



Colorado Self Storage Association Newsletter Summer Fall 2014

Colorado Self Storage Association

PMB #144

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COSSA TENTH ANNIVERSARY CELEBRATION JUNE 24, 2014

On June 24th, COSSA sponsored a "Rockies Night" for COSSA members and their guests to celebrate our 10th anniversary of being in business. The night was a huge success, with 60 COSSA fans cheering

FROM THE PRESIDENT:

There is no better place to spend the summer than Colorado, and I hope you have been able to enjoy our wonderful state for the last two months. COSSA is doing great. We have over 200 members. Also, over 180 people signed up for the Spring Meeting, setting a record.

It is still good news for the self storage industry in Colorado. Property values are high and vacancy rates are acceptable. Let's hope things get even better in the last half of 2014 and in 2015.

COSSA celebrated its tenth anniversary by attending the Rockies-Cardinals game on June 24 at Coors Field. We had a great turnout, and everybody had a great time. The Rockies even won! And on August 19, there was a training session on the lien law for people who were having trouble understanding it. Our thanks to Rich Schur for conducting this seminar.

There are a couple of events coming up that you should be aware of.

COSSA's Fall Meeting is scheduled for Wednesday, October 16, at the Double Tree Hilton, 3203 Quebec Street, in Denver. This is a great facility, and we will have plenty of room for everyone. We are moving because we outgrew our old location. The program will be full of very valuable information, and I encourage everyone to attend.

In the fall, we will also be working on building our support structure for Assistance Technology Partners (ATP), the Colorado nonprofit that COSSA supports. For over twenty years, it has been the leader in helping people with disabilities reach their highest potential. Here is their website: <http://www.AssistiveTechnologyPartners.org>.

on the Rockies vs. Cardinals game at Coors Field. We met on the patio at LoDo's Bar & Grill for a fun social hour and then went on to see the Rockies defeat St. Louis. We are totally convinced that the Rockies' success was, of course, due to our support and cheers for our team.

*Special thanks to **Mindy Levy** for all her hard work in arranging for the tickets and the social hour at LoDos.*



We'll also be working on the Big Easy lease so we can make it even better than it is.

You can get additional information about the events I mentioned, plus ATP in another section of this newsletter or on our website.

Thanks again for all your support for COSSA.

Jackson White
COSSA President



2014 COSSA BOARD

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COSSA, SCHUR SUCCESS AUCTIONS, AND ATP PARTNERING IN 2014

The COSSA Board, as part of its efforts to give back to the Colorado communities we serve, will partner with its members and Schur Success Auctions in 2014 to provide fundraising support for Assistive Technology Partners (ATP). ATP provides research, design, testing and application of technologies for persons with the most severe cognitive, sensory or physical disabilities. Many patients are referred to them by Craig Hospital and other groups as a last source of help when they are unable to provide the additional help their patients require.

One in five people in the U.S. lives with a disability, and ATP is in business to identify, evaluate and test new technologies to help the disabled reach their highest potential at home, school, work, play and in the community. The need is great!

To learn about some of the miracles ATP performs and the amazing life-changing services they provide, click on the links on our website (coloradossa.com) and offer your support.

COSSA is partnering with Schur Success Auction Services to conduct charity auctions of your customers' unwanted or abandoned goods. The first auction will take place in November

Director

JEFF KINDER

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ANNA AUNE

Administrative Asst.

or December of this year, and there's still time for you to sign up and participate in this effort to give back to your community.

Rich Schur will advertise that he is auctioning a charity unit at your facility on his website, through social media and in print.

To sign up, just contact cossa@q.com and let us know you want to help ATP with their important work.

**JOIN COSSA
TODAY!**

To join COSSA, just log onto our recently updated web site and download the membership application or e-mail cossa@q.com.

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



SAVE THE DATE!

COSSA FALL MEETING

October 16, 2014

Doubletree Hotel, 3203 Quebec ST, Denver

**WELCOME NEW
MEMBERS!**

Zippy Shell,
Colorado Springs

**Affordable Storage
Solutions, Pueblo**

Chip Stroz, Parker

Our half day fall member meeting/annual meeting will be held on October 16, 2014 at the Doubletree Hotel, 3203 Quebec Street, Denver, CO. This is a new and bigger venue for us, and we'll have some additional options for our featured presentations. Be sure to circle that date on your calendars now.

The program will include:

*Keynote speaker will be Guy Middlebrooks of Cubesmart,

29th Street Self Storage, Loveland

Poncha Mini Storage, Poncha Springs

Sunnyvale Self Storage, Longmont

John C. Frank, Englewood

Clover Basin Self Storage, Longmont

Urban Self Storage, Denver

Prime Self Storage, Henderson

RV Vault, Englewood

Vail Self Storage, Vail Storage Rentals, Grand Junction



WELCOME NEW
VENDOR
MEMBERS!

New Haven Moving Equipment

Paramount Enterprises

who will discuss national trends in the industry.

