

Developing and Operating Alternative Self Storage

Cost Savings Models for Today's Economy: Satellite, Remote, Unmanned Self Storage Facilities

By Gary Camp

The panel discussion *Cost Savings Models for Today's Economy: Satellite, Remote, Unmanned Self Storage Facilities*, will provide attendees with the chance to hear a cross-section of professionals discuss what they've learned about developing and operating these alternative self storage models.

The lively discussion will be part of the 2009 SSA Fall Conference and Trade Show, to be held in Las Vegas at Caesars Palace on Friday, September 11, from 8:30 a.m. to 9:45 a.m.

Moderated by Robert Chiti, president and CEO of Open-Tech Alliance, Inc., panelists will include J. R. Clisham, owner of Connecticut Self Storage, LLC; Jim Adams,

president of Secure Development, Inc.; and Scott Hogg, director of operations of Strategic Storage Holdings, LLC. The four have more than 50 years of collective experience and diverse business backgrounds. (See bios at right.)

A variety of topics relating to operating these unconventional self storage properties will be covered. Each panel member operates a different self storage model: Clisham a satellite facility, Adams an unmanned facility, and Hogg a remote facility.

Industry Pioneers Offer Insights

"These are pioneers in the industry that have been operating these models," says Chiti. "People didn't closely listen to the story about saving money the last four or five years. Now, the game has changed. People are trying to figure out, 'How can I still be in the self storage business and find ways to run the model differently, while being more profitable?'"

As the self storage industry has evolved, some of these atypical models have become more commonplace. Some costs can be reduced without sacrificing the overall customer experience.

Chiti will lead the panel discussions and the group will cover reasons for choosing each specific model. What works for one person and situation might not work for another. The panel will discuss specific cost savings that can be achieved in the areas of development, operations infrastructure and marketing.

"When considering marketing, a satellite facility doesn't require all of the curb appeal, flashing sign up front, and onsite marketing. There are some savings to be realized," Chiti says. "And on the operations side, there are certainly changes in how that works for these types of models. You need to have the technology in place; you need to have Internet service at the facilities. There are some downsides to these models, and there are some things you need to have in place. If you lose communication to the phone or the kiosk at a facility, you're pretty much dead in the water."

Don't miss the chance to learn more about operating satellite, remote, unmanned self storage facilities while you're in Vegas! ❖

Have Questions About Today's Market



The experts at ARGUS have answers.

1-800-55-STORE
SelfStorage.com



SELF STORAGE SALES NETWORK

Brokerage Services • Property Valuation • National Marketing

Panelists



Robert Chiti, President and CEO, OpenTech Alliance, Inc., Moderator

OpenTech Alliance is the leading developer of self storage kiosks. In his role as president and CEO, Chiti is responsible for running the company, setting corporate strategy and continuing OpenTech's growth in the industry. Chiti has more than 17 years of management experience in the technology industry, having held senior-level positions with Computer Associates, Red Brick Systems, KPMG and GolfSwitch. During his career he has managed divisions as large as 220 employees and been accountable for a \$20 million P&L. His most recent accomplishment before joining OpenTech was completing the successful turnaround of an Internet-based reservations company in the golf industry. Chiti received his bachelor of science degree from Illinois State University.



J.R. Clisham, Owner, Connecticut Self Storage, LLC

Connecticut Self Storage, LLC operates under the business name CT SELF STOR, and has four facilities in Connecticut with 250,000 sq. ft. of rentable space. One of its four locations, in West Hartford, has a satellite facility that is located approximately a quarter mile away from a fully-staffed self storage facility. Clisham has over 10 years of experience in the self storage industry, and serves as a board member and the acting vice president of the Connecticut Self Storage Association. Clisham is a graduate of Georgetown University and the UCLA School of Law.



Jim Adams, President, Secure Development, Inc.

Adams also serves as the managing member of Secure Holdings LLC, a real estate development, acquisition, and operations company, focused on self storage. The company, based in Indiana, owns and/or operates multiple storage locations in the Midwest operating under the Secure Hold Storage brand, as well as the Storage Depot brand. The various storage locations are a mix of automated and manager-attended sites. Adams has experience managing multiple new site development operations and portfolio acquisitions of self storage properties across multiple states. He developed an automated storage concept, successfully creating multiple unmanned kiosk-operated storage facilities managed from a central office. Adams is a graduate of Purdue University with an MBA from Butler University.



Scott Hogg, Director of Operations, Strategic Storage Holdings, LLC

Hogg oversees four district managers that are responsible for California, Texas, the Northeast region and the Southeast region. He is responsible for assisting, overseeing, and directing five third-party management self storage companies spanning the southern half of the United States. Hogg has 16 years of self storage operations experience from Public Storage, which includes training of Public Storage regional vice presidents, district managers, and property personnel. He boasts top-tier financial performance, including District Manager of the Year and Public Storage's President's Circle of Excellence award for 2004, 2005 and 2006. Hogg is a graduate of the University of North Texas.