

# Market Monitor

America's Premier Self Storage Brokers

**Issue X-2015** 

## Reputation Management: It Pays to be Proactive

by Amy Hitchingham

rue, but in today's ultra-connected, social media-orient-ed world, opinions are much easier to share (and hard-er to erase). Why is this important to self storage operators? The image that you project online is one of the primary reasons that people will choose to rent from your facility. The opinions shared on review sites and social media tell a story about your business...and you want it to be a positive one! Here are some quick ways that you can keep tabs on your facility's online reputation and manage the image that your customers and potential customers will see.

#### **Opinion/Review Sites**

Websites and apps like Yelp and Google Reviews are popular ways for customers to check out a business, restaurant, hotel, etc. before buying. Consumers feel that they can trust the reviews from "real people" who have had an experience with a product or service. Yelp averages around 140 million unique visitors per month, with about half of those visits occurring on a mobile device. By listing your business on their site, you are tapping into this traffic whenever people search for self storage in their local area. Customers are able to post their reviews of your business with a simple 1-5 star rating and their comments. Positive reviews will help draw new customers to your listing, and hopefully then to your door!

The downside, of course, is that customers may also post a negative review of your facility, and perhaps even share a long-winded rant about a bad experience that they had with one of your employees. I feel that the best way to deal with these negative reviews is to face them head-on. When a manager or owner takes the time to address the negative review, apologize and share their side of the story, it can take the sting out of the negative review and show that the company is listening to criticism and showing a willingness to improve. As long as you remain professional and polite, even a negative review can show your business in a positive light.

Ultimately, the online conversation always gets boiled down to Google search rankings. As the formulas for calculating rank become more complicated, the entire online profile of a business is taken into consideration. According to Alex Chambers of Argus Professional Storage Management, a business needs to maintain "velocity" with its online reviews and engagement in order to improve its search ranking. Consistent engagement

over time will result in a better ranking than sporadic spikes in reviews, so plan your promotions and customer incentives consistently throughout the year. In the end, Alex says, "a business that gets 1 or 2 reviews a month for 2 years will usually outrank a business that receives 36 reviews in just one month."

#### **Social Media**

Facebook and Twitter are a dominant way for people, particularly Millennials, to communicate with one another. This is important to businesses because consumers are increasingly likely to reach out to a company via their Facebook or Twitter pages to receive support or customer service. Consumers want their concerns addressed quickly and social media gives them an opportunity to voice their issues in a very public way, which usually gets results! As such, it is important to have a presence on these sites to make sure you aren't missing out on opportunities to provide great customer service. When your facility's comments and responses show up on a person's Facebook or Twitter feed, all of their friends and followers will see it as well and that can give you an even bigger reach in your community.

#### **Community Involvement**

We all know that the majority of a self storage facility's customers come from roughly a 3-5 mile radius around the property. This makes maintaining a high profile within your local community even more important. Self storage facilities have a unique ability to offer physical use of the property to local organizations. Consider sponsoring a local sports league or community event, or offer the use of one of your vacant units to collect items for a food or clothing drive. Check with your local Chamber of Commerce to see if there are any events planned that need sponsors - blood drives, car seat checks and community yard sales are all a great way to drive traffic to your location and raise awareness about the services that you offer.

The bottom line is that you do have control over the image that your facility projects, both online and out in your community. Facilities that are successful at reputation management will find themselves in a position to grow their business and adapt to the changing needs of their customer base. In today's world of information overload, make sure your message rises above the chatter to promote the image that you want people to see! MM

Amy Hitchingham, Vice President of Argus Self Storage Sales Network, can be reached at 800-557-8673 or amy@argus-realestate.com.



## Property Showcase

### Sutton, MA

- Development Opportunity
- 3.18 Acres
- 516 Proposed Units
- 71,250 Proposed RSF
- High barriers to entry in Sutton
- Competitors are in the 90% occupancy range
- Visibility on State Hwy 146
- Large college population in surrounding market

#### Joe Mendola

603-668-7000

joe@nainorwoodgroup.com

## \$1,575,000 **NEW!**



## Statesville, NC

- 263 Units
- 33,660 RSF
- 3.082 Acres
- High occupancy with room for rent growth
- Well maintained facility with no deferred maintenance
- · Room to add additional units
- Onsite office with adjacent sleeping/living quarters

#### **Joey Godbold & James Cox**

704-632-1030 jgodbold@svn.com jamey.cox@svn.com

## \$2,000,000



## Plymouth, MN • Bid Date Oct. 27, 2015

**NEW!** 

NEW!

