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2026 Fall Conference & Trade Show

Aria Resort & Casino, Las Vegas

September 8–11

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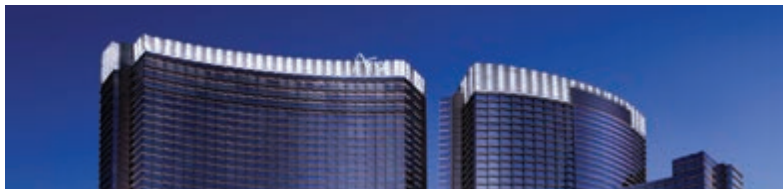
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ONSITE PROGRAM

WELCOME TO LAS VEGAS



SSA TAKES FLIGHT WITH ROCK, COMEDY, AMERICA'S 250TH



What better way to follow up SSA's 50th anniversary concert at Allegiant Stadium last year than holding a reception at Sphere, the world's premiere, groundbreaking entertainment venue. In addition to catching up with industry friends at the last and largest national nonprofit conference of the year, SSA attendees will enjoy the V-U2

immersive film experience that was captured during the iconic band's residency to open the venue two years ago.

Meanwhile, back at the Aria Resort & Casino, SSA's new home in Las Vegas, we're going to celebrate the country's 250th birthday with two U.S. service veterans who played unique roles during 9/11 and its aftermath. Nearly 25 years to the day after the tragic, harrowing attack, the SSA is honored to welcome comedian and actor Rob Riggle to our stage, as well as Heather "Lucky" Penney, one of America's first female combat fighter pilots. (See our features on both veterans in the September issue of *SSA Magazine*.)

Before making millions laugh with his standup comedy and screen work (including *The Hangover* and *Modern Family*), Riggle served his country in the U.S. Marine Corps. The reservist was in Manhattan on 9/11 and spent roughly a week at Ground Zero working grueling search-and-rescue shifts, often digging by hand to look for survivors as a member of the famed "Bucket Brigades."

Our salute to the Armed Forces will also be part of the Foundation Forum, where the SSA always features an inspirational story from outside of the industry. The daughter of an Air Force Officer, Heather Penney was always obsessed with aviation but unfortunately grew up before women were accepted into combat roles, including fighter jets.

The Foundation Forum, which highlights the SSA's popular scholarship program, is the ideal setting for Penney, whose exceptional, trailblazing story will touch on her involvement in the immediate response to the 9/11 hijackings and the combat missions that she faced in the Iraq War.

Having traded her military wings for air racing and vintage aircraft hobbies, Penney travels the country telling her tremendous story of breaking barriers and service to her country.

Be sure to download SSA's Fall Conference app so you can add Sphere, Riggle and Penney to your 2026 Vegas experience.

TIM DIETZ • SSA President & CEO

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EXHIBIT HOURS

Wednesday, September 9

11:30 AM – 4:00 PM

Thursday, September 10

11:30 AM – 3:00 PM

EXHIBIT HALL ACCESSIBILITY "AFTER HOURS"

If you need extra time to talk with a vendor when the Exhibit Hall is closed, simply make an appointment to meet them at the entrance to the Hall at a specified time. The vendor has access and will escort you to their booth. When you have completed your business, the vendor will escort you out of the Hall. This procedure ensures Hall security is not compromised for booths that are unattended but does allow for you to spend additional time with our vendors. No one under the age of 16 allowed in the trade show hall during exhibit hours or under the age of 18 during move-in and move-out.

Any activity not listed in this program is not sponsored and/or sanctioned by the Self Storage Association. SSA educational sessions and materials provide information on current developments and topics of interest to the industry. SSA does not specifically endorse the content presented due to its general nature, and it should not be considered as legal or professional advice. Professional counsel should be consulted concerning specific situations. The ideas and opinions expressed in the sessions, and in any handout materials provided, are those of the presenter(s). They are not those of the SSA, nor can any endorsement by the SSA be claimed.

SSA SPONSOR APPRECIATION

Our sponsors enable us to provide you with professional, knowledgeable speakers, first-class meeting facilities, and a wide variety of conference amenities, while still keeping our registration fees affordable. We extend a sincere thank you to the SSA sponsors for their generous and enthusiastic support of the Self Storage Association.

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NOTEPADS
Interform

EDUCATION LEVEL: FLOOR CLING
Atomic Storage Group LLC

MANAGERS SUMMIT
Intuit

LOC RECEPTION
Self Storage Manager, Inc

LOC MEETING
Cubby
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Steel and Metal Systems

SSA CAFÉ
A&E Construction Co.
Accent Building Restoration Inc
Baja Construction
Chateau Products
Prorize LLC

TRADE SHOW LEVEL: FLOOR CLING
ProSteel Buildings
Roll-Up Door, Inc.
Steel and Metal Systems
StorQuest

WAYFINDER
Intuit
Roll-Up Door, Inc.
Solid Steel Structures

PENS
Truck Parking Club

YLG PREMIER
Go Store It

YLG RECEPTION
Kiwi II
Storable
Universal Storage Group

YLG EDUCATION SESSION
nodaFi

HOTEL ROOM KEYS
Cubby

ESCALATOR LANDING CLING
All From 1 Supply
Storable
Uniti AI

SAIL BANNER
Cubby

Badge Identification

Badges must be worn at all SSA events!
They are coded to help you identify our attendees.

Plain/Clear Badges.....Full and Additional Registrants
Purple BarOne-Day Only Registrants (Wednesday)
Black BarOne-Day Only Registrants (Thursday)
Black BarLOC Only
Red BarExhibitors
Blue BarWednesday Trade Show Only Registrants
Yellow BarThursday Trade Show Only Registrants
Green BarManagers or Land Use Summits Only

Don't lose your badge!

A \$50 badge replacement fee will be charged for any lost badges.

Your Comments Are Important

We rely on your comments and suggestions to help us tailor our programs to meet your needs. Conference Evaluation Surveys will be emailed to all registrants shortly after the conference. We encourage you to take a few minutes to give us your feedback. Submit your survey in a timely manner, and you'll be entered in SSA's drawing for a FREE REGISTRATION to a future SSA Conference and Trade Show!

Session Recordings & Conference Proceedings

Speakers were encouraged to provide handouts to enhance their presentations. If provided, these are included in the conference Proceedings Manual, and are provided to conference registrants (Full, Additional, and One-Day Only categories) electronically, after the conference.

Electronic downloads of approved recorded sessions will be provided free of charge to SSA Members in the Full or Additional Registrant Category. For all others, the downloads will be available for purchase on our website, a few weeks after the conference.

ARIA RESORT & CASINO MAP



Arrows represent path from guest elevators to shuttle bus pick-up and drop-off for Wednesday night reception at Sphere.

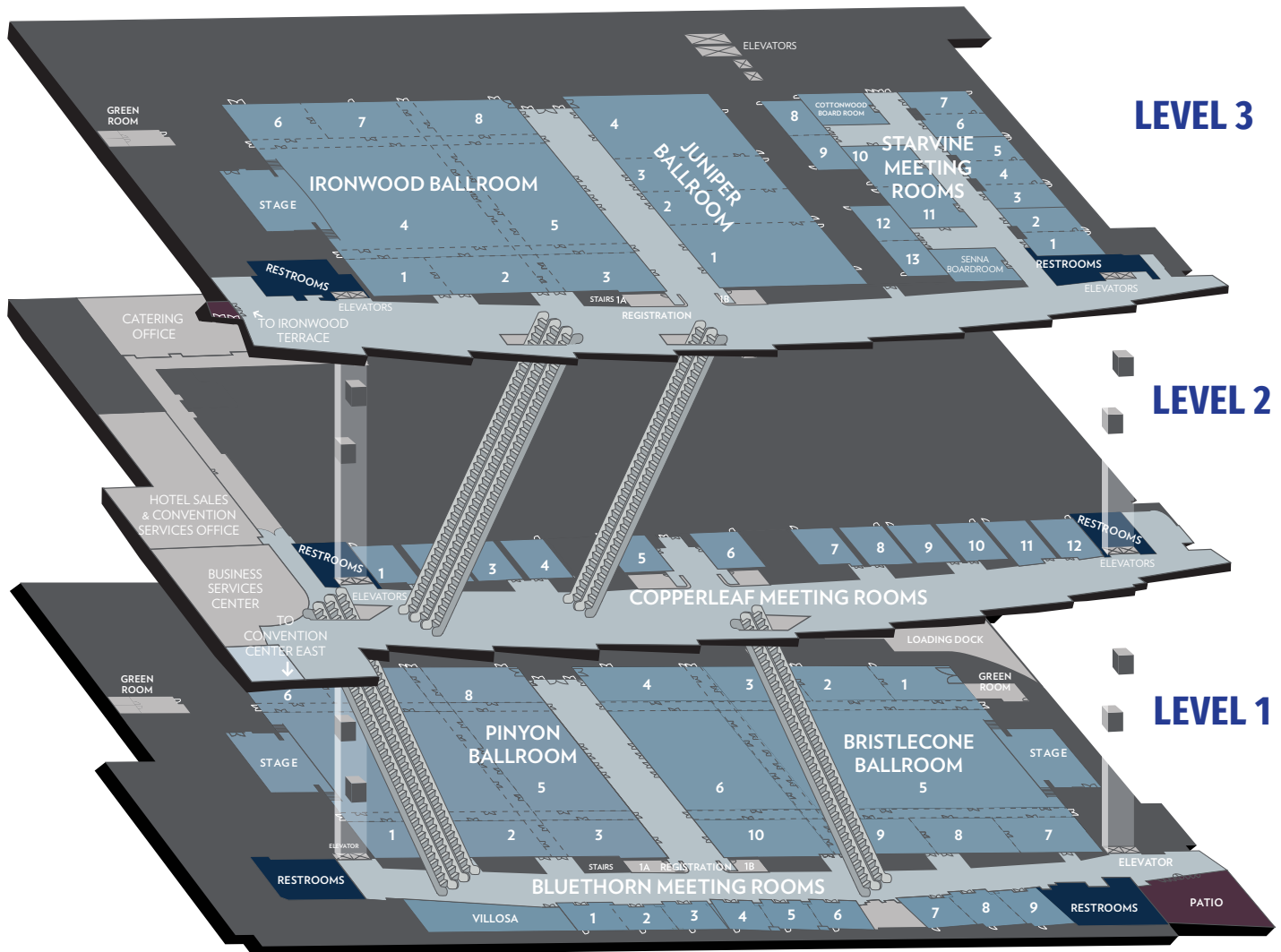
Aria
RESORT & CASINO
LAS VEGAS



PROMENADE

- PUBLIC THOROUGHFARE
- SLOTS, ELECTRONIC GAMES
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
- TABLE GAMES
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
- CASINO AND SPORTS BOOK
(MUST BE 21 YEARS OF AGE TO ENTER THESE AREAS)
- GAME ROOM
- SHOPS AND BOUTIQUES
- RESTAURANTS
- BARS AND LOUNGES
- ELEVATORS
- STAIRS AND ESCALATORS
- WASHROOMS
- MEN'S SHOESHINE
- AUTOMATED TELLER MACHINE
- INTERNET KIOSKS
- TELEPHONE

ARIA CONFERENCE MAP



Level 3

MEMBER ZONE
SSA FOUNDATION
SSA CAFÉ
YLG
SSA 101
SUMMITS

EDUCATIONAL & GENERAL SESSIONS
LOC
ROUNDTABLES
WOMEN'S COUNCIL
CANADA SSA
SESSION & RECEPTION

Level 2

REGISTRATION

Level 1

TRADE SHOW
EXHIBITOR LOUNGE
EXHIBITOR ONSITE
ESSENTIALS
BUILDING CODE
COMMITTEE



OPTIONAL EVENTS

TUESDAY, SEPTEMBER 8 • 1:00 – 4:00 PM

Self Storage Land Use Summit

SEPARATE FEE REQUIRED

Juniper 3

FROM SITE SELECTION TO STABILIZATION

A fast-paced, high impact session covering the most critical land use, entitlement and development considerations in today's self storage environment. The summit will include a Market Overview, along with resources to help control costs and obtain approvals. Stephen Bourne will speak to site selection and feasibility that actually works, along with entitlements, zoning and community pushback. ARCO/Murray will speak to construction cost trends and avoiding design and build mistakes that hurt NOI. And finally, we'll have a panel of experts to answer your questions on navigating difficult jurisdictions and moratoriums, lessons learned across site selection, approvals and construction and where opportunities may still exist.



