



SELF STORAGE SALES NETWORK

# Market Monitor

"America's Premier Self Storage Brokers"

Issue II-2012

## It's Time to Get Your Marketing Plan Tuned Up!

by Ben Vestal

As we close out February, we are starting to receive positive year-end data from 2011. While the last few years have been difficult for most of the commercial real estate market, self storage proved to be very resilient. All four of the self storage REITS reported same-store gains in Net Operating Income (NOI) from Q3 2010 to Q3 2011 (PSA +9.8%, EXR +7.3%, CUBE +7.9%, SSS +7.9%). The question is, did you enjoy the same increase in your NOI?

With the busy rental season almost upon us it's time to get your marketing program up and running for 2012. As we all know, the marketing game has changed drastically over the last few years, so it's important that you have a plan in place to capitalize on today's improving market. Today's savvy self storage marketers must familiarize themselves with a variety of online marketing platforms such as Twitter, Yelp, Citysearch, LinkedIn, blogging, YouTube, Craigslist and Facebook, just to name a few. Gone are the days of the great newspapers, magazines and Yellow Pages books that served the needs of American businesses for generations. Electronic media is now the dominant form of marketing and communication and virtually all print media offerings have suffered. This is no more obvious than with the billions of dollars of losses the United States Postal Service has incurred over the last few years. Not only are businesses finding better and cheaper ways to communicate with their customers electronically, but U.S. consumers are choosing to receive information by more efficient and convenient ways as well (i.e. the Internet).

These consumers are referred to as "Millennials", "Generation Y" and "Echo Boomers" and they make up the second largest generation in U.S. history. These children of the Baby Boomers, born from the mid- 1970s to the mid-1990s, are generally between the ages of 20 and 38, they are over 70 million strong and will soon replace their parents and the nation's most influential group of consumers. This is a group that interacts with the world in a very different way than past generations. Generation Y was raised in a digital age where computers and instant access to information was the standard, and that makes them very different from a marketing perspective.

In today's competitive environment, focusing your marketing dollars on more cost effective and measurable marketing campaigns is no longer a luxury, it is a necessity. You may not be familiar with the websites and advertising outlets listed above, but rest assured, most of your renters know about them. You may find yourself asking, why all the change? And the answer is quite simple, IT WORKS! Updating your marketing program to attract Generation Y may seem like a daunting task but it is really quite simple. Below I have outlined a few ideas that should help you attract new and old customers alike.

### **Internet Marketing:**

#### ***Website:***

First, start by creating a website if you don't already have one. You can find a professional web designer by simply running an ad on Craigslist or stopping by your local community college and posting an ad on their jobs board. I think you will be delightfully surprised by the cost and response you will receive from qualified,

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hungry computer savvy professionals ready to help. If you already have a website you might consider engaging a marketing company to help with your search engine optimization (SEO) and pay-per-click program. Over the last few years, the self storage industry has been inundated with marketing companies that claim to focus on self storage. Give your local Argus broker a call and they should be able to point you in the right direction.

### ***Craigslist and Social Media:***

The same young professional that helped you set up your website can most likely help with these advertising outlets as well. Start with Craigslist, it's free. Create three or four marketing templates for your self storage property and try to include a picture or two. Any ongoing promotions would be helpful in creating the content for these templates. Then train your managers to post them on Craigslist every morning. This will most likely create several rental leads that you would have otherwise been missing.

To get your property up and running with social media outlets, first create Facebook and Twitter accounts. These accounts are also free and can be linked back to your website. Modify your rental application to collect your tenants' email addresses. You can then start by emailing them on a somewhat regular basis and encourage them to write a review about your property and follow your property on Twitter. All this will allow you stay in contact with your past and present clients in a non-invasive way, alerting them to special promotions or referral programs that you may be offering from time to time. Most importantly, this keeps your company's brand fresh in their minds in the event they or one of their peers are in need of storage.

