

# Around self storage

## SiteLink Hosts First Webinar

SMD Software/SiteLink recently held its first-ever webinar which showcased SiteLink's fundamentals. 500+ registrants, including current and future customers, participated. During and after the interactive webinar, the SiteLink team discussed and distributed written responses to more than 100 questions. SMD Software hosts several free webinars a month. Details: 919-865-0789, ext. 1; [www.smdsoftware.com](http://www.smdsoftware.com).

## BANCAP Brokers California Property



Bancap Self Storage Group, Inc. announced that the firm has brokered the sale of the Five Star Storage property located in the city of Vallejo in Solano County, California. Carl Touhey and Jason "Jay" Allen were the exclusive agents for the property.

The property sold for \$4,500,000 in an all cash transaction. Both the seller and buyer were private parties in the local area. Five Star Storage contains 81,664 net square feet of self storage space demised into 483 units. The single story project was built in 1980 and is located on Lemon Street. The property was approximately 90% occupied at the time of the sale.

Details: Carl Touhey (650-368-2216; [ctouhey@earthlink.net](mailto:ctouhey@earthlink.net)); Jason "Jay" Allen (650-260-2242; [jallen@bancapselfstorage.com](mailto:jallen@bancapselfstorage.com)); [www.bancapselfstorage.com](http://www.bancapselfstorage.com).

## West Partners Announces Acquisitions

West Partners Real Estate of Carlsbad, California, recently acquired four self storage facilities in the Arizona marketplace. The facilities located in Tucson and Phoenix total more than 245,000 net rentable square feet. West Part-

ners Real Estate is a privately funded investment group committed to acquiring a significant portfolio of quality self storage facilities and apartment communities with a West Coast geographical preference. Details: [www.westpartners.com](http://www.westpartners.com).

## IREGC Names New Controller



*Joseph T. Braun*

Joseph T. Braun was recently appointed to the position of controller of the Investment Real Estate Group of Companies (IREGC) by president John H. Gilliland. As a member of IREGC's executive committee, Braun will be responsible for directing and coordinating overall financial planning, budgeting and forecasting, as well as the execution of strategic goals and

action plans for the group. He will oversee the accounting and finance staff, as well as the human resources and IT functions within the company.

Braun most recently served as controller/vice president of finance for Tell Manufacturing, Inc., a distributor/manufacturer of commercial doors and door hardware with five facilities throughout the U.S. Prior to that, he served in various leadership roles with the Key Automotive Group, Telmar Network Technology, and Turbon International. Braun graduated with a bachelor of science degree in business administration from LaSalle University and earned a master of business administration degree from York College of Pennsylvania. Details: [www.irellc.com](http://www.irellc.com).

## New Infinite Facility in Joliet



Infinite Self Storage, on Joliet's (Illinois) north side, recently opened for business. The facility, with more than 680 storage spaces, offers residents and businesses a number of state-of-the-art features and benefits, such as climate controlled spaces, drive up spaces, and 24 hour access.

The facility began to reserve spaces in early November and has since seen a high volume of inquiries from those needing additional storage space. Details: [www.infinite-selfstorage.com](http://www.infinite-selfstorage.com); or call Scott at 317-442-7300.

*See Around, page 58*

## USstoragesearch.com Adds More

Storage Management Associates (SMA) and StoragePartners are featuring their storage facilities in front of thousands of potential customers searching each month on USstoragesearch.com's online directory. SMA has offered third-party property management services for over 12 years. They are now a member of the USstoragesearch.com online network featuring over 20 facilities throughout Texas and Oklahoma, totaling nearly 1.5 million square feet. The company expects to place another seven facilities onto the network by the end of February.

StoragePartners also joins the list of members choosing USstoragesearch.com's online network. StoragePartners, a privately held division of Investment Development Corporation, provides professional third-party management services as well as development, property repositioning and acquisition of self storage property in the Pacific Northwest. It has more than 17,000 storage units under management in the region. Details: [www.USstoragesearch.com](http://www.USstoragesearch.com).

## BETCO Hirings, Seminar Schedule



*Douglas Nakagawa*

BETCO has added two new representatives to its sales force. Douglas Nakagawa joins the company with territory responsibilities in the Northwest United States, in three Canadian provinces, Hawaii and Alaska. Prior to joining BETCO, he was a division manager of a high-end cabinet manufacturing company and sales rep for a self storage supplier. Nakagawa is a native of San Mateo, California, but was raised in the South Pacific. His education followed a liberal arts track with a major in art and the study of animation and design.



*Hugo Madrical*

Hugo Madrical, born in Laredo, Texas, will handle sales in Southeastern Texas. Before joining BETCO, he was with ProBuild and South Texas Moulding, both located in Laredo. Madrical was educated at the University of Texas Austin and Laredo Community College. He is married with three children.

BETCO will host a "How to be Successful in Self Storage" seminar at a number of locations around the country in 2010. Seminar dates already scheduled include: March 25 (Austin, Texas); May 27 (Atlanta, Georgia); and September 23 (Charlotte, North Carolina). Details: Lori Goad (800-654-7813; [lgoad@betcoinc.com](mailto:lgoad@betcoinc.com); [www.betcoinc.com](http://www.betcoinc.com)).

## On the Move Box Program

On the Move, Inc. recently announced its new moving and storage box rental program. The program allows business owners to purchase plastic boxes from us and to either sell or rent them to their customers. Boxes can be rented six to eight times for short-term storage or purchased for long-term storage. The plastic boxes are reusable, moisture resistant and much more durable than cardboard boxes.

After your customers are finished with their box, you can offer to repurchase the box from your customer and then rent or resell the used box. The boxes are available in four standard sizes: small, medium, large, and wardrobe. Standard-sized boxes make stacking efficient and convenient. By providing these boxes for your customers, you add a profit center to your business as well as continuing to provide excellent customer service by anticipating their needs. Details: 800-645-9949.

## SSDS Sees Growth in Industry

Self Storage Data Services, Inc. (SSDS) reported that in December 2009, the pace at which tenants were moving into storage units continued to increase, and the rate at which tenants moved out of storage units slowed significantly. This trend started in May 2009 and has continued through what is normally the bottom of the demand cycle.

Total absorption trends in the 1,400 facilities SSDS tracks every month indicate that move-ins were the strongest in the East Region of the country and the weakest in the West Region. Demand in the South Region improved as the number of tenants moving out slowed noticeably even though move-ins remained flat over December of last year. Details: [www.ssdata.net](http://www.ssdata.net).

## Trachte Acquires Tech-Fast Brand

Trachte Building Systems, Inc. announced in early February that it has acquired the Tech-Fast brand from founders Dave Cook and Mark Duncan. By purchasing the Tech-Fast brand, plans and designs, Trachte Building Systems reports that it will be structured to serve the needs of former and prospective Tech-Fast customers.

Trachte national sales manager Jamie Lindau expressed excitement about the opportunity and said the acquisition is an important step in implementing Trachte's long term strategic growth plan of product, capabilities and market expansions. Details: 800-356-5824; [www.trachte.com](http://www.trachte.com). ❖