

# THE SSA VALUE PROPOSITION

***Here's a review of all the high-value member benefits you can receive as an SSA member. Isn't it time you joined?***

## ■ Data & Information

SSA has the new F.O.C.U.S. (Financial and Operational Characteristics of U.S. Self Storage Study) online as well as the *2007 Self Storage Demand Study*. These studies are revolutionizing the way owner/operators and managers look at this industry and how they market to their residential and commercial customer base. If you haven't read these SSA data studies, you'd better hope that your competition hasn't read them either! The data changes decades-old perceptions.

## ■ Advocacy & Government Relations

SSA is working harder than ever to make sure that taxation on self storage rents isn't implemented in your state. We're helping more states than ever improve their lien laws and helping to fund a variety of other issues important to our members. Our Washington office staff executives have worked on Capitol Hill and have many strong contacts in the Administration and in the federal regulatory agencies.

## ■ Networking & Meetings

SSA holds two huge national conferences and trade shows annually. More than 3,500 owner/operators attend SSA conferences each year. These are the best national meetings in the industry, designed specifically for people who've already made a major investment in self storage—people like you! SSA's trade show exhibitors state that "91% of all attendees are qualified buyers," a statistic that is unparalleled in the industry. As

always, SSA direct members receive substantial discounts on their registration fees.

## ■ Communications & the SSA Globe Magazine

SSA members receive the *SSA Globe* magazine. Audited monthly circulation is 16,800 SSA direct members, affiliated state and regional association (indirect) members and facility managers. Also, SSA direct members receive the bi-weekly *SSA Online Globe*, keeping them up-to-date and plugged into what's going on in the industry. SSA dues-paid facility managers receive the monthly *Facility Managers Memo*, an electronic "best practices" newsletter. Team One members receive a special *Team One Briefing* aimed at issues important to our small-facility members.

***"Having SSA as a resource, educator and advocate is an invaluable asset to our company. Our employees benefit from the Managers Certification Course and as real estate developers we depend on timely and valuable data found in the Self Storage Demand Study. Every self storage operator has a tremendous amount to gain by joining the SSA each year to help take their business to the next level."***

**Andy Hyde, Owner  
All City Self Storage  
Cherry Hill, NJ**

## ■ Executive Education & Employee Training

SSA direct member registration fees offer hundreds of dollars in savings for executive education and employee training programs each year. Exclusively for owners and investors in SSA-member facilities, the annual *Owners-Investors Course* is a graduate-level course in which attendees learn from intensive case studies and financial analyses delivered by successful industry leaders. The *Annual Winter Executive Workshop* combines first-class industry education for advanced operators with world-class accommodations at nationally known ski resorts each January or February. District managers and owner/operators with more than one property will want to take advantage of SSA's new *Regional Supervision Program* on facility management offered in sequential segments in advance of SSA's semi-annual conferences. For learning anytime, anywhere, with no travel expense, SSA's new *Online University* includes downloadable conference sessions and webcasts as well as a structured, interactive learning site for education on management topics and attainment /renewal of the prestigious *SSA Certified Self Storage Manager* (CSSM®) designation.

## ■ Rewards & Benefits

The SSA has assembled a "Value Proposition" that is unequalled in our industry. The Association can easily provide you with ten times more benefits than you provide in dues—if you take full advantage of all SSA sponsored programs and discounts. And this year, SSA's Foundation has

introduced the SSAF Scholarship Program that will provide scholarship awards toward postsecondary education tuition and fees for employees (or their children/grandchildren) of direct member companies.

## ■ Technology Tools

Annually, the Self Storage Association (SSA) administers an Operational Characteristics Survey that collects operational data on the features and characteristics of self storage facilities from its members. It is then published as a comprehensive resource to facility owners, operators, and others interested in this industry. The results of the survey are compiled in an online version of various reports called the F.O.C.U.S. Online Reporting System. Members will find valuable data including: operational and financial data and trends not routinely available from other sources and key result areas organized by region and area type that is cross-tabulated with other operating practices and characteristics of reporting facilities. Also, the state-of-the-art SSA Web site now has an online job board called the SSA Career Center.

## ■ Publications & Content

SSA generates several new books, manuals and studies each year. Recently, we published *Security for Self Storage*, the *2008/2009 Financial & Operational Characteristics of Self Storage Facilities Study*, as well as our newest publication—*Mixed Use Development*. To explore all the books and studies available, visit [www.selfstorage.org](http://www.selfstorage.org).

