



# Colorado Self Storage Association

## Fall 2015 Newsletter

Colorado Self Storage Association  
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### In This Issue

[COSSA Board](#)  
[Welcome New Members](#)  
[Calendar of Events](#)  
[President's Letter](#)  
[COSSA Meetings](#)  
[Vendor Spotlight](#)  
[The "Big Easy"](#)  
[Join COSSA Today](#)

### PRESIDENT'S LETTER:

Fall is coming. You can tell that by the shorter days and the cooler mornings. Late summer and early fall is the favorite time of year for many Coloradans. It also means it is time for football, especially Broncos football. One of the football axioms we hear every year is defense wins championships.

In the self storage industry, one axiom I have heard is a high occupancy rate is the key to having a successful self storage property. In other words, REVENUE, REVENUE, REVENUE! It takes skill and hard work to have a successful defense in football, and the same can be said about a high occupancy rate at a self storage property. Currently, in Colorado, most self storage properties are operating at a successful occupancy rate. We are experiencing a strong market, but, if you have been in this business for some time, you know that can and will change. To protect your property, you must be able to maintain a high occupancy rate in a slow market, and the simple yellow page days are over. Attracting and keeping tenants is a lot more sophisticated than it was just a few years ago. Just as the Broncos try to upgrade their defense every year, a self storage operation must be constantly upgrading and monitoring its marketing strategy.

### 2014-15 COSSA BOARD

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**COSSA MAILING ADDRESS:**

9457 S. University Blvd. #810  
Highlands Ranch, CO 80126

Be sure to update your records to avoid delay in COSSA receiving your mail. If you use a program to print your checks, update those records as well.



Football at sunset

On Friday, October 16, at the COSSA Fall Meeting we will feature a program on how you can monitor and improve the marketing strategy for your facility. We will be featuring nationally known speakers who will help you maintain and grow your revenue stream. You do not want to miss this presentation.



I also want to thank everyone again for their pledge to Assistive Technology Partners (ATP) at the Spring Meeting. If you have not fulfilled your pledge, please do so.

See you at the Fall Meeting.

Jackson White  
COSSA President



**ANNUAL BUSINESS MEETING**

The COSSA annual business meeting is right around the corner, Friday, October 16th! It will be held at the Double Tree Hotel, 3203 Quebec St., Denver. Our theme for the meeting.....

**REVENUE, REVENUE, REVENUE!**

Join us for breakfast followed by the COSSA Business Meeting. We'll then hear the **State of the Colorado Self Storage Industry** from

Ben Vestal, Argus Self Storage Sales Network; followed by discussion and an opportunity to ask questions of the panel experts regarding **Do You Have Room for Extra Revenue?** -outdoor, boat and RV storage.

After a break and refreshments, Amanda Ferguson, Account Manager, Sparefoot, will present **Maintaining Revenue and Income Growth In a High-Occupancy World** and the morning wrap up will be **Revenue Management - Making the Most of What You Already Have** presented by Jeff Kinder, Advantage Advisors.



A full house at last year's membership meeting!

**WELCOME NEW FACILITY MEMBERS!**

**Self Storage at Chapel Hills Mall  
Colorado Springs**

**West Alameda Self Storage  
Lakewood**

**NoCo Storage  
Timnath**

**Parkview Self Storage  
Greeley**

**Centennial Storage  
(2 locations)  
Centennial**



**WELCOME NEW VENDOR MEMBERS!**

Our sincere thanks to the sponsors for the upcoming event.



Their support provides us the opportunity to offer meetings and speakers of such high quality.

Member price - \$45/1st person, \$40/add'l person, same company  
Non-member - \$65/1st person, \$55/add'l person, same company  
**Register here** or print [registration form](#) and email to [cossa@q.com](mailto:cossa@q.com) or mail to: 9457 S. University Blvd. #810, Highlands Ranch, CO 80126.



**VENDOR SPOTLIGHT**



Self-Storage...  
a very broad term in today's market.

*Chicago Title of Colorado* has been very active and is currently involved in various Self-Storage developments. Without a doubt, this unique niche in the Commercial Real Estate market has its own set of nuances. Whether a ground up development, traditional sale of an existing facility, refinance, or sale of custom garage condominium interests, *Chicago Title* has firsthand expertise in facilitating these types of transactions into successful closings. We are acutely aware of the ever-changing market demands you face. It is our job to help identify, problem solve, and communicate with respect to your transaction.

In my 30 year career in real estate, title & escrow, I've spent the last 10 years heavily involved in various Self-Storage transactions.

