

# around self storage

## North Carolina Facility Using INSOMNIAC

OpenTech Alliance, Inc. announced recently that Village Mini Storage in North Carolina is saving over \$2,100 per month as a result of implementing an INSOMNIAC 900 at their facility. In addition, Village Mini Storage also reported a 30% reduction in the amount of delinquent customers, which the owner attributes to the fact that the kiosk takes away many of the excuses customers use for not paying their rent on time.

Tony Martin, owner of Village Mini Storage (150 units) and Martin Mini Storage (259 units) in Rockingham, North Carolina, traditionally operated his facilities with five employees. Recently, one of his employees announced plans to leave the company, so between losing a key employee and the economy being uncertain, he decided to rethink how he manages his facilities. His primary objective was to find a way to operate his facilities more effectively without compromising customer service. Since installing the kiosk, Tony is operating both of his facilities with only two full-time managers. Details: 602-749-9370; [www.opentechalliance.com](http://www.opentechalliance.com).

## Bancap Sells Victorville Property



Bancap Self Storage Group, Inc. recently announced that the firm has successfully brokered the sale of the Global Self Storage property located in Victorville, California. Dean Keller, the firm's president, was the exclusive listing agent and sole broker in the transaction. The seller was a regional bank that had foreclosed on the property earlier this year. The buyer was the real estate affiliate of U-Haul which will re-brand the property with that name. The property sold for \$4.5 million, which was significantly less than the property's development costs. The seller provided

purchase financing to facilitate the sale. Occupancy was approximately 43%, offering further upside potential to the buyer.

Located on nearly 7.5 acres of land, Global Self Storage contains nearly 87,000 net square feet of self storage space demised into nearly 600 units. The property also has 150 exterior RV and boat storage spaces, including many covered storage spaces. The single story project was built in 2007 of concrete block and metal walls with metal partitions, roofs and doors, and is located on Palmdale Road in a retail and commercial oriented location. Details: 949-888-5355; [www.bancapselfstorage.com](http://www.bancapselfstorage.com).

## Haviland Joins Self Storage 101

Sue Haviland has joined the self storage management solutions firm of Self Storage 101 as the lead partner responsible for the continued growth of the firm's West Coast operations. Haviland, former VP of operations for such companies as Price Self Storage and Extra Space Storage, and a district manager for LAACO Ltd, brings her skills, talents and insightfulness to the firm of Self Storage 101. With 20 years of experience, Haviland has provided operational leadership, led dozens of employees to attain growth in several venues, has held P&L responsibilities and successfully rebranded acquired stores.

Self Storage 101 is a full-service self storage management solutions firm with offices in Alabama, California and Texas. It has managed, owned and consulted with hundreds of owners in the areas of business startups and expansion, operations improvement, training and people systems including recruiting and staff assessment. Details: 214-295-7524 or 877-839-5142.

## SSTI Now in Pittsburgh Market

In an all-cash transaction, Strategic Storage Trust, Inc. (SSTI)—a publicly-registered, nontraded REIT targeting the self storage market—recently acquired two facilities located in the Pittsburgh, Pennsylvania area for a combined purchase price of \$5.7 million.

Built in 1990, the approximately 470-unit Landings Drive property has 55,200 net rentable square feet and is strategically located near the I-76 toll road and State Route 28 interchange. The facility sits on approximately 3.5 acres with six, one-story buildings offering drive-up accessible units, and interior climate control units with security cameras, a secure code access entry gate, perimeter fencing and new concrete drives.

The approximately 820-unit Lebanon Road property is located at the intersection of two primary arterial roads between the Century III Mall and the Allegheny County Airport on State Route 885. The approximately 100,000

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net rentable square-foot facility sits on approximately 5.7 acres with two, two-story buildings and another two-story building which contains an office and residence apartment. Built in 1983, the property offers drive-up accessible units, interior climate control units, security cameras, a secure code access entry gate, perimeter fencing and asphalt drives.

In an effort to unify and establish a national brand, SSTI recently launched a major re-branding campaign. The two Pittsburgh facilities will reportedly be launched under the new Smart Stop™ Self Storage flagship brand.

## Mahan, Seider Join BETCO in Texas

BETCO has added a sales representative and a sub-rep to cover its west Texas territory. Chris Mahan will be the sales rep and Toby Seider will be the sub-rep.



Chris Mahan

Mahan joins the company with 21 years of experience in general construction and development as an owner and managing member of self storage facilities in Oklahoma and Texas. For 10 of those years, Mahan designed and constructed self storage buildings. Mahan is a native of Amarillo and resides in Odessa,

Texas. He was educated at the University of Texas San Antonio and West Texas A&M, where his emphasis was in accounting and finance. He is married with one daughter.



Toby Seider

Toby Seider's background has included most recently, the insulation business, and prior to that, president of Ready-Mix of Texas, as an account executive with a bank, and owner of a credit service. Seider was born in San Angelo, Texas, and attended Texas State. He lives in Austin with his wife and five children.

Details: Terry Campbell, vice president sales & marketing, BETCO, Inc., 1-800-654-7813, ext. 2620.

