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Roll Door Review

The only newsletter that gives a "HOOT" about the self storage industry in Arkansas

18 Freeway Drive, Suite 3 Little Rock, AR 72204 | 501-607-4775 | www.arssa.org | Summer 2017

Time is running out

Registration for the 2017 Expo and Convention is filling up, and we don't want you to miss it. If you have registered, we look forward to visiting with you at the convention. We are excited to have 30 vendors in this year's expo hall, a great speaking and educational line up, and information about what your state association is doing for you.

Our speakers, including Warren Lieberman, Stephanie Tharpe, Tom Smith, and Tron Jordheim, are bringing industry expertise to each of their hours, and you will leave with ideas and insight for your businesses. Valerie Boyd is presenting information on the Lien Sale Process, including the bills that were passed in the last legislative session. You don't want to miss legal industry expert Scott Zucker at 2:00 on Thursday.

We want to give a special welcome to Lieutenant Governor Tim Griffin and SSA President Tim Dietz during our lunch and meeting. Stick around for prize drawings at 4:00.



Look for the Speaker Line Up, Schedule of Events, Roundtables, and a list of featured Allied Members in upcoming ASSA communications.

There are three ways to register; go online at www.arssa.org/events and fill out the website's registration form, you can fill out the expo form in this newsletter and email or mail it in, or you can call Director Shelly Harris and register over the phone. We look forward to seeing you on August 23rd and 24th in Springdale.



The Springdale Holiday Inn & Convention Center is the site of this year's 2017 ASSA EXPO.

Join us for the 2017 ASSA EXPO

August 23-24
Northwest Arkansas
at the Springdale
Holiday Inn &
Convention Center

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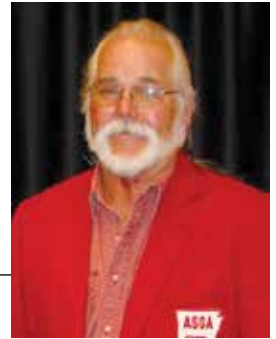
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a word from your president



Charles Snapp

IT'S TIME, 2017 Convention & Expo

This should be an exciting time of year for members of the Arkansas Self Storage Association, and if you're asking why, then you must have missed the news releases regarding the 2017 Convention & Expo!

Scheduled for August 23rd & 24th, this year's Expo is looking like it's going to be one of the best yet. The Expo's back in Springdale, at the Holiday Inn and Convention Center and what a lineup of activities and speakers you have to look forward to. Of course there's the opening morning Golf Tournament at the Shadow Valley Country Club, for those who want to arrive early and enjoy a team outing with some of the ASSA Board of Directors, numerous vendors and several of our members.

Personally I'm looking forward to the facility tour (scheduled to depart around 9 a.m. on the 23rd) as the kick off for my EXPO visit. When I think about the Expo from a personal standpoint, last year's facility tour was one of the highlights of the convention. Coming from a rural area of the state, the opportunity to see inside some of the larger facilities, complete with all the bells and whistles, provided valuable insight as to how far our industry has come. Even more valuable was the opportunity to visit with our members and hear their comments and questions about the facilities we toured. In fact, those comments

and questions helped my wife and I prepare for our visit with vendors.

Then again, when I think about the Expo, it all boils down to the members I meet and the interaction between the members and the vendors. Our vendor list continues to grow and we're fortunate to have leaders from throughout the industry attending. These men and women are fully capable of explaining the options available for new construction, renovation and repairs and much, much more. In fact, attendees will have the option to discuss the details of accelerated depreciation on your facility, or maybe you've come to the conclusion you need to consider an upgrade on your insurance, or the option for a live auctioneer for your public sales ... whatever the case may be, I believe you will find this year's vendor hall will be a valuable resource for attendees.

Speaking of public sales, Valerie Boyd will be speaking on Lien Sales and she will provide insight on the pitfalls we all need to avoid. Manager Burnout, or How to Avoid Manager Burnout is sure to be a topic many want to hear, and the list goes on and on.

If you haven't signed up for this year's Expo, please visit our website and register today and help keep your association strong!

