

around self storage

Pogoda Announcements

Pogoda Companies recently announced the recruitment of two corporate employees.



John George

John George, moved to Farmington Hills, Michigan from Vacaville, California to accept the position of vice president of operations with Pogoda Companies. He brings over 15 years of industry specific experience, overseeing the management of self storage properties throughout the country for a variety of real estate investment trusts.



Ken Neiman

Ken Neiman, relocated to Troy, Michigan resident from Tucson, Arizona, accepting the position of northeast regional manager. He brings over 15 years of direct multi retail management experience through various companies, including those in the self storage industry.

With out-of-state manager experience, Pogoda Companies is able to bring successful proven strategies from other states and other storage operators across the country. Fresh ideas and perspectives will keep the company moving forward to maintain and improve upon its preeminent position as Michigan's largest self storage operator and broker. Recruitment of professionals from other states shows the continued appeal of Michigan and its potential to grow and prosper. Pogoda Companies is doing its part to ensure that it does.

In other news, Pogoda recently jumped into social media with both feet by hiring Creative Storage Marketing, LLC run by social media specialist, Kara Kamenec.

Kamenec, a Birmingham, Michigan native and graduate of Michigan State University, is the director of marketing for Creative Storage Marketing, LLC. Kara brings over two years of direct online marketing and social media experience in the ever-evolving field. She has worked with clients employing multiple forms of marketing including Internet marketing, print marketing, mobile marketing and specializing in social media marketing. She is also a member of the Social Media Club of Detroit.

Creative Storage Marketing will focus efforts on expanding the use of Internet and social media in the self storage industry. At present, self storage does not have much social media presence, even as the industry is becoming popularized by a spate of reality television shows such as A&E's *Storage Wars*. The company will focus on expanding the online and social presence of the well-known self storage company, Pogoda Companies, aka the Self Storage Specialists.

Pogoda Companies is one of the 30 largest in the U.S., with approximately 3 million square feet of self storage space in Michigan and Ohio. Pogoda also owns and manages numerous manufactured housing communities in Michigan. The firm provides brokerage, management, investment and consulting services to the self storage and manufacturing housing industries through its Pogoda Group, Inc. and Pogoda Management Co. divisions based in Farmington Hills, Michigan.

Storage 2000 Pleased with INSOMNIACs

OpenTech Alliance announced that Storage 2000 is very pleased with the performance of their new INSOMNIAC AssistantManagers. Susan Head, vice president of operations for S&W Property Management, is responsible for the success of the company's portfolio of self storage facilities.

"I would always say—one day—I will have one of those kiosks," said Head after visiting the OpenTech trade show booth countless times in years prior to purchasing four INSOMNIAC kiosks. The kiosks have been a turning point for the Storage 2000 facilities. "I like to keep my investors happy and that means making them as successful as possible. I send them rental reports every month that demonstrate the phenomenal business we are doing with the INSOMNIAC kiosks and call center," she added.

Head manages two facilities in Stafford, Virginia (one with 900 units), one in Fredericksburg, Virginia and a fourth in Columbia, South Carolina. Her manager at the 900-unit facility in Stafford, Doris Toombs, jumped on board with Head's idea for the kiosk. "I knew it was going to be huge," said Toombs. "With the kiosk, I can manage and market my property without fear of losing a customer." Toombs does a great job of educating her customers on how to use the kiosk. "We are teaching them how to fish—and they are reeling it in," she added.

Another hurdle for Storage 2000 is the amount of competition in their markets. With more than a dozen competitors in a six mile radius (three are industry leaders), the customer convenience of the kiosk is giving Storage 2000 a competitive advantage over the big guys in her area. Head operates her facilities with one manager (40 hours a week) and one assistant manager (24 hours a week). "Add an

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INSOMNIAC Assistant Manager to that team and we are winning more business than our competitors because we are open when they are closed,” she added.

For more information on OpenTech, please visit www.OPENTECHALLIANCE.COM or call (602) 749-9370.

IRE Appoints Carl in Central Pennsylvania



Jason S. Carl

Investment Real Estate LLC, specializing in the self storage industry since 1998, has appointed Jason S. Carl as assistant district manager in their Central Pennsylvania market.

