

Amanda Clontz Helps Make Attitude Adjustments Come True

By John Dunlap – Editor, SSA Globe

Amanda Clontz is no stranger to the world of self storage. She has been managing or assisting self storage facilities since 1992. She has been the manager of an American Store & Lock facility in Charlotte, North Carolina, since 1994. And in all that time, thanks in great part to the help of her husband Lance, she has never lost sight of the fact that a major aspect of her job is to deal with attitudes.

“We have 645 units and 645 attitudes,” she says with a laugh. “But I’ve found that being able to help people—to understand their needs—is one of the best and most important parts of my job.”

“It now is reaching the point where the children of people I first helped years ago are coming to me with storage needs,” Amanda says. “And some customers will say ‘Miss Amanda, I’m having trouble with payments this month, can you help me?’ So we’ll sit down and work out a payment plan that we can all live with. It’s all part of listening to your customers and understanding their needs.”

When Amanda first started working in self storage, she was assisting in a facility with only 213 units. Now, with the 645-unit Store & Lock, she has her hands full and she is equally aware that you have to keep up with the times, whether it is through the Internet, social media or getting out into the community to spread the word.

“We do all kinds of advertising whether we advertise on the Internet or in val-paks. We also do local marketing to surrounding businesses by visiting with them personally and dropping off brochures each and every month. We give out our business cards when we’re out and about and also fare well with word of mouth advertising. And we also visit our local chamber of commerce meetings and give out business cards.”

People Skills

But in her mind, you can never put too high a price on the value of people skills in her job.



Husband and wife Lance and Amanda Clontz have happily worked together in the self storage industry for nearly 20 years.

“The storage business is not a business where people just come in off the street and visit your store just for the sake of shopping,” she says. “A customer must have a need for our business. So when that potential client visits your facility or calls you on the phone, you must be ready and know what questions to ask—but most importantly, listen to their needs. When a client needs a storage space, they are experiencing some sort of stress. We are there to counsel to their needs and help them in a way that is beneficial for them.”

Originally from nearby Monroe, North Carolina, Amanda has seen some amazing changes and growth in the Charlotte area over her nearly two decades in self storage. But she still feels that Charlotte is a highly desirable area in which to live and work, if only for the fact that both the mountains and seashore are not very far away.

“The convenience is what we like about Charlotte. Lance and I enjoy camping and going to the beach, but most of all we love the mountains,” she says. “We try to visit Gatlinburg each year but have not been back there since the summer of 2008. We spend as much time as we can with our grandchildren, the last of whom was just born on January 19.”

Common Interests

Speaking of Lance, it just so happens that Amanda’s husband also works with her in self storage—and they both love it!

“Lance first started out with the company (The Heyward Companies) in 1992 working as my assistant manager part-time and part-time maintenance supervisor for all the American Store & Lock locations. In February 2010, he went full-time maintenance for all locations. Working with Lance is a tremendous joy. There is never a dull moment while he is around. He loves people and I have learned a lot from him on the customer service side because he makes people open up and laugh and puts them at ease. We have been married for 24 years and he is my best friend. It has not affected our relationship working together, but has made it stronger.”

And granny’s newest thrill? Riding motorcycles.

“I’ve have always wanted to ride but have a fear of them at the same time,” Amanda confesses. “So last year Lance bought me a 600 Honda Shadow on which to learn. He just bought himself a 750 Honda Areo and now we take short trips, mainly through the countryside around Monroe. We’re having a blast, relaxing and just taking in the moment.”

So there you have it...just another typical motorcycle-riding grandmother of four who works with her husband and loves it and makes life beautiful for generations of people with self storage needs in her area of Charlotte.

People like Amanda and Lance Clontz go a long way toward showing the public what a great business self storage can be. ❖








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