PRESENTERS:

STEPHEN BOURNE • ONE ELEMENT CONSULTING LLC | **DANIEL BRYANT** • SSA
MARGO CONLEY • TAYLOR THEUS HOLDINGS/SAFELY STORE | **JOE DOHERTY** • SSA
MICHAEL ERCEG • ARCO/MURRAY | **ERIC FLEPS** • ARCO/MURRAY | **CHELSEA GLASS** • SSA
BRYAN GRISSINGER • FRONTERA REAL ESTATE | **ANDREW KLEIN** • AS KLEIN ENGINEERING PLLC

Self Storage Managers Summit

SEPARATE FEE REQUIRED

Starvine 10-11

MANAGERS MASTER CLASS 201: FROM DAILY OPERATOR TO REVENUE-DRIVING LEADER

Great managers are not just the people who unlock the office, answer calls, walk the property, and put out fires all day. Great managers know how to lead. They know how to protect revenue, coach their teams, handle tough conversations, spot problems early, and create a better tenant experience without letting standards slip.

This next-level session builds on the practical fundamentals of the original Managers Master Class from SSA Fall 2025, and takes the conversation higher. Instead of focusing only on the basics, Managers Masterclass 201 is all about helping managers think bigger, lead stronger, and perform at a higher level. Because in today's self storage environment, being busy is not enough. Managers have to be sharp, confident, consistent, and able to influence results.

Through real-world examples, practical strategies, and take-back tools managers can actually use, this session is designed to help managers stop just managing the day and start truly driving the business.



PRESENTERS:

DAVID COOPER • STORAGE KING USA | **SUE HAVILAND** • HAVILAND STORAGE SERVICES
SARAH BETH JOHNSON-DEFAZIO • UNIVERSAL STORAGE GROUP
STACIE MAXWELL • SECURELEASE/OTM INSURANCE SPECIALISTS
CAROL MIXON • SKILCHECK SERVICES | **JIM MOONEY** • STORAGE BUSINESS OWNERS ALLIANCE

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DAILY PROGRAM AT-A-GLANCE

TUESDAY, SEPTEMBER 8

7:00 A – 5:00 P 2nd Floor Hallway
ATTENDEE & EXHIBITOR REGISTRATION

7:00 A – 5:00 P Ironwood
**MEMBER ZONE • SSA FOUNDATION
PRODUCTS & SERVICES BOOTH**

7:00 A – 5:00 P Juniper 1-2
SSA CAFÉ
SPONSORS:
A&E CONSTRUCTION CO.
ACCENT BUILDING RESTORATION INC
BAJA CONSTRUCTION • CHATEAU PRODUCTS
PRORIZE LLC

8:00 A – 5:00 P Pinyon & Bristlecone
EXHIBITOR MOVE-IN

12:00 P – 12:45 P Bluethorn 8
**SELF STORAGE BUILDING CODES
COMMITTEE MEETING**
Open to all conference attendees.

1:00 P – 4:00 P Juniper 3
SELF STORAGE LAND USE SUMMIT
SEPARATE FEE REQUIRED

FROM SITE SELECTION TO STABILIZATION
PRESENTERS:
STEPHEN BOURNE • One Element Consulting LLC
DANIEL BRYANT • SSA
MARGO CONLEY • Taylor Theus Holdings/Safely Store
JOE DOHERTY • SSA | **MICHAEL ERCEG** • ARCO/Murray
ERIC FLEPS • ARCO/Murray | **CHELSEA GLASS** • SSA
BRYAN GRISSINGER • Frontera Real Estate
ANDREW KLEIN • AS Klein Engineering PLLC

1:00 P – 4:00 P Starvine 10-11
SELF STORAGE MANAGERS SUMMIT
SEPARATE FEE REQUIRED

**MANAGERS MASTER CLASS 201: FROM DAILY
OPERATOR TO REVENUE-DRIVING LEADER**
PRESENTERS:
DAVID COOPER • Storage King USA
SUE HAVILAND • Haviland Storage Services
SARAH BETH JOHNSON-DEFAZIO • Universal Storage Group
STACIE MAXWELL • SecureLease/OTM Insurance Specialists
CAROL MIXON • SkilCheck Services
JIM MOONEY • Storage Business Owners Alliance
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3:15 P – 4:00 P Bluethorne 6
EXHIBITOR ONSITE ESSENTIALS

4:15 P – 5:15 P Starvine 1-2
SSA 101: MAXIMIZE YOUR EXPERIENCE
SPONSORS:
KIWI II • FORGE BUILDING COMPANY
SUMMIT REAL ESTATE FINANCING

5:15 P – 6:30 P Juniper 4
CHAIRMAN'S RECEPTION

6:00 P – 7:30 P Starvine 12-13
CANADA SSA RECEPTION

WEDNESDAY, SEPTEMBER 9

7:00 A – 5:00 P 2nd Floor Hallway
ATTENDEE & EXHIBITOR REGISTRATION
7:00 a – 5:00p Ironwood
**MEMBER ZONE • SSA FOUNDATION
PRODUCTS & SERVICES BOOTH**

7:00 A – 5:00 P Juniper 1-2
SSA CAFÉ
SSA Café will be closed from 11:30 a – 4:00 p.
SPONSORS:
A&E CONSTRUCTION CO.
ACCENT BUILDING RESTORATION INC
BAJA CONSTRUCTION • CHATEAU PRODUCTS
PRORIZE LLC

WEDNESDAY, SEPTEMBER 9

8:00 A – 10:00 A Pinyon & Bristlecone
EXHIBITOR MOVE-IN

8:30 A – 9:45 A Juniper 1-2
ROUNDTABLES

9:00 A – 5:00 P Villosa
EXHIBITOR LOUNGE

9:45 A – 10:00 A BREAK

10:00 A – 11:15 A Ironwood
**FOUNDATION FORUM SPEAKER +
FOUNDATION SCHOLARSHIP**

9/11: CULTIVATING THE HERO WITHIN
PRESENTER:
HEATHER PENNEY
US AIR FORCE FIGHTER PILOT AND SENIOR RESIDENT
FELLOW FOR THE MITCHELL INSTITUTE FOR AEROSPACE
STUDIES AT THE AIR FORCE ASSOCIATION

11:15 A – 11:30 A BREAK

11:30 A – 4:00 P Pinyon & Bristlecone
TRADE SHOW

1:30 P – 4:00 P Juniper 4
LARGE OPERATORS COUNCIL MEETING
SPONSORS:
CUBBY • JANUS INTERNATIONAL GROUP

4:00 P – 5:00 P Juniper 3
LARGE OPERATORS COUNCIL RECEPTION
SPONSOR: SELF STORAGE MANAGER, INC.

4:00 P – 4:45 P
CONCURRENT EDUCATIONAL SESSIONS
SELF STORAGE PLAYERS PRESENT:
THE KEY TO POOR OPERATIONS
Starvine 1-2
THE OPERATOR'S ADVANTAGE:
TURNING DATA AND AI INTO EVERYDAY ACTION
Starvine 3-4
SELF STORAGE LAW AND TECHNOLOGY:
MANAGING RISK WHILE ADDING
TECHNOLOGY TO YOUR BUSINESS
Starvine 6-7
WHAT LENDERS REALLY LOOK AT:
HOW TO POSITION YOURSELF FOR
CONTINUED GROWTH
Starvine 10-11

5:45 P – 9:30 P
SHUTTLES TO/FROM ARIA AND SPHERE

6:00 P – 9:30 P
LAS VEGAS RECEPTION AT SPHERE

THURSDAY, SEPTEMBER 10

7:00 A – 3:30 P 2nd Floor Hallway
ATTENDEE & EXHIBITOR REGISTRATION

7:00 A – 5:00 P Ironwood
**MEMBER ZONE • SSA FOUNDATION
PRODUCTS & SERVICES BOOTH**

7:00 A – 5:00 P Juniper 1-2
SSA CAFÉ
SSA Café will be closed from 11:30 a – 3:00 p.
SPONSORS:
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ACCENT BUILDING RESTORATION INC
BAJA CONSTRUCTION • CHATEAU PRODUCTS
PRORIZE LLC

THURSDAY, SEPTEMBER 10

7:30 A – 8:45 A Starvine 5
CANADA SSA SESSION

7:45 A – 8:45 A Juniper 4
**WOMEN'S COUNCIL
NETWORKING SESSION & BREAKFAST**
SPONSORS:
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NODAFI • STORABLE

8:00 A – 8:45 A
CONCURRENT EDUCATIONAL SESSIONS
SELF STORAGE ODYSSEY 2026:
NAVIGATING AN EVOLVING MARKET
Starvine 3-4
STOP RACING TO THE BOTTOM: HOW OPERATORS
ARE WINNING ON VALUE INSTEAD OF PRICE
Starvine 6-7
BUY IT RIGHT, SELL IT BETTER:
FROM ACQUISITION TO EXIT – THE SELF
STORAGE PLAYBOOK FOR CREATING VALUE
Starvine 10-11

8:45 A – 9:00 A BREAK

9:00 A – 5:00 P Villosa
EXHIBITOR LOUNGE

9:00 A – 10:00 A Ironwood
OPENING GENERAL SESSION
**NO LONGER UNDER THE RADAR:
RESPONDING TO THREATS IN AN ERA OF
INCREASING REGULATION**
MODERATOR:
JOE DOHERTY • Self Storage Association
PANELISTS:
CHESTER BALDWIN • Lobby Washington
DANIEL BRYANT • Self Storage Association
JAMES COAKLEY • Treasure Island Management
JOHN LA RAIA • A-1 Self Storage

