

Self Storage The Journey Getting Into The Business

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The Self-Storage Industry. Its history, where is it today and where it is going. If you are considering getting into the self-storage business, this book is a simple and complete handbook to serve as your starting point and is designed to take you from your dream, to an actual reality.

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Modern day brand-consumer relationship building has less to do with cool self storage marketing campaigns, and more to do with providing tangible value. 73% of consumers say that getting useful information from an advertiser is the most important attribute when choosing a brand. 51% of smartphone users have bought from an unintended brand because the information provided was useful, and 60% do ...

Self Storage Marketing: Optimizing the Self-Storage ...

Self storage prices for our storage units depend on which location you are storing with, availability of the storage unit you are interested in, how long you are storing for, and what size unit you are taking out. We have streamlined the process to make your self storage journey as easy as possible. To get an accurate price quote, you can...

Prices | Self Storage Quote | Big Yellow

MEGHAN Markle has been slammed as a 'narcissist' by former Sex Pistols singer John Lydon. In his new book 'I Could Be Wrong, I Could Be Right', the punk star, formerly known as Johnny Rotten, said ...

The Self-Storage Industry. Its history, where is it today and where it is going. If you are considering getting into the self-storage business, this book is a simple and complete handbook to serve as your starting point and is designed to take you from your dream, to an actual reality. This is your consolidation of information. You can be equipped and still remain confident in your ability to own a self-storage business.This resource is also for folks who are already in the self-storage business and are looking for ways to expand, sell, or refinance. A GREAT BUSINESSES OPPORTUNITIES with minimal risk.American Steel Buildings (www.gosteelgo.com) constantly receives the same types of questions. Answers to questions like:1. How do I get started?2. Where can I get more information?3. What is this self-storage industry?4. Am I too late?5. What is my investment?

The old adage of buy low and sell high works, but it is not that cut and dry in today's market. This is especially the case when self-storage is selling for a premium. It is daunting competing for facilities with large, well funded operators and REITS.This book will show you the three step process to successfully purchase self-storage today, even in large markets where the REITS are active, and provide all the resources you will need. By the end of this tutorial you will possess the essential tools to effectively find, analyze risk, and compete with the larger players. You will not only have the knowledge to BUY facilities, but BUY them in a way that fulfills your pre-determined parameters and business plan. Mark Helm, CCIM explains in detail how he did just that, and with very limited startup funds. As the economy improves and more people use self-storage, it is going to be more important than ever to know how to effectively compete with large well funded operators in purchasing facilities.

How to Invest in Self-Storage is an easy-to-read book filled with self-storage information and advice that can be extremely valuable for anyone seriously considering the business of self-storage. Looking at the industry from its earliest beginnings to the market today, it examines not only the reasons to get into the business, but also the common myths that surround the industry as a whole, as well as a step-by-step guide for developing and/or acquiring a facility.

The Essential Playbook to Earning a Lifetime of Income Through Self Storage Over the past decade in AJ Osborne's self storage investing career, he's built a portfolio of over \$100 million in self storage investments with no outside capital or management. In this step-by-step playbook, you will discover how to identify investment opportunities, allocate capital, and leverage management expertise to turn a mom and pop real estate asset into a thriving income-producing business. Master the principles of self storage investing by learning from someone who's done it before. The business of self storage has evolved over the years. What started as a mom and pop business in the 70s and 80s has become a truly institutional asset class with value-add and management opportunities not found in any other real estate investments. By viewing self storage as not only a real estate asset but a consumer-oriented retail business, incredible opportunities are available to those who understand and implement the framework laid out within this book. "AJ's ability to dissect and break down complex business principles and overlay them into a remarkably powerful investing vehicle like self storage provides an entirely new perspective on an age-old industry, and lights the way for new investors interested in self storage."-Roc Pilon, Founder/CEO, Gymreapers "AJ Osborne is one of the most legit, successful real estate investors I've ever had the privilege of knowing. He's one of the people I trust more than anybody. AJ is the real deal."-Brandon Turner, host of the BiggerPockets podcast AJ Osborne is an entrepreneur and investor. He owns and manages a self storage portfolio of over \$100M in assets. AJ is a national speaker on investing in, buying, and managing self storage facilities, wealth, financial freedom, and he actively manages his facilities. In addition to buying and turning around many existing facilities, he has developed self storage from the ground up, expanded existing facilities, and converted a failed Super Kmart into a storage facility. He has additional development projects ongoing across the United States. AJ specializes in buying and turning around underperforming facilities with a value-add strategy. He has created a management company to run his facilities and focuses on growing his portfolio. He is a leader in the industry with a focus on technology and self storage automation. He built one of his largest facilities with full automation technology. He is the owner and host of the self storage industry's largest self storage podcast, Self Storage Income.