Charles E. Snapp, President



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Jeff Hall & Jesse Parsons

Insurance Center will be conducting a roundtable discussion at this year's convention that is vital to protecting your business. We will discuss how Union Standard's policy will respond to Data Breach exposure. If you plan to attend this roundtable, bring your current insurance policy. We will be able to provide a quote either during the convention, if gotten to us on registration or first day, or the following Monday.

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TAX

Continued from page 8

building to be expensed to offset income every year for 39 years. An engineering-based cost segregation study is the method of breaking a building out into various parts and accelerating the depreciation of those parts into shorter tax lives (5, 7, and 15). The end result is reduced income taxes for the building owner.

How much tax savings? A cost segregation study generates tax savings of \$30,000 to \$80,000 in additional cash flow per \$1 Million in building cost.

A cost segregation study helps capture other deductions as well. In new construction, a cost segregation study will identify those items that qualify for Section 179 and



Bonus Depreciation allowing for a significant amount of extra depreciation - 50% extra for 2017. Self-storage buildings can particularly benefit with items like interior doors, moveable partitions, and paving that can be accelerated.

Renovate or remodel in 2017? A partial asset disposition (PAD) allows owners to write down the basis of assets that were removed. Building owners can receive a tax deduc-

tion in the same tax year as the renovation but it is a "use it or lose it" opportunity. Fail to capture a PAD in the current tax year and you lose the opportunity.

Lastly, an engineering-based Cost Segregation Study will identify and value building systems. The Tax Code gives very specific guidelines on whether expenditures should be capitalized as an "improvement" or expensed as a "repair." A building sys-

tems definition is the basis for maximizing those expensed deductions. The new regulations also allow owners to "look back" and expense large deductions in the current year by applying the regulations to prior years. A reputable cost segregation company and a well-informed CPA can make all this easy for you.

Take advantage of these tax strategies. Maximize deductions now AND take the lower tax rates in the future. It is the best of both worlds. CSSI - Cost Segregation Services, Inc. CSSI is the premier provider of engineering-based repair regulations, cost segregation, and R & D studies in the US. Contact Don Little (972.333.5059 / donlittle@cssi-associate.com) or Warren Dazzio (225.367.1154 / daziow@costsegserve.com) directly for a no-cost analysis or visit CSSISTUDY.com.



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Staying competitive in today's competitive market

By Ben Vestal and Larry Goldman, CCIM

The 2017 Self-Storage investment market can best be described as having flat or softening values, but the demand for self-storage assets remains strong. It is still a seller's market, for now! Over the last 3 years, selling prices of self-storage properties have risen dramatically. A typical owner has seen their value (without any increase in rents or occupancy) go up by about 27%+; even more if your operating results improved. This large jump in value comes almost exclusively from cap rate compression of 150-300 basis points.

These outsized gains in value over the last 3 years have resulted in the first wave of new development hitting the market. This, along with a few other headwinds will temporarily slow the pace of self-storage investment. Let's take a look at a few things that will impact investment opportunities in the self-storage space over the next year and what you can do to stay competitive despite this potential slow down.

Rental Rate Management: Professional operators use sophisticated algorithms to manage not only their move in rental rates (street rates) but also their rental rate increases to their current tenants. The reality is that you need to take a pro-

active approach to managing your rental rates today in order to stay competitive and you can do this without a sophisticated algorithm but it will take discipline:

1. Identify the 3-5 most relevant competitors to your property and have your site manager check the move in rental rates on a regular basis.
2. Set parameters as to how the site manager will price your units regularly. For example, if the unit size is less than 75% occupied you must discount the unit to \$5-\$10 less than the website rate of the lowest competitor or offer a "move in special" such as a free month. If the unit occupancy is 90%+ you can then just match the lowest rental rate or price is a just a few dollars above the lowest competitor rates. It is very important to remember that it is about buying the occupancy and getting the tenant in the space. Don't be afraid of concessions or discounts, remember the beauty of self-storage is you can raise rents on 30 days' notice.
3. Maintain a systematic approach to raising rents on your existing customers. This is what has made self-storage the darling

See **Market**, Page 13

The #1 Self-Storage Broker in Arkansas

Argus has over \$250 Million in recent self storage transactions and 85 listings nationwide!



Contact Larry today to discuss your self-storage investment goals!

