



FOR IMMEDIATE RELEASE:  
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**SSA Owners-Investors Course Offers Expert Insight on  
Acquisitions Using Advanced Financial Valuation Models**

**Program Presented June 16<sup>th</sup> – 18<sup>th</sup> in San Francisco**

May 6, 2010, Alexandria, Virginia - The Self Storage Association (SSA) is pleased to announce that its popular Owners-Investors Course will again be offered this coming June 16<sup>th</sup>-18<sup>th</sup> in San Francisco. Any professional involved in, or considering transactions featuring self storage businesses will benefit considerably by attending the program. The advanced, executive-level course promotes informed business decisions through industry-specific financial models, multiple valuation topics and through analysis of actual self storage business transaction scenarios.

The exclusive SSA curriculum was specifically designed for experienced self storage industry executives and investors interested in financing and refinancing, property acquisitions, repositioning their properties in the marketplace and expanding their businesses. SSA's Owner-Investors Course is a one-of-a-kind program available to the self storage community. Each participant receives a direct capitalization model and a discounted cash flow model using valuation methodologies that incorporate a comprehensive array of assumptions unique to the self storage business.

“The dynamics of the self storage industry are changing every day,” said Michael T. Scanlon, Jr., President & CEO of the Self Storage Association. “Anyone considering an acquisition or expansion or enhancement of an existing self storage property should first attend this course, which includes updated, relevant information presented by the top experts who have done it before and have been studying current trends closely. The valuation modeling tools alone, included with your registration fee, will pay for itself many times over as you analyze and perform due diligence,” Scanlon added.

The program is instructed in an open, hands-on format, so attendees can use the financial models in case exercises and exchange ideas throughout the class. The interrelationship between business plans, acquisitions, and management turn-arounds is also addressed at the program, as are several dynamics in controlling property tax and insurance costs.

The course is so comprehensive that previous attendees often repeat it for additional insight and to benefit from updates of the latest version of the valuation models.

The program is open to self storage facility operators, senior financial executives and investors from SSA member self storage facilities and self storage facilities belonging to SSA affiliated state associations. Registration discounts are available through May 17, 2010. Space is limited. Registration for the program is available at [www.selfstorage.org](http://www.selfstorage.org). For a brochure on this course, see the bottom of this press release.

### **About the Self Storage Association**

Founded in 1975, the Self Storage Association (SSA) is the national not-for-profit trade organization serving the \$22 billion (annual revenues) self storage industry including owner-operators, facility managers and vendors in the self

storage industry. The SSA represents some 3,000 direct member companies and another 3,000 indirect member firms [via twenty-five (25) affiliated state and regional associations] that own and operate a total of some 22,000 facilities in the US, Canada and 29 other nations. SSA is also affiliated with self storage organizations in Asia, Australia, Europe and Japan, as well as Latin & South America. SSA direct members range from individual facility owner-operators to multiple-facility operations, to the industry's largest publicly traded Real Estate Investment Trusts (REITs).



# SSA OWNERS-INVESTORS COURSE

**JUNE 16-18, 2010**

**SHERATON FISHERMAN'S WHARF  
SAN FRANCISCO, CA**

**REGISTER EARLY AND SAVE**

**ATTEND & TAKE HOME:**

SSA's Exclusive New Self Storage Financial  
Modeling Tools - Available Only to Course Attendees

**Step up your business** with this fast-paced graduate level course on self storage real estate investment and management.

Learn from case scenarios of actual facilities as they apply to conversions, expansions, request for financing, distressed properties, and buy or sale property valuations.

- Use detailed decision-making financial modeling techniques for potential acquisitions or existing facilities.
- Gain insight from property operations discussions, including management turn-around assets coupled with cost saving suggestions.
- Network and share ideas with knowledgeable peers.



# VENUE

## Sheraton Fisherman's Wharf Hotel

2500 Mason Street

San Francisco, CA

1-888-627-7024

The Sheraton Fisherman's Wharf Hotel is in the heart of San Francisco's most popular neighborhood, steps away from Pier 39, Ghirardelli Square, Alcatraz Island excursions, and the world famous San Francisco Cable Car lines. The hotel just completed a \$33 million renovation for a whole new look. Modern, bright guest rooms are spacious and feature the signature Sheraton Sweet Sleeper Bed and WiFi access (Internet access is free to SSA Owners Investors Course attendees); 42" Flat Screen HD television ,iron/ironing board, and in-room dining and movies. Hotel guests also enjoy the hotel's fitness center, swimming pool, and restaurant.

### Make Your Hotel Reservation Early for the Discounted Rate

Call the hotel at 1-888-627-7024 by May 15, 2010 to receive SSA's low rate of \$139 per night plus tax.

Call early - a limited number of rooms are available at this rate.



