

around self storage

Argus Welcomes New Broker Affiliates

The Argus Self Storage Sales Network is pleased to welcome three new Broker Affiliates to our program. These real estate professionals will represent self storage sellers and buyers in their respective territories.



Mack Browder, of Crye-Leike Commercial in Memphis, Tennessee has been a real estate broker since 1985, after over 15 years in accounting as a CPA including a stint with one of the big four international accounting firms. His broad experience with Crye-Leike Commercial includes transactions in industrial, multi-family, office, retail and land, and he has been recognized by the Memphis Realtor Association as a top producer. He has represented numerous owners of private operating companies in the sale of their businesses. Mack represents the Argus Self Storage Sales Network in the state of Tennessee and can be reached at (901) 758-5670.



Jared Jones has been with Bauer & Associates, Inc. in Tulsa, Oklahoma since 2007 and he specializes in self storage brokerage, office and retail leasing and sales, and investment property brokerage. Jared earned a degree in marketing and MBA from Pittsburg State University and he is a CCIM candidate. He serves on the

Office Advisory Board for the Greater Tulsa Association of Realtors and is an active participant in the RCA Commercial Alliance and RCA Education committees. Jared also serves as president of the Oklahoma Self Storage Association and has played an active role in the founding of the organization. He can be reached at (918) 665-1210.



Richard Abedon, CCIM, of Navarro Lowrey Properties, Inc. is located in West Palm Beach, Florida and represents Argus in the southern and western Florida markets. Rick is the executive vice president at Navarro Lowrey and he oversees the firm's brokerage and asset management services. He has experience in

acquisition, development, site plan approval, leasing and disposition of residential and commercial assets. Rick has

earned his CCIM designation and is a LEED Accredited Professional. Rick can be reached at (561) 688-2530.

Based in Denver, Colorado, the Argus Self Storage Sales Network (ASSSN) was formed in 1994 to assist owners and investors of self storage with their real estate needs. Through the years, Argus has assembled a network of real estate brokers experienced in self storage and income property investments. Now the largest self storage brokerage network in the United States, the ASSSN has over \$1 billion in transaction history and 36 broker affiliates, covering nearly 40 markets across the country. For more information visit WWW.SELFSTORAGE.COM or call 1-800-55-STORE.

USstoragesearch.com Hits Record for Storage Reservations

Just 60 days after doubling the size of its sales team, USstoragesearch.com customers are getting results. During the month of May, the company increased confirmed storage reservations by 30 percent over the prior year, the best month in the company's history. USstoragesearch.com, the only pay-per-reservation center in the storage industry, maintains a credit card secured move-in rate upwards of 95 percent.

Brian Bremer, Reservation Center director of operations, expects progress to continue with the recent hire of a new Reservation Center sales manager who is experienced in sales agent coaching and skill development.

Angie Flaherty, Reservation Center sales manager, comes to USstoragesearch.com from Pay Pal, an industry leader in online payment services. Flaherty has more than seven years experience in high volume call center operations. Prior to Pay Pal, she recruited executives for mid- and upper-level management positions for Commercial Federal Bank in Denver, Colorado. With Flaherty's guidance, USstoragesearch.com plans to enhance its sales agent training program.

Established in 2004, USstoragesearch.com is the self storage industry leader with the longest running and largest storage directory, featuring over 12,000 member facilities and more than 2.8 million storage units nationwide. Storage customers using the USstoragesearch.com online reservation network search real-time available storage units by facility location, unit size, property features and specials.

Smart Storage Concepts Joins INSOMNIAC

OpenTech announced recently that Smart Storage Concepts, a subsidiary of Smart Marketing Concepts, Inc., has become the newest Marketing Partner to join the INSOMNIAC Self Storage Network (ISSN). Smart

See Around, page 58

Storage Concepts has developed a simple to use yet sophisticated real-time reservations engine that self storage operators can embed in their website to allow consumers to quickly reserve units or make payments. Smart Storage Concepts is also using the same reservation technology to power their new USavestorage.com portal. At USavestorage.com independent self storage operators can sign up to be the only self storage facility in their area on the site and they won't be crowded out by the big guys.

