the use of flyers on campus and, of course, the Internet.

"I used to advertise in the student newspaper, but it's gotten so expensive," added Miles. "I feel I do just as well, if not better, with flyers. Plus, I figure most students are going to find me through a Google search anyway."

It also helps to know what is happening on campus. For example, freshman orientation is a good time to get your name out to a fresh bunch of students. Since parents often make it into town for sports events, having flyers or brochures at local hotels also makes sense.

Most definitely make sure that your Web page is not only informational but nice looking and reads well. Load it up with pictures of your facility and make sure that you mention, "Students Welcome!"

Your website will go a long way toward bringing in college students, especially if they know you are interested in them. And make sure they can check out your facility on their cellphone, which is lately used as much for business as the laptop computer.

Parents of students will want to know that your facility is safe and clean, so emphasize those qualities in your advertising and when parents or students come by to see your facility. ❖



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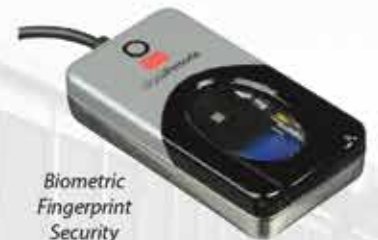
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Timothy Dietz Succeeds Michael Scanlon as SSA CEO

Marcus Dunn is hired as director of government relations.

The national Self Storage Association (SSA) announced that SSA Chief Operating Officer Timothy J. Dietz will succeed Michael T. Scanlon, Jr., as the Association's next president and CEO effective October 1, 2015.



Tim Dietz

Dietz, who joined the SSA in 2004, led lobbying efforts and managed other executive functions for the organization until his promotion to COO last year.

"The SSA board of directors unanimously confirmed its confidence in Tim as the natural choice to lead our 5,500-member trade group upon Mike Scanlon's retirement," said SSA Chairman John Barry. "Mike's tenure

included the best and worst of times for our industry and his steadfast leadership and courage was truly appreciated."

Celebrating its 40th year in 2015, the SSA has developed into a substantive national real estate trade association under Scanlon's leadership, protecting the industry from unwarranted regulatory threats and improving the business arena through a proactive government relations program. It also has maintained its position as the primary meeting place of invested self storage owner/operators who gather at several SSA events throughout the year.

"Mike Scanlon has assembled an excellent team of association professionals who share his vision of industry representation and membership services," said Dietz. "For more than a decade, he has steadily improved the member value

proposition of the SSA, establishing a stature consistent with the leading national real estate trade associations. Our staff looks forward to building upon the considerable momentum that Mike's hard work and example have provided."

Dietz came from a corporate government relations background before joining Scanlon at the SSA. In 2011, the George Mason University graduate completed his Certified Association Executive (CAE) designation through ASAE, the Center for Association Leadership, which is based in Washington, D.C.

The SSA welcomes Marcus C. Dunn in the role of director, government relations, to fill the position Dietz held for the past 11 years. Dunn comes to the SSA with a varied advocacy background, most recently with the Security Industry Association (SIA), a member-based organization that represents the facilities security sector.



Marcus Dunn

Previously Dunn held positions within the United States Congress, including legislative support for Congressman Robert Shaeffer (R-CO), and had lobbied with the law/consulting firm of Patton Boggs (now Squire Patton Boggs). He began his career filling administrative and legislative functions for the Colorado General Assembly. Dunn holds degrees from the Metropolitan State College of Denver and Lund University, Sweden. ❖



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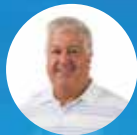
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QUESTIONS

for the Self Storage Legal Network

Each month SSLN partners Carlos Kaslow and Scott Zucker will select a question from a SSLN subscriber on an important self storage legal issue and provide their best advice on dealing with the problem.

Question: *We did lock cuts for an upcoming auction yesterday and came across some items that were possible collectibles and might be items of value. There were old comic books still in good condition, old vinyl records, and footballs in cases that appeared to be autographed. We are curious if these types of things should be handled in a different way in terms of advertising?*

Answer: When conducting a pre-lien sale inspection of a delinquent space, self storage operators will occasionally come across a space that has “better than typical” property. While it is possible that you have discovered a treasure trove of collectibles, you will need to do some investigation to determine what you really have. What’s important is that you determined that this may not be a typical self storage space and selling at your usual lien sale may not be the best option.

You will need to get more information about the possible collectibles that are in the space. Are the comic books and other items valuable collectibles or just someone’s personal collection with relatively little resale value? This can be determined by consulting local collectibles dealers. You could even do a quick determination online to get a sense of what you have. The advantage of going to a dealer rather than online is that with collectibles the condition of the item is an important part of its value.

If you determine that the space does contain valuable collectibles, your next step is to determine the best way to sell them. The self storage lien laws require that the owner conduct the sale in a “commercially reasonable” manner. This is simply a sale that is reasonable given all of the circumstances. For example, a typical distressed sale is not expected to fetch top dollar for the items offered.

Further, a typical self storage sale will be an auction of all the contents of the space (sale by “lot”) because it is the most reasonable way to dispose of the property given its value. However, if this is not a typical space, it would require that you attempt to expose the property to particular bidders with an interest in the property to be sold, and may require you to sell the items by piece rather than by lot.

One option that you may want to consider is to work with an online auction service such as StorageTreasures.com. In this case you could sell using three smaller lots: the comic books, the records and the sports items. Photos of the items can be posted online as part of the sale. You may be able to have a dealer provide you with an offer for each lot. The collections could then be offered with a minimum bid at the dealer price plus 10 percent. Another approach would be to offer the property through a collectibles auction. This could either be live or online. The advantage to such an auction is that you know that collectors will be in attendance and the price realized will reflect fair market price for the items. The delinquent tenant would have a very difficult time challenging such a sale.

Facility owners have a very limited duty to investigate what is in each space that is going to lien sale and are not required to open every box to determine if they may have valuable items inside. However, when the nature of the property is more obvious, as in your situation, a little effort is required. The law does not require that you do this for free. You can determine the reasonable value of the time that you spend preparing the property for sale and add this to the lien cost. In some states, such as Texas, if the tenant does not claim the excess proceeds they become the property of the facility owner. ❖



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Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or jpettigrew@selfstorage.org.

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Alabama

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As we enter the fall season for self storage, we see the demand for storage wane as school, football and holidays take center stage. But the fall also represents harvest, and while our doors may turn less often, the principle of sowing and reaping remains. There are a few good indicators to know if your business is sowing good seed.

One faithful indicator of the type of seed your business is sowing is the number of repeat customers you have. There is wisdom in staying abreast of the facts and researching this number. If your repeat customers are low, chances are you are sowing seed that leaves people lacking in desire. A high number of repeat customers speaks volumes to your business as a whole.

Another indicator of the type of seed you have sown is customers' response to mishaps outside of your control. Now, few customers would complain over a free month's rent, but what do you realize as the overall attitude of your clientele? If they are quick to give you grace and goodwill when faced with issues such as a broken door or gate or temperature irregularity, then you know you

have planted seeds of dignity, a seed of blessing to reap in a time of stress. If, however, the overall tone of your business is complaint and frustration, I would suggest the seed being sown into the clientele from the beginning has not been right.

Evaluating these gauges on your business can save one from a long, quiet winter ahead. By sowing good seed, your business will buck industry standards and traditional downshifts in growth.

Success is often in the little things. Seeds are the little things, which grow. What harvest are you reaping?

With the thoughts of sowing and reaping in our minds, it is also a good time of year to review your business policies and procedures. Are you conducting industry-suggested best practices? Maybe you should review your marketing strategy. Is it time to review your contract and other legal forms and update them with the latest trends in protecting your business and assets? The fall season is a great time to review all these and more as we begin to wind down our year.

Another way you can sow good seeds into your business is by taking time for you and your management team to attend our next event. Our annual fall luncheon will take place October 22 in Birmingham. The event will be held 10:30 a.m. – 1:30 p.m. at Vulcan Park in Museum. Visit www.alabamassa.org for information and registration. The cost is only \$35 for members and \$50 for nonmembers. We look forward to seeing you in a few weeks.

As we continue to grow as an organization we would like to remind everyone that we covet your input. We always look to our members to give us new ideas and to make recommendations and suggestions on how we can better assist and serve you. If you do have any comments, ideas or suggestions, please send them to Brent Fields at brent.fields@docupak.com.

Arizona

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It's still a little too hot to host the World Series in Arizona, but we do get to offer a great lineup of training every fall. Our education program this year kicks off Oct. 15–16 with our 2nd Annual Tri-State Self-Storage Conference. Once again, AZSA joins forces with the California and Nevada state associations to offer a great conference to self storage business owners, operators and vendors in the Upper Colorado Region of these three states. In fact, everyone is invited, regardless of where your business is located.

