

around self storage

Sparefoot Creates New Blog Series

SpareFoot, the online self storage marketplace, recently launched a unique project and blog series called *Adventures In Storage*, designed to familiarize employees with their product in the most entertaining way possible. The new mixed-media “reality series” documents the start-up’s 18 employees as they experience the process of renting and moving into and out of self storage units.

CEO Chuck Gordon coordinated the nine-week project, in which duos of employees moved a growing pile of possessions from one storage facility to the next around Austin, adding their own creative items for the next teams to discover and move. Each duo was responsible for finding storage near one teammate’s home, with or without the help of the company’s own self storage finder site. All employees—from developers to salespeople to marketers—booked units, signed leases, obtained locks and optionally rented trucks to cart the pile around town. Moving forward, every new employee to join the SpareFoot team will pick up where things left off and complete the task themselves.

The idea sprang from Gordon’s realization that most SpareFoot team members had never personally used self storage, but he wanted them to understand the challenges storage customers face. He hopes *Adventures In Storage* inspires improvements to SpareFoot’s website that will make finding, reserving and executing self storage easier than ever for everyone.

“To speak intelligently about anything related to the consumer experience, everyone at SpareFoot should have personal experience renting a storage unit,” Gordon said. “Everyone will learn what it really means to rent storage, and see how much of a pain it is. This should help guide everything we do to make the process easier for consumers.”

The project was documented through filmed interviews with each duo at SpareFoot’s office, and some scrappy video footage taken at the storage facilities. Weekly blog posts will unfold the story in a narrative style similar to that of a typical TV reality series. A short video, featuring interviews and photos, will accompany each written post. New blog “episodes” are released every Monday for nine weeks at 6 p.m. CST, and started June 20 on the SpareFoot Blog.

In tandem with the June 1 release of a teaser trailer for *Adventures In Storage*, SpareFoot is running a social media

contest whereby the first three people to correctly guess one item in the final storage unit win \$100. All in all, the series should reveal a lot about how a fun high-tech start-up staffed by a team of smart, nerdy personalities operates. It will also be an experiment in pushing the social media reach of a niche industry. Follow along on Twitter@SpareFoot with hash tag #adventuresinstorage.

For more information, please visit WWW.SPAREFOOT.COM.

Bancap Selected to Manage Southern California Property



Bancap Self Storage Group, Inc. recently announced that it has been selected as the exclusive broker for a lender-owned self storage property in Ventura County, California. The firm will handle the marketing and sales activities for the Casino Self Storage property located in Moorpark, California. The property has been listed for sale with an asking price of \$11,500,000.

Casino Self Storage is an attractive, well designed and nicely constructed “Class A” self storage project. The project shows very well and enjoys good corner visibility and easy access on State Highway 118 and West Los Angeles Avenue with an average daily traffic count of approximately 32,500 vehicles per day.

The two-story facility offers over 85,000 net square feet of self storage space demised into 822 units, including 91 climate controlled spaces. The buildings are concrete block, stucco and metal construction with metal interior partitions, roofs and doors.

“There have been very few properties of this quality available for sale in Southern California,” said Dean Keller, president of Bancap Self Storage Group. “This is a rare opportunity to purchase a first class facility in a very desirable market, with tremendous upside potential.”

For more information contact Dean Keller, president of Bancap Self Storage Group at (949) 888-5355 or visit the company web site at www.bancapselfstorage.com.

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Pogoda Brokers Michigan Sale



Pogoda Companies brokered the sale of a Harbor Springs, Michigan self storage facility, Harbor Park Mini Warehouse, and remained manager of the facility after their exceptional performance helped facilitate the sale.

Harbor Park Mini Warehouse was foreclosed on by First Community Bank in July 2010 at which time Pogoda Management Co. was hired as the management company. Harbor Park Mini Warehouse is a 124,340 gross square foot self storage facility with 640 drive-up units, making it the largest in Northern Michigan, as well as one of the largest in the state. Pogoda facilitated the sale to a local investment group, ARBKN, LCC. The offering price was \$2,665,000.

Under Pogoda Management Co. the property was updated to meet industry standards including stringent financial controls, Internet and traditional marketing programs, dramatic reduction of delinquent tenants and the addition of renter insurance and U-Haul truck rental. With the sale of the facility, additional capital expenditures will be completed as recommended by Pogoda Management Co. These updates include a complete facelift with the painting of all buildings, major paving work, a new gate system, a new digital sign, replacement of many doors, and conversion of a vacant industrial building to climate controlled units. Additionally, the office and public restroom will be renovated to modern standards. These improvements in operations and the physical facility initiated by Pogoda Management Co. predict a strong second half 2011 rental year for Harbor Park Mini Warehouse.

For more information, contact Maurice Pogoda at (248) 855-9676 or mpogoda@pogodacoc.com.

DiNardo New VP Operations at E-SoftSys

E-SoftSys, a total solutions provider for the self storage industry, with leading software products such as Self Storage Manager™ and e-CRM, recently announced they have hired Jim DiNardo to be vice president of operations for their self storage software division.

Kat Shenoy, president and CEO of E-SoftSys, said, “We are delighted to have Jim on our management team. He’s an industry veteran, with 22 years of self storage operating and consulting experience that will be valuable in further enhancing our products and providing superior customer support and implementation services to our client base. With several large operator implementations currently under way and many more expected in the future, Jim is a welcome addition to our team to manage the growth of our self storage software division. As vice president of operations, Jim will not only direct large implementations, but also manage our sales and marketing efforts to grow market share.”