*You'll hear from tax experts on how and why to contest your increasingly burdensome tax assessments.

*A comprehensive discussion from two of our COSSA Board members with many, many years of experience, on what to expect in your self storage business after 10 years, 20 years, 30 years.

*A panel discussion to follow up on the evolving marijuana issues in Colorado and the impacts it could have on your future business.

See you in October!

VENDOR SPOTLIGHT



MAKO
S T E E L

For more than 20 years, Mako Steel has been the leading provider of metal structures for the self storage industry. What started as a timely business concept from a dining table in Encinitas in the early 90's has grown into a reputable, well-managed solution providing company specializing in self storage. From concept to completion and from the simple to the most complex - our team of experts and engineers can help you build your self storage project efficiently and economically.

We have built our business and our reputation on the strong shoulders of our forward thinking employees. We have never wavered in our commitment to provide a customer service experience for our clients and to be a resource for

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Site Link

you during construction that surpasses all others. With nearly 70% of our annual business coming from either repeat or referred customers - we know that our success is closely tied to yours, and that the expertise and commitment of our team can help make the difference.

With an in-house engineering staff, Mako Steel will help you design & build your self storage project to realize real cost savings without sacrificing quality and service.

Single Story - Mako Steel's One-Story Self Storage Solutions offer features that are important to you and your renters. Instead of providing "out of the box" plans for a limited number of unit mix configurations, we custom design every project to meet the needs of our clients.

We offer three different single story systems:

1. Standard Metal Construction with a Continuous Header
2. Standard Interior Steel Framing with CMU Piers and Matching Door Filler Panels
3. Bolt-Together Structural Pier & Header System

Multi Story - Mako Steel is the market leader in providing innovative ways to build multi-story self storage systems. With our headquarters in Southern California, we were one of the first Steel building companies to establish design standards for vertical self storage construction. We continue to be recognized as one of the experts in Multi-Story Self Storage. We have the ability to incorporate CMU, Tilt-Up, Built-Up Roofing, Stucco and other architectural embellishments to provide the "look" that your local jurisdiction requires.



CALENDAR OF EVENTS

– Aug 19, 9:00-11:00 a.m.

Lien Sale Meeting,
Castlewood Library,
Centennial

– Sept 10, 11:00 a.m.

COSSA Board Mtg.,
Guaranty Bank of Cherry
Creek

Oct 8, 11:00 a.m.

COSSA Board Mtg.,
Guaranty Bank of Cherry
Creek

Oct 16, 7:30 a.m.-12:30 p.m.

COSSA FALL Mtg.
Doubletree Hotel Denver

– Nov 13, 11:00 a.m.

COSSA Board Mtg.,
Guaranty Bank of Cherry
Creek



Quick Links...

www.coloradossa.com

www.selfstorage.org

www.insideselfstorage.com



Boat & RV Enclosed/Canopies - Mako Steel has been at the forefront of the growing Boat and RV Storage business. Boat and RV Storage is a booming business that can be combined with your conventional self storage development or thrive as a stand-alone self storage investment. We offer designs for fully enclosed or canopy storage.

Portables - Mako Steel's Mobile Mini Storage Units are easy to assemble, come in a variety of colors and can be easily configured to meet your requirements.

Solar - Mako Steel has a solar shade cover system and ground mount system. We work directly with Solar companies to design the overall layout of your facility, taking into consideration panel orientation, layout, angle and spacing to maximize kWh production and ultimately your solar income.



"COSSA
MEMBERSHIP IS LIKE
AN INSURANCE
POLICY TO PROTECT
THE VIABILITY OF
OUR BUSINESS."

Hank Saipe
COSSA Past President



To Join COSSA, just
log onto
our web site,
coloradossa.com
and download the
membership
application.