# 2010 PRELIMINARY SCHEDULE

## DAY ONE – Wednesday, June 16:

- 12:30 PM – 1:00 PM Registration and Refreshments
- 1:00 PM – 5:00 PM
- Sale/Financing Case Study Using Fee Simple Valuation Model
  - 10 Practical Valuation Tools
  - Introduction to Advanced Discounted Cash Flow Financial Valuation Modeling
- 5:30 PM – 6:30 PM Reception and Networking

## DAY TWO – Thursday, June 17:

- 8:00 AM – 12:00 PM Self Storage Acquisition Case - Group Exercise with Advanced Financial Models and Assessing Returns
- 12:00 PM – 1:00 PM Luncheon and SSA Update
- 1:00 PM – 5:00 PM Management Turnaround Case Study Business Plans, Acquisitions and Group Works
- 5:30 PM – 6:30 PM Reception and Networking

## DAY THREE – Friday, June 18:

- 8:00 AM – 12:00 PM
- Controlling Self Storage Property
  - Taxes Case Study - Expansion & Diversification: Solarizing
- 12:00 PM Adjournment

*Program Subject to Modification*

## COURSE MATERIALS:

Each attendee will receive a comprehensive set of course materials in electronic format with Excel files of dynamic, reusable financial models. Accordingly, each attendee must bring a laptop computer to use at this program.



## FACULTY

### Robert Francis, CPM

Bob Francis is operating partner of The Heron Group, Inc property management and consulting firm in Kissimmee FL. He has been active in the operation and management of investment real estate for the past thirty years. For two decades, Francis has specialized in the management and operation of self storage facilities throughout the US and Ontario, Canada. A frequent columnist in industry publications, Francis is editor of SSA's financial and operational reports. An active leader in the industry, he is past chairman of the SSA Board of Directors and a former trustee of the Florida Self Storage Association. Francis holds the Institute of Real Estate Management Certified Property Manager designation and is a licensed Real Estate broker in Florida.

### Jeff Humphrey, ASA, CCRA

Jeff Humphrey is senior vice president of Asset Management for Devon Self Storage Holdings (US) LLC. Humphrey is responsible for financial underwriting (acquisitions), risk management (insurance), financing, property tax appeals and dispositions. Prior to joining Devon, he was director of Acquisition Audit and Property Taxes for Equitec Properties Company with holdings of 26 million square feet of office, industrial, retail and apartments located in 30 states. He has authored several articles for real estate publications. Humphrey is a member of the American Society of Appraisers and holds the senior appraisal designation of ASA. He also holds the senior appraisal designation with the National Association of Real Estate Appraisers of CCRA. Devon Self Storage is ranked in the top 15 largest owner/operators in the self storage industry, with management of self storage properties in 13 states, totaling approximately 4,200,000 square feet.



*"The Course examples show you what happened in real life. Made me realize I need to learn more! These examples will be very useful for my next projects."*

*Andres Bascunan , Borgdegas Personales , Tlalnepantla Edo, MX*

# REGISTRATION FORM

## SSA OWNERS - INVESTORS COURSE • JUNE 16-18, 2010 • SAN FRANCISCO, CA

To qualify for this program, you must be a current owner-operator or senior financial executive of, or investor in, an SSA Direct Member self storage facility, OR a self storage facility that is a member of an SSA Affiliated state association. If your facility is not a direct SSA member, join online at [www.selfstorage.org](http://www.selfstorage.org) before submitting this form to receive the direct member rate. (SSA reserves the right to decline admission to anyone not meeting the prerequisites for attending.)

PRINT CLEARLY or TYPE (Copy form for three or more registrants. Send all forms and payment together.)

SSA Member number (if known): \_\_\_\_\_

First Registrant Name: \_\_\_\_\_ Badge nickname: \_\_\_\_\_

Title: \_\_\_\_\_

Second Registrant: \_\_\_\_\_ Badge nickname: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Office email required for registration confirmation and any Course preliminary correspondence. Print clearly:

Email (1st Reg.): \_\_\_\_\_

Email (2nd Reg.): \_\_\_\_\_

### SSA Direct Members & California SSA Members:\*

	5/6/10	5/17/10	After 5/17/10
Payment received by:*			
____ First Registrant:	\$1,295	\$1,495	\$1,695
____ Second Registrant**	\$1,095	\$1,295	\$1,495
**(Same facility)			

Total: \_\_\_\_\_ \*(Note Fee Deadlines)

### SSA Indirect Members:\*

*(Member of an SSA State Association other than California SSA)*

	5/6/10	5/17/10	After 5/17/10
Payment received by:*			
____ First Registrant:	\$1,595	\$1,795	\$1,995
____ Second Registrant**	\$1,395	\$1,595	\$1,795
**(Same facility)			

Total: \_\_\_\_\_ \*(Note Fee Deadlines)

\*SSA reserves the right to charge the correct amount.

\*\*Additional registrant discount applies only if form and payment are received with the first attendee's registration form and payment.

Please check here if you are disabled and require special assistance. Attach a written description of your needs.