"The addition of Smart Storage Concepts to our online reservations network brings a whole new level of convenience to the self storage operator and consumer," said Robert Chiti, president and CEO of OpenTech Alliance.

Smart Storage Concepts is a provider of affordable reservations technology and Internet marketing strategies for small to mid-size self storage operators. The collaborative partnership with OpenTech integrates Smart Storage Concept's intelligent Centralized Reservations System (CRS) with many of the industry's long established property management systems providing a whole new level of efficiency in leveraging real-time rate and revenue management allowing instant generation of customer confirmations.

"We are excited about our strategic partnership with OpenTech Alliance, whose vision and mission compliments the Smart Storage Concepts philosophy of building excellence and maximizing performance for our clients," said Mike Harley, president and COO of Smart Storage Concepts. "We are particularly eager to collaborate with the OpenTech developers in refining the real-time, revenue-managed reservations process in a way which will best serve the self storage industry."

OpenTech Alliance, Inc. is a leading developer of innovative solutions for the self storage industry. The company's products and services include seven models of INSOMNIAC Kiosks ranging from \$4,900 to \$18,000, INSOMNIAC Live! call center services and the INSOMNIAC Self Storage Network for online storage reservations. OpenTech solutions improve customer convenience, reduce operating costs and increase revenues for self storage operators. For more information please call (602) 749-9370 or visit WWW.OPENTECHALLIANCE.COM.

Chateau Donates Tarps to Haiti Relief

Chateau Products saw a need and stepped in to help Haiti following the earthquake disaster. The company sent a planeload (a special charter flight was put together by Agape Flights) of 18' x 24' tarps to the country from Venice, Florida. The tarps are still being used today to help as roofing for makeshift buildings including schools. Chateau has received heartwarming thank you notes from the teachers of those schools.

Trachte Announces Additions / Promotions

Trachte Building Systems is pleased to announce the hiring of three new employees: Michelle Nampel, Joel Howard, and Lois Taylor.

Michelle Nampel joins Trachte's Production Inventory Control team. She is responsible for analyzing production and material requirements, working with manufacturing and engineering departments to ensure that customer orders ship on schedule.



Michelle Nampel

Engineering gains the experience of Joel Howard, who joins the company as a structural engineer, responsible for reviewing and approving structural designs for Trachte customers.



Joel Howard

Lois Taylor joins Trachte Building Systems as marketing communications specialist. Serving not only Trachte but also its subsidiaries Trac-Rite and Fire Facilities, Ms. Taylor supports sales efforts with print, digital, tradeshow, and other marketing materials.



Lois Taylor

Steve Hajewski, formerly the marketing manager for Trachte, has had his role expanded to include oversight of the marketing activities of Trachte, Trac-Rite, and Fire Facilities.

Formerly managing Trachte's Production and Inventory Control, Don Zeal has been promoted to production manager. He will be implementing lean business strategies and adjusting workflow to maximize efficiency.



Steve Hajewski

Trachte Building Systems, an ISO 9001:2008 certified company, designs, manufactures, and erects a full line of durable, pre-engineered and customized steel self storage systems, including single and multi-story, portable storage, interior partition and corridor, and canopy boat/RV. With over 109 years of manufacturing experience, Trachte is committed to helping owners make informed decisions with a knowledgeable sales team offering advice every step of the way. This commitment, along has given the company a leading edge in the self storage industry. For more information call (800) 356-5824 or visit WWW.TRACHTE.COM.



Don Zeal

New Property Management Company

Storage Asset Management, Inc. (SAM), a full service self storage property management and consulting company, was formed this past May. SAM currently manages 27 self storage properties in the mid-Atlantic and northeastern United States. Managing partners Jay Hoke and Alyssa Quill have been managing self storage operations for investors since 1998. Their previous combined experience has been with Devon Self Storage, Storage USA, Extra Space Storage, and both have been vice presidents of Investment Real Estate Management.

