

What's in Store!

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A publication of the



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SELF STORAGE
ASSOCIATION

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A Letter from Peter Ferraro

This is truly an exciting time for our industry! Each of your efforts and persistence has been key factors in making the self-storage industry a success.

Self-storage has a record of being one of the greatest growing industries since the 1980s. Today, we see lower interest rates for expansions and developments. However, there is a price we must pay for this success. Local government and planning boards are looking unfavorably at the success of our industry. Not only is it not fair – it is unconstitutional! Despite the upward demand for expansions and new developments, approvals for these projects remain in front of the planning board for 2-3 years!

Oscar Wilde once said, "What seems to us as bitter trials are often blessings in disguise." Acting as our guide throughout the trials and tribulations is the excellent team, "The Gotham Group." As many of you know, Gotham Government Relations took over the New York Self-Storage Association in February of 2016. Over the last few months, our industry has tested their stamina, and they have continuously risen to the occasion. In a short span of time, their hard work and exuberance have out-shined our expectations, and we are grateful to have them on our side.

I want to thank the Board of Directors for bestowing their trust and confidence upon me as the CEO of this association. This Board of Directors is a collection of the sharpest minds in the industry and their hard work and dedication is truly commendable.

Fellow members, our best days are ahead of us! I wish you all good health, happiness, and may God bless!

Sincerely,

Peter Ferraro

Vice Chairman CEO

2016 Upstate New York Grassroots Event

The New York Self Storage Association's Upstate New York Grassroots Event was held on Wednesday, June 8 at the scenic Belhurst Castle, located on the shore of Seneca Lake in Geneva, New York. Owners, operators, vendors and speakers were among the 47 attendees who gathered to discuss relevant topics and issues regarding self storage.

The program began with an introduction of our new management firm, Gotham Government Relations, and its representatives by Peter Ferraro, the CEO of the NYSSA Board of Directors.

New board member Nick Malagisi, of SVN Commercial Realty, then moderated a panel of four real estate finance experts: Patrick Lemp of Valbridge Property Advisors, Shane Absalom of Largo Capital, Brian Bund of NYBDC and Scott Pittinaro of Tompkins Bank of Castile. The panel discussed the underwriting of loans, valuations and terms that should be addressed in proposals.

After lunch, attorneys Joseph Miller and David Schwartz advised the audience on how to best improve rental agreements and provided information about new legislation that may come from the New York State Legislature. To learn more about current legislation, please refer to our Legislative Update on Page 4.

The program concluded with a discussion about internet marketing featuring Tom Garden of Syrasoft Management Software, Charlie Fritts of SIMI and Chris



The advertisement for the Sperry Van Ness National Self Storage Team features a blue header with the company logo and name. Below the header, a tagline reads "Advisors. Professionals. Proven Results." The main body of the ad is divided into two sections. The left section contains three images: two men shaking hands, two men standing in front of a modern building, and a row of self-storage units. The right section, titled "Our Team Provides:", lists four bullet points: "Nationwide Representation", "Investment Brokers with Over 30 Years Experience", "CMBS Workout & Restructuring", and "Live & Online Auction Services". At the bottom right, contact information for Nick Malagisi, National Director Self Storage, is provided, including the phone number 855.304.0443 and the websites www.storagerealty.com and www.svn.com. The SVN logo is also present at the bottom left of the ad.

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For more information please contact:
Nick Malagisi
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SELF STORAGE ASSOCIATION

Baird of Automatit Inc. Topics of interest included websites, SEO and how to compete against larger operators.

A special note of thanks to our dedicated sponsors: Pat Watson of Flexospan Steel Building Inc., Mike Larson of Trachte Building Systems, Nick Malagisi of SVN Commercial Realty and Chris Baird of Automatit Inc.

Thank you to all who joined us for the Upstate New York Grassroots Event! If you would like any additional information regarding the event, please feel free to contact us. We hope that you will join us for future events and conferences, which are sure to be just as successful as this one!

Thank You to Our Grassroots Event Sponsors!

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Save the Dates!

NYSSA Annual Fall Conference

October 26th – 27th, 2016

Westchester Marriott

670 White Plains Road, Tarrytown NY 10591

Legislative Update

Dear NYSSA Membership,

It is with great pleasure that I serve as the new Executive Director of the New York Self Storage Association. I would like to thank you all for your continued interest and support of the Association, as well as your patience during our transition period. Many of you have already reached out directly to say hello and welcome, as well as bringing to my direct attention issues that are important to you in your region. Your input and interactions with me is key to the future success of our association. As an association, we are leaders in the industry and need to take our rightful role seriously. I know from speaking with many of you already that you do. I do as well. I would especially like to thank the NYSSA Board of Directors and Board CEO Peter Ferraro for their warm welcome into the Association. I have enjoyed working with all of you already, and I know that we have fantastic things ahead of us that will benefit all of our members.