The Tri-State Self-Storage Conference is at the Golden Nugget Hotel & Casino in Laughlin, Nevada, and features a plethora of networking and training opportunities. The show was wildly successful last year and we anticipate an even greater event this year. Check it out at: www.azself-storage.org/events.

Next, AZSA brings Sue Haviland, one of the stars from the Tri-State show, to the Valley of the Sun for the

See Across, page 40



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Ohio
Oklahoma
Oregon
Pennsylvania
South Carolina
Tennessee
Utah
Vermont
Virginia
Washington State
Wisconsin
SSA Asia
SSA of Australasia
Brazilian Self Storage Group
Canadian SSA
Federation of European
Self Storage Associations
Japan SSA
Rental Storage Assoc. of Japan
Latin America SSA
Mexico SSA

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Phoenix educational workshop on Oct. 22. The workshop is 6:30–8:30 p.m. at the DoubleTree Suites Inn near the airport (320 N. 44th St. in Phoenix). Sue owns Haviland Storage Services and provides consulting, management and training for self storage professionals around the country. Her presentation, “Self-Storage Buying Behavior: What Your Customers Really Want,” will focus on how consumer buying habits apply to our industry, what drives someone to buy or not, how to attract customers, the secrets of superstar salespeople, and the importance of selling your facilities’ features and benefits.

We take Sue on the road with us for the Tucson educational workshop on Nov. 19, also 6:30–8:30 p.m. This workshop will be at the Arizona Riverpark Inn on 777 W. Cushing St. in Tucson.

As always, the chair of AZSA’s Legal and Legislative Committee, Richard Marmor, Esq., will help you overcome legal challenges in a session devoted to your questions at both workshops.

Workshops will also be held in other Arizona cities and we will offer a series of webinars as well.

AZSA’s 2016 trade show, the 18th Annual Arizona Self-Storage Conference, Trade Show & Golf Tournament, will be early this year! Instead of May, this three-day event will be April 11–13, 2016. We will again be at the Wild Horse Pass Hotel & Casino, and golf will be back at the Whirlwind Golf Club, co-located with the conference venue. AZSA’s annual show will feature leading educators and top national speakers, 60+ exhibits, and a Pro-Am golf event for the first time. Exhibit information will be available soon. Watch for details at www.azselfstorage.org.

For more information, contact AZSA Executive Director Anne Mari DeCoster at azsahq@gmail.com or 602-374-7184.

Arkansas

ARSSA.ORG

Interested in becoming a member of the Arkansas Self Storage Association? Contact the ASSA offices at 501-607-4775 for more information.

California

CALIFORNIASELFSTORAGE.ORG

The CSSA is teaming up with the California Employers Association to make good use of the CEA’s human resources offerings. CSSA members will now be able to benefit from a wide range of HR products, as well as personal help. For example, a human resources expert will be available to provide California HR information and support by phone from 8:00 a.m. to 5:00 p.m. CEA will also offer *HR Answers Now!*, an online labor law library with state and federal employment laws.

CSSA members will also have access to: (1) Job descriptions: an online wizard to develop and customize job descriptions; (2) Performance reviews: an online wizard to simplify and customize your performance reviews; (3) a CEA suite of services, including HR forms and fact sheets and an HR reference guide; (4) Newsletters: a monthly subscription to the *The California Employers Report* (www.employers.org); (5) CEA *Weekly Update*: an emailed weekly bulletin on current HR issues; and (6) CEA *Sample Employee Handbook* and annual updates.

“The human resource realm has changed dramatically over the last 10 years. We feel that we will help our CSSA members in a big way by adding this free access to the vast wealth of CEA information and services,” said Erin King, CSSA executive director. “We are constantly looking at ways to improve self storage in our state, and we hope this human resources addition will be used by all our members. It is *free*, after all!”

To become a member, contact Erin King at (909) 912-1962 or visit www.CaliforniaSelfStorage.org.

Colorado

COLORADOSSA.COM

Colorado SSA's annual membership meeting is on Friday, October 16, 7:30 a.m. – 12:00 p.m., and will take place at the Double Tree by Hilton, 3203 Quebec St., Denver, Grand Ballrooms II & III.

Be sure to check www.coloradossa.com for the schedule. Questions about Colorado SSA: contact Maggie at 303-350-0070.

Connecticut

CTSSA.ORG

The Connecticut Self Storage Association (CTSSA) co-hosted with the Massachusetts Self Storage Association (MASSA) the joint Northeast Storage EXPO (new name, same great event). The EXPO was held October 7–8 at Pequot Towers, Foxwoods, a highly acclaimed destination casino and resort. We thank everyone involved in making this

event a success. If you missed it this year, we hope you'll join us next October for our main event.

CTSSA members enjoy educational meetings and networking luncheons, free training webinars, quarterly newsletter, library of documents, website, and additional benefits including a subscription to the *SSA Globe*.

If you are a facility owner in Connecticut, remember that a strong membership results in a more commanding presence at the State Capitol. If you aren't a member, join today so your voice is heard at the Connecticut legislature. The CTSSA membership application is online at www.ctssa.org, or call the office at 860.228.3624 and become a member immediately.

If you would like to be added to the CTSSA legislative mailing list, or if you are interested in advertising on our website or in the CTSSA newsletter, *Insights*, send your request and contact information including email

address to CTSSA, P.O. Box 354146, Palm Coast, FL, 32135; 860.228.3624; 860.228.1337 fax; or email clong@ctssa.org.

Florida

FLORIDASSA.ORG

The Florida Self Storage Association (FSSA) is hosting its second major event of 2015 on November 5 at The Yacht Club, A Disney Resort, in Orlando. The Owners, Operators and Investors Summit features Dean Jernigan of Jernigan Capital and Ken Nitzberg of Devon Self Storage. A third featured speaker is being confirmed. This event includes networking time for the leaders of self storage facilities and self storage investors. Vendor sponsorships that include registration are available and are the *only option* for vendors who want to attend the Summit. Registration is open and details are available for both sponsors and attendees at www.FloridaSSA.org.

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2nd Annual

CONVENTION & EXPO

see us in Savannah!

CO-HOSTED BY:



**SOUTH CAROLINA
SELF STORAGE ASSOCIATION**

in Savannah, Georgia at the DeSoto Hilton

OCTOBER 14-16, 2015

- ✓ 40 leading industry vendors
- ✓ Keynote address by economist Stephen Slifer
- ✓ 3 educational sessions, covering legal, marketing and management topics
- ✓ Concurrent roundtable discussions
- ✓ Awards dinner for Facility and Manager of the Year
- ✓ Optional golf on Friday
- ✓ Charter bus transportation from Atlanta
- ✓ And More!

Visit www.GASSA.org to register or call the GASSA Office at 678-764-2006 for more information.

Every year, FSSA hosts six training webinars. The website is constantly being updated as dates and registration opens, so check often for the latest at www.FloridaSSA.org. The webinars are free for members and \$49 for nonmembers. If you're a member and haven't been receiving our notices, add your email address to your member record or contact the office at (863) 884-7204.

FSSA is also hosting four regional meetings on lien sales. Check www.FloridaSSA.org for details.

A strong membership results in a more commanding presence with legislators. If you aren't a member, join today so your voice is heard. The FSSA membership application is online at www.FloridaSSA.org, or call the office at (863) 884-7204 and we'll mail an application to you.

If you would like to be added to the FSSA mailing list, or if you are interested in advertising, send your request and contact information including email address to FSSA, PO Box 354146, Palm Coast, FL 32135; call us at (863) 884-7204; or send email to clong@floridassa.org.

Georgia

GASSA.ORG

The Georgia Self Storage Association (GASSA) continues to meet on the second Tuesday of each month for networking, luncheon and board meeting at The Georgian Club. There is always a program, often with a nationally recognized speaker. Members and non-members are welcome. Membership dues are \$250 per calendar year (January–December). Join GASSA today!

GASSA launched a series of regional educational meetings this year in addition to its monthly meetings in Atlanta. We have had great success in participation so far in Rome, Savannah, Valdosta, Macon, Augusta and are getting to know more industry members and providing helpful market updates and education. We are looking forward to our last regional meeting in November in Gainesville.

We have also been working hard to prepare for the 2nd Annual GASSA Convention & Expo. It is right around the corner, October 14–16 in Savannah. The GASSA is partnering with the South Carolina Self Storage

Association for an outstanding time of networking and education for the industry. We would love to have you join us! Visit www.gassa.org for more information.

This past month at the SSA fall conference, GASSA President Anne Ballard presented at the Regional Supervisors Program with an outstanding turnout! Several other Georgia owners and operators attended the meeting in Vegas and found the networking and educational sessions extremely worthwhile and valuable for their operations.

GASSA monthly luncheons will take a break in October to allow our members to participate in our event in Savannah.

Second Tuesday of the month luncheons are from 11:30 a.m. to 2:00 p.m. at The Georgian Club, 100 Galleria Parkway, Suite 1700, Atlanta (members \$30, non-members \$35). Please RSVP to Samantha Kilgore, executive director, at gassa.org@gmail.com, phone 678-764-2006, or fax 706-883-8215.