## Texas Facility Adds U-Haul

Janet Franklin, owner of EZ Self Storage and Carwash in Pittsburg, Texas, recently added U-Haul truck and trailer rentals to the storage facility that has been operating since 1965. EZ Self Storage and Carwash can now offer its customers a variety of moving equipment and supplies designed specifically for moving household furnishings, including moving vans, open trailers, closed trailers, furniture pads, appliance dollies, furniture dollies, tow dollies and auto transports. EZ Self Storage and Carwash also

will offer sales items to protect their customers' belongings and make moving easier, such as heavy-duty boxes, which are made of up to 90 percent recycled content and are available in a variety of sizes. Details: 903-856-3611.

## AMERCO Celebrates Utah Grand Opening

AMERCO Real Estate announced recently that it has expanded the U-Haul network of self storage locations with the grand opening of the Wall Avenue U-Haul Center in Ogden, Utah. The state-of-the art facility boasts 449 storage units, 432 of which are climate controlled, with more than 36,950 square feet of storage. The Ogden Weber Chamber of Commerce joined the U-Haul Company of Utah for a grand opening ceremony held on December 21, 2009.

This building, which U-Haul purchased in April, was retrofitted and redesigned with a green focus in mind. The lighting was changed to sustainable lighting and a self storage reuse center was built to provide customers with a location to donate unwanted, gently-used household goods, furniture, sporting equipment and clothing for other customers to take for free—items that normally would be headed to a landfill.

This location will be selling a wide variety of environmentally-friendly packing supplies, including boxes made out of recyclable materials, 100% biodegradable packing peanuts and moving pads made from recycled denim. Also on site will be Take A Box/Leave a Box display, which allows customers or anyone in the community to leave moving boxes or unwanted electronics boxes for another customer to reuse for free, instead of throwing them away or recycling them. This facility also will have available a propane tank that will provide alternative fuel for vehicles and propane for barbecue grills.

## G5 Partners with United Stor-All

G5 Search Marketing has teamed with United Stor-All Management to launch a fully-integrated website that posts real-time information by property, including unit availability, pricing, and promotions, as well as secure online payment systems.

United Stor-All Management's objectives were twofold: 1) consolidate its business systems to increase efficiency and reduce costs, and 2) generate brand awareness and Web traffic for its individual client properties while providing the benefits of co-marketing through one website. G5 achieved these objectives through the G5 Centershift Adapter, a software solution that integrates the G5 and Centershift platforms, and redesign of the corporate website, featuring consistent use of design elements and branded pages for each storage location. The G5 Centershift Adapter is the first of several third-party integrations that G5 has planned for imminent release.

This new website is available only to United Stor-All Management clients, providing the pass-along benefits of collaborative marketing through search engine optimization and pay-per-click advertising. United Stor-All Management's clients also receive Web traffic, lead generation, and measurement of return on marketing investment via the G5 Local Marketing Platform. Details: [www.USAManagement.org](http://www.USAManagement.org).

## StorQuest Helps Support One Warm Coat



Santa Monica-based The William Warren Group and its own unique brand of StorQuest Self Storage surprised the employees at its annual company meeting by hosting a nontraditional charity event to support One Warm Coat. Sixty-five StorQuest employees set out to complete one objective: support One Warm Coat by collecting coats off the streets of Los Angeles from as many people as possible.

All company managers and corporate staff were divided into four teams and designated various regions throughout the Los Angeles community. Each team was provided with collection boxes, event flyers and coat drive signage. To encourage public participation, StorQuest offered two-months free off self storage for donating a coat that day.

Each team took extreme measures, including cheering at soccer games, riding subway lines, hopping on city buses, singing Christmas carols or whatever it took to encourage someone to give a coat. The teams collected more than 200 coats literally off the backs of those walking around the streets of L.A.

One Warm Coat is a simple, easy way to help those in need within local communities. The company provides tools and resources to help volunteers in the collection of clean, reusable coats for donation to individuals.

Details: [www.onewarmcoat.org](http://www.onewarmcoat.org); [www.storquest.com](http://www.storquest.com); 800-900-4644.

## Argus News

Argus Self Storage Sales Network Broker Affiliates Richard Minker and Tyler Trahan of Minker Trahan & Associates represented the seller of Ideal Mini Storage in Terrell, Texas for a 40,503 SF property sold at 60% occupancy and with high delinquency. The brokers were able to structure an owner-financed transaction to allow the buyer flexible terms and provide the seller with the needed cash at closing. Details: 1-800-55-STORE; [www.selfstorage.com](http://www.selfstorage.com).

## Wildeck Offers New V-Lift VRC

Wildeck, Inc. has introduced its new "V-Lift" material handling VRC lift (Vertical Reciprocating Conveyor) targeted for "lean" manufacturing applications and "green" facility designs. The new, single-cylinder V-Lift™ VRC features a state-of-the-art hydraulic system with large 2-1/2 inch DUAL pistons. Details: Hue Schlegel (262-549-4000, ext. 2049; [hschlegel@wildeck.com](mailto:hschlegel@wildeck.com)). ❖



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