



SELF STORAGE SALES NETWORK

# Market Monitor

*"America's Premier Self Storage Brokers"*

Issue VII-2010

## Marketing to the Next Generation

by Amy Hitchingham

They are referred to as "Millennials," "Generation Y," and "Echo Boomers" and they make up the second largest generation in US history. These children of the Baby Boomers, born from the mid-1970s to the mid-1990s, are over 70 million strong and will soon replace their parents as the nation's most influential group of consumers; a group that interacts with the world in a very different way than past generations. Millennials were raised in a digital age where computers and instant access to information were the standard, and that makes them very unique from a marketing perspective. Here are some tips that will give you practical ways to reach out to this new, and very lucrative, group of consumers.

### Website

It is now 2010 and if your self storage business does not have a website, you are destined to be overlooked by a significant portion of your customer base. Virtually no one under the age of 30 uses the Yellow Pages anymore, so in order for you to be found by today's consumers, a strong internet presence is crucial. If someone does a Google search for "self storage" in your town, does your company website show up? If not, you are missing out on potential customers who use search engines as their primary means of locating businesses. Many self storage owners think that running a website will be expensive and time consuming; it doesn't have to be! Many of the domain registry sites like [www.NetworkSolutions.com](http://www.NetworkSolutions.com) or [www.GoDaddy.com](http://www.GoDaddy.com) not only offer domain names at reasonable prices (some as low as \$10.99 per year), but they also offer complete hosting and website building packages all in one place. If you feel like you need some extra guidance, enlist the help of a website designer. A site like [www.FreelanceDesigners.com](http://www.FreelanceDesigners.com) is a great place to solicit bids on design work and will ensure that you stay within your budget. Once your website is up and running, you can use the suggestions below to enhance your online presence, maximizing your business' exposure to potential clients.

### YouTube

You might be surprised to learn that YouTube is now the world's #2 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. Millennials are very comfortable with the idea of watching and sharing video on their computers and YouTube has become the prominent site for online video broadcasting. Many self storage operators are using YouTube to get their messages in front of younger consumers. If you are already using TV or radio spots in your advertising campaigns, consider posting the same content on YouTube. You could give video facility tours, promote a new special or discount or introduce your staff in short video clips that can be uploaded quickly to YouTube and to your facility's website.

Google will index all of the video content on your website and use it to rank your site in search results, so the importance of video 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 sense for what your competitors are posting and hopefully spark some ideas on how you can promote your business. Contrary to popular belief, videos on YouTube don't have to be silly or funny, but don't be afraid to loosen up and try something more casual than you may be used to. Online viewers will be receptive to this type of advertising and funny, lighthearted content is more likely to be shared by viewers to other platforms on the web. The best part about marketing on YouTube is that it doesn't cost you a dime, so there's really no downside to giving it a try.

### Text Marketing

Do you want to be on the forefront of marketing technology? Give text marketing a try. This method appeals to Millennials who are rarely more than an arm's length away from their cell phones or mobile devices. A recent survey conducted by ABI Research found that consumers are becoming less resistant to receiving promotions, coupons and discounts on their mobile phones. In this study, 45% of respondents were willing to accept promotions, provided they had some control over the process. This number is up from 36% just one year ago. If this continues, we will see text marketing become a significant marketing medium as individuals who were "born and raised" with cell phones view it as the norm. Self storage operators, particularly those in college markets might want to consider special promotions via text. You could run an ad in the campus newspaper or post on your monument sign for people to text a code like "storage" to your company's unique number to receive a discount or free month's rent. This not only gives you an initial response to your offer, but also a database of cell phone numbers that you can market to in the future. There are numerous companies that provide mobile marketing services. Most offer very reasonable prices and no long term commitments so you aren't stuck with the service if you find it doesn't work for your business. A quick Google search for "text marketing providers" will give you a list of companies who can provide advice on the most effective ways to use text marketing to expand your marketing reach.

The important thing to remember is that the Millennial generation is just beginning to influence the way we do business. Many of the new technologies and techniques we view as cutting edge today will soon be commonplace, so now is the time to establish your presence before your competitors do. As the Millennials shift the way we communicate and interact, you'll be ready to meet them in the new digital age! **MM**

*Amy Hitchingham, Vice President of the Argus Self Storage Sales Network, can be reached at 800-55-STORE or [amy@argus-realestate.com](mailto:amy@argus-realestate.com).*



# Property Showcase

## Commerce City, CO \$2,100,000

- 390 Units
- 61,220 RSF
- 4.67 Total Acres
- Two locations less than 1 mile apart
- Expansion potential for self storage or boat/RV parking
- 1,638 SF residence located on site

**Joan Lucas**  
720-855-6587  
jlucas@selfstorage.com



## Columbia Falls, MT \$5,250,000

- 670 Units
- 169,500 +/- RSF
- 19 Acres
- Includes commercial business park with 8 office/warehouse units
- High quality property with excellent security and manager's apartment