Recognized by his ability to increase revenues for the individual and group properties he has managed, Jason brings his unique management solutions to his new position. Jason will be responsible for managing the Moove In Self Storage – 741 store and assisting John Gilliland in the oversight of the central Pennsylvania portfolio of properties.

Carl, who reports to John Gilliland, began his career in self storage over five years ago. He is lauded by clients for his superior customer service and has successfully turned poorly performing sites into profitable entities in New York, Pennsylvania and New Jersey.

“I am excited to rejoin the Investment Real Estate Management team and to be part of the strategic growth,” says Carl of his new position. Prior to Investment Real Estate, Carl held positions of increasing responsibility at Public Storage, Storage Post and Storage Asset Management (SAM).

Investment Real Estate, LLC provides self storage brokerage, feasibility and construction services to owners and investors in Pennsylvania, New York, New Jersey, Maryland, Delaware, Virginia, and West Virginia. Visit www.IRELLC.COM for more information.

SSTI Buys San Francisco Area Properties

Strategic Storage Trust, Inc. (SSTI), a publicly registered non-traded REIT targeting the self storage market, recently acquired two properties in the San Francisco area for totaling approximately 1,350 units, for an aggregate purchase price of \$14,090,000. The new sites will be rebranded under the SmartStop™ Self Storage trade name.

“This acquisition represents our emerging growth in Northern California,” said H. Michael Schwartz, SSTI’s chairman and CEO. “We continue to target the San Fran-

cisco Bay Area due to its geographic diversification, strong economic market and a forecast of population expansion.”

The first property is located at 3480 Tennessee Street in the residential suburbs of east Vallejo near the Blue Rock Springs Golf Club and at the intersection of Columbus Parkway. The property contains approximately 75,000 rentable square feet with 860 units on approximately 4.1 acres of land. Built in 2001, the facility consists of seven single-story buildings with ground level and drive-up access located on a main residential intersection

The second property is located at 222 San Pedro Avenue in Morgan Hill and contains 61,000 rentable square feet with 490 units on approximately 3.0 acres. It is located in Santa Clara County, part of Silicon Valley, with easy access to Monterey Road, the main north-south route in town, as well as Highway 101. Built in 1997, it consists of three single-story buildings with ground level and drive-up access.

Aaron Swerdlin, senior managing director of Holliday, Fenoglio, Fowler, L.P. (HFF) represented the sellers in the transaction.

Since the launch of SSTI in 2008, SSTI’s portfolio of wholly-owned properties has expanded to include 61 properties in 16 states and Canada. For more information about SSTI, please call (949) 429-6600 or visit www.STRATEGICSTORAGETRUST.COM.

E-Z Mini Storage Adds U-Haul

Lloyd and Paula McCollum, owners of E-Z Mini Storage, located at 344 N. Dixie Highway in Muldraugh, Kentucky, recently added U-Haul truck and trailer rentals to the self-storage business they have been operating since January 1999.

E-Z Mini 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. E-Z Mini 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.

“We selected U-Haul because it is such a great match with our self-storage business. Trucks and storage really go hand in hand,” the McCollums said. “U-Haul is head and shoulders above the competition when it comes to fleet quality and quantity. We look forward to a long partnership.”

“U-Haul is proud to be partnering with a quality independent business such as E-Z Mini Storage,” exclaimed Chris

Nester, president, U-Haul Company of Louisville. “Lloyd and Paula are a great example of the type of successful business relationship U-Haul has established in order to build and maintain a strong network of more than 15,000 independent dealers across North America.”

For more information, call (502) 942-4297 or visit www.FTKNOXSTORAGE.COM.

Argus Helps Sell Alabama Facility



Bill Barnhill, CCIM, Stuart LaGroue, and Shannon Barnes, CCIM of Omega Properties, Inc. represented Regions Bank with the disposition of Loxley Mini Storage located in Loxley, Alabama. The bank-owned property sold on March 31, 2011 to a local investor for \$375,000. The facility consists of 29,115 RSF of storage space, 5,720 SF of residential area and 10,642 SF of commercial/retail space. Barnhill, LaGroue and Barnes are the Argus Self Storage Sales Network broker affiliates for the Mississippi, Alabama and Florida Panhandle markets.

Based in Denver, Colorado, the Argus Self Storage Sales Network (ASSN) 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 ASSN 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 .

