

# around self storage

## Self Storage Finders Growing Directory

Self Storage Finders, an online self storage directory, announced the addition of Optivest Properties, Alpine Self Storage and AAA Self Storage to its growing directory last month. All three companies will now be featuring their storage facilities before tens of thousands of potential customers who search Self Storage Finders each month.

Optivest Properties has 37 listings on the directory and has chosen a direct link from Self Storage Finders to each of their facility pages. Alpine Self Storage has 16 listings where potential renters can view facility information such as amenities, descriptions, pictures, specials, unit sizes, office hours and even visit the facility website. AAA Self Storage brings six facilities to the directory and uses the Self Storage Finders platform to list facility information, descriptions, pictures and other features.

Marketing Director Brian Barwig stated, "We are excited to have Optivest, Alpine Self Storage and AAA Self Storage on our directory. These companies are leaders in the storage industry and have taken steps forward by listing on our website and continuing to be innovators. The added presence of these Preferred Members will not only enhance the Self Storage Finders website and brand name but also improve user experience and value."

For more information, visit [www.selfstoragefinders.com](http://www.selfstoragefinders.com).

## Devon Chooses SiteLink

SiteLink, the leader in software for self-storage and portable storage, is pleased to announce the roll-out of its web application at Devon Self Storage US LLC.

Says Angus Morrison, Devon's Sr. VP of Operations: "Cloud computing is a reality and here to stay. We realize only a web-based system can take our organization to the next level. More than any other web platform available today, SiteLink has the tools to run our sprawling portfolio in a user-friendly, scalable package. SiteLink makes us more efficient. Real-time access to the best reports is a must for our highly decentralized company."

"We are excited about the partnership between SiteLink and Devon. Devon is positioned to leverage the powerful APIs for E-commerce, vast Dashboards, data mining and enterprise-level accounting integration in SiteLink," says Markus Hecker, SiteLink's COO.

Superior architecture and design lower the cost of ownership and make SiteLink a favorite of operators of any size.

## New Facility in E. Vancouver

West Coast Self Storage Group and Catalyst Storage Investors recently announced the development of a new state-of-the-art self storage facility that will be built in the Fishers Landing area of Vancouver, Washington. The first phase of the project will be 45,400 net rentable square feet and have 453 units. Ground breaking was expected on May 15 and is being constructed by PacDev, Inc. Expected completion of the project is January 1, 2011.

West Coast Self Storage Group owns and manages 16 self storage properties in Washington, Oregon and California. For more information go to [www.WestCoastSelf-Storage.com](http://www.WestCoastSelf-Storage.com).

## SSTI Purchases Florida Facility

In an all-cash transaction, Strategic Storage Trust, Inc. (SSTI)—a publicly registered non-traded REIT targeting the self storage market—recently acquired an approximately 1,600-unit self storage facility located in Oakland Park, Florida.

"Our fifth Florida acquisition adds to our presence in Broward County, one of the fastest growing areas in the nation," said H. Michael Schwartz, SSTI's chairman and CEO. "We're excited to build our own growing brand here."

The property, located at 4950 N. Dixie Hwy, was developed in 1987 and contains approximately 93,700 net rentable square feet on 2.95 acres. The four-level building is five miles north of downtown Fort Lauderdale, 26 miles north of Miami and adjacent to I-75, I-595 and SR 84 interchanges.

"The Florida market has significant opportunity," said Wayne Johnson, Senior Vice President of Acquisitions for SSTI. "We are pleased with the high quality of storage we can provide to the Ft. Lauderdale market and surrounding region with this acquisition."

Oakland Park is located in Broward County, the second most populous county in Florida. The facility is strategically located a short drive from Fort Lauderdale, which is among the fastest-growing areas in the nation, but has limited land available for new development.

Since the launch of SSTI two years ago, SSTI's portfolio of wholly-owned properties has expanded to include 30 properties in 14 states (Alabama, Arizona, California, Florida, Georgia, Kentucky, Mississippi, Nevada, New Jersey, Pennsylvania, South Carolina, Tennessee, Texas and Virginia).