**Taggart Insurance  
Boulder**

**Chicago Title  
Denver**

**Capital Steel Building, Inc.  
Skiatook, OK**

**Quikstor Security & Software  
Van Nuys, CA**

(Any omissions are not intentional, please let me know if I missed adding your name to the list.)



## CALENDAR OF EVENTS

October 12, COLUMBUS DAY

Oct. 16, 7:30 a.m.: COSSA Fall Meeting, Doubletree Hotel, Denver

October 31, Halloween

November 1, Daylight Savings Time Ends

November 4, 11:00am  
COSSA Board Mtg., Guaranty Bank of Cherry Creek

From attending Self- Storage conferences to the countless auto shows in support of my condominium ownership Self-Storage clients (by the way, my stock goes up with my 17 year old son as he loves to go to work with Mom then), I decided to further dedicate myself to learning more about the Self-Storage community. I truly enjoy this specialized industry and the talented people I've come to call clients and friends.

Chicago Title is a member of the Fidelity National Financial family of companies and the nation's largest group of title insurance company through its various title insurance underwriters. We insure more title insurance policies than any other title company in the United States.

### ***So what is Title Insurance?***

Title insurance gives you the assurance that possible clouds on title to the property you are purchasing - which can be discovered from public records - have been called to your attention so that such defects can be corrected before you buy. Additionally, it is insurance that if any undiscovered claims covered by your policy arises out of the past to threaten your ownership of Real Estate, it will be disposed of, or you will be reimbursed exactly as your title insurance policy provides.

### ***And what does all this mean to you?***

You have a financially stable company handling all aspects of the acquisition, sale and/or construction development of your Self-Storage transaction. It's a team effort from title examining to escrow operations to having me, as a sales & marketing professional with your best interests, first and foremost. No, we haven't reinvented the title industry; however we do know how to extend exceptional service, and provide each and every person in your transaction from your attorney, lender, project engineer, and client, a professional and genuine experience.

So whether you are the developer, broker, investor, and seller or affiliate.....Chicago Title would like to be your partner in your next Self-Storage opportunity.



Shari Canon  
Vice President  
Commercial Builder NBU Division  
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November 11, VETERANS DAY

November 26, THANKSGIVING

December 25, CHRISTMAS DAY



## Message from Maggie

It's hard to believe that it's almost been a year since I was introduced at the October 2014 meeting. Time has gone by quickly, and I have enjoyed every moment of working for the Colorado Self Storage Association.

If you haven't been on the website lately, I encourage you to check it out. It's been redesigned, and I hope you like it. I have more ideas for the site which will be implemented over the next few months, and would like to get your feedback as well. If there is something you would like to see on the website, let me know and I'll do my best to add it. I would like to ask that you verify the information is correct on the website that I have listed for you. If not, please send me an email with what needs to be changed. That goes for logo's as well, do I have the correct one? Do I even have one for you on the site? If not, please send it to me and I'll get them posted within 24 hours of receiving it.

I met some of you at the May meeting, or perhaps at one of the Lien Law sessions held this year, but there are still many more I need to meet. I hope you take advantage of attending the meeting next month, I would very much like to meet you. You can register for the meeting on website, and while you're out there, check on your information.

A handwritten signature in cursive script that reads "Maggie".

### Quick Links...

[www.coloradossa.com](http://www.coloradossa.com)

[www.selfstorage.org](http://www.selfstorage.org)

[www.insideselfstorage.com](http://www.insideselfstorage.com)

[www.arssa.org](http://www.arssa.org)

[www.nebraskaselfstorageownersassociation.com](http://www.nebraskaselfstorageownersassociation.com)

### JOIN COSSA TODAY!

To join COSSA, log onto our web site and download the membership application or e-mail [cosssa@q.com](mailto:cosssa@q.com).

Do your part to support the self storage industry and become an active supporter of your industry association in Colorado.



## THE "BIG EASY" IS AVAILABLE TO COSSA MEMBERS ONLY!

"The Big Easy" provides everything you need for your operation in one easy package. The updated Colorado lease agreement (which incorporates the changes required by the 2011 Colorado lien law) and a package of self storage operational forms are now available on an easy-to-use CD.

This comprehensive package can be purchased by COSSA

members only for \$300 for the first facility, \$100 for each additional facility, with a maximum cost of \$500 for any company.

The lease and forms can be customized with your own facility name and specific fees and charges applicable to your company. We strongly advise that you confer with your own counsel to ensure that the lease and forms comply with the specific factual and legal needs for your facility.

Order form and Release Agreement can be found on the COSSA website. To order, send your request to [coffa@q.com](mailto:coffa@q.com) or COSSA, 9457 S. University Blvd. #810, Highlands Ranch, CO 80126.



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