

Around self storage

Storage Business Owners Alliance Formed

Three self storage industry veterans announced recently the formation of the Storage Business Owners Alliance LLC (SBOA), an organization that enables small- to medium-sized self storage owners and operators to increase profitability, mainly through enhanced buying power. By leveraging the combined “strength in numbers” of its membership, SBOA members can take advantage of substantial savings on everyday expense items, such as office supplies, credit card processing fees and payroll processing, as well as expense items more specific to the self storage industry, such as retail supplies for resale.

SBOA’s newly launched website, www.theSBOA.com, enables new members to join and sign up for specific vendor savings. SBOA’s founding members include Morgan Hanlon, Ian Burnstein and David M. Levenfeld, owners and operators of multiple self storage facilities, plus more than 200 member-facilities, such as Sentry Self Storage, Planet Self Storage and the facilities managed by Investment Real Estate Management LLC. Enrollment is open to any self storage facility owner or operator.

SBOA has established vendor relationships with prominent industry brands, such as Site Link (software), StorageClicks (search engine optimization), Janus International (unit partitions and doors), and Michaels Wilder (yellow pages advertising). Members also get discounts from such nationally-known merchants as Staples, ADP (payroll processing), Sprint and Federal Express.

Details: 508-425-7111; www.theSBOA.com.

Smart Marketing Announces New Technology

Smart Marketing Concepts, LLC (SMC), an Internet business strategy and software development company, recently announced its plan to introduce a new brand of next generation technology and online marketing expertise to the self storage industry. Two new SMC subsidiaries, Smart Storage Concepts and USave Storage, were expected to launch in early March.

To provide a more efficient, productive and user-friendly Internet marketing and online reservation service, Smart Storage Concepts will offer real-time access to all the tools necessary for generating and capturing sales 24/7. These include: white-label reservation services, internet

marketing services, national brand membership, website design services, merchant services, and much more.

Details: 813-406-0591; smartmarketingconcepts.com.

USStoragesearch.com News

USStoragesearch.com recently announced the completion of a comprehensive integration process. Effective immediately, USStoragesearch.com’s online network integrates with these property management systems: Centershift STORE, SiteLink PC, SiteLink Web, DOMICO, Syrasoft, Storage Commander, StorMan, Symbio, Task Master, Total Recall and WinSen. Any USStoragesearch.com member facility using one of the above property management systems now has a seamless way to display available inventory and secure online reservations via the USStoragesearch.com website, www.USStoragesearch.com.

Through the USStoragesearch.com online reservation network, facilities can offer their customers a real-time inventory of available storage units, pricing and specials, 24hours a day, seven days a week. Reservations are confirmed by credit card and delivered in real-time through their property management system.

Details: Loretta Carroll (402-393-2991).

IRE Sells PA Property



Investment Real Estate (IRE) recently sold Fox Run Mini Storage in Dover, Pennsylvania, for a first-time self storage developer. Built in 2007, this 35,000 SF facility was located on 6.2 acres and contained 228 units. The facility was only 3 percent occupied at the time of sale and sold for less than replacement cost. The buyer is a current self storage owner who is expanding his portfolio. John Gilliland and Nancy Mitchell handled the transaction.

Investment Real Estate provides self storage brokerage, construction, management and consulting services in the Northeastern and Mid-Atlantic states.

Details: Nancy J. Mitchell (717-779-0804; www.irellc.com).

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DHS Releases New Software

DHS Worldwide Software Company recently announced the release of version 6.0 of its MS SQL Total Recall Records Management software. Cumulatively, DHS Worldwide added 400+ enhancements to the Total Recall SQL Software last year.

The 6.0 version of Total Recall Records Management Software features more than 40 enhancements, including many new client Web features, enhanced work order functionality and multi-center corporate management tools. Total Recall is a full-featured records management software solution, with advanced barcode technology, RF barcode technology, real time Web access for clients, digital imaging capabilities, media vault functionality, destruction console management tools and many more unique capabilities. DHS Worldwide also offers MS SQL software solutions for mobile storage and self storage operators.

Details: 904-213-0448; www.dhsworldwide.com.

Argus Sales News



The Argus Self Storage Sales Network announced the sale of several self storage projects early in 2010. Joan Lucas of Joan Lucas Real Estate Services, LLC, represented the seller of High Country Storage in Cortez, Colorado, which sold for \$925,000 at a 9 percent cap rate. The seller carried back the financing, which helped facilitate the deal. Argus Broker Affiliate Ryan Layton, of American Real Estate Associates, represented the buyer in this transaction. W. Frost Weaver, of Weaver Realty Group, Inc., represented the seller of Argyle Forest Mini Storage in Jacksonville, Florida. This 70,600 SF facility sold for \$2,725,000 at a 9.1 percent cap rate. Additionally, Paul Grisanti and Mike Helline, of Grisanti Group Commercial Real Estate, represented the buyer of Fern Valley Self Storage in Louisville, Kentucky.

Based in Denver, Colorado, the Argus Self Storage Sales Network (ASSSN) was formed in 1994 to assist owners and investors of self storage.