Properties managed by Storage Asset Management will benefit from a strong focus on local community and Internet marketing at www.findmyselfstorage.com. SAM has a strong management team in place that is passionate about self storage and focuses on rigorous employee sales training, technology, policies and procedures that have been developed and refined over 10 years, as well as cost reduction through shared economies of scale. Clients also benefit from a continued relationship with Investment Real Estate, and their unique self storage industry knowledge of brokerage and construction.

“With a great group of clients, a smart, creative, and aggressive team, and a complete focus on managing and value enhancement, we are excited about our future in the self storage industry,” says Quill.

Call Jay Hoke or Alyssa Quill at (717) 779-0044 for further information on Storage Asset Management, Inc.

NetREIT Announces Sparky's Expansion

NetREIT recently expanded its Sparky's Self Storages chain to Rialto, California, by acquiring the property formerly known as Las Colinas Self Storage at 3285 North Locust Avenue. The property, renamed Sparky's Self Storage Rialto, is located just south of the intersection of Riverside Drive and Locust Avenue. Newly built in 2007, Sparky's Self Storage offers 771 storage units with a total rentable floor area of 101,343 square feet.

Open seven days a week, Sparky's offers many valuable features to the Rialto community. It provides well-lit fenced facilities, state-of-the-art security, climate controlled units, RV/boat storage, wide driveways, and roll-up doors on all units. Additionally, Sparky's is proud to now offer U-Haul truck and trailer rentals on site. Sparky's also carries an entire line of moving and packing supplies for the convenience of its customers.

Security is a top priority at Sparky's Self Storage Rialto. Features include: individual door alarms, computerized gate access, high-visibility lights, motion detectors, and surveillance video cameras. An on-site resident manager is present to provide additional safety and security and incomparable customer service.

Sparky's Self Storage is owned by NetREIT—a self-administered, contrarian real estate investment company based in Escondido, California. Other Sparky's Self Storage properties are located in Hesperia, Highland, and Thousand Palms/Palm Desert. For more information, visit www.netreit.com.

SiteLink Updates Call Center Interface

SiteLink, the leader in software for self storage and portable storage, announces new call center tools offering users even more value.

“SiteLink Web Edition's open call center interface is great for the industry. It allows companies like ours to provide value-added services at no additional cost to self storage operators” says Robert Chiti, president of OpenTech Alliance. “Our call center customers are very happy to see two of their vendors working together to deliver innovations adding real value to their bottom line.”

Using a secure internet connection, call centers exchange real-time data with SiteLink Web Edition. Call Centers quote up-to-date prices, specials and storage availability to clients. Owners gain an edge with the most advanced integration: Web Edition collects reservations and inquiries and helps to convert them to paying rentals. Reports tracking inquiries and reservations monitor leads from all sources, including call centers, and track conversion ratios.

For more information, visit www.smdsoftware.com.

Pogoda Brokers Sale of Michigan Property

Pogoda Companies, Michigan's largest self storage operator and broker, recently brokered the sale of the 50,220 SF Ye Olde Storage Inn in St. Joseph, Michigan. The sellers were Midwest Storage Systems Limited Partnership and the buyers were Cedar Creek, LLC. Morry Greener, a Pogoda Companies' sales associate represented both the buyer and the sellers in the transaction.

Opened in 1979, Ye Olde Storage Inn includes eight buildings with 313 units and 18 RV or boat storage spaces. The asking price for the property, located on 3 acres at 333 Palladium Drive, in St. Joseph, was \$1,200,000. The new owners intend to continue to operate the facility as a storage property in conjunction with another property that they own nearby.

Pogoda Companies is Michigan's largest independent self storage operator and one of the 30 largest in the U.S., with approximately 3 million square feet of self storage space under management in 38 facilities in Michigan and Ohio. Founded in 1987, Pogoda Companies provides brokerage, management, investment and consulting services to the self storage and manufactured housing industries through its Pogoda Group, Inc. and Pogoda Management Co. divisions. For information, visit www.pogodaco.com. ❖