



SELF STORAGE SALES NETWORK

# Market Monitor

America's Premier Self Storage Brokers

Issue X-2015

## Reputation Management: It Pays to be Proactive

by Amy Hitchingham

Everyone has an opinion. This statement has always been true, but in today's ultra-connected, social media-oriented world, opinions are much easier to share (and harder 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](mailto:amy@argus-realestate.com).*

## Sutton, MA

**\$1,575,000**

**NEW!**

- 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



## Statesville, NC

**\$2,000,000**

**NEW!**

- 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



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

**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

**\$5,450,000**

**NEW!**

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



## Anderson, SC

**\$4,800,000**

**NEW!**

- 362 Units
- 40,939 RSF
- 4.69 Acres
- Good historical performance
- Excellent visibility along Hwy 178
- 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



## Austin, TX

**\$900,000**

**NEW!**

- 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](http://www.argus-selfstorage.com) or contact your local Argus Broker Affiliate!

## Alabama

Atmore/Brewton \$3,182,000 Bill Barnhill/Stuart LaGroue 251-432-1287  
Montgomery **SOLD!** Bill Barnhill/Stuart LaGroue 251-432-1287

## Arizona

Fort Mohave \$450,000 Jeffery A. Gorden 480-331-8880  
Tucson \$260,000 Jeffery A. Gorden 480-331-8880  
Vernon \$825,000 Jeffery A. Gorden 480-331-8880

## Arkansas

Avoca \$2,347,000 Larry Goldman 913-339-0641  
Hot Springs Vlg \$180,000 Larry Goldman 913-339-0641

## California

San Mateo \$1,400,000 Tom de Jong 408-282-3829  
San Rafael \$1,600,000 Tom de Jong 408-282-3829  
Vallejo \$1,850,000 Tom de Jong 408-282-3829  
Woodland \$6.50 PSF Tom de Jong 408-282-3829

## Colorado

Cortez **SOLD!** Joan Lucas 720-855-6587  
Monument \$8,000,000 Joan Lucas 720-855-6587  
Pagosa Spgs \$1,342,000 Joan Lucas 720-855-6587

## Florida

Gulf Breeze \$5,499,000 Bill Barnhill/Stuart LaGroue 251-432-1287  
Lake City \$325,000 John W. Hill 386-362-3300  
Panama City \$850,000 Bill Barnhill/Shannon Barnes 251-432-1287  
Pensacola \$2,700,000 Bill Barnhill/Stuart LaGroue 251-432-1287

## Georgia

Carrollton \$1,275,000 Mike Patterson 770-241-9070  
Douglasville \$1,580,000 Mike Patterson 770-241-9070  
Newnan \$1,200,000 Mike Patterson 770-241-9070  
Tifton \$750,000 Mike Patterson 770-241-9070  
Warner Robins **SOLD!** Mike Patterson 770-241-9070  
Winston \$292,000 Mike Patterson 770-241-9070

## Illinois

Macomb \$950,000 Bruce Bahrmassel 312-518-3550  
Peoria \$2,399,000 Bruce Bahrmassel 312-518-3550

## Kansas

Iola \$530,000 Larry Goldman 913-339-0641  
Junction City \$1,145,000 Larry Goldman 913-339-0641  
S. Hutchinson \$630,000 Jared Jones 918-583-3483

## Louisiana

Avondale \$6,000,000 Bill Barnhill/Stuart LaGroue 251-432-1287

## Massachusetts

Sutton \$1,575,000 Joseph Mendola 603-668-7000

## Michigan

Roscommon \$305,000 Jim Soltis 810-494-2062

## Minnesota

Plymouth Call Broker Steve Libert 847-452-2082

## Missouri

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

## Mississippi

Brandon \$650,000 Bill Barnhill/Stuart LaGroue 251-432-1287  
Canton \$850,000 Bill Barnhill/Stuart LaGroue 251-432-1287  
Terry \$1,350,000 Bill Barnhill/Stuart LaGroue 251-432-1287

## Nevada

Reno/Sparks \$3,500,000 Bill Nicoloff 801-416-1026

## New Hampshire

Rindge \$995,000 Joe Mendola 603-668-7000

## New Jersey

Branchville \$995,000 Linda Cinelli 908-722-5661  
Franklinville \$849,000 Chuck Shields 610-828-0100  
Howell \$2,350,000 Linda Cinelli 908-722-5661  
Howell \$890,000 Linda Cinelli 908-722-5661  
Pemberton \$975,000 Linda Cinelli 908-722-5661  
Pennsauken \$1,300,000 Linda Cinelli 908-722-5661

## New Mexico

Alamogordo \$5,450,000 David Etzold/Noel Woodwell 915-491-9610  
Mesilla Park \$530,000 David Etzold/Noel Woodwell 915-491-9610  
Ruidoso \$790,000 David Etzold/Noel Woodwell 915-491-9610