### ***YouTube:***

You might be surprised to learn that YouTube is now the world's second largest search engine behind Google. This means that today's internet users place a high importance on video content when they are searching for information online. This also means that most internet users are comfortable with the idea of watching and sharing video on their computer and YouTube has become the prominent site for online video broadcasting. You can record a facility tour, promote a new special or discount and introduce your staff in a short video clip that can then be uploaded quickly to YouTube and to your property's website. Google will then index all of the video content on your website and use it to rank your website in the search results. The importance of video content extends to your entire web presence. Take a few minutes to do a YouTube search for self storage in your city. This will give you a feel for what your competitors are posting and hopefully spark some ideas on how you can promote your business. One thing to remember: YouTube videos don't have to be funny or silly; you want to portray a professional image but I would recommend that you loosen up and try to be casual.

### **The Final Result:**

Ultimately, we are seeing a dramatic shift in how customers are shopping and comparing self storage properties using the web. It has occurred to me as a real estate professional that the best real estate may no longer be at the corner of "Main Street and Maple" but rather on the first page of the search engines. The important thing to remember is that the "Millennials", "Generation Y" and "Echo Boomers" are just beginning to influence the way we do business. Many of the new technologies and media outlets that we view as "cutting edge" today will soon be commonplace and so now is the time to establish your presence and put a plan in motion to maintain and protect your position. Self storage operators who are executing online marketing have been able to drive customers to their property from a greater distance, achieve higher revenues and reduce their operating expenses. By reducing their operating cost they have been able to increase their NOI which accounts for 90% or more of their value in today's market. **MM**



# Property Showcase

## Strawberry, AZ • \$200,000

- 37 Units
- 3,350 RSF
- Seller relocation forces sale
- Only facility in town
- Excellent visibility on Highway 87
- Onsite residence for owner/operator or additional income



**Jeff Gorden, CCIM**  
480-331-8880  
jgorden@selfstorage.com

## Statesville, NC • \$695,000

- Conversion opportunity
- Outstanding chance to convert 66,000 SF to self storage/mixed use
- 6 Acres
- Land for expansion
- Fantastic exposure from I-40



**Joey Godbold**  
704-632-1027  
jgodbold@pmcre.com

## Metamora, IL • \$1,499,000

- 255 Total Units
- 40,750 RSF
- 5+ Acres
- Great visibility
- Located close to Peoria, IL
- Ample outdoor parking
- Onsite office



**Bruce Bahrmassel**  
312-518-3550  
bbbahr@aol.com

## Hicksville, NY • \$4,200,000

- 333 Units
- 40,212 RSF
- 2 Acres
- High visibility & high density location
- RV/boat storage
- Expansion opportunity
- Container storage



**Linda Cinelli, CCIM**  
908-722-5661  
Linda@LCRealtyUSA.com

## Meridian, MS • \$2,795,000

- 2 property portfolio
- 402 Total Units
- 52,960 Total RSF
- Great locations
- High traffic count
- Fenced and well lit
- Electronic Gate



**Bill Barnhill, CCIM**  
**Stuart LaGroue**  
251-432-1287  
barnhill@selfstorage.com  
stuart@selfstorage.com

## TX Portfolio • Call Broker

- 5 property portfolio located in Dallas-Fort Worth Metro
- 2,252 Total Units
- 311,834 Total RSF
- 19.26 Total Acres
- Attractive & modern facilities
- Excellent visibility, location & access
- Expansion opportunity



**Richard D. Minker CCIM**  
**Tyler Trahant**  
817-335-5600  
rminker@casecre.com  
ttrahant@casecre.com



# Sells Self Storage Nationwide!

Check out our current inventory of 72 properties listed in 25 states and contact the listing broker for more information or visit [www.argus-selfstorage.com](http://www.argus-selfstorage.com)!