10:00 A – 10:15 A BREAK

10:15 A – 11:30 A Ironwood
**FEATURED SPEAKER/
SSAF HALL OF FAME INDUCTIONS**
FEATURED SPEAKER:
ROB RIGGLE

11:30 A – 3:00 P Pinyon & Bristlecone
TRADE SHOW

3:30 P – 4:30 P Juniper 3
YOUNG LEADERS GROUP SESSION
HOW INDUSTRY CHANGE IS RESHAPING
LEADERSHIP ACROSS SELF STORAGE
YLG PREMIER SPONSOR: GO STORE IT
SPONSOR: NODAFI

3:00 P – 10:00 P Pinyon & Bristlecone
EXHIBITOR MOVE-OUT

3:15 P – 4:00 P
CONCURRENT EDUCATIONAL SESSIONS
AI FRAUD DETECTION FOR SELF STORAGE
Starvine 1-2
CONVERGENT STORAGE DEVELOPMENT:
DESIGNING THE NEXT ERA OF SELF STORAGE
Starvine 3-4
STATE OF THE SELF STORAGE MARKET
Starvine 6-7
SEVEN QUESTIONS, SEVEN ANSWERS,
SEVEN MINUTES EACH
Starvine 10-11

4:00 P – 4:15 P BREAK

THURSDAY, SEPTEMBER 10

4:15 P – 5:00 P
CONCURRENT EDUCATIONAL SESSIONS
FUTURE-PROOFING SELF STORAGE:
TENANT BEHAVIOR, GLOBAL TRENDS,
AND THE NEXT ERA OF STORAGE
Starvine 1-2
THE PINK LADIES OF MARKETING:
5 YEARS LATER—TRENDS, TACTICS &
AI THAT MOVE THE NEEDLE
Starvine 3-4
REVENUE LEAKAGE: WHAT YOUR 20+ YEAR-OLD
FACILITY IS REALLY COSTING YOU
Starvine 6-7
HOW TO INVEST IN SELF STORAGE:
2026 (AN AI-GENERATED PRESENTATION)
Starvine 10-11

7:00 P – 10:00 P Proper Eats Bar
YLG RECEPTION
YLG PREMIER SPONSOR: GO STORE IT
SPONSORS:
KIWI II • STORABLE • UNIVERSAL STORAGE GROUP

FRIDAY, SEPTEMBER 11

7:00 A – 10:00 A Ironwood
**MEMBER ZONE • SSA FOUNDATION
PRODUCTS & SERVICES BOOTH**

7:00 A – 11:15 A Ironwood
SSA CAFÉ
SPONSORS:
A&E CONSTRUCTION CO.
ACCENT BUILDING RESTORATION INC
BAJA CONSTRUCTION • CHATEAU PRODUCTS
PRORIZE LLC

8:00 A – 8:45 A
CONCURRENT EDUCATIONAL SESSIONS
STEAL THESE IDEAS: A SPEED ROUND OF THE
BEST IDEAS IN SELF STORAGE OPERATIONS
Starvine 1-2
THE INDUSTRY IS ON FIRE... LITERALLY REAL CLAIMS.
REAL LOSSES. REAL LESSONS FROM
SELF STORAGE OPERATORS
Starvine 3-4
THE NEW PLAYBOOK FOR SELF
STORAGE MANAGEMENT:
ACTIVE, REMOTE, AND ON-DEMAND
Starvine 6-7
TALENT ACQUISITION, RETENTION
AND COMPENSATION
Starvine 10-11

8:45 A – 9:00 A BREAK

9:00 A – 9:45 A
CONCURRENT EDUCATIONAL SESSIONS
MAKING THE PARTNERSHIP WORK:
COMMUNICATING EFFECTIVELY WITH
THIRD-PARTY MANAGEMENT COMPANIES
Starvine 1-2
AI IN SELF STORAGE:
WHAT'S REAL, WHAT'S NEXT?
Starvine 3-4
ESTATE PLANNING SWISS ARMY KNIFE:
WHY EVERYONE (BUSINESS OWNER/OPERATOR/
MANAGER) NEEDS THIS PLANNING TOOL
Starvine 6-7
AIM – HOW TO IMPROVE TEAM EXECUTION
Starvine 10-11

9:45 A – 10:00 A Break

10:00 A – 11:15 A Ironwood
CLOSING LEGAL SESSION/LEGAL Q&A
LEGAL POWER HOUR
PRESENTERS:
JOE DOHERTY • SSA
CARLOS KASLOW • SSLN

TUESDAY, SEPTEMBER 8

7:00 A – 5:00 P **ATTENDEE & EXHIBITOR REGISTRATION** 2nd Floor Hallway

7:00 A – 5:00 P **MEMBER ZONE • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION** Ironwood

7:00 A – 5:00 P **SSA CAFÉ** Juniper 1-2

SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC

8:00 A – 5:00 P **EXHIBITOR MOVE-IN** Pinyon & Bristlecone

12:00 P – 12:45 P **SELF STORAGE BUILDING CODES COMMITTEE MEETING** Bluethorn 8

Open to all conference attendees.

1:00 P – 4:00 P **SELF STORAGE LAND USE SUMMIT** SEPARATE FEE REQUIRED Juniper 3

FROM SITE SELECTION TO STABILIZATION

PRESENTERS: **STEPHEN BOURNE** • ONE ELEMENT CONSULTING LLC | **DANIEL BRYANT** • SSA
MARGO CONLEY • TAYLOR THEUS HOLDINGS/SAFELY STORE | **JOE DOHERTY** • SSA
MICHAEL ERCEG • ARCO/MURRAY | **ERIC FLEPS** • ARCO/MURRAY | **CHELSEA GLASS** • SSA
BRYAN GRISSINGER • FRONTERA REAL ESTATE | **ANDREW KLEIN** • AS KLEIN ENGINEERING PLLC

A fast-paced, high-impact session covering the most critical land use, entitlement, and development considerations in today's self storage environment. The summit will include a market overview with SSA's team and building code expert Andrew Klein; sessions on "Site Selection & Feasibility that Actually Work" with Stephen Bourne, One Element Consulting LLC; "Construction Cost Trends" with ARCO/Murray; and a panel session called "From Dirt to Doors - What Actually Happens."

1:00 P – 4:00 P **SELF STORAGE MANAGERS SUMMIT** SEPARATE FEE REQUIRED Starvine 10-11

MANAGERS MASTER CLASS 201: FROM DAILY OPERATOR TO REVENUE-DRIVING LEADER

PRESENTERS: **DAVID COOPER** • STORAGE KING USA | **SUE HAVILAND** • HAVILAND STORAGE SERVICES
SARAH BETH JOHNSON-DEFAZIO • UNIVERSAL STORAGE GROUP
STACIE MAXWELL • SECURELEASE/OTM INSURANCE SPECIALISTS
CAROL MIXON • SKILCHECK SERVICES | **JIM MOONEY** • STORAGE BUSINESS OWNERS ALLIANCE

Through real-world examples, practical strategies, and take-back tools managers can actually use, this session is designed to help managers stop just managing the day and start truly driving the business.

Managers will learn how to:

- Think beyond the task list and lead like a true business manager
- Focus on the numbers that matter most and use them to make better decisions
- Prioritize their day based on revenue, risk, and tenant experience
- Convert more leads and close more rentals with confidence
- Handle objections without folding on price or sounding overly scripted
- Spot natural upsell opportunities that create value for the tenant and the facility
- Coach team members more effectively for stronger sales, service, and consistency
- Handle difficult tenant conversations with professionalism, confidence, and better control
- Recognize small operational issues before they become big ones
- Connect curb appeal, standards, follow-through, and accountability to better results
- Lead more intentionally, communicate more clearly, and raise the overall performance of the property

SPONSOR: Intuit

3:15 P – 4:00 P **EXHIBITOR ONSITE ESSENTIALS** Bluethorne 6

PRESENTERS: **CAROL FRANKLIN** | **ERIN LIGHTFOOT**

Get prepared for a successful event experience with this informative onsite briefing for exhibitors. We'll cover everything you need to know before the trade show floor opens, including move-in and move-out procedures, exhibitor services, show logistics, attendee engagement tips, important policies, and key conference resources. Whether you're a first-time exhibitor or a returning partner, this session will help you maximize your time onsite and ensure a smooth, productive experience.



TUESDAY, SEPTEMBER 8

4:15 P – 5:15 P	SSA 101: MAXIMIZE YOUR EXPERIENCE PRESENTERS: SSA STAFF Designed specifically for new SSA members and first-time attendees, this session highlights the value of SSA membership and provides actionable strategies to maximize your time, navigate the schedule, and network effectively throughout the conference. SPONSORS: Kiwi II • Forge Building Company • Summit Real Estate Financing	Starvine 1-2
5:15 P – 6:30 P	CHAIRMAN'S RECEPTION	Juniper 4
6:00 P – 7:30 P	CANADA SSA RECEPTION	Starvine 12-13

WEDNESDAY, SEPTEMBER 9

7:00 A – 5:00 P	ATTENDEE & EXHIBITOR REGISTRATION	2nd Floor Hallway
7:00 A – 5:00 P	MEMBER ZONE • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	Ironwood
7:00 A – 5:00 P	SSA CAFÉ <i>SSA Café will be closed from 11:30 A – 4:00 P.</i> SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC	Juniper 1-2
8:00 A – 10:00 A	EXHIBITOR MOVE-IN	Pinyon & Bristlecone
8:30 A – 9:45 A	ROUNDTABLES	Juniper 1-2
9:00 A – 5:00 P	EXHIBITOR LOUNGE	Villosa
9:45 A – 10:00 A	BREAK	
10:00 A – 11:15 A	FOUNDATION FORUM SPEAKER + FOUNDATION SCHOLARSHIP 9/11: CULTIVATING THE HERO WITHIN PRESENTER: HEATHER PENNEY • US AIR FORCE FIGHTER PILOT AND SENIOR RESIDENT FELLOW FOR THE MITCHELL INSTITUTE FOR AEROSPACE STUDIES AT THE AIR FORCE ASSOCIATION Reflecting on her experiences on 9/11, 25 years ago the week of SSA's Fall Conference, Penney offers a vision of hope, community, and connection for our nation's future as an alternative to the fear and trauma that has consumed our collective consciousness. This uplifting and inspirational future is available to all of us and the small, daily choices that each of us makes. Penney provides a specific model that helps audiences understand how we can deliberately cultivate heroism in ourselves, and how we can empower ourselves to be a force for good in our communities.	Ironwood
11:15 A – 11:30 A	BREAK	
11:30 A – 4:00 P	TRADE SHOW	Pinyon & Bristlecone
1:30 P – 4:00 P	LARGE OPERATORS COUNCIL MEETING SPONSORS: Cubby • Janus International Group	Juniper 4
4:00 P – 5:00 P	LARGE OPERATORS COUNCIL RECEPTION SPONSOR: Self Storage Manager, Inc.	Juniper 3



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WEDNESDAY, SEPTEMBER 9 CONTINUED

4:00 P – 4:45 P

CONCURRENT EDUCATIONAL SESSIONS CONTINUED

SELF STORAGE PLAYERS PRESENT: THE KEY TO POOR OPERATIONS

Starvine 1-2

SPEAKERS: SHANNON CHARBONNEAU • XPS SOLUTIONS | GARY EDMONDS • THE STORAGE MANAGER
STACIE MAXWELL • SECURELEASE | TOMMY NGUYEN • STORAGE PUG

Join us for this humorous take on the serious subject of us having witnessed these scenarios as they play out in real life in facilities across the country.