Jim DiNardo has been working in the self storage industry since 1989, as operations manager (and partner) for The Storage Depot until the company was sold to Extra Space Storage (EXR) in 2004, and since then as a consultant specializing in the self storage industry. He speaks at industry trade shows/conferences, is an editorial contributor to industry trade publications, and is an active trade association member, currently serving on the Self Storage Association (SSA) and Massachusetts Self Storage Association (MASSA) boards of directors. Mr. DiNardo graduated from Bentley College (now Bentley University) in 1985 with a Bachelor of Science in Management.

“I’m thrilled to be part of the E-SoftSys team,” stated Mr. DiNardo. “Self Storage Manager is a superior software program and it’s clear that E-SoftSys is already an industry leader. I’m excited to help build upon that success.”

Self Storage Manager has been implemented by many single and multi-facility companies in North America, South America, Europe, the Middle East, and Asia-Pacific. For more information, please contact E-SoftSys at 800-469-1740 Ext. 1 or sales@selfstoragemanager.com, or visit WWW.SELFSTORAGEMANAGER.COM.

New Hires at Storage Pros

Storage Pros Management LLC (SPM) is pleased to announce the hiring of John D. Price III, a former treasury and finance executive at GMAC, Inc., Ford Motor Company and Comerica Bank, as senior vice president and chief financial officer.

Mr. Price’s hiring, together with that of former senior Ford marketing and training executive Jeff Skogen last year as director of operations and sales, rounds out the restructuring and enhancement of SPM’s senior management team. Company co-founders David M. Levenfeld, president and Ian Burnstein, chief operating officer, remain in key management roles for SPM’s self storage property management and asset management functions.

The new hires are seen as key to growing SPM’s platform for third-party property management. SPM has recently

been engaged to third-party manage self storage facilities in five states for a variety of clients including public and private institutional owners, private individuals and lending institutions.

Further, the company is now better positioned to accept private equity investment for accelerated growth through joint venture acquisitions.

Price brings to SPM a 20-year career in corporate finance and treasury functions, with an emphasis on forecasting, budgeting and debt sourcing. His most recent position was executive director, cash forecasting and liquidity management, for GMAC. He will have overall responsibility for SPM's lender relations, cash management, accounting, insurance and financial reporting.

Storage Pros is also pleased to announce the hiring of Ben Handelsman as director of marketing and facility maintenance. Handelsman comes to Storage Pros with a varied management and marketing background, including most recently having served as marketing director for 1-800-Mini-Storage. Handelsman's marketing responsibilities will focus primarily on Internet-based advertising and social media. He will also coordinate all repairs and maintenance for the Storage Pros portfolio.

David Levenfeld commented, "Adding John, Jeff and Ben provides us with a range of experience and competence that assures our ability to integrate substantial growth in an orderly fashion. We are confident that SPM's clients, partners and investors will be pleased with these key additions to our management team." For more information, please visit WWW.STORAGEPROSMANAGEMENT.COM.

Ray Wilson Joins Cushman & Wakefield

Cushman & Wakefield recently announced that Charles Ray Wilson, MAI, CRE, founder and principal of Self Storage Data Services (SSDS) has joined the firm as a strategic partner in the company's Self Storage Industry group. Mr. Wilson is recognized as the industry's leading authority and foremost source for current and historic performance trending information pertaining to the self storage sector.

"We are extremely pleased to announce that Ray Wilson will be joining Chris Sonne's industry-leading self storage practice and become part of the Cushman & Wakefield team," said John Busi, executive vice president and head of Valuation and Advisory for Cushman & Wakefield's Americas region. "In a dynamic partnership designed to differentiate Cushman & Wakefield from its competitors, Ray's unique service offerings will allow us to integrate the firm's sophisticated *Self Storage Appraisal Report* template with the most robust self storage database in the industry. The combined product will provide clients with optimal industry intelligence drawing from SSDS's

20 years of historical and current industry, market, and property-specific data."

Wilson, whose internationally recognized *Self Storage Performance Quarterly Report* (SSPQ) tracks the quarterly performance on 6,000± facilities in the nation's top 50 largest markets, will work closely with Cushman & Wakefield senior managing director Chris Sonne and his team in delivering a fully integrated platform of services. Current subscribers to the SSPQ report, including prominent Wall Street analysts and major institutional investors, also receive the *Monthly Rental Activity Report* that tracks the rental demand on one million storage units nationwide.

Cushman & Wakefield is the world's largest privately-held commercial real estate services firm. Founded in 1917, it has 234 offices in 61 countries and more than 13,000 employees. The firm represents a diverse customer base ranging from small businesses to Fortune 500 companies. A recognized leader in global real estate research, the firm publishes a broad array of proprietary reports available on its online *Knowledge Center* at WWW.CUSHMANWAKEFIELD.COM.

Amazing Spaces Assists Museum



Amazing Spaces' Angela Vaughn, manager and Kathy Tautenhahn, vice president with Angela Colton, executive director of the Woodlands Children's Museum

It's not easy finding adequate storage for the largest set of teeth in Montgomery County, if not the State of Texas, but Amazing Spaces in Shenandoah kindly assisted The Woodlands Children's Museum with complimentary storage facilities until the teeth can be incorporated into the Museum's next featured exhibit.

"We had an unusual request, but Amazing Spaces was simply amazing to us," Angela Colton said, executive director for The Woodlands Children's Museum. "Kathy and her team have been very accommodating."

The Woodlands Children's Museum is located at 4775 W. Panther Creek next to Sears Hardware and visited at WWW.WOODLANDSCHILDRENSMUSEUM.ORG.

Amazing Spaces Houston Storage Centers are beautifully designed, upscale stores that provide individuals and businesses with multifaceted storage solutions. Well-appointed properties take storage to a new level of design and amenities, with features that include enhanced security and one-stop-shopping convenience. ❖