

Around self storage

Huber Retires from BETCO



Terry Huber

Terry Huber, president and chief operating officer of BETCO, Inc., a single-source manufacturer of self storage metal buildings and components, retired from the company at the end of May. Huber, a native of New Athens, Illinois, has spent a lifetime in the metal building business.

“I’ve been bending sheet metal since I was a boy, when my father got me involved in his heating and air conditioning business,” remarked Huber.

But it was his move to North Carolina with McGraw-Edison in 1981, that changed his life significantly. While opening a circuit protection devices plant for McGraw-Edison in Goldsboro, which manufactured fuses and circuit breakers, Huber met his future wife.

Later, in 1984, when Huber moved to Tharrington Industries (now Precision Steel Works), located in Rocky Mount, he began purchasing agricultural ventilation fans from Buddy Whitney at Aerovent. His professional connection with Whitney eventually led to an introduction to Sam Sabri, who was looking for a supplier of metal fabrication products.

In the mid-1980s, Sabri and Whitney formed BETCO and Huber’s ongoing relationship with the two partners eventually led to his joining the company in 1995 as vice-president of manufacturing. From there, in 16 years with the company, Huber moved on to become president of BETCO, and later president and chief operating officer.

After retirement, Huber and his wife plan to move permanently to their vacation home in Little River, SC.

For more information visit WWW.BETCOINC.COM.

SiteLink Expands SBOA Partnership

SiteLink has expanded its partnership with the Storage Business Owners Alliance (SBOA). The partnership offers SiteLink users access to the SBOA Tenant Insurance (TI) and direct integration with SAGE, the SBOA’s credit card processing partner. The SBOA invites all storage operators of any size to join and uses its growing membership to negotiate greater savings for owners on services, including UPS™, Constant Contact™, ADP™ and SpareFoot™. The

SBOA regularly expands its current list of 30 partner vendors.

SiteLink increase choices in providers and now integrates directly with SAGE’s gateway to process credit cards at stores and their websites. SiteLink has held its PCI certification since 2010. SiteLink’s built-in insurance module allows owners to set up custom SBOATI plans, keep 50% or more of the administration fees and automatically transmit insurance sales data to the SBOA.

SiteLink customers do not incur additional fees for these and other integrations.

Amazing Spaces Begins Houston Construction



Amazing Spaces, a leading provider of upscale self storage solutions, has broken ground on the construction of what will be its largest storage property to date. The six-story, 150,000 square-foot facility, located at 2412 W. Holcombe Blvd. in Houston’s Medical Center, will offer rental spaces from 5’ x 5’ to 15’ x 30’, individual wine storage vaults with alarms and three securely monitored elevators.

Amenities common to all Amazing Spaces storage centers include: individual monitored alarms on all spaces; climate control; covered drive-through area; conference room with Wi-Fi and work space; color DVR recording system in all areas; music in all storage area hallways; retail office with full assortment of over 100 moving supplies, specialty boxes and packing materials; and Penske truck leasing.

Amazing Spaces currently operates three locations in the Houston area, and offers franchise opportunities across the United States. The newest property is scheduled to open in the spring of 2012.

“We are overwhelmed with how much support the community has given us since we opened our first property in 1998,” said Kathy Tautenhahn, Amazing Spaces co-founder. “That support has helped our company remain profitable even in a down economy and has enabled us to open this new property—our most spacious yet—in one of Houston’s most populated areas.”

For additional information about Amazing Spaces, visit www.amazingspaces.net or, for franchise information, visit www.amazingspacesfranchise.com.

See Around, page 50

Argus Assists in Texas and Illinois Sales



Bill Brownfield, CRE, CCIM, of MKP Self Storage, LLC arranged the sale of House It Storage in Richmond, Texas. The property sold on May 6, 2011 for an undisclosed sum to an affiliate of the Jenkins Organization. The facility consists of 221 self storage units, 60 boat/RV spaces and eight corporate offices. The new owner will expand the self storage and improve the unit mix. Bill Brownfield is the Argus Self Storage Sales Network broker affiliate for South and Central Texas.

In other Argus news, Bruce Bahrmassel, of Land Star Realty Group, represented the seller of ACL Self Storage in Elgin, Illinois which sold on May 4, 2011. The facility consists of 36,080 RSF with a total of 363 units and was originally developed by the seller in the mid 1970s. Although there was considerable deferred maintenance, the buyer, who is a contractor and an experienced operator, was able to see past the maintenance issues and recognize considerable upside to the project.

Based in Denver, Colorado, the Argus Self Storage Sales Network (ASSSN) was formed in 1994 to assist owners and investors of self storage. 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 36 broker affiliates covering nearly 40 markets. These brokers are able to meet the needs of self storage investors and owners whether it is acting as a buyer's agent or listing and marketing a property. For more information visit www.selfstorage.com or call 1-800-55-STORE.

SpareFoot.com Joins INSOMNIAC

OpenTech Alliance announced recently that SpareFoot.com is the latest Internet search engine company to join their INSOMNIAC Self Storage Network (ISSN). By joining ISSN, SpareFoot.com has expanded the number of property management systems it interfaces with in

real-time and significantly reduces the amount of administrative work managers have to do to keep their inventory updated. In addition ISSN provides a unique built-in reservation to rental confirmation function that simplifies the reconciliation process.