Larry Goldman, CCIM

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SELF STORAGE SALES NETWORK



MARKET

Continued from page 4

child of commercial real estate investments. Many of the self-storage management software programs have rental rate tools to allow you to track and input data points for rental rate increases. You can also achieve similar results by being diligent and reviewing your rent roll on a monthly basis and setting parameters by which you raise your existing customer's rental rates every 7-10 months.

Defending Your Tenant Base from the New Developments:

With more than 1,000 new self-storage projects scheduled to open in 2017 across the U.S., there are

a large amount of older first generation self-storage properties that will now be competing with a new, bigger and better located properties. This is no reason to panic! However, you will need to pay more attention to the operations and overall vibe of your property. The key is to keep your tenant base loyal to your property and make sure you are providing them with the necessary product and service to keep them as a customer.

1. Capital Improvements: It's time to pull the trigger on the capital improvements that you have been putting off. The first step is to make sure your paint is fresh, asphalt is clean and repaired, landscap-

ing is updated, the office and entry way are inviting. Take the time to visit a new hotel or retail development in your area and take some notes of the flooring, paint color, wall covings, signage and displays. Make a list of all required capital improvements and start getting them done.

2. Marketing: Marketing is an investment and needs to be ongoing even when you are operating at peak occupancy and profitability. Increasing marketing will drive occupancy and allow you to position your property to weather the lease up discounts when a new competitor enters the market.

While we don't know how

long this current peak in self-storage valuations will last, we do know that the owners who take proactive measures to keep their properties competitive will be in the best position to capitalize on opportunities that may arise.

Argus Self Storage Sales Network is the country's premier national network of real estate brokers that has specialized in the sales of Self-Storage facilities since 1994. Ben Vestal, President of Argus, can be reached at 800-557-8673 or bvestal@argus-realestate.com Larry Goldman, CCIM covers Arkansas, Kansas and Missouri for the Argus network can be reached at 913/707-9030 or lgoldman@selfstorage.com



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Tax Strategies to Maximize Savings Ahead of the Proposed Trump Tax Plan

By: Warren Dazzio
& Don Little

It is still early in the process and talking heads on both sides will continue to debate President Trump's proposed tax changes. In all the speculation, there is no one talking about what tax payers should be doing now.

Smart tax advisors are telling their clients to maximize tax deductions in 2017 because those deductions will be worth less if tax rates go down. Their strategy is to maximize deductions at higher tax rates AND take the lower tax rates in the future. Below are several tax solutions to help you maximize deduc-

tions, lower your income taxes, and create additional cash flow.

Building owners like to expense everything. The IRS has set the stage to change that. The newly revised IRS Tangible Property Regulations were designed to give guidance on what building owners are required to capitalize and what they can expense. They provide big economic benefits and also compliance issues.

The Tax Code allows owners to depreciate their property in two ways. Straight-line depreciation basically allows for 1/39th of the cost of the

See **TAX**, Page 14



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"CSSI captured over \$150,000 dollars in tax savings for us."

-Dan Lusk, Owner & ASSA Board Member

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Legal Monthly Minute

Data Breach: State Laws Govern

By Scott Zucker

As it currently stands, there is no specific federal law addressing a business's obligations when it comes to a data breach. Although there are laws that apply to doctors and hospitals, there is nothing under federal law that would apply to self storage facilities. This is not due to the lack of trying. There have been two data security breach notification bills introduced, but neither have passed through Congress. Instead, there are 47 states plus the District of Columbia that have enacted their own series of state law requirements dictating what a business must do if it suffers a data breach of its customers' personal information.

While there are similarities among the states, just like with state lien laws, there are subtle differences that need to be considered by operators depending on which state a self storage property is located. Generally, each state addresses the requirement, upon discovery of a breach, to notify the affected customers, notify law enforcement and, in some states, notify credit reporting agencies. In other states, there is the recommendation to offer affected customers free credit services, such as credit monitoring, to watch for improper use of the stolen information. Some states require that these types of services be provided. Some states provide affected customers the right to sue for damages if their information



is taken, and others provide for governmental penalties if the notifications are not timely delivered. Again, since each state law is unique, self storage operators should be careful to review the applicable law for their state should a data breach occur.