Cancellation Policy: If you are unable to attend, a substitute meeting the prerequisites listed above may be accepted. Cancellations faxed or postmarked by 5/6/10 will be subject to a \$100.00 processing fee per registrant, with the remainder refunded. For cancellations between 5/6/10 and 5/17/10, a 50% refund will be made. No refunds granted thereafter, but substitutions are accepted.

**Payment:** Registration and program seating reservation will not be processed without full payment.

Enclose a check payable to SSA in U.S. funds, or credit card information:

Visa                       MasterCard                       American Express                      Card Security #: \_\_\_\_\_

Card # \_\_\_\_\_ Exp Date: \_\_\_\_\_

Cardholder's Name (print): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

**TO REGISTER:** Fax with credit card information to SSA at: 703-575-8901 OR  
mail registration form with check to: Self Storage Association, 1901 N. Beauregard St #450, Alexandria, VA 22311  
**For additional information go to [www.selfstorage.org](http://www.selfstorage.org).**

# SSA OWNERS-INVESTORS COURSE

Lenders are continually changing underwriting parameters in this economic environment. Financial underwriting and valuation projections for self storage assets have never been more critical.

- **Are you able to react quickly to market changes?**
- **Do you know the true market value of your assets?**
- **Could you overpay for your next acquisition?**
- **Do you have a presentation quality analysis available for your lender?**

The SSA Owners-Investors Course is a unique, 16-hour, 3-day course discussing multiple valuation topics which teaches you techniques for financial modeling and examines actual self storage case studies within the framework of finance. It is designed for experienced industry professionals – owners, investors, CFOs, and other self storage financial executives, who possess a working knowledge of self storage facility investment and management.

## WHO SHOULD ATTEND?

Self storage facility owners, operators, senior financial executives and investors should attend who can demonstrate ownership of an SSA direct member self storage facility or an SSA affiliated state association member facility. Additional registrants from the same company receive a registration discount. Please see the details on the registration form in this brochure. Owners/operators/investors whose self storage facilities are not yet members of the SSA or its affiliated states should visit [www.selfstorage.org](http://www.selfstorage.org) to join SSA before submitting the course registration form.

To Qualify for this Course: Each attendee must be a current owner-operator, or CFO or other senior financial executive of, or investor in, an SSA direct-member self storage facility, OR a self storage facility that is a member of an SSA-affiliated state association.

**There are so many topics covered in this comprehensive program, many previous attendees take the course again.**

## WHAT YOU WILL LEARN

Property valuation based on sound financial modeling enhances negotiations with lenders, buyers, sellers and investors. The SSA Owner's – Investor's Course discusses multiple valuation topics and teaches you specific techniques for financial modeling using fee simple and discounted cash flow valuation tools.

You'll receive two financial modeling tools, a direct capitalization worksheet and discounted cash flow spreadsheet, created specifically for the SSA for Course attendees. These modeling tools use sophisticated valuation methodologies that incorporate a comprehensive array of assumptions that are unique to the self storage business.

Whether you are interested in property acquisitions, repositioning a property within a market, or expanding a facility, the SSA powerful valuation tools can assist you in making sound economic decisions.

- **Learn how to make sense of today's property values** by replicating an actual acquisition by inputting data into the financial models to determine the feasibility of the project
- **Understand the interrelationship** between business plans, acquisitions, and turn around facilities through a management plan case study
- **Exchange ideas** throughout the class in an open format with students and instructors
- **Learn how to review, control, and negotiate property taxes and insurance** two of the largest and least understood expenses
- **Explore** installing solar panels for possible energy savings or combined solar with RV/boat parking and assess the financial impact

## Don't be an outsider on self storage valuation and operations, sign up today!

"You should definitely attend this course before buying another property. The financial model was well worth the registration fee. Added to this was the instructors' lifetime of knowledge and lessons learned."

Ryan Dickens, Dickens Properties, Long Beach, CA





1901 North Beauregard Street  
Suite 450  
Alexandria, VA 22311  
www.selfstorage.org



**JUNE 16-18, 2010**  
**SAN FRANCISCO, CA**

# **SSA OWNERS-INVESTORS COURSE**

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## **FOR SSA DIRECT MEMBERS and AFFILIATE MEMBERS**

"Tunnel vision is easy when you are used to looking down a hallway of roll-up doors. This class opens up new perspectives on how to manage, expand and acquire successful self storage operations." *Tom Coffman, Interstate Self Storage, Greenville, SC*

"The ability to discuss with industry veterans issues and concerns that I am facing as a small operator was invaluable. Going through the Course a second time provided greater clarity in understanding principles in modeling, developing and acquiring properties."  
*Ron Vansyoc, VIP Storage LLC, Parker, CO*

"The broad spectrum of experience brought a wealth of on the job, in the industry knowledge. It is a three-day text book in verbal and visual form that also gives you the benefit of expertise." *Stephen Jenson, Sun Self Storage Auburn, AL*

"A sophisticated and educational Course....Our lenders will be impressed." *Deneen Allen Hasketon Ventures, Inc., Creemore, ON, Canada*

### **A Special Thank You to Our Partners:**

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