- Act I: First Impressions – Digital and live
- Act II: Connecting Correctly with Prospects – Not too much, not too little
- Act III: Disappearing Managers – In person or by phone
- Act IV: Right Idea/Wrong Numbers – Track the right things

Rather than just telling you “how to,” let us SHOW you the “how not to” and then explain why. The audience will laugh and remember the moral of the story that leads to better operations!

THE OPERATOR'S ADVANTAGE: TURNING DATA AND AI INTO EVERYDAY ACTION

Starvine 3-4

MODERATOR: CHUCK GORDON • STORABLE

PANEL: RAHEEM AMER • MYPLACE SELF STORAGE | ANDREW CAPRANOS • 10 FEDERAL
ANASTASIA MALAGISI • SAFEGUARD SELF STORAGE

Self storage operators are sitting on more data than ever before, but the advantage goes to the teams that know how to turn it into action. In this session, Chuck Gordon moderates a discussion with operators who are using AI and data-driven workflows to improve visibility, streamline operations, and support better business decisions. Expect a grounded conversation on what is working today, where human judgment still matters most, and how operators can take practical next steps toward a more intelligent, efficient operation.

SELF STORAGE LAW AND TECHNOLOGY:
MANAGING RISK WHILE ADDING TECHNOLOGY TO YOUR BUSINESS

Starvine 6-7

SPEAKERS: CARLOS KASLOW • SSLN | SCOTT ZUCKER • WEISSMANN ZUCKER EUSTER & OBLINGER, PC

- Tenant Privacy & Data Security Obligations: As self storage operators collect more digital data—online rentals, gate access logs, surveillance footage, payment information—they face growing exposure under state and federal privacy laws.
- Going Digital: Considering best practices from electronic signature to automated lien and collections processes to on-line sales.
- Avoiding Litigation: Understanding the laws for data wiretapping, tenant surveillance, managing military tenants, and handling tenant terminations under new statutes.

WHAT LENDERS REALLY LOOK AT: HOW TO POSITION YOURSELF FOR CONTINUED GROWTH

Starvine 10-11

SPEAKER: ANNE MINO • LIVE OAK BANK

Lenders evaluate far more than just the deal when considering a loan request. This session provides a comprehensive look at how applications are assessed, including credit profile, liquidity, recurring income, affiliated business performance, experience, and the underlying asset. Many borrowers focus heavily on net worth and credit score, but lenders are looking at the full financial picture and the borrower's ability to execute. Attendees will learn what defines a strong borrower, how to better prepare for financing, and how to present a clear plan that supports both the current deal and future growth.

5:45 P – 9:30 P

SHUTTLES TO/FROM ARIA AND SPHERE

6:00 P – 9:30 P

LAS VEGAS RECEPTION AT SPHERE

THURSDAY, SEPTEMBER 10

7:00 A – 3:30 P

ATTENDEE & EXHIBITOR REGISTRATION

2nd Floor Hallway

7:00 A – 5:00 P

MEMBER ZONE • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION

Ironwood

7:00 A – 5:00 P

SSA CAFÉ

Juniper 1-2

SSA Café will be closed from 11:30 A – 3:00 P.

SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC

THURSDAY, SEPTEMBER 10 CONTINUED

7:30 A – 8:45 A	CANADA SSA SESSION	Starvine 5
7:45 A – 8:45 A	WOMEN’S COUNCIL NETWORKING SESSION & BREAKFAST Join the SSA Women's Council for Speed Networking, where through a series of brief, guided conversations, you'll exchange ideas, share experiences, and build relationships that can lead to new opportunities, mentorship, partnerships, and lasting friendships. Whether you're new to the industry or a seasoned leader, this interactive session is designed to help you expand your network and leave with valuable connections—all in under an hour. SPONSORS: Forge Building Company • Interform • nodaFi • Storable	Juniper 4
8:00 A – 8:45 A	CONCURRENT EDUCATIONAL SESSIONS SELF STORAGE ODYSSEY 2026: NAVIGATING AN EVOLVING MARKET SPEAKER: TYSON HUEBNER • YARDI Over the last decade, self storage has become a standout sector in commercial real estate. But the recent boom-bust cycle has made navigating the market more complex than ever, separating the strong from the weak. As the sector continues to consolidate, data has become the great equalizer, providing the tools needed to compete with the largest and most sophisticated operators in the industry. In this session, we'll cover: • National and local demand drivers shaping performance • Trends and implications of the evolving supply pipeline • Market fundamentals, including occupancy and advertised rental rates • The current investment landscape and where opportunities are emerging STOP RACING TO THE BOTTOM: HOW OPERATORS ARE WINNING ON VALUE INSTEAD OF PRICE SPEAKERS: MARK CIERI • STORAGE DEFENDER JOHN EISENBARTH • WEST COAST STORAGE DARREN KELLEY • RIGHT MOVE STORAGE ALYSSA QUILL • STORAGE ASSET MANAGEMENT As operators face lower-than-expected demand, rate compression is real. Cutting deep to attract tenants then watching NOI slip is the default move, and it compounds faster than occupancy recovers. The operators holding margins in 2026 went back to basics: positioning inventory strategically, building value-oriented promotional plays, sub-targeting tenant demographics so offers resonate, and giving renters a reason to pay more. We'll highlight what the SSA 2025 Demand Study states that tenants value, with more than 40% willing to pay extra for anytime access, unit-level security, and a longer list of features that operators are leaving on the table. BUY IT RIGHT, SELL IT BETTER: FROM ACQUISITION TO EXIT — THE SELF STORAGE PLAYBOOK FOR CREATING VALUE SPEAKERS: KRISTEN ASMAN & MEREDITH MEARS • SVN COMMERCIAL REAL ESTATE In this session we'll talk about creating value for your self storage investment. We'll cover: • Acquisition Strategies: We'll discuss market fundamentals, showing demand, supply gaps, and timing. We'll also cover site and facility concept, a development plan, financial overview, operational strategy and a concise investment thesis—the path from development to stabilized cash flow and the opportunity for investors. • Pre-Sell Play Book: We'll discuss how small operational changes can drive significant increases in valuation. We'll also talk about the top 3 issues that cause price reductions during due diligence-and how to avoid them. And we'll end with a 60–90 day pre-sale action plan to position your asset for a premium exit.	Starvine 3–4 Starvine 6–7 Starvine 10–11
8:45 A – 9:00 A	BREAK	
9:00 A – 5:00 P	EXHIBITOR LOUNGE	Villosa
9:00 A – 10:00 A	OPENING GENERAL SESSION NO LONGER UNDER THE RADAR: RESPONDING TO THREATS IN AN ERA OF INCREASING REGULATION MODERATOR: JOE DOHERTY • SELF STORAGE ASSOCIATION PANELISTS: CHESTER BALDWIN • LOBBY WASHINGTON DANIEL BRYANT • SELF STORAGE ASSOCIATION JAMES COAKLEY • TREASURE ISLAND MANAGEMENT JOHN LA RAIA • A-1 SELF STORAGE For many years, the self storage industry was under the radar legally and legislatively. You do not have to follow industry news closely to know that this is no longer the case. At the opening General Session, you will hear from some of the operators, lobbyists and SSA staff leading the way to protect the industry from threats ranging from rent control to pricing regulations. Learn more about those threats and what you can do proactively to stop threats in your state.	Ironwood
10:00 A – 10:15 A	BREAK	

THURSDAY, SEPTEMBER 10 CONTINUED

10:15 A – 11:30 A

SSAF HALL OF FAME INDUCTIONS

Ironwood

This prestigious honor goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole. This year we honor Michael McGowan, Public Storage, and William Hobin, The William Warren Group.

FEATURED SPEAKER**FEATURED SPEAKER: ROB RIGGLE**

Rob Riggle has appeared in many movies and TV shows including *The Hangover*, *Step Brothers*, *21 Jump Street*, *The Daily Show*, *Modern Family* and *12 Strong*—the true story of the first Special Forces team deployed to Afghanistan after 9/11. Prior to getting into acting, Riggle served as a Marine for 23 years. He helped liberate an embassy in Liberia, served at a refugee camp in Albania before going into Kosovo, did search and rescue at Ground Zero after 9/11, and was deployed to Afghanistan twice. He earned more than 22 medals and ribbons including the Combat Action Ribbon. Riggle speaks about how the lessons he learned as a Marine have stuck with him and prepared him for life in his memoir, “Grit, Spit, and Never Quit.”



11:30 A – 3:00 P

TRADE SHOW

Pinyon & Bristlecone

3:30 P – 4:30 P

YOUNG LEADERS GROUP SESSION

Juniper 3

HOW INDUSTRY CHANGE IS RESHAPING LEADERSHIP ACROSS SELF STORAGEMODERATOR: **MAGGIE BODE** • UNITI AIPANELISTS: **LUKE ELLIOTT** • CUSHMAN & WAKEFIELD SELF STORAGE ADVISORY GROUP**MIKE GONG** • GALLAGHER INSURANCE & RISK MANAGEMENT SERVICES**JESSIE LAMB** • NODAFI | **ALONNA ROSS** • STORABLE

Join us for an engaging panel of forward-thinking self storage leaders who are making their mark on the industry. Hear how they got started, the bold choices and unique approaches that have helped them stand out, and their perspectives on where the industry is headed next. Then, keep the conversation going during a relaxed networking session featuring snacks, drinks, and plenty of opportunities to connect.

VLG PREMIER SPONSOR: **Go Store It** • SPONSOR: **nodaFi**

3:00 P – 10:00 P

EXHIBITOR MOVE-OUT

Pinyon & Bristlecone

3:15 P – 4:00 P

CONCURRENT EDUCATIONAL SESSIONS**AI FRAUD DETECTION FOR SELF STORAGE**

Starvine 1–2

SPEAKERS: **JOE MARUCCI** • SELF STORAGE MANAGER | **BO WRIGHT** • STRIPE

Payment fraud is an increasing challenge in self storage, from stolen cards to fraudulent online rentals. This session explores how operators can leverage AI-driven tools to detect and prevent fraud in real time, using solutions such as Stripe Radar and custom AI agents. Discussion points:

- Common fraud patterns in self storage
- How Stripe Radar works (rules-based vs machine learning models)
- Designing an SSM AI Fraud Detection Agent on top of Radar

CONVERGENT STORAGE DEVELOPMENT: DESIGNING THE NEXT ERA OF SELF STORAGE

Starvine 3–4

SPEAKERS: **JAMES REID** • FLEX SPACE NATION | **SARAH SWINGLER** • MAKORABCO

Self storage is entering a new phase—one shaped not just by what is built, but by how space is used. This session explores the concept of Convergent Storage Development and the broader forces influencing the next generation of self storage. As land constraints, evolving customer behavior, and shifts in how people live and work continue to reshape demand, traditional development models are beginning to expand.