- 955 Units
- 94,240 RSF
- 3.8 Acres
- Class A, institutional-quality climate controlled facility
- Recent expansion of 8,750 RSF currently in lease up
- Steady 90%+ occupancy
- Excellent visibility in high barriers to entry market in the Minneapolis/St. Paul MSA

## **Steve Libert**

847-452-2082

slibert@ccmcommercialmortgage.com





## Alamogordo, NM

- 728 Units
- 92,100 RSF
- 10.245 Acres
- Largest facility in Alamogordo, home of Holloman Air Force Base

**NEW!** 

- Highly visible, Class A facility
- Climate control and non-climate units
- · Located on main arterial streets next to an apartment complex and mobile home park

#### **David Etzold & Noel Woodwell**

915-845-6006 etzoldco@att.net nwoodwell@hotmail.com

#### \$5,450,000



#### **Anderson, SC**

- 362 Units • 40.939 RSF
- 4.69 Acres
- Good historical performance
- Excellent visibility along Hwy
- Signage on pylon and building
- State of the art security
- On-site office and retail
- Room for expansion

#### **Neal Gussis**

847-922-3750/nlgussis@gmail.com

#### **Joey Godbold & James Cox**

704-632-1030

jgodbold@svn.com jamey.cox@svn.com

## \$4,800,000



## **Austin, TX**

- Development Site
- 2 Acres approx.
- Commercial development site perfect for self storage, C-store or commercial office
- · Current site of Onion Creek Boat & RV plus a residence
- Surrounded by new housing development with 268 lots under construction
- · Adjacent to Onion Creek community

#### Bill Brownfield, CRE, CCIM

713-907-6497

bill@wbrownfield.com





# **Sells Self Storage Nationwide!**

For property details, visit www.argus-selfstorage.com or contact your local Argus Broker Affiliate!