Details: 1-800-55-STORE; www.selfstorage.com.

SSTI Acquires Two Facilities

In an all-cash transaction, Strategic Storage Trust, Inc. (SSTI), a publicly-registered non-traded REIT targeting the self storage market, recently acquired two facilities located in Fort Lee, New Jersey and Weston, Florida, for a combined purchase price of approximately \$23 million. The seller of both properties, Chicago Five Properties, LLC, was represented by CB Richard Ellis.



Built in 2000, the Fort Lee facility is situated on a 1.2 acre site located at 550 Main Street in Bergen County. The Class A property is 88.2 percent occupied, offering 965 climate controlled units. The three-story building offers a three door, drive-in, covered loading/unloading area. Additionally, the property contains a cellular tower, leased to multiple tenants located on the roof.



The Weston facility was built in 2005 and is situated on a 1.97 acre site located at 16400 State Road 84 in Broward County. The four-story building is 86.1 percent occupied and offers 651 climate controlled units.

Details: 949-429-6600; www.strategicstoragetrust.com.

INSOMNIAC Kiosk News

Self storage owners will now get more bang for their buck with OpenTech's expanded Maintenance and Warranty Services (MWS) program that offers the new Live! Megan

service at no additional charge. With the Live! Megan service, kiosk users get assistance from a live call center agent when using an INSOMNIAC kiosk to rent a unit or make a payment. The new personal service is available 16 hours a day during weekdays and a total of 24 hours over the weekends for OpenTech customers on the Maintenance and Warranty Services (MWS) program.

Self storage customers simply press a button on the kiosk and go directly to a Live! Megan agent who is ready to assist them on questions ranging from "I need help renting a storage unit" to "Will my stuff fit in a 10x10?" These specially-trained storage agents are equipped to provide personal assistance and can remotely control the kiosk, if needed.

Details: 602-749-9370; www.opentechalliance.com.

DOMICO's New Website Live

Berkeley, California-based DOMICO announced the launch of its new website in early March at www.domico.com. The company reports that the new design incorporates more innovative and animated features than before, while retaining its typical functionalities, including more

information about products and company news. Details: Rodney Vernon (800-688-6181; 510-841-4155; rodney@domico.com; www.domico.com).

Sunshine Self-Storage Recognized

WomenCertified® recently announced that Sunshine Self-Storage, with locations in Cooper City, Miramar, Boca Raton and Pensacola, Florida, has been nominated to receive the WomenCertified Seal of Approval, signifying the company's commitment to women-friendly service.

After receiving multiple customer-generated nominations, Sunshine Self-Storage passed a rigorous qualification process to become eligible to participate in the Women-Certified program and earn the WomenCertified Seal of Approval, which signifies that a company is trained and held to higher standards of service.

Once all four locations complete the certification program, Sunshine Self-Storage will be listed on the WomenCertified Locator, the online directory where consumers can search for women friendly businesses.

Details: Marie Howell (954-443-4442). ❖

The SSA is proud to introduce...

What is F.O.C.U.S.?

F.O.C.U.S. is the Self Storage Association's Financial & Operating Characteristics of U.S. Self Storage Facilities system.

Reports delivered through the SSA website store provide access to valuable statistical reports that detail self storage revenues, expenses, and average board rates broken down by various regions of the United States. Expenses, revenues and board rates are further refined by multiple expense types, revenue types and common storage space sizes with many reports providing comparative values based upon past years results.

These reports provide an invaluable statistical analysis of the self storage industry.

SELF STORAGE ASSOCIATION



Financial & Operational Characteristics of U.S. Self Storage

Reports include:

- Occupancy
- Rent History & Board Rates
- National Averages
- Trended Figures
- Regional Revenue and Expenses

Self Storage Association: Midwest: Change in Average Revenue per Square Foot

Midwest: Change in Average Revenue per Square Foot

Area	Facility Age	Retail Revenue			Other Revenue			Total Revenue		
		2007	2008	Change	2007	2008	Change	2007	2008	Change
Midwest	All	\$0.14	\$0.14	\$0.00	\$0.10	\$0.10	\$0.00	\$0.24	\$0.24	\$0.00
	1-5 years	\$0.14	\$0.14	\$0.00	\$0.10	\$0.10	\$0.00	\$0.24	\$0.24	\$0.00
	6-10 years	\$0.14	\$0.14	\$0.00	\$0.10	\$0.10	\$0.00	\$0.24	\$0.24	\$0.00
	11+ years	\$0.14	\$0.14	\$0.00	\$0.10	\$0.10	\$0.00	\$0.24	\$0.24	\$0.00
Midwest	All	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	1-5 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	6-10 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	11+ years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
Midwest	All	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	1-5 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	6-10 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	11+ years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
Midwest	All	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	1-5 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	6-10 years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00
	11+ years	\$0.11	\$0.11	\$0.00	\$0.10	\$0.10	\$0.00	\$0.21	\$0.21	\$0.00

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Find out more about FOCUS by going to

www.selfstorage.org

(in the QUICK LINKS section of the home page)

or call 703.575.8000