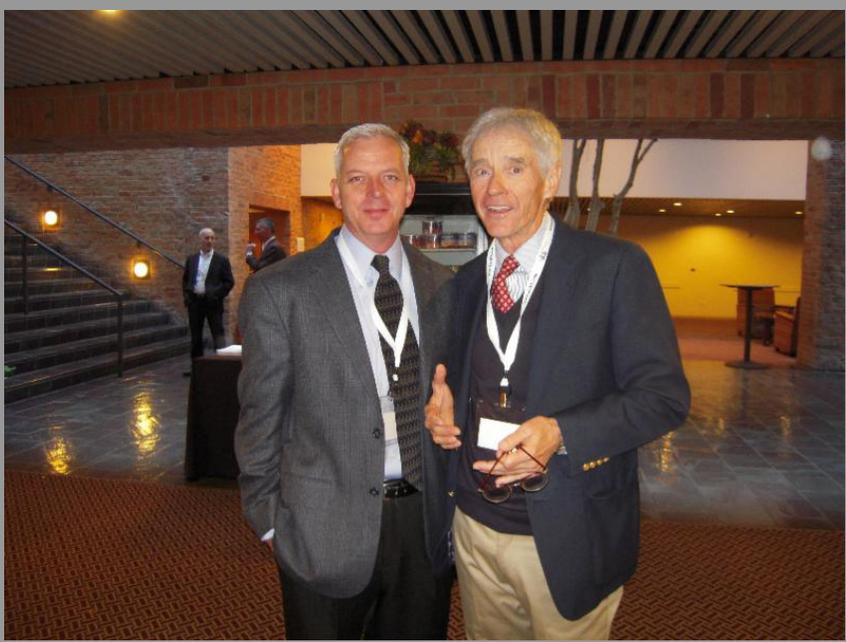
Spring Meeting 2014 and Pictures

COSSA's spring meeting in May was a huge success. 175 attendees participated in the vendor trade show and meeting which covered many timely subjects -- from the state of the self storage industry in Colorado, self storage trends across the country, and the developing effects of marijuana legalization on self storage in our state. Keynote speaker, Bob Copper of Self Storage 101, presented many interesting ideas for converting more of your customer inquiries to actual rentals, and conducted a follow-up Manager Meeting to facilitate discussion and answer questions .

We introduced to attendees, our 2014 community service and charitable giving project - COSSA's effort to partner with and raise money for Assistive Technology Partners (ATP). COSSA and meeting participants together, raised almost \$2000 at the meeting and auction of a Broadmoor Hotel weekend package. (See separate article to learn more about this wonderful organization and how you can help.)

Thanks to all of our wonderful sponsors: KIWI II Construction, dcb Construction, U-Haul, Janus International, Universal Storage Containers, Global Roofing, SiteLink, and Pilot Door Systems for their financial support. And thanks, too, to our vendors and everyone else who participated in making this such a success.





VENDOR SPOTLIGHT

Ready...Fire...Aim!

Jeff Kinder-Advantage Advisors, LLC

Feasibility - Viability, Possibility, Probability, Likelihood, Capable of being done, effected or accomplished. A feasible plan.

I've worked with a lot of developers who come to us with a problem. They have "great" sites, found or already had an investor who thought "those storage shed places must be cash cows", went to one or two ISS seminars and found out everything they needed to know about self storage, talked to a couple of steel guys who laid out how their buildings would fit on their site, talked to the town who said they'd probably support them, and had lunch with a loan officer who said they'd probably loan them the money to do the deal. Sounds great! What could possibly be the problem?

Well, the banker or the investor said, "Let me look at your feasibility study." It's that term paper that your teacher wants you to write, even though you already know everything you need to know...or not. It is the tool that the underwriter, whether equity or debt, will use to put your project on the same yardstick as other opportunities, allowing them to compare apples to apples. For them, it is a reasoned assessment of risk and reward that will assist them AND YOU, in making the decision as to whether or not you should spend millions of dollars on something that can be an acceptable return on investment or a waste of time, effort and money.

For you, it is the criteria you can use to create your store. Every other commercial development can provide tenant finishes, every other retail space can move the shelves around, switch out the Halloween Candy for Thanksgiving Cranberries, move the cereal closer to the juices or stop carrying twinkies and start carrying granola bars. When you open your self storage store, you are finishing the space, laying out the aisles and stocking the shelves with the product that you will be selling for the next 30 years. You want to be sure you are creating what you can sell for the best return on your investment. It would sure be a shame to be only 1/2 way through your rent up and run out of 5x10's at 16.50 per square foot while you still have plenty of 10x20's left at 10.15 per foot or to build a 65,000 sq ft store in a 40,000 sq ft trade area.

They say to never believe your own press. If you think you've got a good idea, do your feasibility study first. It's so much more than just paying somebody to do your term paper for you.

Jeff Kinder, a member of the COSSA Board, started his selfstorage career in 1986 and is currently the President of Advantage Advisors, LLC, a self storage syndication and management company. Besides operating their own portfolio, Advantage has been providing direct investment, syndication, management and consulting services to the self storage industry since 1997.

hq@advantagestorage.com



THE "BIG EASY" IS HERE!

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. Forms included are:

- 24 Hour Access Request
- Abandonment Agreement
- Authorization to Accept Deliveries
- Authorization to Cut Tenant's Lock
- Automatic Payment Authorization
- Change of Address Form
- Credit Card Payment Authorization
- Disclaimer for Partial Payment
- Intent to Vacate Notice
- Motor Vehicle Registration Form
- Returned Check Notice
- Vehicle and Boat Storage Addendum
- Waiver of Service Member Civil Relief Act Rights

We call the package "The Big Easy" because it provides everything you need for your operation in one easy package.

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.

We will require your agreement that you will not make these documents available to any third party person or company.

To order, send your request to cossa@q.com or COSSA, PMB #144, 6140 S. Gun Club Road, K6, Aurora, CO 80016.

Have a Great Summer and Fall!



COSSA

Colorado Self Storage Association

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