## New York

Bayport \$1,395,000 Linda Cinelli 908-722-5661  
Carthage \$1,9,000 Guy Blake 845-522-5900  
Hicksville \$4,200,000 Linda Cinelli 908-722-5661  
Monticello \$4,500,000 Linda Cinelli 908-722-5661  
Peekskill \$3,500,000 Linda Cinelli 908-722-5661  
West Hurley **SOLD!** Guy Blake 845-522-5900

## North Carolina

Powells Point \$560,000 Stuart Wade 757-618-3597  
Statesville \$2,000,000 Joey Godbold/Jamey Cox 704-632-1030

## North Dakota

Watford City \$1,200,000 Bruce Bahrmassel 312-518-3550

## Ohio

Gloucester \$299,000 Alec Pacella 216-455-0925  
Howard \$1,550,000 Alec Pacella 216-455-0925

## Oklahoma

Edmond \$810,000 Jared Jones 918-583-3483  
Stillwater \$2,300,000 Jared Jones 918-583-3483

## Pennsylvania

Bechtelsville \$1,350,000 Chuck Shields 610-828-0100  
Olyphant \$850,000 Chuck Shields 610-828-0100  
Spring City \$5,250,000 Chuck Shields 610-828-0100

## South Carolina

Anderson \$4,800,000 Neal Gussis 847-922-3750  
Joey Godbold/Jamey Cox 704-632-1030

## Texas

4-Prop Portfolio Call Broker Bill Brownfield 713-907-6497  
Austin \$900,000 Bill Brownfield 713-907-6497  
Bridgeport \$449,000 Richard Minker 817-840-0054  
Canyon \$545,000 David Etzold 915-491-9610  
Marble Falls \$745,000 Bill Brownfield 713-907-6497

## Utah

Helper \$385,000 Bill Nicoloff 801-416-1026

## Virginia

Chesapeake \$750,000 Stuart Wade 757-618-3597



## 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.



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!

### Contact an Argus Broker Affiliate

#### NORTHEAST

Guy Blake, CCIM  
Linda Cinelli, CCIM, CEA  
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

Bill Barnhill, CCIM  
N.J. "Joey" Godbold  
Mike Patterson, CCIM  
Stuart Wade  
Frost Weaver (FL Commercial Brokers Network)

Omega Properties, Inc.  
Percival Partners  
Commercial Realty Services of West Georgia  
The Nicholson Companies  
Weaver Realty Group, Inc.

888-801-4534  
704-632-1027  
770-241-9070  
757-618-3597  
904-733-0039

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

#### NORTH CENTRAL

Bruce Bahrmassel  
David Dunn  
Alec Pacella, CCIM  
Larry Goldman, CCIM  
Mike Helline & Paul Grisanti, CCIM  
Matson Holbrook, CCIM & Max Schultz  
Jim Soltis

Waveland Commercial Real Estate, LLC  
Hike Real Estate  
NAI Daus  
RE/MAX Commercial  
Grisanti Group Commercial Real Estate  
Siegel-Gallagher, Inc.  
Preview Properties.com

312-518-3550  
402-660-5610  
216-831-3310  
913-339-0641  
502-253-1811  
414-270-4108  
810-494-2062

Northern IL, Northern IN  
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OH, Western PA  
KS, MO, Southern IL  
KY, Southern IN  
WI  
MI

#### SOUTH CENTRAL

Bill Barnhill, CCIM  
Bill Brownfield, CRE, CCIM  
David Etzold & Noel Woodwell  
Larry Goldman, CCIM  
Mike Helline & Paul Grisanti, CCIM  
Jared Jones, CCIM  
Richard D. Minker, CCIM

Omega Properties, Inc.  
MKP Self Storage LLC  
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Grisanti Group Commercial Real Estate  
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Colliers International

888-801-4534  
713-907-6497  
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913-339-0641  
502-253-1811  
918-583-3483  
817-335-5600

AL, MS, LA  
South & Central TX  
West TX  
AR  
TN  
OK  
North TX

#### WEST

Steve Boldish, CCIM  
Tom de Jong  
Gilbert Enciso  
David Etzold & Noel Woodwell  
Jeffery A. Gorden, CCIM  
Larry Hayes  
Joan Lucas  
Bill Nicoloff

Oregon Self Storage Brokers  
Colliers International  
Torrey Pines Commercial  
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Eagle Commercial Realty Services  
Hayes & Associates  
Joan Lucas Real Estate Services, LLC  
Newmark Grubb ACRES

541-776-1031  
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915-845-6006  
480-331-8880  
406-728-0088  
720-855-6587  
801-671-7324

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Southern CA  
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