This book is unique in that it weaves valuation theory through a particular asset class, self-storage facilities. What's my self-storage facility worth? Discover the keys to making, managing, and measuring self-storage value. The authors of this unique series have experience as educators, analysts, appraisers, and turnaround consultants, which have offered opportunities to work regularly with students and clients in connecting the dots between valuation theory and practice. In particular, the authors focus on three value dimensions: 1) making value, 2) managing value, and 3) measuring value. The goal of this text to simultaneously develop a fundamental understanding of both value creation and the self-storage facility asset class.

Finally a simple to use, common sense Self storage marketing guide. One hundred and one weeks of self storage marketing tips and specific ideas you can use now to rent more units and make more profits now. Crush Your Competition will give you the ammunition you need for incredible profits - weather you're an entrepreneur, professional, self storage owner, self storage manager or absolute new comer to the self storage business. Marc Goodin will show you how to use simple marketing specifics, tactics and ideas with minimal cost and maximum profits. This book has the tools for new start ups with more energy than money and is ideal for established businesses that need new fresh ideas. You'll find: Complete step by step guidance in plain English on marketing a self storage business. Hundreds of great marketing ideas for much less than you would expect, many free. Personal insights and stories from the trenches to grow your business. How to take control of your marketing for easy money. An initial plan for you to make an extra \$24,000 a year or more. Ways to keep your clients longer and get more referrals for free money. Dozens of tips to improve your customer service and rent more units. How to supercharge you sales from drive by customers, to walk ins, to phone calls, to the internet, to retail sales, from your existing client base and more. Tactics for penetrating your market. Knowledge you need to start making more money day one. Secrets the big boys and REITS don't want you to know. You can't afford not to energize your marketing for substantial profits any longer. How to make your clients feel special and appreciated. How to increase your profits week after week with proven specifics in this book. You will no longer have to take a leap of faith. After reading this book you will be able to reap the rewards of your actions. Crush Your Competition with 101 Self Storage Marketing Tips For The Fastest Way to Huge Profits is the one book you need to take control of your Self Storage Future. Read it. Believe it. Do it. Your future depends on it.

Walt Johnson has been a rolling stone most of his life, moving from town to town and living on the edges of homelessness. Now he has run out of time as lung cancer has left him only months to live. Walt then begins a quest to find the son with whom he lost contact decades earlier. Out of money, he lands a job at a small-town restaurant in an attempt to save enough to buy a bus ticket to the last known whereabouts of his son. The friends Walt makes at his new job soon become family for him, especially 14-year-old Danny who is emotionally paralyzed at the loss of his own father in Iraq. Faced with Danny's struggles to grow up and the struggles of his other new friends, Walt comes to realize he is not only on a journey to find his own son, but he is on a journey to find himself worthy of being a father.

This book covers all aspects development of new facilities, written by a highly respected seasoned civil engineer with over 25 years in the self-storage industry. The Author owns self-storages, builds self-storages, manages self-storages and provides the knowledge from the trenches you need. It is a great resource for the seasoned developer and must have reference for the novice. You will learn how to find the right parcel of land and do your own preliminary self storage demand study, proforma and feasibility study. You will learn the development sequence and the key items often over looked by your design professionals. You will learn how much money required to build a facility and even how to prepare to get a self storage loan.This book is part wisdom, part motivation with a ton of how to details and tips to get you started on your self storage adventure. If you can't decide if self storage is for you this book will help you understand what it takes so you can make a decision now.

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