Idaho

IDSSA.ORG

Hello, members of the Idaho Self Storage Association. It sure has been a busy couple of months for the association. As a brand new charter association of the national SSA, we have been working hard to get the ball rolling here in Idaho. Essential to the success of our industry in Idaho is making sure the right legislative environment exists. This year the IDSSA is looking into updating lien law provisions consistent with recent improvements in other states. We know how important every little change can be for your business, so we want to get started as soon as possible.

The IDSSA 2015 annual meeting will take place on October 22. Located at the Wyndham Garden Airport Hotel in Boise, this will be a fantastic opportunity for storage owners and operators in Idaho to network and discuss what is happening across



Join us for the Idaho Self Storage Association's

ANNUAL MEETING

October 22, 2015 | 10:00AM – 3:30PM

Wyndham Hotel, Boise Idaho

Education you don't want to miss...

**SSA Industry Update, Legal Review
and an Operational Session**

Information at

www.idssa.org

or call 703-575-8000 ext.122

the state. The meeting will have educational opportunities as well. Tom Obstarczyk will teach a special course outlining the details you need when renting spaces to active military personnel. To finish off the day, Self Storage Legal Network attorney Carlos Kaslow will host a legal review session. This is our first annual meeting, so we hope everyone will come and participate. Know anyone that might be interested? Invite them to join—the more the merrier! Please visit www.idssa.org for more information regarding the schedule as well as registration for the meeting.

In order for this charter association to grow and begin reaching its true potential, we need your support. By becoming a member of the IDSSA, you will receive benefits such as a subscription to *SSA Globe*, access to healthcare, data, research, webinars, updated information on tax reforms, and discounts on national SSA conferences and workshops. To become a member, please contact Nichelle Nassif at (703) 575 8000 ext. 122 or IDSSAExecDir@selfstorage.org.

Illinois

ILSELFSTORAGE.ORG

Join us for this year's IL-SSA fall summit in Bloomington on November 12 at the new Marriott Bloomington-Normal Hotel and Conference Center. Join us for a great networking opportunity, a legal session that will include what you need to know about the new Illinois lien law, and much more. Visit www.ilselfstorage.org for more information.

IL-SSA now has an Illinois standard rental agreement available. The cost is \$295 and is only available to IL-SSA members. Contact ILSSAExecDir@selfstorage.org for more information and to order your copy. If you're not yet a member of the IL-SSA, you can join at www.ilselfstorage.org. Benefits include an opportunity to order a standard rental agreement, the IL-SSA quarterly newsletter, member discounts on all IL-SSA and national

SSA conventions, trade shows, and educational programs, and discounts on data and research findings.

Indiana

SSAINDIANA.ORG

Greetings to all Indiana Self Storage Association members! With fall in full swing, we hope that you have been enjoying the weather and that your business is booming. Hopefully, we will not have to worry about the morning cold creeping in too soon so we can enjoy autumn a little bit longer.

We are proud to serve self storage operators and owners all over this great state. Over the past several years, the Indiana SSA has worked hard to serve as a voice for self storage owners and operators in Indiana. Vital to this goal is our continuing effort to modernize the Indiana lien law. Thanks to these efforts, changes including additional notification options during the default process as well as modified vehicle lien and value limitation provisions have served to greatly strengthen the self storage industry in the state.

As a reminder for everyone, our annual membership renewals for 2016 will arrive this month. Please check for them in the mail. Are you not yet a member of the INSSA? Not sure if joining is the best option for your business? It is time to take the next step. Benefits of membership include a subscription to *SSA Globe*, the Indiana SSA newsletter, member discounts of the national SSA related to data, legislative briefings, meetings, communications, other educational offerings, research, technology, publications and legal information. Please email Nichelle Nassif at INSSAExecDir@selfstorage.org or visit www.ssaindiana.org for more information.

Kansas

KSSOA.ORG

Planning is underway for our November 11 fall luncheon, which is booked at the Crestview Country Club again this year in Wichita. Please contact us with any requests or feedback.

The Kansas Self Storage Owners Association strives to provide value

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Join us for the Illinois Self Storage Association's

FALL SUMMIT

November 12, 2015 | 9:30AM - 3:30PM
Marriott Hotel & Conference Center
Bloomington - Normal, Illinois

Education you don't want to miss...
**SSA Industry Update, Legal Review
and an Operational Session**

Information at
www.ilselfstorage.org
or call 703-575-8000 ext. 122

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and potential for growth by working together in our regional trade organization. Be sure to take a moment to consider the many (and ever-increasing) services to the storage industry that your trade associations offer. None of us is as strong alone as we are collectively.

For new members, please visit the website at www.KSSOA.org or call Shawn Herrick at 785.286.1110.

Our current contact information is KSSOA, 7321 NW Rochester Road, Topeka, Kansas 66617; 785.286.1110; www.kssoa.org.

Kentucky

KYSSA.ORG

Hello members! Everyone here at the Kentucky Self Storage Association hopes you are doing well and that business is booming. The self storage industry in Kentucky has had a great year so far. With only a quarter of it left, it is time to finish off the last little bit of 2015. As a quick reminder for our members, be sure to keep

an eye out in the mail for your 2016 membership renewal this month.

The Kentucky SSA takes great pride in serving our members across the state. Essential to the continued success of the self storage industry in our state is ensuring that our state lien law remains up to date. As a result of the hard work of both the KYSSA and the national SSA, changes have been enacted over the last several years streamlining the default process and providing a mechanism for the offering of tenant insurance. We have made great progress so far in saving operators and owners in self storage from unnecessary expenses, but our work is not finished yet. The Kentucky Self Storage Association will continue to represent your interests in Frankfort as we move forward.

Are you not a member of the Kentucky Self Storage Association? Well, the good news is that you can still become a member today. Membership in the Kentucky SSA is available to any owner/operator with a facility in Kentucky or any vendor by paying the requisite dues. Please

contact KYSSAExecDir@selfstorage.org with any questions or visit www.kyssa.org for an application.

Louisiana

SSALA.ORG

Your Louisiana Self Storage Association is very excited about the speaker lineup for Fall Expo 2015 on November 11 in Baton Rouge. National speakers Anne Ballard (The Hat Lady) and attorney Scott Zucker will headline our day-long event, presenting information on all things self storage. Owner/operators are always welcome, but many of the seminars are manager-oriented and will make a huge impact on your facility's bottom line! What better way is there to show your managers their worth to your company than continuing their education? Registration forms are available at www.ssala.org.

New board members will be sworn in next month, as well as SSALA's new president. We encourage all members to consider giving just a little of their time each month to serve on the board and help guide our association's growth. You may nominate an owner, a manager or yourself. Contact executive director Wanda Cox at 225-774-2177 for more information.

Maine

MAINESSA.COM

The Maine Self Storage Association would like to take this opportunity to thank our wonderful facility and vendor members for all of their input and intellectual contributions throughout the years. Without you, this association could not have grown into the storage juggernaut that it is. With one of the best lien laws in the country and several successful legislative battle outcomes, we feel our members are second to none.

As always, we welcome input from our members on any topics they



MDSSA

MARYLAND SELF STORAGE ASSOCIATION

Join us for the Maryland Self Storage Association's

ANNUAL MEETING

October 14, 2015 | Hilton BWI Airport, Linthicum Heights

Topics to include:

Operational Sessions

Legal Session with Q&A

...and more

Information at

www.ssamaryland.org

or call 703-575-8000 ext. 122

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2015 KSSOA Fall Luncheon

Wednesday, November 11, 2015

11:00 a.m. to 4:00 p.m.
Crestview Country Club
1000 N. 127th St. East
Wichita, Ks

Check the Kansas Self Storage Owners Association
website for more information

www.kssoa.org

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would like to hear about or venues they recommend for future meetings. We are always looking to help new members improve their business and increase their bottom line. There is no better time than now to join. For more details on how to become involved, please contact Mark Adler at mark@mainessa.com, or visit mainessa.com. We also encourage everyone to become a fan of MeSSA on Facebook.

Maryland

SSAMARYLAND.ORG

Greetings to all of our Maryland SSA members! We hope everyone is doing well as the self storage industry in this state continues to thrive. As October arrives, it is time to watch the leaves change as we get ready for that holiday near and dear to children everywhere: Halloween. Be sure to have the rakes ready for action. Once the leaves start falling your walkways

can become quite slippery when mixed with rain.