## ■ Research & Studies

SSA continues to generate new research and cutting-edge information. Three years ago, no one knew exactly how many facilities there were in this industry or how much inventory of rentable space there was. Now, SSA knows with great

***“If you are the owner of a self storage facility, you owe it to yourself to join the SSA. In just the last year, SSA’s networking opportunities have put me in touch with colleagues who I can share issues with as well as suppliers I may have not known about otherwise. As a facility owner, my time is very precious so my involvement with the SSA is a valuable investment in my future and that of my company.”***

**Bob Richard, Owner  
Fenton Self Storage  
Fenton, MO**

certainty. There are 52,000 “primary” facilities in the industry (and we know the latitude and longitude of each and every one via SSA’s potent *National Facilities Database*). Self Storage has grown into a \$22.6 billion dollar industry (measured in gross sales)—much larger than the music industry or the U.S. motion picture industry. Collectively, the industry represents 2.2 billion square feet of self storage space under roof—a land area of more than 78 square miles—or the equivalent of three times the size of Manhattan Island. SSA direct members get first notice of all upcoming research and new studies at special introductory prices before they are released to the entire industry.

## ■ Association Relations

SSA represents some 6,000 owner/operator firms—both direct members and (indirect) members of the international and state associations that are now formally affiliated with the national SSA—and a total of approximately 20,000 facilities in the U.S., Canada and 25 other nations. SSA is working together with its affiliates on key government relations issues, revenue-sharing ideas and other programs of great

importance to the affiliates. SSA brought this exceptional coalition to the table and now virtually the entire organized industry is not only talking—but working—together for your company’s benefit and for that of the whole self storage industry.

## ■ Membership Services

SSA is known for, and prides itself on, its responsiveness. If you do not believe it, give SSA a call and ask a question. You will get a timely and helpful response. We believe in same day/one day service. We don’t do this for the money, we do it for you! You will find that SSA dues are the best investment in your livelihood that you can make this year. SSA is clearly doing something right, because it enjoys one of the highest membership retention rates in the entire association management industry.

## ■ Legal Resources & Information

SSA direct members (only) receive six copies of the *Self Storage Legal Review* each year—a detailed legal newsletter (valued at \$295/year). It’s chock full of legal information and reviews of court decisions as well as legislative initiatives and regulatory actions across the nation. Also, SSA members can tap into the *Self Storage Legal Network* for a small fee to receive detailed responses to their specific questions from SSA’s hand-selected panel of expert attorneys who specialize in self storage law. We’re also in the process of publishing *Annotated Lien Laws* for each state (we have 13 states completed) available to SSA members only for just \$25 each.

SSA has been the industry’s national, not-for-profit trade organization for over 35 years. Join today and experience all the benefits many of your colleagues—and competitors—already enjoy!

**[www.selfstorage.org](http://www.selfstorage.org)**

# IT'S TIME TO JOIN THE SSA!

If you have not renewed your SSA membership, or have never joined, we need you! The not-for-profit Self Storage Association is a reflection of you, the owners, operators and vendors of self storage. Without the collective support of professionals such as yourself, the important research, advocacy and education developed by this organization would not be possible. We encourage self storage operators to join the SSA and their state Self Storage Association. All revenues collected by the SSA are dedicated to the important programs and products that improve the industry as a whole.

## 2011 Schedule of Membership Dues

SSA membership runs on a calendar year basis from January 1 to December 31. Dues are pro-rated in the second year of membership for those joining at a time other than the beginning of the year. If you join at a time other than January, your membership renewal will be calculated based upon this second year pro-ration.

Small Facility	\$250 or \$150*
Regular	\$495*
Vendor	\$775
Management Firm	\$495*
Prospective Owner	\$495

\* Regular, Small and Management Firm membership dues are per year for the first facility PLUS \$75 per year for each additional facility. Membership dues are capped at \$6,000 maximum for non-public companies with multiple facilities.

**Notice:** Contributions or gifts to the Self Storage Association are not tax deductible as charitable contributions; however, they may be deductible as ordinary and necessary business expenses. A portion of your membership dues is allocated toward subscriptions to the *SSA Globe*, and the *Self Storage Legal Review*.

