



Eliza Resendiz Is Making the Most of Mexico City's Storage Needs

By John Dunlap – Editor, SSA Globe

Self storage is growing on an international scale as more and more people around the world have come to the realization that people from Japan to Australia to England to Mexico are discovering a need to store their valuables in safe places. In some countries, the growth has been fast and impressive. Latin America is an area where self storage is starting to make some inroads.

Eliza Resendiz is the manager of a U-Storage de Mexico facility in Lerma, Mexico City. She could easily be a facility manager at any self storage operation in the United States, as one discovers when talking

to her about why her facility and her management style, are so successful. She represents the burgeoning self storage business in Mexico in a very positive and thoughtful manner.

And since this is an international issue, our interview with Eliza will include her answers in both Spanish and English.

Getting Into Self Storage

First and foremost, Eliza's facility is located on the Mexico-Toluca Highway in Lerma and her building is well-marked with signage that includes its name, logo and the many

services it offers. She was offered a chance to work with U-Storage de Mexico after responding to an ad on the Internet.

“Me enteré gracias a un anuncio de Internet y entre a laborar como subgerente, poco a poco y viendo mi capacidad la empresa me dio la oportunidad de crecer laboralmente. Tengo muchos proyectos personales por cumplir y para ello es indispensable el trabajo. Junto con mi esposo somos la cabeza de un hogar y los responsables de darles a nuestros hijos las herramientas para que sean buenas personas.”

"I saw the ad on the Internet and I started to work as an assistant manager, little by little they saw my potential and they gave me the opportunity to grow within the company," Resendiz says. "I have many personal goals and to accomplish them work is essential. Along with my husband, we are the head of a household and responsible for giving our children the tools to be successful."

And what makes her facility stand out?

"A todos nuestros clientes les ofrecemos la calidad de nuestras instalaciones todas las bodegas cuentan con un piso firme y su estructura muy segura ante cualquier desastre, tenemos cierta altura para que no se filtre el agua por el piso y en el techo esta perfectamente sellado para que no pueda entrar ni gota de agua. El buen servicio nos caracteriza ante todos nuestros clientes, la limpieza es fundamental cada que un cliente renta su espacio la bodega se le entrega completamente limpia, con el paso del tiempo les ayudamos a nuestros clientes a mantener su espacio limpio, además de que por fuera de su bodega siempre van a encontrar completamente limpias todas las instalaciones sanitarios, oficinas, caseta de vigilancia etc."

"La seguridad va encaminada con la confianza ya que nos están dejando bienes que son importantes para ellos, les transmitimos la paz de dejar sus bienes completamente resguardados. Siempre he dicho que es muy cómodo tener un espacio fuera de casa en donde poder guardar bienes que se ocupa cada año y nosotros siempre les tenemos la solución, es como tu segunda casa pues tienes acceso cualquier hora del día y sabes que todo lo que guardas lo encontraras intacto en tu siguiente visita."

"To our clients we offer the quality of our facility; all of our units have a firm floor and its structure is very safe against any disaster, the height is designed so there is no water leaking through the floor and the roof is perfectly sealed so that not

even a drop of water can enter," says Resendiz. "Good service is what characterized us to our clients and cleaning is fundamental; every unit that is rented is delivered fully cleaned and with time we help our clients to maintain their space clean. Besides the units you will always find our facility, bathrooms, office and guardhouse completely clean.

"The security goes hand-in-hand with trust; our clients are leaving goods that are important them so we transmit the peace that their assets are completely secured. I have always said that is very convenient to have a space outside your home where you can store your goods that take up space every year and we always have the solution. It is like your second home as you have access any time of the day and know that everything you store you will find intact on your next visit."

Making a Splash in Mexico City

So what makes a difference is a hustling, bustling city like Mexico City? How does Resendiz differentiate her facility from those others in the area? And why is U-Storage de Mexico growing so much?

"Siempre tenemos que estar al pendiente de todas las necesidades, sobre todo la sucursal y los clientes que son lo mas importante para nosotros. Las instalaciones deben de estar impecables para poder vender nuestro producto, la imagen es importantísima para nosotros ya que es nuestra proyección de venta. Todos los clientes que salen de aquí es necesario que salgan satisfechos del servicio, por ello nos esmeramos en ser los mejores y esto lo tengo que transmitir a todo el personal de mi sucursal para que hagamos un buen quipo de trabajo y juntos podamos realizar cualquier tarea, ser proactivos y tener mucha, mucha iniciativa, es nuestro objetivo!"

"We always have to be aware of all the needs, especially the branch and its customers who are most important to us," she says. "The facility must be neat in order to sell our product, our

image is very important for us as it is our projection of sales. All customers who come here have to leave satisfied with the service. We strive to be the best and that I have to convey to all staff in my branch to do good teamwork and together we can perform any task, be proactive, and have lots and lots of initiative. That it is our goal!"

"Me incorpore a la empresa solo éramos 3 sucursales ahora afortunadamente ya somos 10 y muchos proyectos en puerta por que eso me hace muy feliz me siento parte del crecimiento y así me lo ha hecho saber mi jefe inmediato aun hace falta que la gente nos ubique fácilmente un largo trabajo por recorrer."

"When I joined the company we only had three branches and now we are fortunate to have ten (and many projects to come). This makes me very happy and I feel that I have been part of the growth and that has made me appreciate more my immediate supervisor. We still need people to easily locate us, a long job ahead of us."

"A todos los clientes que solicitan informes, aun que no renten por diferentes circunstancias, nosotros somos los responsables de darles la información necesaria y es justo lo que hago para difundir nuestro concepto muchos de nuestros clientes antiguos nos ha hecho el favor de recomendarnos y es una satisfacción personal, por que eso quiere decir que hemos logrado nuestro objetivo, poco a poco todo México conocerá nuestro concepto."

"All customers who request information, even if they do not rent a unit for whatever circumstances, we are responsible to give them the necessary information and is exactly what I do to spread the concept of self storage," concludes Resendiz. "We receive a lot of referrals from our existing customers, which is a personal satisfaction since it shows me that we are achieving our goals and, little by little, Mexico will learn about our industry." ❖