Members and future members of the MDSSA, don't forget to join us for our annual meeting coming up on October 14 at the Hilton BWI Airport Hotel in Linthicum Heights. This meeting will have educational sessions along with plenty of networking time for speaking with fellow self storage operators and owners. To start the day off, we will have introductions followed by a self storage industry update. Then we will host educational seminars designed to help you better understand your business and run your facility. Self Storage Legal Network attorney Carlos Kaslow will conduct a legal review session to finish off the day. The legal review session is a great opportunity for any person involved in the self storage industry in Maryland. With new lien laws that have gone into effect this year, every owner, operator and manager needs to understand what the changes mean for you and your business. For

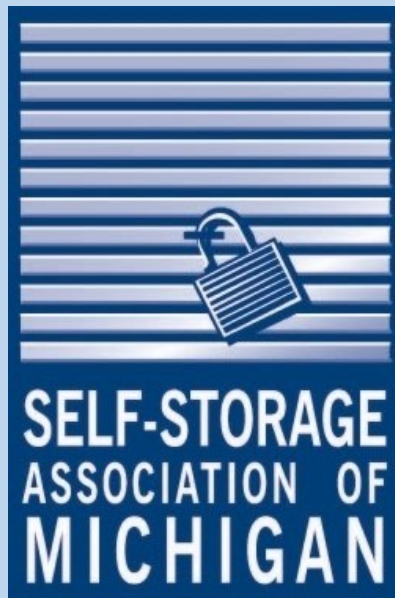
more information about the latest lien law updates, please visit www.ssamaryland.org.

As a reminder for our members, our annual membership renewal will be mailed out in October. Are you not a member of the MDSSA? You should become one today! Benefits include a subscription to *SSA Globe*, the Maryland SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Visit our website for an application today.

Massachusetts

MASELFSTORAGE.ORG

The Massachusetts Self Storage Association (MASSA) co-hosted with the Connecticut Self Storage Association (CTSSA) the joint Northeast Storage EXPO (new name, same great event). The EXPO was held October 7-8 at Pequot Towers, Foxwoods, a highly



Self-Storage Association of Michigan

2015 ANNUAL CONFERENCE

October 27 – 28, 2015


GREEKTOWN
CASINO-HOTEL

NEW Two Day Event Includes:

U-Haul Facility Tour, Networking Cocktail Reception,
and Conference

Featured Speakers:

M. Anne Ballard "Hat Lady" – Universal Storage Group
Sue Haviland – Self Storage 101
Jamie Lindau – Trachte

For information and registration www.selfstoragemichigan.com/member_news.aspx

acclaimed destination casino and resort. We thank everyone involved in making this event a success. If you missed it this year, we hope you'll join us next October.

If you have a facility in Massachusetts, help MASSA save your business money. A strong membership results in a more commanding presence on Beacon Hill. If you aren't a member, join today so your voice is represented at the Massachusetts legislature. The MASSA membership application is online at www.maselfstorage.org, or call the office at 617-600-4481 and we'll mail an application to you.

MASSA members enjoy educational meetings and networking, training webinars, quarterly newsletter, library of documents, website, and additional benefits including a subscription to the *SSA Globe*.

If you would like to be added to the MASSA mailing list, or if you are interested in advertising on their website or in the MASSA Advantage, send your request and contact information including email address to MASSA, P.O. Box 354146, Palm Coast, FL 32135; 617-600-4481; 860-228-1337 fax; or email clong@maselfstorage.org.

Michigan

SELFSTORAGEMICHIGAN.ORG

This year's annual SSAM conference is sure to be crowd pleaser! You don't want to miss it. Meet us October 27-28 at Greektown Casino in Detroit. For the first time ever the conference will be a day and a half event, including a U-Haul facility tour and cocktail reception at Greektown on the evening of October 27. Some of our featured speakers for the full-day conference on October 28 include: M. Anne Ballard (The Hat Lady) from Universal Storage Group, Sue Haviland from Self Storage 101, and Jamie Lindau from Trachte. More details are available on the SSAM website, including registration, sponsorship and vendor information.

Please visit www.selfstoragemichigan.com/member_news.aspx.

If you're not already a member, we encourage you to join the Self Storage Association of Michigan to take advantage of the many benefits available. SSAM lobbies the Michigan legislature on behalf of the industry concerning issues that are important to you and your business. Your SSAM membership allows you to take advantage of special discounted rates on website design and development, credit card processing, a free listing on the SSAM consumer website (www.selfstoragemichigan.org), and much more! SSAM has a professional management team to help answer your questions, or to guide you to find the answers you need. For membership information, please call (888) 308-7726, or visit www.selfstoragemichigan.com/member_news.aspx.

Minnesota

MINNESOTASSA.ORG

Greetings self storage owners and operators in Minnesota. As we reach the final quarter of this year, all of us here at the Minnesota SSA would like to send out a warm welcome. The industry is doing well here in Minnesota and we trust that your business is, too. With Halloween approaching, your facilities will surely see their fair share of ghosts, goblins and the occasional skeleton or two pass through.

For those individuals out there who may not know, the Minnesota Self Storage Association is a charter organization of the national Self Storage Association. We are dedicated to serving the interests of those in the Minnesota self storage industry. At the moment, we are diligently working with the law firm of Lockridge, Grindal & Nauen to pursue your legislative interests in Saint Paul. Thanks to the hard work of the national Self Storage Association and our local MNSSA members, revisions were enacted, including additional notification options during the default process as well as

updates adjusting vehicle lien and value limitation provisions. Minnesota also become the first state to exempt the sale of tenant insurance from state licensing laws (the process of selling it is still regulated). While we wish to convey a big thank you to everyone for their efforts, our work is never over. The Minnesota SSA remains focused on ensuring that a positive legislative environment exists for those in our industry.

If you are a member of the Minnesota SSA, please keep an eye out for your 2016 membership renewal notice. All of our annual invoices will be arriving via mail this month. Not yet a member? Would you like access to our great membership benefits? Want to become more involved in your industry? The MNSSA is looking for active members in the self storage community. For membership information and benefits, please contact Nichelle Nassif via email at MNSSAExecDir@selfstorage.org, or call (703) 575-8000 ext. 122.

Mississippi

MSSSOA.ORG

Interested in joining our association? Are you a self storage owner/operator or involved in the self storage industry? We are always accepting new members. Check out msssoa.org for details, or email msssoasn@gmail.com.

We have updated our lease agreement. Contact Executive Director Meagan Garden at msssoasn@gmail.com, or call (228) 365-8965 for details and to purchase your copy of the lease agreement. We accept credit cards. Thank you for your continued support.

Missouri

MSSOA.ORG

Visit www.mssoa.org today. You can join MSSOA, renew your membership, order model rental agreements (MRAs) and view membership lists

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of owners as well as vendors. Also, please like us on Facebook.

As always, if you have questions or concerns about the MSSOA, contact Janet at the MSSOA office 573-480-0454 for more information.

Nebraska

NEBRASKASELFSTORAGEOWNER-SASSOCIATION.COM.

The annual NSSOA spring meeting and trade show was held May 19, with guest speakers Mike Burnam, Stan Masters and Bill Hipsher. What a huge success the spring conference was! The fall conference will be held 8 a.m. – 4 p.m. on November 10 at Country Inn & Suites in Lincoln. See our website for the official fall conference invitation and get in on all the fun!

Don't stop there. Are you a member of the NSSOA? Interested in joining our association? Are you a self storage owner/operator or involved in the self storage industry? We are always accepting new members and vendors. So, why wait any longer?

Become a member or vendor today and let us show you how to limit your liability and maximize your income. Check out our website for more information, or contact Bill Lange at (308) 338-9947.

Nevada

NVSSA.ORG

NVSSA would like to thank all attendees of the SSA fall conference for supporting our annual legislative fundraiser and education program! Both events were a great success and we are looking forward to meeting more of you at upcoming gatherings. Don't miss our next networking breakfast in Vegas on October 14—come and network with your peers!

NVSSA is proud to once again co-host the second Tri-State Conference with the CSSA and AZSA! It all takes place October 15–16 at the

Golden Nugget Laughlin among the rugged splendor of the Colorado River. This year's conference is loaded with top-notch speakers as well as a great lineup of vendors and opportunities galore for networking, seeing familiar faces and making new friends.

The keynote speaker is Marc Boorstein, principal of MJ Partners. Mr. Boorstein will present an analysis of the industry, from the larger public self storage companies all the way to private operators.

Don't miss exciting informative presentations by Connie Kadansky, Sue Haviland and Jeffrey Greenberger.

There also will be two fun-filled receptions, as well as opportunities to find out about the latest trends and products in the industry. NVSSA encourages all our members to attend the 2015 Tri-State Conference, so, "Meet us at the River!"

We greatly appreciate our sponsors: Chateau, SiteLink, Morgan Pavement, *Mini-Storage Messenger*, MiniCo, StorageTreasures.com, Open Tech Alliance, PTI Security Systems, Baja Construction Inc., U-Haul Self Storage, and Accent Building Restoration, Inc. for their generous support!

To register for NVSSA events, visit us at www.nvssa.org and check out the events page. Registration is as easy as a few clicks of the mouse!

We have 2016 networking breakfast sponsorships available in northern and southern Nevada, so reserve yours today! Call Valerie at 702-952-2455 with any questions or presentation suggestions. We are here for you!