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## Deller Promoted at IRE



Debi A. Deller

Joseph T. Braun, Controller for the Investment Real Estate Group of Companies, announced the promotion of Debi A. Deller to the position of Assistant Controller. During her three years with IRE, Deller was a facility accountant and managed accounting portfolios for a number of facilities under management.

Investment Real Estate, LLC, specializes solely in self storage brokerage, construction, management and consulting services to owners and investors in the Mid-Atlantic and Northeastern United States. Visit [www.irellc.com](http://www.irellc.com) for more information.

## Encore System Working Well

In the [USstoragesearch.com](http://USstoragesearch.com) Reservation Center, the typical and not-so-typical storage questions are getting extra attention with Encore—an experienced team dedicated solely to getting storage customers the answers they need in one phone call. Whether the customer call comes in before or after the reservation, the goal is to take care of customers, so that they can get on with their lives.

[USstoragesearch.com](http://USstoragesearch.com) President Michael Kucera says the Encore approach puts the needs of storage customers first. “Before and after a storage reservation, we connect with storage consumers at important times in their lives. They may be moving, getting ready for a new job, helping an elderly loved one or facing a long military assignment overseas. They’ll come back to us again and again if our customer service team takes care of them and skillfully handles the important details,” says Kucera.

[USstoragesearch.com](http://USstoragesearch.com) is implementing new processes for calls to their Reservation Center, the only pay-per-reservation center in the industry. The changes come after a thorough review and interviews with member facilities, storage callers and employees. The company concluded that the call handling process both before and after reservation, could be more customer friendly and still deliver gains in confirmed storage reservations.

Earlier this month, the company announced it had doubled the sales force, hiring additional sales pros focused on confirmed storage reservations. With commission based incentives, [USstoragesearch.com](http://USstoragesearch.com) expects higher profits for member companies.

Established in 2004, [USstoragesearch.com](http://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 nation-

wide. Storage customers using the [USstoragesearch.com](http://USstoragesearch.com) online reservation network search real-time available storage units by facility location, unit size, property features and specials. Visit [USstoragesearch.com](http://USstoragesearch.com) at [www.USstoragesearch.com](http://www.USstoragesearch.com).

## Amazing Spaces Honored by Woodlands

Amazing Spaces, a leading provider of upscale self storage solutions, was recently named the Best of the Woodlands 2010 winner in the Best Storage or Self Storage category by [WoodlandsOnline.com](http://WoodlandsOnline.com), a popular portal and guide for the community located north of Houston.

The site, which averages over 152,000 unique visitors per month and is the fifth largest website in Houston, asked visitors to vote for their local favorites in over 80 categories. Amazing Spaces was awarded the number one spot in its category.

Kathy and Scott Tautenhahn, owners of the rapidly-expanding company and residents of the Woodlands, are honored to have been recognized by the community. “We’re excited to receive such a special acknowledgement,” said Kathy. “Being voted as the best in the Woodlands by our customers and neighbors makes the honor all the more thrilling.”

Houston-based Amazing Spaces is a leading provider of storage services for discriminating individuals and businesses, with three locations in the Houston area and plans to open two more locations next year. Its award winning storage properties offer solutions for self storage, RV and boat storage, wine storage and more. Amazing Spaces Franchising, LLC also offers franchise opportunities to qualified applicants.

For additional information about Amazing Spaces, contact Kathy Tautenhahn, or visit [www.amazingspaces.net](http://www.amazingspaces.net) and [www.amazingspacesfranchise.com](http://www.amazingspacesfranchise.com).

## SIMI and Movex Form Alliance

Storage Investment Management, Inc. (SIMI) and Movex, Inc. (Tampa, Florida) have formed a marketing alliance to better serve our customers and cross promote each other’s services to the “self-move” customer.

