



What's in a Name?

By Tom Comi

Who wouldn't want to hire a company that professes in its name to be accountable, strategic, mindful or sound?

Those words convey confidence and wisdom, the very characteristics storage owners are looking for when eyeing prospective management companies to run their facilities.

And while there are many elements that go into running a successful management company, many experts say it all begins with choosing a name that grabs a prospective client's attention while also conveying a brand.

Mark Tinnion, marketing director of onebestway design agency in the United Kingdom, stressed on his company's website how crucial this initial step can be.

"Choosing the right brand name is the first and most important marketing decision that you will ever make," he wrote. "Get it wrong and not only will you have to work harder than everyone else, it will cost you more too."

Adds Tom McEwin of affiliateplayground.net: "Picking a business name can be an absolute chore, but it is something that is important to get right. If we get it wrong and choose a name that is not suitable, we may find ourselves back where we started and having to pick another business name all over again, or possibly even abandoning the business."

With that in mind, we thought we would highlight some management companies affiliated with the SSA who jump out to us in the name game.

Descriptive: Accountable Management (FL); Strategic Property Management (CA); Excellence in Management Group (CA); Absolute Storage Management (TN); Better Management Systems (FL); Mindful Management (FL); Sound Storage Management (WA); Synergy Storage Group (FL)

Power: Executive Self Storage Associates Inc. (CO); Storage Pros Management (MI); StorageMax Management (NC); Universal Management Company (GA)

Patriotic: A-American Storage Management Co. (CA); American Self Storage (CA); Liberty Investment Properties (FL); National Self Storage Management (AZ)

Romantic: Love Properties, Inc. (GA)

Giant: Monster Management (SC)

Edible: Outback Management, LLC (MS)

And, finally, because luck always comes into play when choosing a quality name for your company, we give you Shamrock Storage Venture LLC (KS). ❖