

Member Benefits

By joining the Self Storage Association, you become part of the largest community of self storage facility owners, operators, and vendors in the world. You also instantly receive a \$50 gift certificate redeemable for trade show attendance, SSA publications, or education programs. Benefits of the association include:

- **Education & Training Programs:** Well-informed owners and an educated workforce are vital to success in today's self storage industry—and the SSA is your one-stop source of first class, self storage-specific learning opportunities on key topics. The SSA Online University offers convenient multimedia online education and training that saves time and travel expense. Participate in live monthly webcasts (free to SSA members), plus download valuable training content. SSA also offers the acclaimed SSA Manager Certification Program, an intensive course that provides a solid foundation for self storage managers, and an opportunity for self storage professionals to attain the prestigious SSA Certified Self Storage Manager (CSSM®) designation.
- **SSA Conference & Trade Show:** Be the first to see the latest products, technology, and services at the SSA Spring or Fall Conference & Trade Show. Vendor members can exhibit and attend at discounted rates. These two events, offer industry education, networking, and one-on-one roundtable discussions on industry topics that are important to you, your business, and your bottom line. Direct members of SSA will enjoy a Direct Members Only Lounge where they have free refreshments, cell phone charging stations and a comfortable environment to relax in between sessions.
- **SSA Annual Ski Workshop:** Network with high-level peers during the Annual SSA Executive Ski Workshop. This educational getaway boasts some of the industry's top speakers. Combined with industry roundtables and skiing fun, you can understand why this event is sold out every year. Members receive reduced registration rates.
- **Online Networking:** SSA's Self Storage Industry Group on LinkedIn has nearly 5,000 members and allows self storage professionals to engage with their peers, sharing ideas and information in a specialized forum. SSA is also active on Facebook and Twitter, using these tools to keep followers updated on the happenings in the industry and at your national industry association. Visit our newly updated website (www.selfstorage.org) to link to these groups and much more.
- **The SSA Globe:** All members receive the industry's leading monthly magazine, the *SSA Globe*, by mail. It's also accessible online at SSAGlobe.org in digital format. The publication keeps you up to date with the SSA's latest news and activities, providing features about owners, operators and employees that make the industry what it is today.
- **Monday Globe:** Each week, the *Monday Globe* brings timely industry news and information into your email inbox.
- **Self Storage Legal Review:** SSA's most valuable publication, the bimonthly *Self Storage Legal Review* is one of the industry's top publications, giving you timely information on legal developments in the industry. It monitors emerging trends and legal issues that you need to know for your individual business. This publication is valued at \$240 per year.
- **Publication Discounts:** SSA offers numerous sales and marketing tools, management materials, resources, safety programs and legislative resources at discounts to members.
- **SSA-Reis Study:** Gain market insights from this survey of more than 10,000 participants on occupancy and historical rental rates in the top 50 U.S. markets and 279 submarkets. Direct members receive first notice on all future data releases, and receive substantial discounts on all studies. These studies are revolutionizing the way owner/operators and managers look at this industry and how they market to their residential and commercial customer base.
- **Healthcare Benefits:** The SSA and MiniCo Insurance Agency, LLC have expanded the CoreHealth Insurance program to include major medical, dental and eye care. The program is now known as the SSA Health Insurance Marketplace. Due to changing government regulations and an expanded interest by self storage professionals, these new insurance products will be a welcome addition to the already popular supplemental insurance programs offered by the SSA and MiniCo. SSA members and their employees and families are eligible including full-time, part-time, seasonal, temporary and contractors. This program can be a valuable incentive for employee recruitment and retention. It features guaranteed acceptance based on eligibility (age and state availability), coverage available until age 65, freedom to choose providers, an insurance card, online payment, and low monthly premiums. In addition, the SSA CoreHealth Insurance program is underwritten by an A.M. Best "A" rated carrier.
- **New Member Operations Package:** Upon new membership or renewal, Direct Members now receive three essential operations publications; the *Self Storage Employee Policy Manual*, the *Guide to Drafting Your Rental Agreement* and the *Self Storage Training & Procedures Manual*. These publications are digital files and appear on you member dashboard when you log into selfstorage.org (certain restriction apply).

■ **Enhanced Business Exposure:** Members are listed in SSA's online facility locator (with 20,000 unique visitors per month) and may use the SSA member logo in marketing and outreach materials. Additionally, SSA prints the *Membership Directory*, a "who's who" guide to the self storage industry. SSA also provides an "SSA Member" window decal displaying the Association's logo.

■ **Marketing Collateral:** SSA offers a series of "Declutterfy" radio commercials, message-on-hold recordings, and print ads. SSA members can use the spots for their stores' on-hold messages or to promote their businesses locally. Two of the commercials focus on consumer use of self storage, and two others promote self storage in business. These productions encourage the public to "Declutterfy-Your Home, Your Office-Your Life!" and include blank air space for information about the member's facility. These great radio commercials, message-on-hold recordings, and Declutterfy print ads are available to SSA members at a fraction of the typical production costs. For more information, visit our website or call SSA.