As a partner in Gotham Government Relations and Communications, I take pride that our firm is a leader in leaders of government relations statewide; therefore we are always ready to jump in where needed on legislative issues. We've had to do just that. We were faced with a bill introduced in the NYS Senate and Assembly commonly known as the "Avella Bill", which would have adversely affected the industry. We were able to meet with the bill sponsors immediately, as well as other key members of both the state Senate and Assembly to make sure that this bill would not move or get passed in its current form. I am pleased to report that the issue is now behind us. Additionally, we were faced with much needed amendments to the current state lien law as it pertains to the self-storage industry, and we successfully worked with Senator Larkin, Senator Ritchie, and Assemblyman Titone to introduce legislation that speaks directly to modernized language related to communications between your facilities and your customers. Currently, the lien law in New York requires notices to be personally delivered to the last address provided by an occupant, despite half of New York State tenants transitioning between a permanent residence and a second location – a time when they can be more consistently contacted via email rather than through their

permanent addresses. Amendments made by S.5347a/A.3411 include a standardization of using a digital Occupancy Agreement to provide all necessary disclosures to tenants by email. The new Occupancy Agreement will also include the limitation of damages when the agreement is executed, instead of when the lien is enforced, raising the disclosure standard of tenants' obligations under the Agreement. Furthermore, the bill provides an additional 10-day period for tenants to remit payments after they receive notice of a pending owner's lien and better delineates the date on which the payment period begins, as a postmark or timestamp can be seen clearly within the email. A copy of the bills that were introduced towards the end of the 2016 NYS Legislative Session are available for view on the NYSSA website. We expect to gather support for the legislation at the start of the 2017 NYS Legislative Session and will be updating you periodically, along with enlisting some of you as ambassadors of the industry to show your support of the bills. Additionally, we were also faced with a more local legislative issue in the City of Yonkers; there, the Council moved quickly and covertly to amend Chapter 31 of the Code of the City of Yonkers, "Consumer Protection Code", actually lumping in the self-storage industry with warehouses, among other things that would have adversely affected our industry. We were able to quickly engage with the Mayor and key Council personnel to postpone any activity and officially weigh in to oppose the legislation.

As experienced as we are with monitoring issues statewide, nobody knows better what's going on in your own backyards as all of you. We encourage you to reach out and share intel with us – no matter how big or small. We always want to be proactive and not reactive, if we can, but rest assured we are always at the ready to engage immediately on the Association's behalf. We have a great year ahead of us, and we look forward to meeting each and every one of you at one of the regional events, as well as hearing what we can do as an association to be of benefit to your business.

All the best,

David Schwartz, Executive Director NYSSA



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Group – New York Self-Storage Association



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Member Support (518) 431-1106

Association staff is always available to supply members with research and referral information for specific problems. We can also put you in contact with those considered experts in your area of concern. We are always interested in your thoughts, ideas and feedback!

NYSSA is a not-for-profit corporation formed in 1982. The purpose of the Association is to provide a powerful network of information and a wealth of experience to those who are in or wish to enter the self-storage industry. As a member, you benefit from the advice and experience of industry insiders and other self-storage operators throughout New York State.

The primary aim of NYSSA is to give each owner/operator a support system for dealing with lien law and auction questions, building code issues, property tax strategies, manager education and industry visibility. Our goal is to link the entire industry in New York State, to act as legislative watchdog and to be the VOICE of the self storage industry in the Empire State!

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What's in Store! is produced by the New York Self Storage Assn. (NYSSA) as a service to its members and the self storage industry. It is distributed by NYSSA on a quarterly basis. We welcome all comments and articles of interest. You may contact NYSSA at: 1399 Franklin Ave., Suite 200, Garden City, NY 11530; Tel: 518-431-1106; E-mail: admin@nyselfstorage.org; Website: www.NYSelfStorage.org



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New York Facilities

Company

Contact

Mailing Address

City, State Zip

Telephone

Fax

E-Mail

Website

DUES SCHEDULE

- \$300 for first facility
- \$100 for each additional facility.
(Please list for inclusion on website.)

No. of Facilities _____

Amount Due \$ _____

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- (Please complete information below)

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Continue on additional pages if necessary.



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