For example, we can look at the states of California, Colorado, Florida and Georgia. California provides that if a breach occurs, the business must not only notify the customers but also the Attorney General of the State if more than 500 customers are affected. The law does not require that the business notify credit reporting agencies. The California law does provide that notifications must be sent within ten business days of the discovery of the breach and provides for a civil right of recovery against the business for affected customers. Lastly, the California law requires the business to offer to provide appropriate identity

theft prevention and mitigation services at no cost to the affected customers for no less than 12 months. In Colorado, the notices must be sent to all affected consumers and to credit reporting agencies. The notification must be sent "in the most expedient time and without unreasonable delay". Further, under that state law the Attorney General has the right to bring an action to provide relief for those consumers that are damaged by the breach. In Florida, the customers must be notified in addition to credit reporting agencies and such notification must occur within 30 days of the discovery of the breach. In that statute, the failure to comply can result in damages being assessed up to \$500,000.00. Finally, in Georgia, the notification must be sent to the customers and credit reporting agencies "without unreasonable delay" and no enforcement penalties are provided under the law.

Under all the state laws, the contents of the notifications are similar. The notice must provide an explanation how the breach occurred and when it occurred, what information was taken, what actions have been taken to remedy the breach to ensure it cannot occur again and what actions the business is taking for the benefit of the affected customers (for example providing the free credit monitoring). Since the cost of notifications, as well as the cost to cure the breach, can be expensive, many companies are investing in cyber liability and data breach insurance. These days, even if self storage companies may not seem to be at risk, it is strongly recommended that this type of insurance be included in any policy purchased to insure your business.

Until next month - Happy storing!

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ARKANSAS SELF STORAGE ASSOCIATION presents

2017 Convention & Expo**August 23rd - 24th****Springdale Holiday Inn & Convention Center**

Find the schedule of events and the list of speakers at www.arssa.org under the events tab.

3 ways to register:

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ARKANSAS SELF STORAGE ASSOCIATION presents 2017 Convention & Expo

REGISTRATION FORM FOR THE 2017 ASSA

August 23 and 24th at the Springdale Holiday Inn
and Convention

Complete this form and mail to ASSA
18 Freeway Drive, Suite 3, Little Rock, AR 72204
or register online by going to www.arssa.org
and clicking on the EVENTS TAB

Company or Facility Name

Company Street Address

Company Address — City, State, Zip

Phone

Alt. Phone

E-Mail

The Arkansas Self Storage Association Expo and Convention encourages early bird registration. Each attendee completing registration by June 23rd will receive a 2 day pass including all speaking and educational events, along with the facility tour. The golf tournament at Shadow Valley Country Club will include lunch and will be an additional \$125 per player. After June 23rd through day of registration attendance will be \$225 per person. The deadline for golf tournament registration and attendance for the facility tour is August 16th. Lunch will be provided on the facility tour, at the convention meeting on the 24th, and at the golf tournament.

SCHEDULE OF EVENTS

WEDNESDAY AUGUST 23RD

Golf Tournament

at Shadow Valley Country Club8:00am-1:00pm

Facility Tour.....9:00am-1:00 pm

Registration.....9:00 -12:00 , 2:00-4:00

Tom Smith: Empower Software,
Storage Commander.....2:00

Tron Jordeim: Sales
& Service Fundamentals3:00-4:00

Speaker Warren Lieberman.....4:00-5:00

**Networking Reception
& Cocktail Party**5:00-6:30

THURSDAY AUGUST 24TH

Registration.....8:00-11:00am

Valerie Boyd: Lien Sale!.....8:00-9:00

Roundtables9:00-10:30

Vendor Hall Open.....10:00-11:30

Lunch with Keynote Speaker

Lt. Governor Tim Griffin,
Annual Meeting, SSA President Tim Dietz.....11:30-1:00

Vendor Hall Open.....1:00-3:00

Stephanie Tharpe:

How to Avoid Manager Burnout.....1:00-2:00

Scott Zucker2:00-4:00

Prize Drawing.....4:00-4:30

Attendee Name

(as it will appear on the nametag)

2 Day Event — \$225

Facility Tour — Y/N

Golf — \$125

Lunch on Thursday — Y/N

					\$
					\$
					\$

Introducing Our Speakers

2017 Convention & Expo – August 23rd - 24th



Tim Griffin is the 16th and current Lt. Governor of the state of Arkansas. He is a member of the Republican Party and has served in this role since 2015. He previously served as Representative in the state's 2nd district (2011-2015). He is married to Elizabeth Griffin and has two children, John and Mary Katherine.