■ **Access to the Young Leaders Group:** The SSA's Young Leaders Group (YLG) is for the next generation of self storage professionals. As industries continue to grow, it is important to develop the connections within the next generation for future interaction and growth. Whether you are a supplier to the industry, a self storage operator or manager, the YLG was created to enable the future of the industry to meet and network in a fun social environment, apart from, but in conjunction with traditional SSA events. Members of the YLG are the future leaders of their organizations and may one day become future members of the Board of Directors or possibly the Chairman of the Self Storage Association. You must be a member of SSA to join this group.

■ **Industry Advocacy:** SSA regularly lobbies around the country to represent members on self storage issues at the local and state levels. In addition, SSA government relations staff represents the industry before the U.S. Congress and federal regulatory bodies through in-person meetings and testimony.

■ **SSA Scholarship Fund:** The SSA Foundation Scholarship program provides scholarship awards of \$2,500 to \$5,000 toward postsecondary education tuition and fees. This is a needs-based scholarship program for students with at least a "C" cumulative average or 2.0 cumulative GPA on a 4.0 point scale. Recipients must be employees (or employees' children or grandchildren) of companies that are direct members of the Self Storage Association. Eligibility requirements also include a demonstration of integrity within the applicant's school and/or workplace, plus documented pursuit of meaningful education at an accredited postsecondary education institution.

■ **Self Storage Legal Network:** How much do you spend per year on legal fees? The number one most important benefit of being a direct SSA member is access to the Self Storage Legal Network. This legal hotline service, only available to direct SSA members, provides one of the best sources available for obtaining industry-related legal information. SSA attorneys Carlos Kaslow and Scott Zucker bring more than 50 years of combined self storage industry experience. An SSLN subscription begins at \$575 yearly (prices based on facility count). When you or your employees have a legal question concerning self storage operations, you can simply log in to the SSLN online and ask your question. The SSLN is staffed from 8:00 A.M. to 5:00 P.M., Monday through Friday, and provides a response to your inquiry by the next business day. Do you have lien law questions, rental agreements, or partial payment questions? Just ask the attorneys. The SSLN is a legal and operations information service and does not provide subscribers with legal services. For more information, please contact SSA at (703) 575-8000.

If you have not renewed your SSA membership, or have never joined, we need you! The not-for-profit Self Storage Association is a reflection of you, the owners, operators and vendors of self storage. Without the collective support of professionals, the important research, advocacy and education developed by this organization would not be possible. We encourage self storage operators and investors to join the SSA and their state Self Storage Association. All revenues collected by the SSA are dedicated to the important programs and products that improve the industry as a whole.

SSA membership is on a calendar year basis from January 1 to December 31. Dues are pro-rated in the second year of membership for those joining at a time other than the beginning of the year.

Notice: Contributions or gifts to the Self Storage Association are not tax deductible as charitable contributions; however, they may be deductible as ordinary and necessary business expenses. A portion of your membership dues is allocated toward subscriptions to the *SSA Globe* and the *Self Storage Legal Review*.

**For questions or information on becoming a member of SSA,
please contact Jessica Morin at
jmorin@selfstorage.org or (703) 575-8000 ext 105**



By joining the Self Storage Association, you become part of the largest community of self storage facility owners, operators, and vendors in the world.

Membership Levels

Small Member

\$285/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is an owner of one or more existing self storage facilities whose total rentable square footage is less than 40,000 square feet may apply to become a small member. Small members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

Regular Member

\$560/year, includes one facility plus \$135 for each additional facility.

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction may become a regular member. Ownership of shares in a publicly traded company that owns self storage properties does not constitute ownership of a self storage facility. Regular members receive the full list of SSA member benefits, including the *Self Storage Legal Review (SSLR)*.

Prospective Owner Member

\$560/year

An individual or entity that does not own an existing self storage facility or a facility under construction, but is a prospective developer or purchaser of a self storage facility (including entities outside the United States), may apply to be a Prospective Owner Member. *This is a non-voting membership class.*

Vendor Member

\$850/year

Any person, partnership, corporation, limited liability company or other entity which is a supplier of goods and/or services utilized within the industry or which is engaged in a business connected with or related to the self storage industry, or is an independent contractor that manages self storage facilities may apply to become a supplier member.

Management Firm Member

\$560/year, includes one facility.
Plus \$135 for each additional facility

A person or entity that manages self storage facilities on behalf of a facility owner for a fee may be a Management Firm Member. Management Firm level members receive the full list of SSA member benefits.

International Member

\$110/year

Any person, partnership, corporation, limited liability company, real estate investment trust or other entity which is the owner of one or more self storage facilities or facilities under construction outside the U.S. and Canada may become a member in the International Firm category.

For questions about membership levels,
please contact Jessica Morin at
jmorin@selfstorage.org or (703) 575-8000 ext 105

Membership has its privileges!

New and renewing members receive the latest SSA benefit package of three digital publications:

- *Self Storage Employee Policy Manual*
- *Guide to Drafting Your Rental Agreement*
- *Self Storage Training & Procedures Manual*

Published electronically with customizable forms, for new members and those members who renew at the small member level or higher rate. Certain restrictions apply.