**Larry Hayes, Steven Hall, CCIM & Kathryn Wolhart**  
406-728-0088  
larryhayes@selfstorage.com



## Commerce, OK \$895,000

- 225 Units
- 20,300 RSF
- 2.5 Acres
- Excellent exposure on Highway 69
- Historically high occupancy
- New building added in 2007

**Larry Goldman, CCIM**  
913-339-0641  
goldman@selfstorage.com  
**Jared Jones**  
918-665-1210  
jjones@selfstorage.com



## Sterling, CO \$1,000,000

- 198 Units
- 24,110 RSF
- 87 Acres
- Self storage situated on 15 acres with room for expansion
- Add'l 72 acres of pasture land incl.
- 1,978 SF residence on site
- Great location across from Riverview Golf Course

**Joan Lucas**  
720-855-6587  
jlucas@selfstorage.com



## Cary, NC \$3,150,000

- 176 Units
- 22,720 RSF
- 6.9 Acres
- New class A facility opened April 2010
- 98% occupancy attained in 3 months
- Climate, non-climate, wine storage and truck rentals
- Located in dynamic growth area

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



## Lexington, SC \$850,000

- 222 Units
- 32,445 RSF
- 3.39 Acres
- Easy access from I-20 and I-26
- All masonry construction, paved and fenced
- Family owned since 1978
- Two acres available for expansion

**P. John DeStefano**  
843-406-7979  
pjd@cominvestgroup.com



## Kiln, MS \$400,000

- 344 Units
- 31,660 RSF
- 1.92 +/- Acres
- Climate control and non-climate units
- Easy access with high traffic count
- Seller financing available
- U-Haul truck rentals

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



## Albuquerque, NM \$2,200,000

- 59 Units
- 48,000 RSF
- 2.05 Acres
- Extra large units for commercial and household customers
- Low default and delinquency rates
- Low overhead and maintenance costs
- Video surveillance and controlled access gates

**David R. Laney**  
505-286-2060  
davidlaney@selfstorage.com



## Houston, TX \$879,000

- 251 Units
- 23,090 RSF
- 83% Occupied
- Priced at a 10% cap rate
- New owner has greatly increased occupancy with attentive mgmt.
- No competition in immediate area
- New on site quarters for manager

**Bill Brownfield, CCIM**  
713-366-3134  
brownfield@selfstorage.com





# Sells Self Storage Nationwide!

- Over \$135 million in self storage properties currently for sale, with prices ranging from \$300,000 to over \$6 million to meet the needs of every buyer.
- Check out our current inventory of 78 properties listed in 26 states and contact the listing broker for more information or visit [www.selfstorage.com](http://www.selfstorage.com)!

## Arizona

Lake Havasu	\$2,300,000	David R. Laney	888-602-3335
Williams	\$685,000	David R. Laney	888-602-3335

## Arkansas

Bentonville	\$2,490,000	Larry Goldman	913-339-0641
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## Colorado

Commerce City	\$2,100,000	Joan Lucas	720-855-6587
Denver	\$4,290,300	Joan Lucas	720-855-6587
Frederick	\$2,800,000	Joan Lucas	720-855-6587
Sterling	\$1,000,000	Joan Lucas	720-855-6587

## Illinois

Elgin	\$1,300,000	Bruce Bahrmassel	312-518-3550
Lebanon	\$555,000	David S. Johnson	314-862-3000
Monee	\$1,350,000	Bruce Bahrmassel	312-518-3550
Rockford	\$1,075,000	Bruce Bahrmassel	312-518-3550

## Iowa

Mason City	\$1,350,000	Bob Randklev	319-533-6927
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## Kansas

Topeka	\$1,750,000	Larry Goldman	913-339-0641
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## Kentucky

Crestwood	\$1,640,000	Mike Helline	502-253-1811
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## Louisiana

Houma	\$2,500,000	Jon Cerruti/ David Laney	504-366-6800 505-286-2060
Metairie	\$1,695,000	Jon Cerruti	504-366-6800

## Maine

Bridgton	\$990,000	Joe Mendola	603-668-7000
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## Maryland

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

Swansea	\$3,000,000	Joe Mendola	603-668-7000
Upton	\$495,000	Joe Mendola	603-668-7000

## Michigan

Albion	\$370,000	Jim Soltis	810-494-2062
Mason	\$2,200,000	Bruce Bahrmassel/ Jim Soltis	312-518-3550 810-494-2062

## Minnesota

East Bethel	\$895,000	Greg McDonald	612-338-0444
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## Mississippi

Biloxi	\$1,600,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Flowood	\$3,400,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Kiln	\$400,000	Bill Barnhill/Stuart LaGroue	251-432-1287
McComb	\$300,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Vanceave	\$519,500	Bill Barnhill/Shannon Barnes	251-432-1287

## Missouri

Branson West	\$745,000	Larry Goldman	913-339-0641
Camdenton	\$1,000,000	Larry Goldman	913-339-0641
Farmington	\$2,995,000	Sheldon Johnson	314-862-3000
Harrisonville	\$800,000	Larry Goldman	913-339-0641
Kearny	\$1,225,000	Larry Goldman	913-339-0641
Mt. Vernon	\$1,170,000	Larry Goldman	913-339-0641
Nixa	\$1,820,000	Larry Goldman	913-339-0641
Ozark	SOLD	Larry Goldman	913-339-0641
Sedalia	\$950,000	Larry Goldman	913-339-0641
St. Joseph	\$690,000	Larry Goldman	913-339-0641