"We're sending so many reservations to our clients that we needed a way to simplify how we determine which tenants moved in," said SpareFoot's CEO Chuck Gordon. "Our partnership with OpenTech will allow us to automate this process and makes it even easier to advertise storage facilities on the SpareFoot Network."

SpareFoot is one of the leading online marketplace for self storage. With more than 5,000 self storage facilities listed nationwide, SpareFoot offers consumers a complete comparison shopping experience in the storage industry while helping storage operators find new tenants—all through an entirely pay-for-performance model.

ISSN is designed to allow self storage operators to leverage the marketing efforts of third party companies with little to no effort. The real-time transactions mean managers no longer have to waste time keeping inventory and pricing updated in multiple locations. All facility and unit data is obtained from their property management system at the time of the search and when the consumer has selected their unit, the reservation/rental data is immediately stored directly into the property management system.

U-Haul News

Kathy Music, owner of Lucky Fox Storage, located at 14404 S. Hwy. 36, in Brazoria, Texas, recently added U-Haul truck and trailer rentals to the storage business she has been operating since 2006.

Lucky Fox Storage 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. Lucky Fox Storage 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.

"I wanted to earn extra income and increase business traffic," Music said. "It makes sense, since I live on site."

In other U-Haul news, Tommie Graham, general manager of CitySelf Storage, located at 175 S. Morningside Drive in Cartersville, Georgia, recently added U-Haul truck and trailer rentals to the storage facility he has been operating since December 2010.

City Self Storage has 215 storage units available for rent and is an Premier eMove Storage Affiliate, which provides his business with access to confirmed reservations from the world's largest moving and storage reservation system

including emove.com, uhaul.com, and 1-800-GO-UHAUL, along with being able to display their storage facility features and photographs online. Premier Affiliates such as City Self Storage are utilizing WebSelfStorage Management Software.

“Our customers need the ability to rent equipment to move their stuff and U-Haul is the best partner for that, whether moving across town or across the country,” Graham said.

Loeffler Steers Sale of California Facility

Bobby Loeffler, president of the Loeffler Self-Storage Group, represented the buyer, LSF Properties of Oakdale LLC, in the sale of Amber Oak Storage & Square, a 76,740 net rentable square-foot self-storage facility in Tehachapi, California. The property sold for \$2,835,000 or \$36.94 per square foot. Brandon Robinson of Martinez & Associates represented the seller.

The property features 467 units with an average unit size of over 146 square feet. Additionally, there are 31 covered RV parking spaces and 7 open parking spaces. Roughly 3,100 NRSF of occupied retail space was also a portion of the deal. The property sits on 6.05 acres and was built in 2006. The purchase price represents a 9.16% CAP on the current 65.8% economic occupancy. The property is all metal construction with concrete drive isles. The buyer plans to increase occupancy and potentially develop a 1-acre portion of the lot which fronts the entrance to the property.

For further information, contact Bobby Loeffler at (530) 676-7527, or Bobby@LS-SG.com.

M&M Sells Sand City Facility

Marcus & Millichap Real Estate Investment Services, one of the nation’s largest real estate investment services firm, has announced the sale of Do It Yourself Storage, a 21,897 Square-Foot Self-Storage Facility property located in Sand City, California, according to Gregory S. Wendelken, vice president/regional manager of the firm’s Seattle office. The asset commanded a sales price of \$1,890,000.

Christopher R Secreto and Joel Deis investment specialists of Marcus & Millichap’s Seattle office along with Josh Cohen of Marcus & Millichap’s Long Beach office, had the exclusive listing to market the property on behalf of the seller, a bank/financial institution. The buyer, a developer, was also secured and represented by Christopher R Secreto, Joel Deis and Josh Cohen. John Rodiles, broker of Marcus & Millichap’s Long Beach office assisted in closing this transaction.

Do It Yourself Storage is located at 555-575 California Avenue. The property contains 190 self storage units and two uncovered vehicle storage spaces.

With more than 1,200 investment professionals in offices nationwide, Marcus & Millichap Real Estate Investment Services is one of the largest firm specializing in commercial real estate investment services in the nation. Marcus & Millichap closed 4,302 transactions in 2010. Founded in 1971, the firm has perfected a powerful system for marketing properties that combines product specialization, local market expertise, the industry’s most comprehensive research, state-of-the-art technology and relationships with the largest pool of qualified investors nationally. For more information, please visit WWW.MARCUSMILLICHAP.COM. ❖

SUPER SAVER DISCOUNTS for the **SSA Fall Conference & Trade Show** “Positioning for the Future”

September 7-8-9, 2011
Caesars Palace, Las Vegas

REGISTER EARLY AND SAVE UP TO \$120!

Our Super Saver Discounts are in effect until July 8. Don’t delay!

Register NOW to participate in the longest running self storage conference and trade show in the industry.

Visit our website to register electronically
www.selfstorage.org

SSA registration fees may be deductible as a business expense. Consult your personal tax advisor for specific provisions.