New Hampshire

NHSSA.NET

Join the NHSSA for a legal seminar regarding the top ten legal mistakes made by self storage facilities, presented by attorney Jeffrey Greenberger (Katz, Greenberger & Norton LLP)—who will fly in from Cincinnati, Ohio, for this important educational event. The event will take place

1 p.m. – 4:30 p.m. on October 22 at The Yard Seafood and Steakhouse in Manchester, with a cocktail reception following. Don't miss it! The registration deadline is October 17. For more details, including pricing, visit www.nhssa.net, or call Liz Comeau at 603-609-8330.

Greenberger practices in the areas of commercial real estate and general business, with a particular concentration on representing self storage facility owners and operators, including consulting with them to design and implement legal procedures, policies and other operational issues in most states with a focus on litigation and liability reduction and/or avoidance.

In other news, plans are underway for the December holiday celebration and annual meeting. See www.nhssa.net for details. Elections will be held for open seats on the board of directors. Interested parties should contact Liz Comeau at 603-609-8330.

New Jersey

NJSSA.ORG

Hello members of the New Jersey Self Storage Association. As we reach the final quarter of 2015, we hope that you are doing well. It has been a busy year for the NJSSA. The storage industry in New Jersey is continuing to expand and we have been right there with it, fighting to make sure the best possible environment exists for your business growth. After all, the NJSSA is proud to help voice the interests of self storage operators and owners across the state. The greater and more active our membership, the more influence we have in ensuring a fair legislative environment for self storage. This translates to a brighter future for everyone down the road.

For all of our members out there, we would love to hear even more from you! Have you done something to help others in your community? Are you aware of issues concerning others in the New Jersey self storage community that you believe all operators need to better understand?

Please send along your stories to NJSSAexecdir@selfstorage.org so we can help enlighten your fellow self storage professionals.

Are you not yet a member of the New Jersey SSA? Membership is available to any owner/operator with a facility in New Jersey or any vendor by paying the requisite dues. Benefits include a subscription to *SSA Globe*, the New Jersey SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Please visit www.njssa.org for a membership application.

New Mexico

NEWMEXICOSSA.ORG

Hello to all of our New Mexico Self Storage Association members out there in the state! As we approach the final quarter of 2015, we hope business is booming along with the storage industry as a whole in New Mexico. It is hard to believe that we are already so far into the year. If the past months of 2015 are any indication for the rest of the year, it sure looks good for the industry here. Annual membership renewals will be arriving this month, so be sure to keep an eye on the mail for them.

Our 2015 annual meeting in Santa Fe last month was a great success. We wish to thank those who attended on September 24, including a special thanks to our exhibitors and sponsors. All of those in attendance really enjoyed themselves. The information offered during our collections and marketing seminar seemed to hit home for many of our attendees. At the end of the meeting, we had several individuals tell us how helpful Carlos Kaslow's legal review session was as well. With all the new legislation that has been enacted this year, we are glad he was able to come out and clarify some of the new lien laws. If you would like to see more information regarding the lien law

updates, please check out our website, www.newmexicossa.org.

We encourage you to become a part of this legislative improvement process by joining the New Mexico Self Storage Association. Owners, operators and vendors who join NMSSA will begin to enjoy all the great benefits of membership right away, including quarterly newsletters with the latest industry information and trends, education, networking, *SSA Globe* magazine, access to healthcare, and much more.

North Carolina

NCSSAONLINE.ORG

Save the date for the North Carolina Self Storage Association Annual Convention & Tradeshow, November 15-17 at the Omni Hotel in Charlotte. NCSSA is very excited to be moving to Charlotte for this event. We have outgrown the Holiday Inn Resort in Wrightsville Beach (by selling out our 2014 convention with 200 attendees) and we've listened to our survey results and chosen a venue in

Charlotte! Registration rates start at only \$199 per attendee!

Watch for future updates about 2016 NCSSA seminars and webinars!

Don't forget to join the NCSSA! One of the many benefits includes affiliation with the national Self Storage Association. Because of the affiliation, each NCSSA member receives an annual subscription to the *SSA Globe* magazine and free call-in attendance to SSA's new monthly Online University live webcasts.

Feel free to contact the NCSSA if you have any speaker ideas or topics for seminars or webinars. We love suggestions!

If you are a self storage owner or operator in North Carolina and have not yet joined the NCSSA, we encourage you to do so. It is essential for operators to stay informed of the many changes and laws affecting, or that have the chance to affect, our industry. Membership in this organization can make a difference. Make your voice heard. Please email info@ncssaonline.org for more information.

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Join us for the New Mexico Self Storage Association's

ANNUAL MEETING

September 24, 2015 | 9:30AM - 3:30PM
La Fonda Hotel, Santa Fe New Mexico

Education you don't want to miss...

**SSA Industry Update, Legal Review
and an Operational Session**

Information at

www.newmexicossa.org

or call 703-575-8000 ext.122

North Dakota

NORTHDAKOTASSA.COM

NDSSA is available to any owner/operator with a facility in North Dakota and any vendor by becoming a sponsor of the NDSSA. Interested in joining? Thinking about sponsoring one of our events? Please visit www.northdakotassa.com for more information.

Ohio

OHIOSSA.ORG

Greetings and salutations to all of our members from the folks here at the Ohio Self Storage Association. Self storage in Ohio has had a great year so far, and we hope that the last few months of 2015 will be just as promising for your business. Make sure to keep your rakes handy and your walkways clear as the cool weather arrives. Once the leaves begin falling, pathways have the potential to become much more problematic if left untouched. October is also the time of year when we begin sending out membership renewals,

so members please keep an eye out for them in the mail.

The Ohio SSA is committed to helping our members, proudly promoting the interests of self storage operators and owners across Ohio. In accordance with this, the OHSSA works hard making sure that legislators in Columbus continue to host an economic environment that is friendly toward the self storage industry. Please remember we can only accomplish this goal through active support from all benefiting parties.

Interested in becoming a member of the Ohio Self Storage Association? Membership in OHSSA is available to any owner/operator with a facility in Ohio or any vendor by paying the requisite dues. Benefits include a subscription to *SSA Globe*, the Ohio SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Please visit www.ohiossa.org for a membership application.

Oklahoma

OKSSA.ORG

If you are not yet a member of the Oklahoma Self Storage Association, check us out at okssa.org. Membership is available to any owner/operator with a facility in Oklahoma or any vendor by paying the requisite dues. For more information, please email us at oklahomassa@gmail.com, or call Jim Smith at 918-633-1572.

Oregon

ORSSA.ORG

Greetings all self storage owners, operators and managers in Oregon. Can you believe we are in the final quarter of 2015 already? With the holiday season approaching and the weather changing, we hope that everyone out here is doing well. The weather may be getting colder, but it seems as though the storage industry is only heating up for this fall.

The Oregon Self Storage Association is proud to serve as the voice representing your interests and concerns throughout the state. We grow stronger every year, working to cut costs and expand revenue opportunities for your business. Please keep in mind that only through active participation from all potential benefactors of our efforts will the self storage industry in Oregon continue to thrive. This great state is as diverse as it is unique, and we want to make sure every facility owner/operator has a chance for their opinion to be heard.

As a quick reminder for all of our members, the Oregon SSA will send out our membership renewals for 2016 this month. Please keep an eye out for them in the mail, or call (703) 575-8000 ext. 122 if you have any questions. If you are not a member yet, then you should know our members are entitled to great benefits. These include a subscription to *SSA Globe*, the Oregon SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational



Join us for the Virginia Self Storage Association's

ANNUAL MEETING

October 15, 2015

Embassy Suites, Richmond

Topics to include:

Operational Sessions

Legal Session with Q&A

...and more

Information at

www.virginiassa.org

or call 703-575-8000 ext.122

webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. Visit www.orssa.org for more information and a membership application.

Pennsylvania

PASELFSTORAGE.ORG

Join PASSA on October 14 for a charity golf outing with friends, members, vendors and colleagues before we kick off our 2015 annual meeting. We will be golfing at Overlook Golf Course located in Lititz, just outside of Lancaster. Our golf outing will begin at 11:00 a.m. and will include lunch. It will be followed by our 2015 annual meeting opening reception 6:00 p.m. – 7:30 p.m. in the Courtyard at the Eden Resort.

Our annual meeting will be held October 15, 8:30 a.m. – 4:00 p.m. at the Eden Resort and will kick off with a keynote presentation from award-winning consumer psychologist Kit Yarrow. Kit will discuss her book, *Decoding the New Consumer Mind*. A decade of swift and stunning change has profoundly affected our psychology—and consequently how, when and why we shop and buy. In *Decoding the New Consumer Mind*, Yarrow illuminates the impact of three major socio-cultural shifts on the psychology of shoppers and describes four strategic adjustments that businesses need to make to succeed and connect with today's transformed consumer. Kit will take you on a tip-filled, guided tour of the radically revised minds and hearts of today's consumers.