SIMI established in 1988, is a northeastern U.S. professional self storage management company with operations throughout the region. SIMI considers themselves a boutique-style business, moderate in size by choice in order to provide hands-on leadership and attention by highly experienced principals with a substantial record of success.

Movex is a provider of high quality, low cost, nationwide door-to-door self-move interstate service provided by fully equipped air-ride moving vans complete with professional

driver for one all inclusive low price. Movex has taken the self-move experience to a whole new level with prices competitive to a drive-yourself truck rental. Movex brings the truck to the customer who loads it, and then delivers their household goods to destination where the customer meets the truck and unloads their property. Most recently, Movex has introduced a Business Partner (BP) Program utilizing an on-line BP portal for the self storage, moving, corporate, and DOD industry verticals.

Managers at SIMI operated storage properties are able to provide quick real time transportation quotes and reserve trucks on the Movex network. SIMI and Movex look forward to a long term alliance.

For more information regarding SIMI, please contact Charlie Fritts (716) 689-7377 or via email at [Charlie@SIMI.org](mailto:Charlie@SIMI.org). For more information regarding Movex, please contact Ted Cummings (813) 769-8660 or via email at [TCummings@MOVEX.com](mailto:TCummings@MOVEX.com).

## United Van Lines Upgrades

The United brand now offers a move to fit every customer's needs. With its new moving and storage container service, United can now provide a full spectrum of moving solutions from full-service to do-it-yourself. With these innovative new services, United customers can choose to move with as much or as little help as they need, all with one phone call.

In 2010 United has begun offering portable moving and storage containers. Customers can choose to have containers delivered to their homes, pack and load the containers at their own pace and then arrange for a pickup and delivery date that works well for them.

"Our customers have told us that their needs are changing. They need more flexibility and options when preparing for a life-changing event like a move," said CEO Rich McClure. "I'm pleased that United is one of the only brands in the market that is able to offer such a broad range of innovative services."

For customers who would like to use moving and storage containers, but need a little extra help with the heavy-lifting or packing, United has introduced its "Do-it-Yourself Plus" service. United moving professionals are experienced in packing and loading household goods. They will provide help with packing or loading based on individual customers' needs and budget.

United Van Lines is America's #1 Mover<sup>®</sup>. In partnership with its sister company United Containers, United Van

Lines is able to offer a full range of moving solutions from do-it-yourself to full-service. For more information about United Van Lines and United Containers visit: [www.unit-edvanlines.com](http://www.unit-edvanlines.com) or [www.unitedcontainers.com](http://www.unitedcontainers.com).

## BETCO Adds Three Sales Consultants

BETCO, the industry's foremost single-source self storage manufacturer, recently added three new sales representatives in Texas.



*Julie Farrar*

Julie Farrar joins the company with an impressive background in self storage as well as in the fields of banking, real estate and oil and gas exploration. But her main emphasis in recent years has been in the construction, development, marketing and management of self storage assets. Since 1998, she has become the owner of BETCO buildings through her interests in a number of self storage facilities in Texas. She is a native Texan, was educated at Texas A&M and is the mother of two adult children.



*Christie Cook*

Christie Cook has grown up in the self storage business with parents who were owner/operators. She most recently has done consulting work with the Self Storage Advisors and manages the operation of a trade-focused online magazine *SelfStorageGuide.com*. Christie graduated from Texas A&M with a degree in Marketing. She is married and resides in Houston.



*Brandon Brattlof*

Brandon Brattlof has worked as a commercial real estate agent, and for the past five years has been doing property management for United Properties Group, a self storage property management group. In addition, he currently serves as area manager for two local stores and handles sales for BETCO. A native of Albuquerque, New Mexico, Brandon moved to Tyler, Texas as an infant, where he grew up and eventually attended the University of Texas at Tyler.

For more information contact Terry Campbell, VP Sales & Marketing, BETCO, Inc., PO Box 1650, Statesville, NC 28687. Phone: (800) 654-7813, ext. 2620. ❖