This session will examine these emerging trends, the changing role of self storage within the built environment, and what they may signal for the future of the industry.

STATE OF THE SELF STORAGE MARKET

Starvine 6–7

SPEAKERS: **JOHN CHANG** & **STEVEN WEINSTOCK** • MARCUS & MILLICHAP

In this session we'll discuss the forces shaping the self storage investment outlook: How the sector is adapting to an evolving economic and operational climate amid geopolitical uncertainty, fluid domestic policy and financial market swings. We'll cover key trends shaping asset performance and the opportunities ahead.

THURSDAY, SEPTEMBER 10 CONTINUED

3:15 P – 4:00 P

CONCURRENT EDUCATIONAL SESSIONS CONTINUED

SEVEN QUESTIONS, SEVEN ANSWERS, SEVEN MINUTES EACH

Starvine 10–11

SPEAKER: **JEFFREY GREENBERGER** • GREENBERGER & BREWER

If seven is your lucky number, then spend 49 minutes with our speaker, Jeff Greenberger, who will cover seven hot issues, for no more than seven minutes each, in this fast paced presentation that includes avoiding policies that appear to be discriminatory addressing subpoenas from ICE, avoiding no sales, full disclosure of charges, and proper terminations.

4:00 P – 4:15 P

BREAK

4:15 P – 5:00 P

CONCURRENT EDUCATIONAL SESSIONS

FUTURE-PROOFING SELF STORAGE:
TENANT BEHAVIOR, GLOBAL TRENDS, AND THE NEXT ERA OF STORAGE

Starvine 1–2

MODERATOR: **KIMBERLY ROBINSON** • OPENTECH ALLIANCE

PANELISTS: **PEDRO FLORIDA** • TROJAN STORAGE | **TROY RUMBELOW** • STORHUB AUSTRALIA

PATRICK VANDERPOOL • STORHUB APAC

The self storage business is changing fast. Tenant expectations continue to rise, staffing models are evolving, and operators are being challenged to improve performance while managing leaner teams and growing complexity. In this session, attendees will learn:

- What tenant behavior data reveals about access patterns, rental timing, and service expectations
- How leading operators are adapting to leaner staffing and centralized management models
- Which tools and processes are creating stronger visibility and operational control
- What international markets are doing differently and where U.S. operators can gain ideas
- How to evaluate future-ready skills and capabilities for their teams
- Practical steps they can implement immediately regardless of portfolio size

THE PINK LADIES OF MARKETING: 5 YEARS LATER—TRENDS, TACTICS & AI THAT MOVE THE NEEDLE

Starvine 3–4

SPEAKERS: **CHRISTINA ALVINO** • STORSUITE | **HOLLY FIORELLO** • GROWTH GUIDE MARKETING

JESSICA JOHNSON • THE STORAGE GROUP | **STACIE MAXWELL** • SECURELEASE

MELISSA STILES • STORAGE ASSET MANAGEMENT

Five years after our original “Pink Ladies of Marketing” panel, we’re back—refreshed, re-energized, and ready to share what’s actually moving the needle in 2026 and beyond. In an industry where technology, AI, and automation have taken center stage, this all-female marketing powerhouse explores how to combine cutting-edge digital strategies with a revitalized focus on grassroots marketing. By the end of the session, attendees will be able to:

Harness AI with intention • Revitalize grassroots marketing • Update the marketing mix • Optimize digital-to-physical conversions
Leverage reviews and reputation engines • Leave with an actionable playbook

REVENUE LEAKAGE: WHAT YOUR 20+ YEAR-OLD FACILITY IS REALLY COSTING YOU

Starvine 6–7

SPEAKERS: **TRAVIS MORROW** • NATIONAL SELF STORAGE/STORELOCAL | **CARL SMITH** • JANUS INTERNATIONAL

Is your aging facility costing you \$100k+ in lost revenue? Often, aging self storage facilities are quietly losing revenue through outdated unit mixes, underutilized space, and infrastructure that no longer supports premium pricing. Using real operator data, we’ll quantify the cost of inaction and highlight where the fastest gains exist within your existing footprint. In this session, we’ll explore:

- How unrentable & heavily discounted units quietly leak \$35–120k annually
- How some operators have turned \$0.40/sq ft parking into \$130/sq ft units (typically without pouring slabs and pulling permits)
- How renovations as simple as an office remodel or new security systems can lead to more revenue, tax breaks, and higher tenant satisfaction
- Real world examples from an owner operator that has been there

HOW TO INVEST IN SELF STORAGE: 2026 (AN AI-GENERATED PRESENTATION)

Starvine 10–11

SPEAKER: **RK KLIEBENSTEIN** • SELF-STORAGE, LLC

Join us for this groundbreaking session that has been created and presented fully by Ai. Not only will you see the practical application of Ai hard at work, in real time, and envision how it could be applied to training, but you’ll get an update on investing in self storage in 2026. RK will share his thoughts about why this may be the shoulda... woulda... coulda... opportunity of this decade, or not! Do you develop or acquire? Where are we in the cycle? Do you buy or do you sell? What will the clone advise? After the presentation, we will answer questions about the content as well as the production of the Ai presentation.

7:00 P – 10:00 P

YLG RECEPTION

Proper Eats Bar

YLG PREMIER SPONSOR: Go Store It

SPONSOR: Kiwi II • Storable • Universal Storage Group

FRIDAY, SEPTEMBER 11

7:00 A – 10:00 A	MEMBER ZONE • PRODUCTS & SERVICES BOOTH • SSA FOUNDATION	Ironwood
7:00 A – 11:15 A	SSA CAFÉ SPONSORS: A&E Construction Co. • Accent Building Restoration Inc • Baja Construction • Chateau Products • Prorize LLC	Ironwood
8:00 A – 8:45 A	CONCURRENT EDUCATIONAL SESSIONS STEAL THESE IDEAS: A SPEED ROUND OF THE BEST IDEAS IN SELF STORAGE OPERATIONS Starvine 1-2 MODERATOR: MARK POOLE • JUSTSTORAGE PANELISTS: BEN HENDRICKS • FIVE STAR STORAGE CRAIG OLINGER • HIGHLINE STORAGE PARTNERS JOEL PATTERSON • PERSONAL MINI STORAGE What if you could pull ideas from three experienced operators in 45 minutes flat? That's what this panel is built for. Led by Mark Poole, a small group of owner/operators will go speed round through the topics that come up most: sales, marketing, team building, customer service, and operational quality. The format is fast and practical. No lengthy presentations, just operators sharing what's working right now. If you've ever walked out of a session wishing someone would just cut to the good stuff, this is that session. You'll leave with a handful of ideas you can actually use, straight from operators who have skin in the game. THE INDUSTRY IS ON FIRE... LITERALLY Starvine 3-4 REAL CLAIMS. REAL LOSSES. REAL LESSONS FROM SELF STORAGE OPERATORS SPEAKERS: JENNY BORTMAN • UNIVERSAL INSURANCE PROGRAMS DANIELLE KIFER • TIERRA CORPORATION JESSICA LAMOUREUX • WORLD INSURANCE ALYSSA QUILL • STORAGE ASSET MANAGEMENT We have witnessed firsthand how operational risks continue to evolve and one of the most alarming developments in recent years has been the growing number and severity of fire losses impacting storage facilities nationwide. Most catastrophic claims do not begin catastrophically. They start with a charging battery. A contractor shortcut. A missing incident report. A small leak. A cigarette butt tossed in the wrong place. A concerning tenant was never escalated or even a tenant's concern that was not addressed. This session will take attendees inside real-world self storage claims and recent industry events to examine how these incidents occur and, more importantly, what operators can do to help prevent them before they escalate into devastating losses. The discussion will focus on practical risk management strategies, operational best practices, and the importance of creating a workplace culture where "If you see something, say something" becomes part of everyday operations. THE NEW PLAYBOOK FOR SELF STORAGE MANAGEMENT: ACTIVE, REMOTE, AND ON-DEMAND Starvine 6-7 SPEAKERS: BRETT COPPER • COPPER STORAGE MANAGEMENT ADAM WAGNER • ANYTIME STORAGE The self storage industry is changing—remote management has become increasingly common, but simply operating remotely is no longer enough. The real differentiator is how effectively you execute. Too many operators rely on passive, reactive systems that create inefficiencies, frustrate tenants, and leave revenue opportunities untapped. You'll leave this session with actionable strategies and tools you can implement immediately. Key Takeaways: • Understand the evolution of self storage management and the trends shaping the industry's future. • Learn the difference between passive remote oversight and active remote management. • Discover practical steps for transitioning from traditional on-site operations to a scalable remote model. • Explore best practices for managing facilities from anywhere. • Identify the technology that support efficient, high-performing remote operations. • Learn strategies for building trust and tenant engagement to improve customer retention in a remote environment. • Gain insights into improving operational efficiency. TALENT ACQUISITION, RETENTION AND COMPENSATION Starvine 10-11 SPEAKER: CHASE FRYHOVER • HIREWELL In this session, we'll discuss what we're seeing in the market and how to attract (and equally important) compensate and retain key employees.	
8:45 A – 9:00 A	BREAK	



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FRIDAY, SEPTEMBER 11 CONTINUED

9:00 A – 9:45 A

CONCURRENT EDUCATIONAL SESSIONS

MAKING THE PARTNERSHIP WORK: COMMUNICATING EFFECTIVELY WITH THIRD-PARTY MANAGEMENT COMPANIES

Starvine 1-2

MODERATOR: **DAVE DEEMS** • STORAGE ASSET MANAGEMENT

PANELISTS: **CHRISTINA ALVINO** • STORSUITE | **DEVIN CROW** • CUBESMART | **RK KLIEBENSTEIN** • SELF-STORAGE LLC
ALYSSA PARKER • THE WILLIAM WARREN GROUP

Third-party management can be a powerful growth strategy, but only when owners and managers are truly aligned. Miscommunication, unclear expectations, and blurry decision rights are among the most common reasons these partnerships underperform or break down entirely.

In this session, a panel of experienced owners and operators shares practical, field-tested strategies for building communication frameworks that actually work. Topics include how to define roles and set expectations before day one, what an effective reporting cadence looks like, how to collaborate on pricing and marketing without stepping on each other's toes, and how to identify and course-correct misalignment before it becomes a bigger problem.

AI IN SELF STORAGE: WHAT'S REAL, WHAT'S NEXT?

Starvine 3-4

SPEAKERS: **MATT ENGFER** • CUBBY | **MASON LEVY** • SWIVL | **AUSTIN ROCKMAN** • WHITE LABEL STORAGE

This session breaks down how artificial intelligence is reshaping self storage operations, and separates genuine opportunity from vendor hype. We'll cover what's actually working in the field: where AI is driving measurable returns today, where operators are wasting time and money, and what's coming next that's worth paying attention to.

We'll cover customer experience automation that helps instead of frustrates, operational efficiency tools that reduce manual work and payroll strain, and voice AI for call handling.

This isn't a product demo. It's straight talk on the state of AI in self storage, informed by real data and real operator feedback.