Following Kit's presentation, there will be a 90-minute panel of self storage Internet experts working collaboratively to show you how to apply the tips Kit shares. This panel will include Sparefoot (what consumers want and online marketing); Phone-Smart & Storage Mart (one of the largest privately held operators); Automatit (mobile-friendly sites), OpenTech Alliance (online rentals, automation and level

of lead interaction) and Storage Asset Management (operator).

After lunch, we will be holding a live auction for charity—bring your checkbooks or cash! You never know what might be auctioned.

This event is for owners and managers as well as anyone who handles your live/online auctions. Everyone will benefit from Kit Yarrow's presentation, the self storage Internet experts' panel, the owners and managers tracks and the excellent roundtable sessions planned for the rest of the day. Our owners track will focus on financing with Neal Gussis, co-founder and principal at CCM Commercial Mortgage, who will address capital market trends and the current state of capital markets. The second track for owners will be on LED lighting and lighting technology with Matt DePrato from Storage Construction and Paul Rhoads from Achieve Energy Solutions LLC.

Our managers track will include The Platinum Rule—how people today want to be treated from a customer service perspective—with Robert Chiti, owner of OpenTech Alliance. The second track for managers will focus on collection practices.

Of course, we couldn't do all of this without our generous vendor members! If you are interested in golfing (sponsoring a foursome, etc.), exhibiting, securing and leading a roundtable for the annual meeting, or in making a donation for our live auction, please contact Kim at kimberlycossar@wannerasoc.com or by telephone at (717) 441-6044 ASAP, as commitments will be accepted on a first-come, first-served basis. We are already filling spots, so don't wait any longer! You won't want to miss this exciting event. For more information and to register, please go to www.paselfstorage.org.

South Carolina

SCSELFSTORAGE.ORG

If you are interested in attending our meetings, getting up-to-date on these or our many other efforts, or if you have a way to help our industry through your participation, please email Info@SCSelfStorage.org, call 803.814.4000, or visit our brand new and informative website at www.SCSelfStorage.org. Membership is easy and the benefits are great.

Save the date: October 22, Columbia, time TBD. Details: www.scsself-storage.org/events. Attendance is free and the food is great, but an RSVP is handy.

Tennessee

TNSSA.NET

Our 7th Annual Legal Seminar is this month! We are super excited to host our first ever two-day event. We have expanded this seminar by adding a networking reception, sponsored by Select Merchant Solutions, the evening before. Your seminar registration covers your attendance at the reception. We hope that you will make plans to attend both days. The networking reception will be held 7 p.m. – 9 p.m. on October 21; the seminar will be 9 a.m. – 5 p.m. on October 22 at the Embassy Suites in Murfreesboro.

We have a fantastic lineup of speakers again this year! Our keynote speaker will be Scott Zucker of the Self Storage Legal Network. Questions for Scott can be submitted ahead of time to info@tnssa.net. Additional speakers include Bob Copper of Self Storage 101, Michael Haugh of Absolute Storage Management and Todd Levy of StorSmart. Our event sponsors include Select Merchant Solutions, SafeStor Tenant Insurance, StorageTreasures.com, William Knight Insurance Agency, Rhino Shield, Global Roofing Company and Marcus & Millichap. Registration for this event is still open and a discount

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will be given for those who pay ahead. Register now at www.tnssa.net.

November Luncheon, November 17: Mark your calendar for our annual membership meeting! This is the final meeting of the year. Board member election results will be announced at this meeting. We have several openings on our board of directors for the 2016–17 term. If you would like to share your talents and help this great organization continue to grow, talk to a current board member, look for the nomination form online at www.tnssa.net, or email us at info@tnssa.net. We welcome your participation! Details for board applications can be found online.

Manager of the Year: Manager of the Year nominations may be made by any TNSSA member and *will be accepted until December 31*. Nominations must be completed on the registration form, which is available on the TNSSA website at www.tnssa.net. The award recipient will be chosen based on commitment to leadership, creativity, high occupancy rates, low delinquencies and overall business. Plan to attend the quarterly luncheon in February 2016 for the 2015 Manager of the Year Award presentation.

Newsletter: If you are interested in contributing articles to our newsletter, or if you would like to advertise, please contact Melissa Roberts at melissa2911@gmail.com.

For more information about the Tennessee Self Storage Association, please visit us at www.tnssa.net, or contact President Josh Lynn at joshl@storplace.com or info@tnssa.net.

Utah

SSAUTAH.ORG

Interested in becoming a member of the Utah Self Storage Association? Membership in the UTSSA is available to any owner/operator with a facility in Utah or any vendor by paying the requisite dues. As a member, you are entitled to great

benefits. For information about these benefits and membership, please contact Nichelle Nassif at nnassif@selfstorage.org or (703) 575 8000 ext. 122.

Vermont

SSAVT.ORG

Do you do business in Vermont? Are you involved in the self storage industry? If you said yes to these questions, then it is time for you to become a member of the Vermont Self Storage Association today. Benefits include a subscription to *SSA Globe*, the Vermont SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information.

Membership in VTSSA is available to any owner/operator with a facility in Vermont or any vendor by paying the requisite dues. Please visit www.ssavt.org for a membership application.

Virginia

VIRGINIASSA.ORG

Hello to all of our Virginia Self Storage Association members. We hope everyone has been enjoying their fall so far. The temperature is dropping and your tenants are going through their storage units looking for those annual decorations that come out every Halloween. Surely by now you have encountered your fair share of fake skeletons coming out of each tenant's closet (well, storage unit, more precisely). October also means membership renewal time for the Virginia SSA, so members please look for them in the mail this month.

Great news for not only our members but all self storage facility operators and owners in Virginia: Our 2015 annual meeting will be held on October 15 at the Embassy Suites Hotel in Richmond. Why attend? The meeting will provide fantastic opportunities and insight to all. This

includes unique educational sessions, valuable networking time with your fellow self storage professionals, and a legal review session. Self Storage Association CEO Tim Dietz will provide a self storage industry update for everyone in attendance. The legal review, hosted by Carlos Kaslow of the SSA's Self Storage Legal Network, will be especially important this year, because our attorney will be going over the new updates to the Virginia lien law we helped push through earlier this summer. If you want to be up to date with the best understanding of the regulations governing your business, this meeting is a "must attend" event. For more information about lien law updates or the meeting, please visit www.virginiassa.org.

Thinking about joining the VASSA? Membership benefits include a subscription to *SSA Globe*, the Virginia SSA newsletter, member discounts of the national SSA related to data, legislative briefings, monthly educational webcasts, meetings, communications, other educational offerings, research, technology, publications and legal information. For more information on the Virginia Self Storage Association, please contact Nichelle Nassif at VASSAExecDir@selfstorage.org.

Washington

WA-SSA.ORG

Membership in the Washington Self Storage Association is a tremendous resource for self storage owner/operators in the state. If you aren't a member, go to www.wa-ssa.org and sign up. It's a great, low-cost investment for your business, with a substantial return.

Wisconsin

WISELSTORAGE.ORG

Membership in the Wisconsin Self Storage Association includes listing your facility on the association website, an informative members-only section on the website, a discount on property insurance, a

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Self Storage

Data and Market Intelligence



**NOW
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COMPS**

Succeeding in business means having reliable and trustworthy market intelligence. The Self Storage Association and Reis, Inc. have that market intelligence.

Reis, Inc., a leading provider of commercial real estate market information and analytical tools, and the SSA have introduced coverage of Self Storage properties in 50 major United States metropolitan markets and 279 submarkets. These market reports are made possible by the quarterly participation of SSA member facilities and three of the leading self storage real estate investment trusts (REITs)— over 10,000 self storage facilities.



This new data program provides investors, lenders, developers, industry analysts, and self storage facility

owners and operators, with the critical local market intelligence that they require in order to make superior asset- and portfolio-level decisions. To date, self storage professionals have not had access to current and comprehensive market information from a nationally-recognized provider.



Key Report Features:

- 50 Markets and 279 Submarkets. See a list of markets at www.selfstorage.org
- Climate Controlled vs Non-Climate Controlled
- Five main unit types: 5x5, 5x10, 10x10, 10x15, 10x20
- Rent & Vacancy Rate Comparisons
- Trends, Benchmarks and Forecasting
- PDF & Excel formats
- Full Map of Metro and/or Submarket



See a sample report at www.selfstorage.org

Three easy ways to participate:

1. Enter your data through our web portal.
Call (800) 366-7347 for your login and password
2. Participate over the phone by calling (800) 366-7347
3. Fill out the form and email to Reis at info@reis.com.
Download the survey at www.selfstorage.org



These self storage reports are available for purchase at www.selfstorage.org

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SSA Direct Members: \$269 per report (10% discount)
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comprehensive lease designed for self storage in Wisconsin, and much more. Visit our website or contact our office at 262.786.3960 for more information about membership.

