

# NHSAA Newsletter

Member of the National Self Storage Association

October 2010

25<sup>th</sup> Annual SSA Exective  
Ski Workshop:

January 31 - February 3,  
2011

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## WHAT THE SSA IS DOING FOR YOU

Over the last two years, SSA has invested nearly \$1 million in state-by-state legislative efforts in terms of expertise, administrative support, conferences, legislative language drafting, testimony preparation, legal and lobbying efforts. We've given hundreds of thousands of dollars in financial grants to our 26 affiliated state associations.

Right now we expect legislative initiatives in 12 or more states in 2011, and each day we learn of states that are looking to impose sales taxes on self-storage rents next year. These initiatives are expected to cost the SSA another \$600,000 or more in 2011.

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### Important Announcement:

*The New Hampshire S.S.A.  
Invites you to our Annual  
HOLIDAY QUARTERLY  
MEETING  
Wednesday,  
December 8, 2010  
5:30PM - 9:30PM  
Lyon's Den  
Restaurant & Tavern  
25 Dock Road  
Gilford, NH  
603-293-8833*

**Watch your US mail &  
E-mail for your invitation  
& further details as the  
party date gets closer!**



Ski or snowboard with your SSA friends, spend some time networking with non-skiers or relax in the spa!

SSA's Executive Ski Workshop is geared to self storage owners who are eager to strengthen their knowledge of the industry, hear what's on the horizon, gain insights on facility operations, and find out about some of the most critical challenges the industry is facing today. For 25 years, this event has attracted top industry professionals. If you're new to self storage, networking opportunities abound with not only our speakers, but with other workshop participants as well. And, of course, if you ski or board...that's a great bonus!

- Quality Educational Programs
- World Class, Luxury Accommodations
- Peer-to-Peer Networking
- Yelland Challenge Dual Slalom Race
- Discounted Lift Tickets
- Pre-registration Discount Until 12/27/10

Educational Seminars and Workshops:

- "The State of the Industry: Where are we today...and why?" **Jeff Anderson**, *Stor-All*; **Paul Powell**, *Sovran Self Storage*; and **Jim Stevens**, *Extra Space Storage*. **Patrick Reilly**, *Urban Self Storage Inc.*, Moderator
- "Social Media's Potential-One Owner's Perspective" **Tim Hobin**, *The William Warren Group*
- "A Frank and Open Discussion on Hiring and Firing" **Carlos Kaslow, Esq.** and **Scott Zucker, Esq.** *Self Storage Legal Network*
- "Does Local Branding Really Matter?" **Tron Jordheim**, *StorageMart Partners*

Questions? Call Jennifer in the SSA Meetings Department at 513-843-6943, or email [jpettigrew@selfstorage.org](mailto:jpettigrew@selfstorage.org).

For further information, go to [www.selfstorage.org](http://www.selfstorage.org).

## Each day we learn of states that are looking to impose sales taxes on self-storage rents next year.

(Continued from page 1)

SSA supports the industry in many ways, but right now we are working state-to-state:

- ✓ fighting against sales taxes on self storage rents, opposing other burdensome laws, rules and regulations;
- ✓ fighting for new revenue streams such as tenant insurance licensing where it is not permitted, and reasonable late fees where there are current restrictions;
- ✓ fighting against tedious regulations that would make you vulnerable for items and records abandoned in your facility (firearms, alcohol, pharmaceuticals, records with personal information, health data, legal or credit card information).

During the past two years alone, the national SSA has pursued 30 legislative initiatives in 20 different states, working closely with our affiliated state associations. We have won virtually every battle, and some remain under debate at this time.

Working together... is working to your benefit. However, we must continue to fuel the engine that is making the difference for this industry.

As a business person, you know that these critical legislative victories do not come easily, quickly or without a financial price; you know that it takes constant attention, hard work and money to make things go your way at the state capital.

-SSA: National Legal Review

Working together...is working to your benefit.

### Don't forget to support our valuable members!

<b>Storage Business Owners Alliance</b>	(508) 425-7111
<b>The Norwood Group</b>	(603) 673-1775
<b>Northeast Record Retention</b>	(877) 603-3100
<b>US Door &amp; Building Systems</b>	(407) 859-6770
<b>Flexospan Steel Buildings, Inc.</b>	(800) 245-0396
<b>Can-Am Building Systems Corp.</b>	(508) 272-9724
<b>Storage Auction Solutions</b>	(978) 777-5850
<b>Trachte Bldg. System</b>	(800) 356-5824
<b>Boyd &amp; Boufford Insurance Agency, LLC</b>	(603) 673-7228
<b>Rabco Corp.</b>	(508) 269-9866
<b>Construx Inc.</b>	(603) 536-3533
<b>On the Move, Inc.</b>	(800) 645-9949
<b>Collin Box</b>	(800) 962-2005



## Vendor Spotlight!

Syrasoft Management Software seamlessly meets operating requirements of self storage, mobile storage, mobile home park, and general property businesses, while keeping managers' tasks in the software easy to use and easy to train managers in its use. Syrasoft has been producing and perfecting its management software since 1991!