ESTATE PLANNING SWISS ARMY KNIFE: WHY EVERYONE (BUSINESS OWNER/OPERATOR/MANAGER) NEEDS THIS PLANNING TOOL

Starvine 6-7

SPEAKER: **SEAN TODD** • ESTATE MANAGER COUNSELORS, LLC

You spend a lifetime building your estate and without proper estate planning—it can be destroyed or severely dissipated upon death. Why? No real estate planning. Talk is cheap, action is necessary. Learn the “next level” estate planning strategies to protect your hard earned assets and to protect your family, keep creditors at bay and the most essential tool to be used which can only be implemented with an effective estate plan. Having done over 3,000 estate plans during my 25+ years in private practice as a tax attorney/CPA, the techniques to be shared can easily save you tens of thousands of dollars. This is not just a Last Will and Testament—it's estate planning with real teeth.

AIM – HOW TO IMPROVE TEAM EXECUTION

Starvine 10-11

SPEAKER: **JON DARIO** • EDISON PROPERTIES

Whether you know it or not, your team has an execution problem. In this session, Jon will talk about his program “AIM,” and six things you can do to make it easier for your teams to execute consistently. Attendees will receive a free copy of Jon's recently published book titled “AIM: How Managers Get Radically Reliable Results.”

9:45 A – 10:00 A

BREAK

10:00 A – 11:15 A

CLOSING LEGAL SESSION/LEGAL Q&A

Ironwood

LEGAL POWER HOUR

PRESENTERS: **JOE DOHERTY** • SSA | **CARLOS KASLOW** • SSLN

A Q&A session for managers and operators addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of the nation's leading self storage legal experts discuss the topics that pertain to you and your business. Our attorneys will take your questions for as long as time permits. This is the one session you don't want to miss.



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2026 FALL CONFERENCE & TRADE SHOW SPECIALTY SPONSORS

A&E Construction Co.
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Interform
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Janus International Group
Kiwi II
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nodaFi

Prorize LLC
ProSteel Buildings
Reliable Commercial
Construction
Roll-Up Door, Inc.
Self Storage Manager, Inc

Solid Steel Structures
Steel and Metal Systems
Storable
Storage Building Company
Storage Materials
StorQuest

Summit Real
Estate Financing
Supply Side USA, Inc
Truck Parking Club
Uniti AI
Universal Storage Group

WHAT TO KNOW: SSA'S RECEPTION AT SPHERE

SSA Fall Conference reception will be at Sphere in Las Vegas on Wednesday, September 9. The night kicks off with a reception at 6 PM, the feature "V-U2 An Immersive Concert Film" hits the screen at 8 PM, and the festivities end at 9:30 PM.

Please plan ahead and be aware of these guidelines for this exclusive event.

- Shuttles to Sphere: Hop on the complimentary shuttles leaving from the tour bus lobby at Aria Resort & Casino. Buses run continuously starting at 5:45 PM with the final departure at 7 PM. Post-event shuttles will be available for the return to Aria starting at 8 PM.
- Don't forget your conference badge! You must present it at Sphere to receive your event wristband and entry to the venue. Wristbands will be distributed at the entry doors after stepping off the shuttles. While there is no assigned seating, guest wristbands will contain an assigned section so be sure to head to the wristband distribution tables with your friends if you want to be in the same section.
- Food and beverages are included, so come hungry and thirsty! Sphere's exclusive culinary experience will include a wide array of options. *Sphere is a cashless venue, so bring money if you want to tip your servers.*
- Sphere enforces a strict bag policy. Bags must be no larger than 6" x 6" x 2". While clear bags aren't required, opting for a clear one will speed up the security screening process.
- Sphere is very specific about what you can not bring inside the venue, so review the list closely to ensure you are not turned away at the door.

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Must be no larger than 6" x 6" x 2".

Diaper bag and bags required for medical items also permitted. Please note that all bags are subject to additional screening and inspection, either by visual scan or x-ray technology.

APPROVED BAGS



SMALL PURSE



SMALL CLUTCH



FANNY PACK



Prohibited Items



18

EXHIBITOR BOOTH LIST

SUBJECT TO
MODIFICATIONS

For 50 years, the SSA has continued to provide the necessary tools and resources you need to help you move ahead of your competition. Our exhibitors display the best and most innovative products and services you need to develop, build, and operate your self storage business. Talk with our vendors.

Please see below for a list of exhibiting companies and their booth numbers. For more information on each company please refer to the SSA Fall Conference mobile app or our website: selfstorage.org

A&E Construction Co.	1318	CBRE.....	1601	Five Star Storage	1438
Ability Services LLC.....	2610	Charity Storage.....	1141	Flatbox Storage Solutions	1425
Absolute Storage Management.....	2511	Chateau Products.....	1409	Forge Building Company	2110
Accent Building Restoration Inc.....	1315	Choice Hotels International.....	2600K	Frank G. Relf Architect, P.C.....	1118
Adverank	1521	ClearSpan Structures	2624	Go Local Interactive	1635
Aegis Insurance Services Powered by Hylant	2600H	Compass Building Systems	1410	Griffco Design/Build, Inc.....	1518
Ai Lean.....	1436	Copper Storage Management.....	1222	Guy Roofing	1609
AJAX Construction	2117	Cornerstone Capital Lending.....	2125	GV Install	2323
AKIBA	2424	Cornerstone Specialty Wood Products	1121	HW Engineering	2326
All From 1 Supply.....	2301	Cover Commercial Roofing Solutions	1537	Inside Self-Storage.....	2504
All-Purpose Storage	1630	CSSI Services	1638	Interform	2506
America First Credit Union.....	2600A	Cubby.....	1300	Intuit.....	2600D
Amero Steel Supply.....	2210	CubeSmart	2201	Investment Real Estate LLC.....	2600F
Anytime Storage Property Management.....	1626	Cubix Asset Management Company LLC	2321	iPostal1.....	2205
Apoorva Corporation	1532	DaVinci Solutions.....	1206	IronSite	2226
ARCO	1415	Dean Architects LLC.....	1619	Janus International Group.....	1301
Argus Self Storage Advisors.....	1307	Deans & Homer.....	1539	Jordan Architects, Inc.....	2427
Atomic Storage Group LLC.....	2104	Devon Self Storage	1534	JustStorage	2316
Automated Security, LLC	1120	DoorKing Inc.....	2124	Keep It Simple Storage.....	1131
Baja Construction	1215	DuctSox.....	2219	Kingspan Insulated Panels, Inc.....	2407
Bank Five Nine	2513	EDC Construction	1337	Kiwi II	1401
Berkadia	2418	EDGE Steel Inc.....	1623	Largo Capital, Inc.	2425
Bid13.com Self Storage Auctions	2320	Elevate Structures, LLC.....	1514	Late2Lien	1419
Blink Signs	2622	EquiCap Commercial	1636	Live Oak Bank.....	2102
BMSGRP Self Storage Consulting.....	2116	eTest.....	2623	Lockerfox.....	2520
Boxwell	1501	Everbrite, Inc.	1338	Lumio Storage	1129
Brand Builder Signs	2100	EXFLEX Property Services	2519	M Bar C Construction, Inc.....	1507
Capco General Contracting.....	1421	Extra Space Storage	2107	MakoRabco	2404
Capco Steel Inc	1520	Ezzi Signs Inc	2122	Marcus & Millichap	1101
Carver GC.....	1605			Mariottini Construction Inc.....	2318
				Marketing.Storage	1331

Matthews Real Estate Investment Services	1607
Mechanical Group	2600J
Member Zone & Foundation	2623
Metal Panels, Inc.	1603
Metrolina Builders	2422
Miller Buildings	1220
MiniCo Insurance	1309
MLCO Construction LLC	1625
Modern Storage Media	1620
Monarch Construction Management Inc.	2524
Monument	1531
MuleHide	2521
NAI Global	2224
National Tax Group	2600E
Neighbor	2325
NetVendor LLC	2618
Nexpoint	2616
Noble Property Insurance Agency	1111
On The Move Trucks	1406
OpenTech Alliance, Inc	1321
Patchwork Labs	2626
Paws for a Cause	1141
Peachtree Group	1627
Peak Steel Buildings	2225
Perlo Construction	2426
Persona Services Group	2600I
Portable Storage Box Co	1137
Practical Storage Ltd	1224
PropRise	2227
ProSteel Buildings	1102
PSE Consulting Engineers Inc	1632
PTI Security Systems	1115
Public Storage	2300
QuikStor	1225

Connect Collect & The Trade Show App Challenge



How to Play

1. **Download the Eventsential App:** Make sure you have the official conference app downloaded on your device. All game tracking and scanning happens right inside!



2. **Talk to Exhibitors & Scan QR Codes:** Explore the trade show floor, meet our incredible vendors, and learn about their products and services.
 - ★ Every time you connect with an exhibitor, ask to scan their **unique QR code** using the app.
 - ★ Each exhibitor scan earns you **2 points**. *The more exhibitors you talk to, the more points you rack up!*
3. **Hunt for Bonus Points!** Don't stop only at the exhibitor booths. Maximize your score by visiting these special stops and scanning their QR codes for extra points:
 - ★ **The Member Zone:** Meet our fantastic membership team and learn more about the SSA.
 - ★ **The Foundation Counter:** Stop by and chat with Annette about the Foundation and our available scholarships!
 - ★ **PAWS for a Cause:** Take a quick, relaxing break with some therapy dogs and score points!

The Grand Prize Drawing: Winners will be announced live on the trade show floor on **Thursday, September 10**. Special prizes will be given on Wednesday during the trade show as well.

NOTE: You must be present at the drawing to win, so make sure you're on the trade show floor when we call the names! You never know when we will give away a prize! Be sure to opt in to receive notifications in the app. Must also be a member to win.