Asia

SELFSTORAGEASIA.ORG

The Self Storage Association in America has worked successfully to grow and partner with self storage industry providers in America, and the Self Storage Association Asia aims to do much the same—but in Asia. The presence of self storage and its awareness in Asia is at the tip of the iceberg. The time to enter the market and take advantage of the growth potential is now. With more than 900 million consumers and fewer than 2,000 facilities spanning a dozen countries cramped in dense and populated cities, there is a lot of business to be had and room for the industry to grow. The Self Storage Association Asia (SSAA) was formed in March 2014 to support industry growth throughout the region. The SSAA supports the interests of our members who include current and potential facility owners, managers and suppliers, by way of education, information, advocacy, standardization, research, networking, marketing and events. As a membership organization, we encourage these groups to proactively participate in order to grow their industry and business.

For more information on joining the Self Storage Association of Asia, contact Executive Director Luigi La Tona: e-luigilatona@selfstorageasia.org; selfstorageasia.org.

Australasia

SELFSTORAGE.COM.AU

To become a member of the Self Storage Association of Australasia, contact Rachel Muir at rmuir@self-storage.com.au or visit www.self-storage.com.au.

Brazil

ASBRASS.COM.BR

The latest program modifications for the November 9–10 self storage trade show in São Paulo, Brazil, will greatly enhance the educational experience. Added speakers include a real estate professional from one of the world's leading brokerage houses whose responsibility will be appraising self storage transactions in Latin America. Attendees will learn first hand how the marketplace is valuing this segment. Another guest speaker will discuss how to best implement social media.

Other topics planned will include a panel of major real estate fund investors in the segment discussing their perspective on the state of the market for self storage. In addition, we plan to have speakers discussing construction, zoning and building department challenges and costs.

This year's event will provide amazing content and access to relevant industry information that both operators and interested investors are looking for.

ASBRASS, the Association of Brazilian Self Storage, in cooperation with Secovi-SP and Better Management Systems, LLC will be the sponsors again for this year's Latin American Self Storage Trade Show and Educational Expo, held again at the offices of Secovi.

The venue is also unique. Our host, Secovi-SP, acknowledged as one of the most dynamic and renowned employer syndicates in the country, represents the leading names in São Paulo state's real estate industry. Please visit www.ASBRASS.com.br for more details. All information plus registration for both vendor and attendees will be available online.

As an added feature for all attendees, all talks will be presented in Portuguese and Spanish, as well as English. This is an event that is truly for everyone—owners, operators, developers and investors alike.

Email braziltradeshow@gmail.com for more information.

Canada

CSSA.CA

For more information or to become a member, please contact us at 888-898-8538 or email info@cssa.ca.

Federation of European SSAs

FEDESSA.ORG

To join the Federation of European Self Storage Associations, contact Rennie Schafer at rschafer@ssauk.com.

Japan

Japan Self Storage Association

JAPANSSA.ORG

For more information or to become a member of the Japan Self Storage Association, please email Katsumi Watanabe at info@japanssa.org.

Rental Storage Assoc. of Japan

For more information or to become a member of the Rental Storage Association of Japan, please email Tatsuya Saji at rsaji@trwinds.com.

Latin America

LASELFSTORAGE.ORG

To become a member of the Latin America Self Storage Association, contact Nancy Torres at 770-880-4659 or info@laselfstorage.org.

Mexico

AMDAAC.COM.MX

The Mexican Self Storage Association organized a workshop in May on Dominion Extinguishment and data protection laws. AMDAAC is in the process of developing a standard of competence for mini-storage property management for self storage. Contact: jtardan@amdaac.com.mx. Visit: www.amdaac.com.mx. ❖

ARE YOU PLANNING ON HIRING THIS YEAR?



If the answer is yes, you need to know about the self storage pre-employment testing and assessment service— *created exclusively for the self storage industry!*

HIRE THE RIGHT PEOPLE...

KEEP THE RIGHT PEOPLE...

SSA FACILITY MANAGER APTITUDE eTEST

eTest is a web-based screening program that provides self storage owner-operators or hiring managers with real-time pre-employment testing and assessment services. Our test has been specially customized for evaluating potential self storage facility managers.

The SSA **eTest** will provide a fast, reliable and cost-effective means of measuring common-sense traits linked to job

behavior. Better hires result in reduced turnover and improved productivity by putting the right person in the right job.

SSA's **eTest** requires no setup or licensing fees so administration is straightforward and easy to use. Each customized facility manager eTest is \$75. When you buy an **eTest**, you also have the option to add a Developmental Report (free), a Sales Report (\$25 each) or a Leadership Report (\$25 each).

How Does SSA's "eTest" Work?

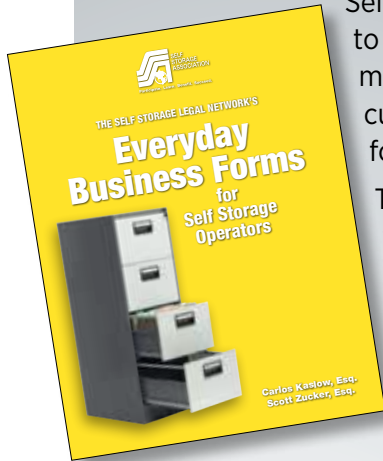
- Complete one-time account registration at <http://www.etest.net/signupSSA.asp>
- On the sign up page (the page the above link takes you to), scroll down and fill out the form then click the "Submit" button
- You will receive an email within one business day with your log-in information, instructions and site link
- Set up your test by going to www.etest.net, clicking on the "Client Log In" button, and entering your login information
- Candidate takes test in browser at any location (preferably proctored)
- Test takes approximately 20 to 30 minutes to complete
- Test is scored immediately
- Results are sent real-time via email to owner-operator/hiring manager to be utilized for more focused and effective interviews
- Feedback comes as an Interview Guide which consists of:
 - Narrative description
 - Interview questions to address extremes in responses
 - Actual scores which include a "good/bad" fit Facility Manager scale

To find out more or to sign up today, go to www.selfstorage.org

eTEST.NET

THE SELF STORAGE LEGAL NETWORK'S

Everyday Business Forms for Self Storage Operators



Self storage is the rental of non-residential real estate. Each tenant is required to execute a written rental agreement that typically states that it can only be modified in writing. While a good rental agreement will work well for most customers, you will have customers and situations that require that additional forms be used in conjunction with the rental agreement.

This manual provides addendums and forms to deal with business situations that frequently arise at self storage facilities. The forms provided are models that you will be able to modify to conform to your rental agreement and other documents.

We hope that having these forms will make serving your customers' needs easier and will allow site personnel to respond properly when requests are made.

Sold electronically (PDF & MS Word) | Members \$150 | Not-Yet Members \$200

Self Storage Collections & Lien Sale Handbook



No self storage operator wants to conduct lien sales, but they are a necessary part of the rent collection process. Lien laws in 48 states and the District of Columbia grant to self storage facility operators the legal right to sell delinquent tenant stored property when rent is not paid. The lien laws provide, in reasonably clear language, the steps that storage operators must perform prior to conducting a lien sale. However, the state lien laws do not provide clear guidance on the nuts and bolts requirements of actually holding a distressed property lien sale or public auction. This manual provides some of the forms that every self storage operator should consider as part of the process in conducting a self storage lien sale. They can be used whether you conduct your own sales or retain an auctioneer to assist you.

This publication is sold electronically. | Members \$100 | Not-Yet Members \$150

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(703) 575-8000

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...
effectively and efficiently!**

**345 pages
407 charts, tables and graphs**

**\$200 direct members
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More choice and improved benefits for SSA members!

The Self Storage Association has partnered with MiniCo Insurance Agency to offer an expanded range of health insurance coverage options.

The SSA Health Insurance Marketplace

is a private healthcare exchange that includes a variety of programs to meet a wide range of insurance needs.

SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors.



- **Deductible Supplement**

Manage increased out-of-pocket exposure with supplemental cash benefits for accident and sickness; benefits are paid regardless of other insurance

- **Major Medical**

High-deductible, traditional major medical insurance

- **CoreHealth Insurance**

Guaranteed acceptance, limited indemnity medical insurance

- **Drug Card America**

Free pharmacy program with savings up to 55% on generics and 15% on name-brand prescriptions

- **CoreDental Insurance**

Coverage for dental expenses, vision, hearing and orthodontia

- **SMART Short Term Medical**

Temporary health insurance for people in between jobs, recent college graduates, seasonal workers and more

The SSA Health Insurance Marketplace program is a valuable incentive for employee recruitment and retention.



www.SSAInsuranceMarketplace.com / 888-226-6857

Coverage subject to eligibility and availability. Not all membership plans are available in all states. MiniCo Insurance Agency LLC is a program administrator licensed in all 50 states.

Around self storage

U-Store-It Raises Funds for Area Students



U-Store-It announced that it had had another successful school supply drive benefiting the Children's Home of York, Pennsylvania. U-Store-It would like to thank everyone who participated in donating supplies.