SiteLink Partners with Qstrom

SiteLink, announced recently that it has partnered with Qstrom’s™ District Manager™ data analytics software to integrate their services. The partnership between Qstrom and SiteLink, two long-established companies in their fields, offers SiteLink users unique reports and graphs to better understand financial transactions, improve collections and eliminate wasteful concessions.

“We designed District Manager for the unique needs of the storage industry and found the perfect partner in SiteLink,” said Paul Darden, Qstrom’s CEO. “District manager

combines our long history in the storage industry and unique reporting skills with SiteLink’s superior architecture, design and data collection.”

“We are excited about District Manager. It pushes the envelope because it analyzes all areas of operations,” said Markus Hecker, SiteLink’s COO. “District Manager’s cutting edge reporting and graphing technology builds on Paul’s unique industry experience and the algorithms he has developed over time. District Manager is by far the most powerful third-party reporting tool we have seen.”

For further information, please contact Markus Hecker at markus@smdsoftware.com, visit www.SMDSOFTWARE.COM or call (919) 865.0789x1. For further information about the District Manager software, please contact Paul Darden at paul@pauldarden.com or (972) 896-1170 or visit www.QSTROM.COM.

Amsdell Adds Three Michigan Facilities

The Amsdell family of companies proudly continues to grow their portfolio with the addition of three self storage centers in Michigan. The storage facilities are located at 14551 Telegraph Road in Flat Rock, 32968 Groesbeck Hwy in Fraser, and 50387 Van Dyke Avenue in Shelby. The storage centers were formally operated by Simply Self Storage and the storage centers will add an additional 174,000+ square feet of net rentable self storage to the portfolio.

The acquisition of the three properties is addition to recent growth by the company, including three properties in the Detroit metro area and one center located in Pittsburgh, Pennsylvania. The growing Amsdell portfolio also has several existing locations throughout Florida and Ohio. The new facilities are all operated by Compass Self Storage, LLC, (www.COMPASSELSTORAGE.COM), a member of the Amsdell family of companies.

“We are very excited to expand our footprint in Michigan and to continue to add to the Amsdell family of high end self storage centers,” stated Todd Amsdell, president. “We will continue offering quality self storage and moving solutions to the communities we service. We plan to continue to expand throughout the greater Midwest and look forward to the continued growth of the Compass Self Storage brand,” he stated.

Compass Self Storage, LLC, and their affiliates are proud members of the Amsdell Companies, headquartered in Cleveland, Ohio. The Amsdell Companies draw their roots from the family owned construction company founded in 1928 and has since been active in several billions of dollars worth of real estate ventures with a primary focus on self storage. With over 80 years of doing business, the Amsdell team has extensive experience in property acquisition.

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sition, construction and property management. For more information, please visit www.amsdellcompanies.com and www.compassselfstorage.com.

Amazing Spaces Honored Again

Amazing Spaces, a leading provider of upscale self storage solutions, has been named The Best of The Woodlands (Texas) winner in the Best Storage or Self Storage category for the second year in a row by WoodlandsOnline.com, a popular portal and guide for the community located north of Houston.

With 330,000 visits per month in 2010, WoodlandsOnline.com represents a large cross section of The Woodlands, which currently has a population of over 150,000 people. Each year, the site's visitors are asked to vote for their local favorites in over 80 categories. Amazing Spaces was awarded the number one spot in its category, as it was in 2010.

Manager of the Amazing Spaces location in The Woodlands, Angela Vaughn, gives all credit to the community for the company's success. "Our entire Amazing Spaces team is once again honored to have been awarded The Best in Storage for 2011 by area residents," said Vaughn. "Our customers are truly the Best of The Woodlands, and we are committed to continue delivering the highest quality of service and value in The Woodlands area!"

Amazing Spaces currently operates three locations in the Houston area, with a fourth set to open in the spring of 2012 in the Houston Medical Center. Houston-based Amazing Spaces has been a leading provider of storage services for discriminating individuals and businesses since 1998. Its award winning storage properties offer solutions for self-storage, RV and boat storage, wine storage, packing and moving supplies, and Penske truck rentals. Amazing Spaces Franchising, LLC also offers franchise opportunities to qualified applicants.

For additional information about Amazing Spaces, visit WWW.AMAZINGSPACES.NET or, for franchise information, visit WWW.AMAZINGSPACESFRANCHISE.COM. ❖