## Membership Category Definitions

### Small Facility Member (aka Team One)

**\$250/year for Team One Plus or  
\$150/year for Team One Basic membership**

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is owner of one or more self storage facilities whose total rentable square footage is between 1 and 40,000 square feet (including entities outside the United States) may apply to become a small facility member. *Small facility members must actually own an existing 'small' facility to qualify for this rate.* Team One Plus is \$250 annually and receives the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*. Team One Basic is \$150 annually and does not include the SSLR.

### Regular Member

**\$495/year, includes one facility plus  
\$75 for each additional facility.**

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction may become a regular member. Ownership of shares in a publicly traded company that owns self storage properties does not constitute ownership of a self storage facility.

### Vendor Member

**\$775/year**

Any person, partnership, corporation, limited liability company or other entity which is a supplier of goods and/or services utilized within the industry or which is engaged in a business connected with or related to the self storage industry, or is an independent contractor that manages self storage facilities may apply to become a supplier member.

### Management Firm Member

**\$495/year, includes one facility.**

**Plus \$75 for each facility managed not counting those managed facilities that are already current SSA dues-paid members**

A person or entity that manages self storage facilities on behalf of a facility owner for a fee may be a Management Firm Member. (An *SSA Registry of Self Storage Management Firms* and size rankings, based on the number of facilities managed, will be distributed as a special edition of the *SSA Globe* magazine, based on facilities reported with membership.)

### Prospective Owner Member

**\$495/year**

An individual or entity that does not own an existing self storage facility or a facility under construction, but is a prospective developer or purchaser of a self storage facility (including entities outside the United States), may apply to be a Prospective Owner Member. *This is a non-voting membership class.*

# SSA MEMBERSHIP APPLICATION

- Regular Member   
  Small Facility Member (Circle one: Team One Plus or Team One Basic)  
 Vendor Member   
  Management Firm Member   
  Prospective Owner Member

Referred by (SSA member's name and company) \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip+4 \_\_\_\_\_

Country (if other than U.S.) \_\_\_\_\_ Web Site \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Number of Facilities Owned/Managed \_\_\_\_\_ Number of Years in Self Storage business \_\_\_\_\_

Contact (Voting Member) Mr. / Ms. / Mrs. \_\_\_\_\_

Nickname \_\_\_\_\_ Title \_\_\_\_\_

Delivery Address (if Mailing Address is a PO Box) \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip+4 \_\_\_\_\_

Contact E-Mail \_\_\_\_\_

## Primary Facility Information

Facility Name \_\_\_\_\_

Number of Units \_\_\_\_\_ Total Rentable Sq. Ft. \_\_\_\_\_ Year Constructed \_\_\_\_\_

Address (if different from above) \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip+4 \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Facility E-Mail \_\_\_\_\_

## Membership Dues

Membership Dues (see Schedule & Definitions on next page) \$ \_\_\_\_\_

Initiation Fee \$ ~~75.00~~ \_\_\_\_\_

Additional Facilities ( # \_\_\_\_\_ X \$75 each) \$ \_\_\_\_\_

Associate Members ( # \_\_\_\_\_ X \$75 each) \$ \_\_\_\_\_

**Total Amount Enclosed** \$ \_\_\_\_\_

Check (payable to SSA in U.S. funds)

Credit Card:   
  Visa   
  MasterCard   
  American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

Indicate form of payment and mail or fax application with payment to:

**Self Storage Association • 1901 N. Beauregard St., # 450 • Alexandria, VA 22311 • P 703-575-8000 • F 703-575-8901**

Please list additional facilities here (use additional sheets if necessary) .....

Facility Name _____	Facility Name _____
Contact (Manager) _____	Contact (Manager) _____
Address _____	Address _____
City/ST/Province/Zip _____	City/ST/Province/Zip _____
Phone (_____) _____ Fax (_____) _____	Phone (_____) _____ Fax (_____) _____
E-Mail* _____	E-Mail* _____
# of Units _____ Approx. Total Sq.Ft. _____	# of Units _____ Approx. Total Sq.Ft. _____

\*All dues-paid facilities will receive SSA's monthly Facility Managers Memo electronic newsletter.

Upon joining, SSA provides your information to our vendor members. Check here if you would prefer not to be included on that list.

The information in this application is complete and accurate: **Signature** \_\_\_\_\_