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Montgomery   SOLD   Bill Barhhill/Stuart LaGroup   251-432-1287   New Hampshire   New Jersey   Turson   \$450,000   Jeffery A. Gorden   480-331-8880   New Jersey   Size   New Jersey   S	Atmore/Brewton	n\$3,182,000	Bill Barnhill/Stuart LaGroue	251-432-1287	Reno/Sparks	\$3.500.000	Bill Nicoloff	801-416-1026
Part Marker	Montgomery	SOLD!	Bill Barnhill/Stuart LaGroue	251-432-1287	•			
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Nemon   S25,000   Jehrrey A. Gorden   489.331-8880   Frankliville   \$995,000   Linda Cinelli   908-722-6661   Arkanasa   Avoca   \$2,247,000   Larry Goldman   913-339-0641   Howell   \$32,300,000   Linda Cinelli   908-722-6661   Hospings Vig \$180,000   Larry Goldman   913-339-0641   Howell   \$399,000   Linda Cinelli   908-722-6661   Howell   \$399,000   Linda Cinelli   908-722-6661   Howell   \$399,000   Linda Cinelli   908-722-6661   Almogrado   S6,000   Tom de Jong   408-282-3829   Woodland   \$1,860,000   Tom de Jong   408-282-3829   Woodland   \$5,000   Tom de Jong   408-282-3829   Woodland   \$5,000   Tom de Jong   408-282-3829   Woodland   \$5,000   Linda Cinelli   908-722-6661   West Maxico   S6,000   S6,000   Jona Lucas   720-856-687   Rudoso   S70,000   Linda Cinelli   908-722-6661   West Maxico   S70,000   Linda Cinelli	Fort Mohave	\$450,000	Jeffery A. Gorden	480-331-8880	-	φοσο,σσσ	ood mondold	000 000 1000
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Junction City   \$1,145,000   Larry Goldman   913-339-0641   S. Hutchinson   \$630,000   Jared Jones   918-583-3483   Spring City   \$5,250,000   Chuck Shields   610-828-0100   Chuck Shields   610-828-0100   Spring City   \$5,250,000   Chuck Shields   610-828-0100   Chuck Shields   610-					Pennsylvania			
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Avondale         \$6,000,000         Bill Barnhill/Stuart LaGroue         251-432-1287         Anderson         \$4,800,000         Neal Gussis         847-922-3750           Massachussetts         Sutton         \$1,575,000         Joseph Mendola         603-668-7000         Texas           Roscommon Minnesota         \$305,000         Jim Soltis         810-494-2062         4-Prop Portfolio Call Broker         Bill Brownfield         713-907-6497           Plymouth Clinton         \$268,000         Larry Goldman         913-339-0641         Bridgeport         \$449,000         Richard Minker         817-840-0054           Missouri         Clinton         \$268,000         Larry Goldman         913-339-0641         Marble Falls         \$745,000         Bill Brownfield         713-907-6497           Waynesville         \$2,360,000         Larry Goldman         913-339-0641         Utah         Helper         \$385,000         Bill Nicoloff         801-416-1026           Mississisppi         Brandon         \$650,000         Bill Barnhill/Stuart LaGroue         251-432-1287         Chesapeake         \$750,000         Stuart Wade         757-618-3597		\$630,000	Jared Jones	918-583-3483	Spring City	\$5,250,000	Chuck Shields	610-828-0100
Massachussetts         Anderson         \$4,800,000         Neal Gussis         847-922-3750           Michigan         Texas           Roscommon         \$305,000         Jim Soltis         810-494-2062         4-Prop Portfolio         Call Broker         Bill Brownfield         713-907-6497           Minnesota         Plymouth         Call Broker         Steve Libert         847-452-2082         Bridgeport         \$449,000         Richard Minker         817-840-0054           Missouri         Clinton         \$268,000         Larry Goldman         913-339-0641         Marble Falls         \$745,000         Bill Brownfield         713-907-6497           Sedalia         \$1,338,000         Larry Goldman         913-339-0641         Marble Falls         \$745,000         Bill Brownfield         713-907-6497           Waynesville         \$2,360,000         Larry Goldman         913-339-0641         Helper         \$385,000         Bill Nicoloff         801-416-1026           Mississippi         Randon         \$650,000         Bill Barnhill/Stuart LaGroue         251-432-1287         Chesapeake         \$750,000         Stuart Wade         757-618-3597		<b>#</b> 0 000 000	D:11 D 1:11/01 11 0	054 400 4007	South Carolina	a		
Sutton         \$1,575,000         Joseph Mendola         603-668-7000         Texas         Joey Godbold/Jamey Cox         704-632-1030           Michigan Roscommon         \$305,000         Jim Soltis         810-494-2062         4-Prop Portfolio Call Broker         Bill Brownfield         713-907-6497           Minnesota Plymouth Missouri Clinton         Steve Libert         847-452-2082         Austin         \$900,000         Bill Brownfield         713-907-6497           Clinton Sedalia Waynesville         \$268,000         Larry Goldman         913-339-0641         Marble Falls         \$745,000         Bill Brownfield         713-907-6497           Mississippi Brandon Canton         \$650,000         Bill Barnhill/Stuart LaGroue         251-432-1287         Virginia Chesapeake         \$750,000         Stuart Wade         757-618-3597			Bili Barnniii/Stuart Lagroue	251-432-1287	Anderson	\$4,800,000	Neal Gussis	847-922-3750
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Missouri         Canyon         \$545,000         David Etzold         915-491-9610           Sedalia         \$1,338,000         Larry Goldman         913-339-0641         Marble Falls         \$745,000         Bill Brownfield         713-907-6497           Waynesville         \$2,360,000         Larry Goldman         913-339-0641         Utah         Helper         \$385,000         Bill Nicoloff         801-416-1026           Mississippi Brandon Canton         \$650,000         Bill Barnhill/Stuart LaGroue         251-432-1287         Virginia Chesapeake         \$750,000         Stuart Wade         757-618-3597	Plymouth	Call Broker	Steve Libert	847-452-2082				
Clinton   \$268,000   Larry Goldman   913-339-0641   Sedalia   \$1,338,000   Larry Goldman   913-339-0641   Waynesville   \$2,360,000   Larry Goldman   913-339-0641   Utah   Helper   \$385,000   Bill Nicoloff   801-416-1026   Wirginia   Canton   \$850,000   Bill Barnhill/Stuart LaGroue   251-432-1287   Chesapeake   \$750,000   Stuart Wade   757-618-3597   Stuart Wade   Total Proposition					• .			
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Brandon		\$2,360,000	Larry Goldman	913-339-0641		\$385 000	Rill Nicoloff	801-416-1026
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Caritori \$000,000 bili barririli/Stuart Lagroue 251-452-1207					_	\$750 000	Stuart Wade	757-618-3507
1erry \$1,350,000 Bill Barnhill/Stuart LaGroue 251-432-1287					Onosupeake	ψ1 00,000	Staart Waac	101 010-0001
	Ierry	\$1,350,000	Bill Barnhill/Stuart LaGroue	251-432-1287				

## **ARGUS SALES**



Congratulations to Mike Patterson, CCIM of Commercial Realty Services of West Georgia who sold A & A Storage in Warner Robins, GA! Contact Mike at 770-241-9070 for details.