## Alabama

Mobile	\$4,250,000	Bill Barnhill/Stuart LaGroue/ Shannon Barnes	251-432-1287 251-432-1287
Montgomery	\$1,200,000	Bill Barnhill/Shannon Barnes	251-432-1287

## Arizona

Lakeside	\$2,600,000	Jeffery A. Gorden	480-331-8880
Strawberry	\$200,000	Jeffery A. Gorden	480-331-8880

## Arkansas

Fayetteville	\$2,100,000	Larry Goldman	913-339-0641
Fort Smith	\$1,100,000	Larry Goldman	913-339-0641
Gravette	\$800,000	Larry Goldman	913-339-0641
Siloam Springs	\$1,515,000	Larry Goldman	913-339-0641

## California

Chester	\$365,000	Tom de Jong	408-282-3829
Fairfield	Make Offer	Tom de Jong	408-282-3829
Orland	\$2,099,000	Tom de Jong	408-282-3829
Vallejo	Make Offer	Tom de Jong	408-282-3829

## Colorado

Monument	\$4,800,000	Joan Lucas	720-855-6587
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## Florida

Spring Hill	\$785,000	Bill Barnhill	251-432-1287
Wildwood	\$856,738	Reggie Caruthers	352-748-1182
Wildwood	\$799,000	Reggie Caruthers	352-748-1182

## Georgia

Alpharetta	\$2,290,000	Bill Barnhill/Allen Barnhill	770-487-9006
Canton	\$300,000	Bill Barnhill/Allen Barnhill	770-487-9006
Canton	\$650,000	Bill Barnhill/Allen Barnhill	770-487-9006

## Illinois

Crete	\$400,000	Bruce Bahrmassel	312-518-3550
Metamora	\$1,499,000	Bruce Bahrmassel	312-518-3550

## Louisiana

Houma	\$2,300,000	Jon Cerruti/David Laney	504-366-6800
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## Maryland

Baltimore	\$2,300,000	Grady Riggs	301-468-0606
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## Michigan

Albion	\$370,000	Jim Soltis	810-494-2062
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## Mississippi

Flowood	\$3,500,000	Bill Barnhill/Stuart LaGroue	251-432-1287
McComb	\$1,114,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Meridian	\$2,795,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Vancleave	\$499,000	Bill Barnhill/Shannon Barnes	251-432-1287
Vicksburg	\$550,000	Bill Barnhill/Shannon Barnes	251-432-1287
Walls	<b>SOLD</b>	Bill Barnhill/Stuart LaGroue	251-432-1287

## Missouri

Farmington	\$2,950,000	Larry Goldman	913-339-0641
Moscow Mills	\$1,095,000	Larry Goldman	913-339-0641
Sedalia	\$775,000	Larry Goldman	913-339-0641
St. Joseph	\$650,000	Larry Goldman	913-339-0641

## New Hampshire

Claremont	\$305,000	Joe Mendola	603-668-7000
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## New Jersey

Pemberton	\$975,000	Linda Cinelli	908-722-5661
Pennsauken	\$1,300,000	Linda Cinelli	908-722-5661

## New Mexico

Las Cruces	\$625,000	Noel Woodwell	915-491-9610
Santa Fe	\$3,474,000	Joan Lucas/ David Etzold & Noel Woodwell	720-855-6587 915-845-6006

## New York

Hicksville	\$4,200,000	Linda Cinelli	908-722-5661
Islip	\$3,400,000	Linda Cinelli	908-722-5661
Lynbrook	\$2,550,000	Linda Cinelli	908-722-5661
Middletown	\$590,000	Linda Cinelli	908-722-5661
Middletown	\$450,000	Linda Cinelli	908-722-5661
Peekskill	\$8,000,000	Linda Cinelli	908-722-5661
Port Jervis	\$1,600,000	Linda Cinelli	908-722-5661
Yorktown Hgts	\$2,750,000	Linda Cinelli	908-722-5661

## North Carolina

Chapel Hill	\$3,650,000	N.J. "Joey" Godbold	704-632-1027
Statesville	\$695,000	N.J. "Joey" Godbold	704-632-1027

## Oklahoma

Commerce	\$699,000	Larry Goldman/ Jared Jones	913-339-0641 918-665-1210
Hugo	\$1,850,000	Jared Jones	918-665-1210

## Oregon

Clatskanie	\$1,600,000	Steve Boldish	541-776-1031
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## Pennsylvania

Bechtelsville	\$1,350,000	Chuck Shields	610-828-0100
Glen Mills	Call Broker	Chuck Shields	610-828-0100
Matamoras	\$1,100,000	Linda Cinelli	908-722-5661

## South Carolina

Camden	\$895,000	N.J. "Joey" Godbold	704-632-1027
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## Tennessee