## Montana

Columbia Falls	\$5,250,000	Larry Hayes	406-728-0088
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## New Hampshire

Hampton Falls	\$4,400,000	Joe Mendola	603-668-7000
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## New Jersey

Egg Harbor Twp.	\$1,650,000	Linda Cinelli	908-722-5661
Pemberton	\$975,000	Linda Cinelli	908-722-5661
Stanhope	\$5,375,000	Linda Cinelli	908-722-5661

## New Mexico

Albuquerque	\$2,200,000	David R. Laney	505-286-2060
Albuquerque	\$1,500,000	David R. Laney	505-286-2060
Artesia	\$579,700	David R. Laney	505-286-2060
Caballo	\$465,000	David R. Laney	505-286-2060
Clovis	\$660,000	David R. Laney	505-286-2060
Eunice	\$595,000	David R. Laney	505-286-2060
Eunice	\$650,000	David R. Laney	505-286-2060
Gallup	\$2,040,000	David R. Laney	505-286-2060
Moriarity	\$425,000	David R. Laney	505-286-2060

## New York

Ft. Edward	\$479,000	Guy Blake	845-522-5900
Middletown	\$450,000	Linda Cinelli	908-722-5661
Port Jervis	\$1,600,000	Linda Cinelli	908-722-5661
Staten Island	\$6,350,000	Linda Cinelli	908-722-5661
Yorktown Hgts	\$3,000,000	Linda Cinelli	908-722-5661

## North Carolina

Cary	\$3,150,000	N.J. "Joey" Godbold	704-632-1027
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## Oklahoma

Commerce	\$895,000	Larry Goldman/ Jared Jones	913-339-0641 918-665-1210
Glenpool	SOLD	Larry Goldman	913-339-0641
Tahlequah	\$2,125,000	Larry Goldman	913-339-0641

## Oregon

Bandon	\$549,000	Richard Arnold	503-693-2861
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## Pennsylvania

Bechtelsville	\$1,350,000	Chuck Shields	610-828-0100
Drexel Hill	\$1,475,000	Chuck Shields	610-828-0100
Glen Mills	\$6,250,000	Chuck Shields	610-828-0100
Matamoras	\$1,100,000	Linda Cinelli	908-722-5661

## South Carolina

Hollywood	\$3,450,000	P. John DeStefano	843-406-7979
Lexington	\$850,000	P. John DeStefano	843-406-7979
Moncks Corner	\$800,000	P. John DeStefano	843-406-7979
Moncks Corner	\$1,950,000	P. John DeStefano	843-406-7979
Summerville	\$1,250,000	P. John DeStefano	843-406-7979
Summerville	\$3,900,000	P. John DeStefano	843-406-7979
Summerville	\$1,300,000	P. John DeStefano	843-406-7979
Summerville	\$1,600,000	P. John DeStefano	843-406-7979

## Texas

Houston	\$879,000	Bill Brownfield	713-366-3141
Richmond	\$3,000,000	Bill Brownfield	713-366-3141

## Washington

Clayton	\$625,000	Ryan Layton	509-435-2424
Concrete	\$2,750,000	Ryan Layton	509-435-2424
Sequim	\$799,000	Richard Arnold	503-693-2861
2-Prop Portfolio	\$1,200,000	Ryan Layton	509-435-2424

## Argus News



Congratulations to Larry Goldman, CCIM of RE/MAX Best Associates on the SALE of Warrior Self Storage in Glenpool, OK and Ozark Storage Center in Ozark, MO!

### Argus is proud to welcome our newest Broker Affiliates!



**Mack Browder**, of Crye-Leike Commercial in Memphis, TN has been a real estate affiliate broker since 1985 after over 15 years in public accounting as a CPA including a stint with one of the Big 4 International accounting firms. His broad experience with Crye-Leike Commercial includes transactions in industrial, multi-family, office, retail and land and he has been recognized by the Memphis realtor association as a top producer. Mack represents Argus in the state of Tennessee and he can be reached at 901-758-5670.



**Jared Jones** has been with Bauer & Associates, Inc. in Tulsa, OK since 2007 and he specializes in self storage brokerage, office and retail leasing and sales, and investment property brokerage. Jared earned a Marketing degree and MBA from Pittsburg State University and he is also a CCIM candidate. Jared serves as President of the Oklahoma Self Storage Association and has played an active role in the founding of the organization. He can be reached at 918-665-1210.

### 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  
980-722-5661  
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

Richard Abedon, CCIM  
Allen Barnhill  
Bill Barnhill, CCIM  
P. John DeStefano  
N.J. "Joey" Godbold  
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#### SOUTH CENTRAL

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Richard D. Minker, CCIM & Tyler Trahant  
Jack Stumpf & Jon Cerruti

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Jack Stumpf & Associates

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