EXHIBITOR BOOTH LIST

SUBJECT TO
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R.W. Rogers Company	2327	Steel and Metal Systems	1500	The Storage Group	1138
R7 Group	1536	Stellar Storage Containers	1515	Tilton Pacific Construction	1617
Rapid Building Solutions LLC	1219	Storable	1209	Trac-Rite Door	2311
Rapid Design Build LLC	2207	Storable Easy	1210	Trachte	2401
RE Cost Seg	1631	Storage Asset Management	1530	TractIQ	2118
Reliable Commercial Construction	1201	Storage Building Company	2217	Truck Parking Club	2517
Revy	2127	Storage Commander	1420	TrueGrid	1205
RFE Communications	2608	Storage Construction	1633	U-Haul Dealer Network	2620
Rhombus	1136	Storage Income Pros (formerly District Manager)	1231	U-Haul Self Storage Affiliate Network	2106
Right Move Storage	2525	Storage Materials	1430	Union Realtime	2221
RKAA Architects, Inc.	1504	Storage Xpress	1130	United Structural Design	2222
Roll-Up Door, Inc.	2500	StorageDefender Inc	1237	Uniti AI	1320
Rosehill Construction	1637	Storagely	1233	Universal Storage Group	1217
RPost US, Inc.	2600C	StorageMart	2400	US LED, Ltd.	1123
Rytec High Performance Doors	2216	StoragePRO Management	2206	Veterans Easy Trash Service	2600L
SAAarchitects	1628	StoragePug	2507	VISSI Architecture + Design	1615
SafeLease	1509	StorageReach	1127	Waikato Inc.	2319
Safestor	1529	StorageTreasures	1329	Wayne Dalton Commercial Doors	2501
Salient Sign Studio	2612	StorApp	1621	West Coast Self-Storage	1622
Sauls Commercial Real Estate	1134	StoreAssure	2523	White Label Storage	2317
SBS Construction	1114	Storeganise Limited	1334	World Insurance	1525
SCM-Spartan Construction	2606	StorQuest	2411	Xercor Insurance Services	1104
SecureLease	1405	StorSuite	2405	XPS Solutions	1424
Self Storage Manager, Inc.	1107	StorTrack	1527	Yardi	2101
Sentinel Systems LLC	1435	Strategic Claim Consultants	2420	Zion Call Management	1339
Skyscape Architectural Canopies	2304	Summit Real Estate Financing	2324		
SkyView Advisors	1100	Supply Side USA, Inc	2417		
SmartStop Self Storage	2211	Supply Signs	2416		
SMF Companies	2600B	SVN Commercial Real Estate	2600G		
Solid Steel Structures	2212	swivl	1230		
Solink	1624	Tenant Inc.	1606		
Space Shop Self Storage	2111	The BSC Group	1639		
SpareBox Technologies	1330	The Feldman Companies	2119		
Spiderdoor	2516	The SBOA (Storage Business Owners Alliance)	1431		
Starwood Mortgage Capital	2123	The Storage Acquisition Group	1122		



Wednesday, September 9 • 8:30 – 9:45A • Juniper 1–2

We have 31 topics of interest to operators and managers of self storage facilities. Select those where the discussion will benefit you most. We will ring the bell at 20-minute intervals to allow you time to “table-hop” and participate in three different table discussions during this session.

#1 ► BEYOND CURB APPEAL: TURNING PAINT INTO PROFIT—REBRANDING SELF STORAGE FACILITIES FOR MAXIMUM ROI

Why Rebranding Matters: New builds are entering every market, older facilities look dated after 10–15 years, customers choose clean, modern facilities. First Impressions = Lasting Returns: Curb appeal drives rental decisions, 70%+ of renters say appearance influenced choice. Why Painting Delivers the Best ROI: High impact, low cost, instantly modernizes, protects surfaces, flexible branding options. How Rebranding Increases Rents: Modern look justifies higher rates, attracts premium tenants, boosts marketing, supports portfolio consistency. ► Accent Building Restoration Inc.

#2 ► DEVELOPMENT & MARKET STRATEGY: WHAT SEPARATES SUCCESSFUL DEVELOPMENTS IN SATURATED MARKETS?

As operating fundamentals remain mixed across markets and development conditions remain selective, successful projects are no longer defined solely by project execution. This roundtable will focus on how developers, owners, and operators are deciding which sites to pursue, how they’re underwriting in saturated trade areas, and what specific design and operational choices are helping the fewer new projects that do move forward actually perform. ► ARCO Murray

#3 ► PUTTING AI TO WORK: A PRACTICAL PLAYBOOK FOR STORAGE OPERATORS

Where to start? Get the fundamentals right first—service, marketing, operations, facilities. Then layer AI on top. We’ll map a practical sequence as a group: what to automate first, and what to leave alone for now. Put AI on the front line. • Make AI your marketing assistant. • Coach your team and read your numbers. ► Cubby

#4 ► RAPID FIRE RENOVATIONS: WHY SELF STORAGE OFFICE REMODELS ALWAYS PENCIL

Office renovations can deliver out-sized returns by improving the customer experience, reinforcing your brand, and supporting stronger leasing performance. Join this roundtable to discuss cost-effective remodeling ideas, common renovation pitfalls, budgeting strategies, and the updates that consistently provide the greatest return on investment. ► Janus International

#5 ► PROTECTION PLAN OR TENANT INSURANCE... WHAT’S THE DIFFERENCE AND WHICH IS BEST FOR YOUR BUSINESS MODEL

At this roundtable, we’ll explain the difference between the two options and help you better understand which is best for your business, tenants, and overall revenue goals. ► MiniCo Insurance Agency, LLC

#6 ► THE FUTURE OF SELF STORAGE: DESIGNING MULTI-USE STORAGE ENVIRONMENTS

Understanding the concept of Convergent Storage Development and why it is gaining attention across the industry. • How complementary uses can create operational synergies, stronger customer retention, and diversified revenue streams. • The role of flex space, boat and RV storage, contractor space, and other adjacent uses in future developments. • How technology is changing the way owners evaluate demand, customer behavior, and site performance. • Why the most successful storage properties of the future may be designed as interconnected environments rather than standalone facilities. ► MakoRabco

#7 ► WHAT THE DATA IS TELLING YOU: TURNING FACILITY SIGNALS INTO SMARTER DECISIONS

Every self storage property generates data—access events, call activity, tenant movement, payment behavior, and more. But many operators struggle to turn those signals into meaningful insight. We’ll explore how operators can use high-level operational data to identify inefficiencies, uncover security risks earlier, and spot opportunities to optimize revenue—without becoming data scientists or adding complexity. We’ll review key insights obtained from 20,000+ facilities across these areas to understand where trends exist across customer touchpoints, regions and technology usage, and what these trends might mean for operators as they plan for 2026. ► OpenTech Alliance

#8 ► WHAT WE CAN LEARN FROM EUROPE Overall, Europe tends to place a stronger emphasis on security than the United States. This discussion will explore what U.S. operators and facility owners can learn from European practices, which strategies are most relevant based on facility type, and key security best practices tailored to meet the expectations of millennial and Gen Z renters, the fastest-growing segment in the industry. ► PTI Security Systems

#9 ► WHY SOFTWARE TRANSITIONS GO SIDEWAYS & HOW TO GET THEM RIGHT

Transitioning from one FMS to another is a big decision. The details you miss are the ones that can cost you. We’ll draw on 12+ years in self storage to lead a peer conversation on the hidden reasons platform migrations fail and the practical steps to keep yours on track. You’ll walk away with: A proven framework for navigating the full migration cycle, from confirming readiness to go-live stabilization. • The real culprits behind failed transitions: planning gaps, unclear ownership, and vendor misalignment. • A checklist of what migrates, what doesn’t, and how to plan for what you’ll lose. • Peer feedback on what operators wish they’d known before switching platforms. ► QuikStor

#10 ► TRUST IS THE NEW CLOSE: EXPLORING THE SEVEN RULES OF TRUST IN SELF STORAGE

Today’s storage customer is not just shopping for space. They are looking for confidence. From online pricing and reviews to policy explanations, property appearance, manager conversations, and issue resolution, every touchpoint either builds trust or creates hesitation. This interactive roundtable will explore the new rules of trust in self storage, with a focus on the everyday builders and breakers that impact rentals, retention, reputation, and revenue... and where operators may be unintentionally creating doubt. Participants will share real-world examples, identify common trust gaps, and leave with practical takeaways they can apply immediately at their facilities. ► SecureLease



#11 ► THE SELF STORAGE BID-ASK GAP IS CLOSING: WHAT BUYERS ARE ACTUALLY PAYING IN 2026 After several years of rising interest rates, valuation uncertainty, and widening pricing expectations, the self storage transaction market is beginning to find equilibrium. In this data-driven session, attendees will gain insight into how today's buyers are underwriting deals, where pricing expectations are aligning, and what is driving transaction activity across different asset types and markets. Drawing from real transaction data and active buyer feedback, this discussion will explore current cap rate trends, lending conditions, buyer demand, and the factors influencing pricing in today's environment. Attendees will leave with a clearer understanding of how investors are evaluating opportunities in 2026 and what owners should consider when assessing value, timing, and exit strategies. ► [SkyView Advisors](#)

#12 ► 2026 SELF STORAGE TECH TRENDS: AI, AUTOMATION, AND MUST-HAVE TOOLS FOR OPERATORS The self storage industry is evolving rapidly, and staying ahead means embracing the right technology. From AI-driven automation to seamless customer experiences, this conversation will explore the must-have tools shaping self storage in 2026. Whether you're launching a facility or optimizing existing operations, this discussion will equip you with the knowledge to stay competitive in a tech-driven industry. ► [Storable](#)

#13 ► BEYOND THE MANAGEMENT FEE: THE QUESTIONS EVERY SELF STORAGE OWNER SHOULD BE ASKING THEIR THIRD-PARTY OPERATOR Selecting and actively managing a third-party operator is one of the most consequential decisions a self storage owner can make. But too many owners hand over the keys without asking the right questions. In this session we'll break down the framework every owner should use to evaluate prospective and existing management partners. Topics include how to unpack fee structures and hidden charges, whether your operator is leveraging technology and AI to drive performance, how to assess value and strategy alignment on revenue management, management team access and communication expectation and more. You'll walk away with a practical checklist and the confidence to ask harder questions. ► [The William Warren Group](#)

#14 ► SUPERWIDE STORAGE BUILDINGS Exceptionally wide single-story buildings are the sweet spot between the simplicity of single-story construction and the density (and cost) of multi-story construction. In this roundtable we will share examples of a variety of these sites, exploring the following design details: What type of roof designs are reliable yet cost effective on this type of building? • Fire code considerations. • Loading bay examples and design considerations. • Office and self service design features. • Typical HVAC systems options and pros/cons. ► [Trachte Building Systems](#)

#15 ► BREAKING WITH TRADITION: OVERCOMING OPERATIONAL BOTTLENECKS WITH PRECISION Self storage has gotten leaner. But despite shifts toward remote management, online move-ins and fewer staff on-site, there's still an over reliance on having someone at the counter to catch fraud, push tenant insurance, chase a late payment, etc. It's not just about automation, but where your automation tools are focused. Are you quickly catching fake IDs? What happens when a payment doesn't go through? Do you have data to back up important decisions? This roundtable session looks at where the bottlenecks have moved and how operators are getting ahead of shifts in AI, fraud, multi-store logistics and more. ► [Yardi](#)



#16 ► REMOTE VS. AUTOMATED—WHAT'S THE DIFFERENCE? WHAT'S BETTER? At 10 Federal we have lived both as a remote operator and as a migration to an automated operator. Both systems work, both have their pros, both have their cons. This roundtable will distinguish the differences between the two and provide a clear outline as to how to execute both successfully. To simply define each: remote operations is simply a division of labor towards optimization. Specifically physical plant maintenance and customer service are divided into separate people that handle multiple facilities instead of a single person handling one facility. Automation is the replacement of labor. Hear first-hand, where technology, automation, and now AI are taking the place of remote management. ► [10 Federal Companies](#)

#17 ► NEXT GENERATION SMART LOCKS AND WHY THEY'RE IDEAL FOR RETROFITS We'll discuss: How next-generation smart locks simplify retrofits by upgrading existing facilities without operational disruptions. • Why advanced smart entry technology improves security, visibility, and facility management for operators and tenants. • Key considerations for selecting a retrofit-ready solution that supports long-term scalability, efficiency, and tenant expectations. ► [Nokē](#)