Nance Montgomery of the Children's Home of York (pictured here) was on hand to accept the donations from Phillip the Box, who believes that all children should be able to start the school year out with the items they need to be successful. These donations included backpacks, pencils, pens, notebooks, highlighters, colored pencils, calculators, erasers, glue sticks and rulers.

BETCO To Offer Free Seminar in NC

BETCO, Inc., a single-source self storage building manufacturer based in Statesville, North Carolina, has announced that it will host a one-day, free seminar on October 8 entitled *Developing a Successful Self Storage Business*. The seminar will be held from 8:30 a.m. to 2:30 p.m. at the Hilton Garden Inn, located in Mooresville, North Carolina.

"Getting the right start in the self storage business means connecting with the industry's premier self storage vendors," explained John Barnard, BETCO's inside sales manager. "We have teamed up with other industry experts, who will provide valuable guidance for established self storage owners as well as those interested in getting started in the business."

Topics to be covered include: financing options, site selection, project feasibility, self storage building types, construction tips and codes, and advantages and potential pitfalls of operating a self storage business. Those interested in attending can pre-register online at betcoinc.com/

[seminar-info/](#). Contact the Hilton Garden Inn in Mooresville at 704-663-6468 for room reservations.

DBCI Achieves Seven-Year Safety Milestone

Roll-up door manufacturer DBCI celebrated a milestone in July, marking seven consecutive years without a single recordable injury. This monumental achievement encompasses more than one million hours worked.

"I'm proud of everyone in this organization," said President Larry Miller. "Safety has been our primary talking point over the past seven years; it's a culture that is embraced by every person here. This achievement is even more impressive when you consider we have seen a record volume of work this summer."

Plant manager Michael Page has been with DBCI more than 15 years. "Eight years ago, we struggled with the idea of going accident-free for any extended period of time," he said. "Today, those same people talk about how they cut their lawn with safety glasses and earplugs, and shut off the breaker to change a light bulb. The culture has changed from 'we can't' to 'we will.'"

IRE Completes Expansion in Sadsbury, Pennsylvania



Investment Real Estate Construction, LLC (IREC) announced the completion of an expansion at Global Self Storage in Sadsbury, Pennsylvania, this spring. Global Self Storage is located in Chester County, off Route 30 near the Chester County Airport.

The project began in summer 2014 with the construction of a new 55' x 215' two-story building, consisting solely of temperature-controlled storage units. The building boasts a decorative façade with the combination of brick and stucco. An elevator and two stair towers were also included in the scope of work. This new building added 23,650 square feet of storage to the facility.

Global Self Storage offers drive-up and temperature-controlled storage, from 5x5 through 10x30, as well as outdoor parking spaces up to 40', and provides 24-hour access to tenants through an electronic gate. The facility remained open during the expansion project.

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iStorage Acquires San Francisco Location

Rob Consalvo, director of operations for Florida-based iStorage, announced that the company's newest acquisition is 19th Ave Self Storage in San Francisco, California. The facility has been rebranded to iStorage Ingleside Heights, and will undergo extensive renovation and expansion in the coming months.

The transition will also include a move to the iStorage Management Platform, which includes the company's revenue management system, Web marketing, and state-of-the-art in-house call center.

iStorage manages more than 65 locations across the country, with large concentrations in the Northeast, Southeast and West Coast regions. 19th Ave Self Storage represents a strategic acquisition to continue iStorage's growth in the Northern California market. For more information, visit iStorage.com.

Elite Stor Names Reinken as New CFO



Sheila Reinken

Elite Stor Capital Partners LLC (ESCP) announced the appointment of Sheila Reinken as chief financial officer (CFO). Reinken's background includes senior financial leadership roles at Fortune 500 companies in the multi-unit retail space, including Winn-Dixie Stores, Burger King Corporation and Levitz Furniture Corporation.

"Sheila's distinguished track record and depth of experience will help guide our company as we expand our holdings in the self storage industry through targeted acquisitions," said Elite Stor CEO Benjamin Macfarland. "We look forward to leveraging Sheila's diverse experience as we continue to build and grow our self storage platform businesses under the Elite and Storage Rentals of America brands."

ESCP has acquired and/or developed approximately \$75 million worth of self storage assets in Florida, Kentucky and Ohio, representing more than 9,000 units and more than one million square feet of rentable space.

Chile Hosting Latin American Conference

PRISM International (Professional Records & Information Services Management) will hold the highly anticipated PRISM International Latin American Conference, November 11-13, at the Santiago Marriott hotel in Santiago, Chile.

The conference will feature a strong lineup of cutting-edge education as well as networking opportunities with the top minds in the records and information management industry. Conference Chair Fredy Zelasco (Polysistemas) said, "The PRISM Latin American Task Group has worked very hard to develop a program based on both future trends in the RIM industry and attendee requests. Our current lineup features sessions on trends, leadership, disaster recovery, cloud storage and other important topics. Attendees will leave this conference better positioned for success in the RIM industry."

Attendees for this conference include owners and key employees working in physical record storage and management, media vaulting, imaging and scanning services, information governance and secure destruction. More information about the PRISM International 2015 Latin American Conference, including the schedule, brochure, and speakers are available at prismintl.org.

Gallacher Purchases California Facility

Gallacher Development announced the recent purchase of North Tahoe Self Storage in Tahoe Vista, California. The property has 236 units with 18,185 square feet, which will be expanded to 23,000 sq. ft. within the next 12 months.

Bobby Loeffler of the Loeffler Self Storage Group represented both buyer and seller in the transaction. Kelly Gallacher said, "This facility is a fantastic addition to our growing portfolio and we look forward to implementing a multiple set of options and expanding this property."

Metro Storage To Develop Illinois Facility

Metro Storage LLC recently announced the purchase of a parcel of land in the northwest Chicago suburb of Mundelein, Illinois, to build a new self storage facility. The new state-of-the-art, three-story facility will offer 80,000 RSF of climate-controlled units and will be the company's 18th store in the Chicagoland area.

This highly visible site is located close to retail and residential areas and will be one of the first storage facilities constructed in the market since 2000. Features of the new store include climate-controlled interior and drive-up units, two interior loading bays, state-of-the-art security, and a large, modern office area.

Construction of the 805-unit store was slated to begin this summer and is scheduled to open early in the second quarter of 2016 to serve the storage needs of Mundelein, Libertyville and Vernon Hills.

"This is an exceptional building," said Blair Nagel, CEO of Metro Storage LLC. "It will enable us to continue to provide our customers the quality storage experience they expect from Metro." ❖

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Here is a snapshot of the **South Atlantic Region** which currently consists of Florida, Georgia, Maryland, North Carolina, Tennessee, Virginia, Oklahoma and Texas. We look at 2Q 2015 data as it pertains to asking rent by size of unit, asking rent per square foot and vacancy rate trends. We compare this region with the U.S. average and show you a sample of metro area data from **Orlando, Florida**.



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Monthly Rent by Size of Unit (Second Quarter 2015)

	5'x5'	5'x10'	10'x10'	10'x15'	10'x20'	10'x10' PSF*
Non-Climate Controlled						
U.S. Average	\$57	\$79	\$125	\$162	\$196	\$1.25
South Atlantic Region	\$50	\$72	\$115	\$148	\$183	\$1.15
Climate Controlled						
U.S. Average	\$71	\$102	\$160	\$208	\$255	\$1.60
South Atlantic Region	\$64	\$96	\$157	\$207	\$255	\$1.57

* per square foot

Vacancy Rate Trends

Quarterly:	2Q 15	1Q 15	YTD Avg	Annualized 1 Year
U.S. Average	9.8%	11.8%	10.8%	12.8%
South Atlantic Region	9.8%	12.3%	11.0%	13.4%
Period Ending	6/30/15	3/31/15	6/30/15	12/31/14

Metro Area: Orlando, Florida

Quarter/Year	Vacancy Rate	Asking Rent 10'x10' Non-Climate Controlled	Asking Rent % Chg	Asking Rent 10'x10' Climate Controlled	Asking Rent % Chg
Y / 2011	25.8%	\$91.27	n/a	\$117.98	n/a
Y / 2012	20.1%	\$93.03	1.9%	\$117.81	-0.1%
Y / 2013	16.8%	\$91.26	-1.4%	\$117.79	0.0%
1Q / 2014	17.0%	\$91.75	0.0%	\$118.06	0.2%
2Q / 2014	13.5%	\$94.34	2.8%	\$121.29	2.7%
3Q / 2014	12.9%	\$95.26	1.0%	\$122.01	0.6%
4Q / 2014	13.6%	\$93.93	-1.4%	\$120.72	-1.1%
Y / 2014	13.6%	\$93.93	2.4%	\$120.72	2.5%
1Q / 2015	12.6%	\$95.91	2.1%	\$123.14	2.0%
2Q / 2015	10.1%	\$100.96	5.3%	\$130.06	5.6%

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