Tom Smith is the co-founder and CEO of Empower Software Technologies, Inc., provider of the leading Storage Commander self-storage management software.

Tom's background spans more than 35 years in the computer industry with 25 years' experience in computerized management software systems. With his 19 years in the self-storage industry Tom has introduced a wealth of technology solutions to this industry.



Scott Zucker specializes in business and commercial litigation with an emphasis on dispute resolution in the areas of construction, real estate, employment, landlord-tenant and franchise law. Scott represents companies in matters relating to contract claims, loss and damage claims, delay and productivity claims, premises liability actions and tenant dispossession. Scott also reviews and drafts construction contracts, property leases and employment agreements, trains property managers in office, retail, multi-family, industrial and self-storage and evaluates property management operations in those areas. Scott also has extensive experience in creditors' rights and bankruptcy proceedings as well as in commercial collections. He represents companies throughout the country in resolving their commercial disputes in state or federal courts and through Alternate Dispute Resolution. Scott obtained his undergraduate degree from Washington University in St. Louis in 1984 and his law degree from George Washington University in Washington, D.C. in 1987.



Dr. Warren H. Lieberman is President of Veritec Solutions. Veritec is a consulting and software development firm focused on helping companies optimize their pricing and revenue management capabilities. Veritec provides pricing analytics software to approximately 20 self-storage companies.

Since beginning his career in yield management at American Airlines in 1984, Warren has become a leading expert in non-traditional applications of revenue management. He has worked with large and small self-storage companies for more than 15 years. He is a co-inventor of a patent pending, dynamic pricing capability termed Value Pricing, that is helping some self-storage firms increase their revenues by as much as five percent.

Dr. Lieberman places a strong emphasis on educating his clients about the principles of revenue management and the factors that typically lead to revenue management success.



Stephanie Tharpe is the Senior Vice President of Operations for A+ Storage of Tennessee, LLC, where she manages a portfolio of seven self-storage facilities in Nashville. She serves as the Chair of Events and Education on the Board of Directors for the Tennessee Self Storage Association, which named her Manager of the Year in 2012.

Stephanie is also a moderator for Self-Storage Talk, the industry's largest online community. She has been published in several trade magazines, including SSA's The Globe and Inside Self Storage Magazine. She also serves on the Best Practice Committee for The Self Storage Association. She has presented education sessions, served on panel discussions and moderated Round Tables at national and state conferences for the last five years.

Since 2013, she has mentored an award winning staff with three of her managers receiving the Manager of the Year award from the Tennessee Self Storage Association. She is an advocate for employees in the self-storage industry and has worked hard to bring to light the importance of employee compensation and employee burnout.



Tron Jordheim is the Business Development Manager for Store Here Management. He was formerly the chief marketing officer of one of North America's largest privately held self-storage companies, and director of the industry's leading award winning call center. Tron is a frequent speaker at global self-storage events and a contributor to industry trade journals. He has done consulting in four countries. He started his first business in the sixth grade with a roll of paper towels and a can of window cleaner and has been running businesses ever since.



Valerie Boyd, CSSM Valerie is the Operations/Resident Manager for U-StorIt in Little Rock, AR. She has worked in the self-storage industry for over 20 years. She currently operates a facility with over 1300 storage units including climate control units, non-climate control units and a state of the art wine storage. Ms. Boyd obtained her BS from Arizona State University, has completed course work in Collection Law from Rockhurst University and has recently received her Master's degree. In 2005 Valerie was certified through the National Self Storage Association's course work in Self Storage Management. She also completed OSHA Safety School's Safety Training Modules I thru V and holds a Hazardous Communications Certificate in New Mexico. Valerie has been a member of Volunteers of America since 1978 and has been a Schools in Education volunteer since 2005, tutoring young children in math and reading. Valerie also conducts various seminars for the ASSA.