

## PENNSYLVANIA SELF STORAGE ASSOCIATION EDUCATIONAL ROUNDTABLE DISCUSSIONS

Thursday, April 25, 2019, 1:00pm – 1:45pm

We have 8 topics of interest to owners, operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 15-minute intervals to allow you time to 'table-hop' and participate in 3 different table discussions during this session.

**Table 1 Self Storage Building Options.** ▪ On slab ▪ Portables ▪ Climate control. *Flexospan Steel Buildings. Pat Watson.*

**Table 2 SBA (Small Business Administration) financing.** ▪ General Overview of the loan programs. ▪ Interest Rate environment - SBA 504 loan is a great opportunity to lock a portion of their debt for 25 years. ▪ New Construction - down payment requirements, interest only periods, how we evaluate projects. *First Bank Financial Centre, Casey Diderrich.*

**Table 3 Buying or Selling? Keys to Success.** Come learn from an owner that has sold 3 this year and bought 3 last year. *StorageAuctions.com, Lonnie Bickford.*

**Table 4 Tips and Tricks on Conversions in Self Storage: Expand Your Storage Portfolio.** This roundtable will discuss the process of converting an existing structure into self storage. We'll cover everything from types of buildings that work well for self storage conversions, to maximizing space and determining ideal unit mix to the unique offerings and technology available for converted spaces. We'll also cover the ideal ways to secure converted space. *Janus International Group, David Van Gieson.*

**Table 5 How Smart Devices and Connected Facilities are Changing the Self Storage Industry.** You'll learn: ▪ The benefits of Smart Connected facilities for self-storage owners/operators. ▪ How centralized data allows you to monitor, control, command. ▪ How to respond to different circumstances, facilitating real-time optimization. ▪ How to embrace the infrastructure and data generated to make more informed decisions. *PTI Security Systems, Pete Whittingslow.*

**Table 6 Online Auctions: Back to the Basics.** ▪ Convenience: Modern technology allows us to successfully post and sell a unit without the hassle associated with auction day. ▪ Larger pool of buyers: When you post an auction online it opens your auction to bidders in neighboring cities and states. ▪ Doesn't disturb current or future paying tenants. ▪ Used as marketing/advertising tool: The exposure from bidders alone can increase your renter base. ▪ Avoiding extreme weather conditions: Hosting auctions online allows you to post and sell the unit despite any harsh weather conditions such as extreme heat or any type of storm. *Selfstorageauction.com, Tony Johnson.*

**Table 7 Tools to Boost Online Rentals.** The modern storage customer expects to book their flights, hotels, and even car rentals online and on their phones. With the technology available today, the self storage industry is bridging the gap and meeting customers where they are. Come hang out with us and learn how to boost your rentals using online tools. We'll cover how you can boost insurance sales, enroll customers in autopay, and give customers the ability to rent units anytime, whether your manager is in the office! *StoragePug, Tommy Nguyen.*

**Table 8 Automate your Storage Business with Management Software.** Learn how to use the features within your management software to automate your business ▪ Autopayments ▪ Online rentals ▪ Contact Center ▪ & More! *U-Haul Self Storage Affiliate Network, Tommy Lulkovich.*