



Guide to www.selfstorage.org

Only DIRECT Members can access the latest industry news, legal resources, SSA Membership Directory, the Career Center, and so much more. We want to make your visit to our website an easy and educational experience, so we've outlined some things that may help you.

Log In to Your Account

Gain access to this protected member portion of the site by logging in to My Account. You can edit your logon and password, view and update your personal information, see order history, and renew your membership online (this will be available shortly). Once members are logged in, they can see benefits available only to them by browsing different sections of the SSA website, and get discounted pricing on products and events.

Secure Member Logins

For first time log-ins, use your email address (if we have it on file). If we have no e-mail address, it's the exact same as your password.

Password: First 4 letters of your first name (first letter capitalized) followed by your full last name (first letter capitalized) followed by your company ID (Example: JaneDoe1234).

Did You Know?

- ▶ About SSA has a Fact Sheet about the organization, information on our board of directors, our mission statement, anti-trust guidelines, information about the SSA Foundation, and the general use and privacy policy information.
- ▶ You can find many useful members-only benefits under Resources, including downloads of past subscription-based SSA publications, access to our free Career Center, the Self Storage Legal Network, and many more useful tools.
- ▶ The SSA Online Store offers publications that can conveniently be ordered online. After logging in you could save as much as \$70–\$150 per book. You'll also find downloadable files of past conference sessions under the Education to Go category, and Webcasts at substantial member discounts.
- ▶ Discounts are now available for you and your employees when you participate in SSA's Winter Executive Workshop, Spring and Fall Conference and Trade Shows and more. Substantial savings per person may apply. These premier industry events are for those who have made a major investment in self storage.
- ▶ You can now learn online anywhere, anytime through SSA's Online University

& Certification, found under Education & Events. The SSA self storage Online University is a multimedia online education and training center for self storage managers and owners. This distance learning center is convenient and saves you time and money.

- ▶ You can find out who's exhibiting at our next Conference and Trade Show before you get there by clicking Virtual Trade Show under Education & Events on the left hand navigation. Information is posted before each show, and stays on our website until the next show.
- ▶ When you're in the market for doors, software, consultants, etc., search our Vendor Directory for members who support the industry though the products and services they offer. You can find this and other directories such as the Member Directory, Affiliate Listing and Committees under Networking & Directories on the left hand navigation.
- ▶ Our storage facility locator will help customers find you! It identifies your facility contact information and links directly to your website.
- ▶ You can have your feedback published in our monthly magazine, the SSA Globe, simply by participating in our online monthly data surveys found on the homepage.

What's Available When You Get There

- ▶ **SSA Globe Online:** Peruse some posted back issues of our monthly trade publication and view featured articles in Publications found under Resources.
- ▶ **Self Storage Industry Facts & Trends Report:** Download issues of our quarterly newsletter full of data and charts featuring the latest trends in the self storage industry.
- ▶ **Self Storage Legal Review:** Download back issues of our bimonthly newsletter highlighting legal industry topics and state issues in Publications found under Resources.
- ▶ **Research & Data:** Members can find information here on how to participate in SSA's annual data survey, the Financial & Operating Characteristics of U.S. Self Storage Facilities (F.O.C.U.S.). F.O.C.U.S. reports delivered throughout this web 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. Members can also participate in SSA's Monthly Data Survey and have the results published in the "Data Depot" of the SSA Globe magazine.
- ▶ **ODESSA, SSA's Online Demand Estimator:** ODESSA 2.0 is a software package that estimates demand for self storage and provides a detailed market segmentation profile in any user-defined geographic market area in the U.S., based on a model that uses information from the Self Storage Demand Study and commercially available geographic databases.
- ▶ **Self Storage Legal Network (SSLN):** The SSLN is a legal hotline subscription service utilizing the expertise of two self storage attorneys by phone, fax, and email. Subscribers can access the Legal Questions feature with the ability to post new and review previously posted legal inquiries from other subscribers throughout the U.S. It's one of the best sources available for obtaining industry-related legal information.
- ▶ **Legislative & Regulatory:** Find an electronic copy of your state's lien law, browse your state's legislative website, and stay up-to-date on state legislation under consideration.
- ▶ **Facility Locator:** This great tool will help customers find you! It identifies your facility contact information and links directly to your website.
- ▶ **Member Directory:** An online directory to review your membership record, submit changes for SSA to update, and search for your industry peers.
- ▶ **Vendor Directory:** An exclusive directory of all our Vendor Members. Searchable by vendor name or category.
- ▶ **Affiliate Listing:** A listing of all SSA State Affiliated Associations and their contact information.
- ▶ **Virtual Trade Show:** A directory of all the exhibitors appearing at the latest trade show, with booth information, brief company description and contact information.
- ▶ **Career Center:** SSA members can post employment opportunities for free on SSA's members-only Career Center. Your listings get full exposure and can be searched by job category, location, or keyword by anybody browsing the SSA website.
- ▶ **Declutterfy Campaign:** The Declutterfy advertising campaign offers facilities the opportunity to advertise at a fraction of typical production costs. Members can download samples of each medium and have access to purchase radio commercials, message-on-hold recordings, and print ads online at a discount. SSA members can use the spots for their stores' on-hold messages or to promote their businesses locally.