Congratulations to Guy Blake, CCIM of Cushman & Wakefield/Pyramid Brokerage Company who sold That Storage Place in West Hurley, NY! Contact Guy at 845-522-5900 for more information.



Larry Hayes

Bill Nicoloff

Joan Lucas

Congratulations to Joan Lucas of Joan Lucas Real Estate Services who sold Triple Six Storage and High Country Mini Storage in Cortez, CO Contact Joan at 720-855-6587 for more information.





Congratulations to Bill Barnhill, CCIM and Stuart LaGroue of Omega Properties, Inc. who sold iStorage in Montgomery, AL Contact Bill and Stuart at 251-432-1287 for more information.

## Argus Self Storage Sales Network wins Best of Business Award!



Once again, the readers of *Inside Self-Storage* Magazine have voted Argus as the Best Real Estate Brokerage! This is the *fifth* consecutive year that Argus has received this honor and we appreciate all of our clients and colleagues who voted! Argus is committed to providing the best service in the industry and we value the relationships that we have built with self-storage owners over the last 20 years!

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## Contact an Argus Broker Affiliate

NORTHEAST	Company	Phone	Territory
Guy Blake, CCIM	Pyramid Brokerage Company	845-522-5900	Upstate NY, Western CT
Linda Cinelli, CCIM, CEA	LC Realty	908-722-5661	Northern NJ, NY (NYC, Long Island)
Joseph Mendola	NAI Norwood Group	603-668-7000	MA, ME, NH VT, Eastern CT
Chuck Shields	Beacon Commercial Real Estate	610-862-1645	Eastern PA, Southern NJ, DE
Chack Shields	Beacon Commercial real Estate	010 002 1015	Eustern 111, Southern 110, DE
SOUTHEAST			
Bill Barnhill, CCIM	Omega Properties, Inc.	888-801-4534	FL Panhandle
N.J. "Joey" Godbold	Percival Partners	704-632-1027	NC, SC
Mike Patterson, CCIM	Commercial Realty Services of West Georgia	770-241-9070	GA
Stuart Wade	The Nicholson Companies	757-618-3597	MD, VA
Frost Weaver (FL Commercial Brokers Network		904-733-0039	North, Central & South FL
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NORTH CENTRAL			
Bruce Bahrmasel	Waveland Commercial Real Estate, LLC	312-518-3550	Northern IL, Northern IN
David Dunn	Hike Real Estate	402-660-5610	NE, IA
Alec Pacella, CCIM	NAI Daus	216-831-3310	OH, Western PA
Larry Goldman, CCIM	RE/MAX Commercial	913-339-0641	KS, MO, Southern IL
Mike Helline & Paul Grisanti, CCIM	Grisanti Group Commercial Real Estate	502-253-1811	KY, Southern IN
Matson Holbrook, CCIM & Max Schultz	Siegel-Gallagher, Inc.	414-270-4108	WI
Jim Soltis	Preview Properties.com	810-494-2062	MI
SOUTH CENTRAL			
Bill Barnhill, CCIM	Omega Properties, Inc.	888-801-4534	AL, MS, LA
Bill Brownfield, CRE, CCIM	MKP Self Storage LLC	713-907-6497	South & Central TX
David Etzold & Noel Woodwell	Etzold & Co.	915-845-6006	West TX
Larry Goldman, CCIM	RE/MAX Commercial	913-339-0641	AR
Mike Helline & Paul Grisanti, CCIM	Grisanti Group Commercial Real Estate	502-253-1811	TN
Jared Jones, CCIM	Porthaven Partners	918-583-3483	OK
Richard D. Minker, CCIM	Colliers International	817-335-5600	North TX
WEST			
	One and Calf Change Dualing	541 776 1021	OR
Steve Boldish, CCIM Tom de Jong	Oregon Self Storage Brokers Colliers International	541-776-1031 408-282-3829	Northern CA
•			
Gilbert Enciso David Etzold & Noel Woodwell	Torrey Pines Commercial Etzold & Co.	858-874-8777	Southern CA
		915-845-6006	NM
Jeffery A. Gorden, CCIM	Eagle Commercial Realty Services	480-331-8880	AZ

Hayes & Associates

Newmark Grubb ACRES

Joan Lucas Real Estate Services, LLC