Syrasoft's Self Storage, Mobile Storage, Manufactured Housing Park (MHP), and Property Management Systems are premium desktop and web-enabled software solutions charging rent, fees, holding tenant records, and providing financial, management, and operations reporting. Syrasoft software interfaces with access control, credit card and ACH/EFT/Check payment processing, cameras, kiosks, tenant Internet reservations and payments, bar code scanners, utility metering, and QuickBooks software. Syrasoft provides late/lien systems, user defined demographics, and creative pricing/rate management settings for maximizing revenue.

Syrasoft, LLC  
6 Canton St.  
Baldwinsville, NY 13027

# Tenant Contract Revisions

Richard Letendre, Joe Mendola and Jamie Breen got together several times over the summer with Atty. James Bianco to discuss updating NHSSA Contract. The contract is used as a **guideline** for our members when drawing up a lease or contract for their self storage business. The contract is a tool used to protect and inform customers of their rights and obligations when renting space. As well as Owner/Customer rights and obligations the contract also defines the NH statutes and laws regarding self storage.

In the current environment with identity theft happening regularly, our industry needs to add language that addresses this important issue. No one wants to have his or her information stolen or sold at auction. Courts are hearing cases and awarding judgments' to plaintiffs in other states where personal information was used illegally or improperly disposed of at auction. Our industry needs to be proactive and write new statutes and laws to protect both the Owner and the tenant from identity theft.

Computers run our business daily by storing our database of customers' information such as telephone numbers, addresses, social security #, driver's license photographs and numbers, credit card numbers. With all the information we collect about our customer base we are under an obligation to see that we don't inadvertently share it with anyone that could use the information illegally or maliciously. Therefore, the Board and Atty. Bianco's office have written new language into the Contract to clarify these important obligations.

Another important issue facing an Owner/Operator is Military status. The Service Members Relief Act protects those actively serving from the lien process. Atty. Bianco's office has drafted a waiver for those serving which would give an Owner the freedom to sell under certain conditions.

These are examples of just a few topics that are addressed in the revised NHSSA drafted and ready for distribution via email requests. The Contract is in PDF format for anyone that wishes to review and adopt any of the changes suggested by the Board and Atty. Bianco and staff. You may contact Laurie Barlow at [lauriejeanne51@gmail.com](mailto:lauriejeanne51@gmail.com) or Richard Letendre at [rplnhselfstorage@comcast.net](mailto:rplnhselfstorage@comcast.net) to obtain a copy.

The Board and Atty. Bianco are also working to revise the NH statutes for the Self Storage industry. We will keep your apprised of any new developments.

Laurie Barlow  
NHSSA Secretary

## New ADA Regulations

On July 23, 2010 the United States Department of Justice issued new Title III ADA regulations that impact the construction of commercial buildings that were built or substantially altered on or before January 1991. These regulations cover essentially all commercial buildings, including self storage facilities. The regulations go into effect in January 2011 but do not become mandatory until January 2012. While the new regulations do not create new construction standards specifically for self storage compliance as they do all publicly accessible buildings.

Self storage operators need to focus on some basic areas to avoid litigation. First, they must comply with the self storage scoping requirements that mandate that five percent of the first 200 spaces will be wheelchair accessible and two percent of the spaces over this number. Accessible spaces must have doors that can be opened by a person in a wheelchair and entry lips that do not impede a person in a wheelchair from entering. Storage operators should also insure that the rental office, bathrooms and parking area meet ADA standards. For example, can a person in a wheelchair come to the rental counter and sign a contract? If not and the facility was constructed or substantially remodeled after 1990, this could be a concern.

Facilities that fail to comply with the ADA access provisions may be subject to costly civil suits and be liable for statutory damages, attorney fees and be required to make necessary modifications to the property. There are firms that specialize in bringing such suits and a number of storage operators have been sued for ADA violations. If the facility has accessible spaces, a rental office and bathrooms that are wheelchair accessible, and designated handicapped parking spaces that can accommodate the larger vans often used by the disabled, the likelihood of a lawsuit is reduced.

-SSA: National Legal Review

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Carriers are still competing ferociously for new business, and that's keeping rates soft.

## Commercial Property and Casualty Rates Trend Lower

The Council of Insurance Agents & Brokers has released its "Commercial P/C Market Survey" and there is positive news for insurance buyers. Costs for property and casualty insurance are a downward trend and large medium-sized accounts are the primary beneficiaries. The survey showed that premiums have declined in the last five quarters and fell 5.3 percent on average in the first quarter of 2010. Large accounts, which are defined as those with annual premiums of more than \$100,000, had an average decrease of 7.4 percent and mid-sized accounts, which have annual premiums of \$25,000 to \$100,000, dropped 5.7 percent. Large and medium-sized storage operators may want to test the insurance market if their premiums have not been coming down over the past year.

"Carriers are still competing ferociously for new business, and that's keeping rates soft. There was some wishful thinking on the carriers' part to increase rates on renewal, but that didn't stick if there was any competition for the business," said Council President Ken A. Crerar. "Until demand picks up, we don't see any significant uptick in commercial rates for the foreseeable future," he added.

Larger self storage operators may find markets especially friendly, given that property and premises liability rates, which make up a large part of their insurance needs have been especially soft according to the survey. Even storage operators with Gulf and South Atlantic facilities may find a market more willing to provide insurance at lower prices. At a time when increasing revenue is still difficult, low insurance rates provide an opportunity to reduce operating expenses.

-SSA: National Legal Review

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