Church Hill	\$1,550,000	Mack Browder	901-758-5670
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## Texas

Canutillo	\$575,000	David Etzold	915-845-6006
Canutillo	\$625,000	David Etzold	915-845-6006
Flint	\$599,000	Richard Minker/TylerTrahant	817-335-5600
Forest Hill	\$2,450,000	Richard Minker/TylerTrahant	817-335-5600
Fort Worth	Call Broker	Richard Minker/TylerTrahant	817-335-5600
Gonzales	\$3,200,000	Bill Brownfield	713-366-3134
Horizon City	\$350,000	Noel Woodwell	915-491-9610
Houston	\$1,800,000	Bill Brownfield	713-366-3134
Houston	\$998,000	Bill Brownfield	713-366-3134
Katy	Call Broker	Bill Brownfield	713-366-3134
Missouri City	\$2,500,000	Bill Brownfield	713-366-3134
San Antonio	Call Broker	Bill Brownfield	713-366-3134
TX Portfolio	Call Broker	Richard Minker/TylerTrahant	817-335-5600

## Wisconsin

Egg Harbor	\$289,000	Chris Hitler	262-236-0612
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# Argus News



Congratulations to **Bill Barnhill, CCIM** and **Stuart LaGroue** of **Omega Properties, Inc.**, on the sale of a AI Mini Storage & Casino Center Self Storage in Walls, MS and Robinsonville, MS.



## Join Argus at the premier self storage tradeshow for **FREE!**

Contact us to request a free expo hall pass to the Inside Self Storage World Expo in Las Vegas March 14-16, 2012 at the Paris Hotel and Casino! Want to attend the educational conferences and events? Use the pass for a \$50 discount on any full registration package! Don't delay - offer good until March 9, 2012! [CLICK HERE](#) to request, or call 800-55-STORE!

### Contact an Argus Broker Affiliate

#### NORTHEAST

Guy Blake, CCIM  
Linda Cinelli, CCIM, CEA & Sean Bortel  
Joseph Mendola  
Chuck Shields

#### Company

Pyramid Brokerage Company  
LC Realty  
NAI Norwood Group  
Beacon Commercial Real Estate

#### Phone

845-522-5900  
908-722-5661  
603-668-7000  
610-862-1645

#### Territory

Upstate NY, Western CT  
Northern NJ, NY (NYC, Long Island)  
MA, ME, NH VT, Eastern CT  
Eastern PA, Southern NJ, DE

#### SOUTHEAST

Allen Barnhill  
Bill Barnhill, CCIM  
N.J. "Joey" Godbold  
Frost Weaver (FL Commercial Brokers Network)

Omega Properties, Inc.  
Omega Properties, Inc.  
Percival McGuire Commercial Real Estate  
Weaver Realty Group, Inc.

770-487-9006  
888-801-4534  
704-632-1027  
904-733-0039

GA  
FL Panhandle  
NC, SC  
North, Central & South FL

#### NORTH CENTRAL

Bruce Bahrmassel  
Robert K. Brehmer, CCIM  
Larry Goldman, CCIM  
Mike Helline & Paul Grisanti, CCIM  
Peter Hitler & Chris Hitler, MBA  
Jim Soltis

Landstar Realty Group  
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810-494-2062

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#### SOUTH CENTRAL

Bill Barnhill, CCIM  
Bill Brownfield, CRE, CCIM  
David Etzold & Noel Woodwell  
Jared Jones, CCIM  
Ricky Lennard  
Richard D. Minker, CCIM & Tyler Trahand

Omega Properties, Inc.  
MKP Self Storage LLC  
Etzold & Co.  
Bauer & Associates  
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CASE Commercial Real Estate Partners

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318-792-1960  
817-335-5600

AL, MS  
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West TX  
OK  
LA  
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#### WEST

Jim Berry, CCIM  
Steve Boldish, CCIM  
Tom de Jong  
David Etzold & Noel Woodwell  
Jeffery A. Gorden, CCIM  
Larry Hayes  
Joan Lucas

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Hayes & Associates  
Joan Lucas Real Estate Services, LLC

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