#18 ► TRENDS IN RV & BOAT STORAGE With boat and RV ownership on the rise, it makes sense that storage for these vehicles is in higher demand, creating opportunity for the enterprising developer or property owner. However, the development and construction process for this product can be challenging. There's a lot to consider. We will share the lessons we learned from building these types of projects over the last 20 years, so you can create a foundation for success. You'll learn: The latest trends in boat/RV-storage development. • How to choose the best site for your project. • The process and timeline for boat/RV-storage construction. • How to properly design the facility, including layout requirements. • The amenities you might include to entice and appease customers. ► [Baja Construction Co., Inc.](#)

#19 ► RELOCATABLE STORAGE UNITS: A SMARTER WAY TO EXPAND Lower cost, faster ROI, and lower MOQs. As operators face rising construction costs, competitive markets, and pressure to expand strategically, relocatable storage offers a more flexible path to growth. Compared to traditional construction, relocatable units require lower upfront investment, offer faster ROI potential, and allow facilities to scale over time with low minimum order quantities. Parking lots, setbacks, easements, fence lines, and other underutilized areas can all become revenue-generating storage with relocatable self storage units. We'll discuss how relocatable storage can help operators: Expand rentable square footage using unused land. • Lower upfront expansion costs compared to traditional construction. • Improve speed to market with fast installation timelines. • Start small and scale over time with low minimum order quantities. • Add units without permanent foundations. • Reconfigure or relocate units as facility needs change. • Match existing facility branding and aesthetics. • Add vehicle storage options. • Navigate permitting, zoning, and property tax considerations. • Take advantage of potential Section 179 tax benefits. ► [Boxwell](#)

#20 ► FROM CALL TO CUSTOMER: WHY YOUR PHONE STRATEGY IS COSTING YOU RENTALS Most self storage operators underestimate how many leads are lost before a tenant ever walks through the door. This roundtable explores the full lead capture funnel from first call to signed lease, and how staffing gaps, response time, and agent training directly impact occupancy. Topics include: Benchmarking your current call pickup and close rates. • In-house vs. outsourced call handling. • How AI call agents are changing after-hours conversion. • What "good" looks like by facility size and market type. ► [White Label Storage](#)

#21 ► TIME TO UPGRADE OR MODERNIZE YOUR FACILITY?

CHOOSING THE RIGHT SMART LOCK SOLUTION FOR YOUR OPERATION

Smart locks are transforming the self storage industry but choosing the right system can feel overwhelming. In this roundtable, join us for a practical, operator-focused conversation on how to assess your options and choose a smart lock solution aligned with your operational goals, property type, and customer expectations. We'll walk through key considerations—such as compatibility, connectivity, user management, and scalability—to help you evaluate your options. Attendees will walk away with a clear understanding of how to evaluate and implement the most effective smart-locking strategy for their facility. ► [Trac-Rite Door](#)

#22 ► AFTER-HOURS ISN'T A STAFFING PROBLEM—IT'S A REVENUE PROBLEM

25-35% of self storage inquiries arrive outside business hours. Most operators accept this as an operational reality. In this roundtable, we'll do the math—live, together—to quantify what after-hours drop-off actually costs your portfolio annually, then dig into what operators are trying, what's working, and what the gap is between good enough and genuinely solved. ► [Uniti AI](#)

#23 ► HOW TO LEVERAGE PORTABLE/RELOCATABLE STORAGE UNITS

We'll discuss: Quickly converting parking or unused space at a self storage facility to rentable storage using portable containers: Relatively easy to do, less expensive than traditional construction, faster timeline than traditional construction. • Utilizing space where building is not possible using a portable (non-permanent) container (a building permit may not be required). • Tax advantages: Containers can be deducted as equipment under section 179 of the IRS Tax code. Containers may not be considered a permanent building which can be beneficial for property tax assessment. • If you are looking to acquire a facility, you may want to target a property with space to accommodate portable containers so you can quickly increase rentable sq. footage and revenue. • Developing a new facility entirely out of portable containers. • Adding a mobile storage component to your existing self storage. ► [Stellar Storage Containers](#)

#24 ► BEYOND OCCUPANCY: THE METRICS THAT DRIVE SELF STORAGE ASSET VALUE IN TODAY'S MARKET

Occupancy is only one measure of success. In today's self storage market, investors must look beyond traditional metrics to understand what drives revenue growth, NOI, and long-term asset value. This roundtable will explore key performance indicators such as revenue management, lead generation, digital marketing, conversion optimization, customer retention, and third-party management performance, providing actionable insights to maximize asset returns. ► [Inland Devon Self Storage](#)

#25 ► STORAGE AUCTIONS & LIEN LAWS: AVOIDING COSTLY MISTAKES

We'll discuss: Understanding the cost of getting lien sales wrong, from incorrect timing and improper notices to poor documentation and how these mistakes create legal liability and operational risk. • Navigating state-specific compliance requirements, with a focus on timelines and advertising rules, as well as key considerations for multi-state operators. • The importance of meticulous documentation, including notices sent, dates, timestamps, and tenant communications, to protect your organization in legal disputes and internal audits. • Reducing delinquencies before they reach the lien stage through early communication, payment plans, and proactive outreach; catching tenants earlier saves time and money. • Running effective auctions and scaling your process across multiple locations through proper staff training, standardization, and choosing the right auction platform and format. ► [Late2Lien](#)

#26 ► TURNING NEGATIVE REVIEWS INTO MARKETING WINS

Negative reviews happen, but how you handle them can set you apart. This discussion dives into proven strategies for responding to critical feedback in a way that builds credibility, protects your reputation, and even attracts new tenants. Key Points: Why negative reviews can actually increase trust. • Structuring responses that calm situations and show professionalism. • When to take conversations offline, and how to do it right. • Using feedback to prevent repeat issues. ► [StorageReach](#)

#27 ► THE AMAZON EFFECT: HOW TENANT EXPECTATIONS ARE CHANGING STORAGE

Consumers no longer compare your facility to the storage facility down the street. They compare every interaction with the best digital experiences they encounter every day. From Amazon and Uber to online banking and food delivery apps, customers have become accustomed to instant communication, self-service convenience, mobile-first experiences, and real-time updates. Those same expectations now follow them into self storage. We will discuss: How tenant expectations have changed over the last five years. • Why convenience is becoming a competitive advantage. • The rise of mobile-first customer experiences communication preferences: email, SMS, push notifications, and beyond. • Reducing friction throughout the rental and move-in process. • Self-service versus personal service: finding the right balance technology investments that improve the tenant experience and drive results. ► [StorSuite](#)

#28 ► 2026 REFINANCING: IS YOUR PORTFOLIO READY TO SURVIVE?

Navigating the 2026 Refinance Wall: Facing the critical reality of expiring low-rate debt and understanding why this upcoming cycle is a make-or-break moment for owners. • Proactive P&L Auditing for Maximum Valuation: Immediate, practical tactics to optimize operational expenses and boost net operating income before presenting to lenders. • Aggressive Lender Negotiation Strategies: Navigating strict underwriting standards and tightening credit markets to secure the best possible refinancing terms. • Leveraging Preferred Equity to Bridge the Gap: Knowing exactly when and how to utilize alternative capital partners to safeguard your existing equity. ► [Superior Capital Advisors](#)

#29 ► AI IN SELF STORAGE: SEPARATING REAL RESULTS FROM THE HYPE

Every operator in self storage is being asked to make decisions about AI right now. This roundtable gives operators a practical framework for understanding. • Where AI is creating measurable value in day-to-day operations and how to make confident technology decisions. • Where AI is delivering real operational value today: online rentals, tenant communications, collections, and rate management. • How to evaluate AI claims and identify the applications that will have the most impact on your operation. • What questions to ask before adopting any AI-powered tool into your workflow. • How operators of all sizes are implementing AI without disrupting their existing processes. • What the highest-performing operators have in common when it comes to technology adoption. ► [Tenant Inc.](#)

#30 ► 3 TOP SALES TIPS TO CONVERT MORE LEADS

Sales doesn't come naturally to everyone, and that's okay! But if you can master just a few key skills, you'll find yourself more confident and more successful when talking to a potential new customer. In this roundtable, we'll talk about the best ways to handle any sales call, and how to turn those calls into rentals and referrals. We'll cover: How to make a great first impression over the phone and in person. • How to get all the information you need without being pushy or "salesy." • How great conversations can lead to more referrals and a healthier business. ► [StoragePug](#)

#31 ► HOW TO HANDLE TENANT ISSUES WITHOUT GOING TO JAIL!

This roundtable covers the legal and practical landmines self storage operators face when dealing with problem tenants—from delinquent accounts and lien sales to lockouts, abandoned units, and disputes over loss of or damage to stored property. Facility managers and owners can unknowingly cross legal lines when trying to resolve tenant conflicts, exposing themselves to lawsuits, regulatory penalties, or even criminal liability. ► [SSLN and Weissman Zucker Euster + Oblinger, PC](#)

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The advertisement for the Token lock system features a central image of a silver, square lock with a circular dial and a numeric keypad. The keypad displays the numbers 109, 210, 321, and 432. Surrounding this central lock are several smaller, colorful (blue, green, yellow, and black) lock components. The background is white with a pattern of binary digits (0s and 1s). Below the central lock, the word "token" is written in a bold, black, sans-serif font, with a small "TM" trademark symbol. Underneath "token" is the text "A CHATEAU BEZEL® SYSTEM". In the bottom right corner, there is a logo for the "SELF STORAGE ASSOCIATION AMBASSADOR".

tokenTM

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220

Closed Transactions

\$1.56B

Value of Closed Transactions

\$835M

Value of Listings

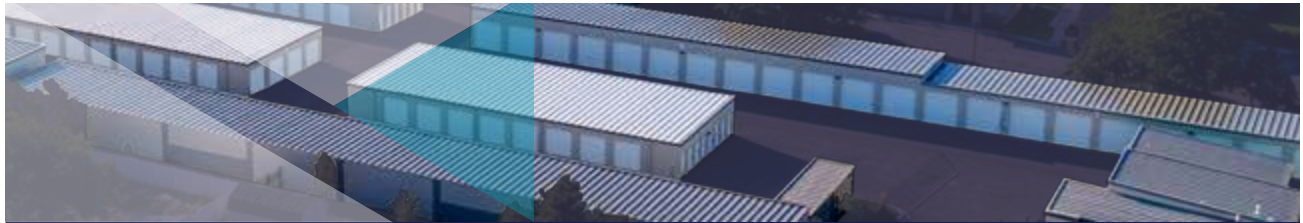


MarcusMillichap.com
NYSE: MMI

Includes sales \$1 million and greater in which the brokerage firms represented either the buyer or seller. Deals that were double-ended by the same brokerage are counted as one deal. Deals brokered by different firms on the buy side and sell side count as one deal for each brokerage. Marcus & Millichap is a service mark of Marcus & Millichap Real Estate Investment Services, Inc. ©2026 Marcus & Millichap. All rights reserved.


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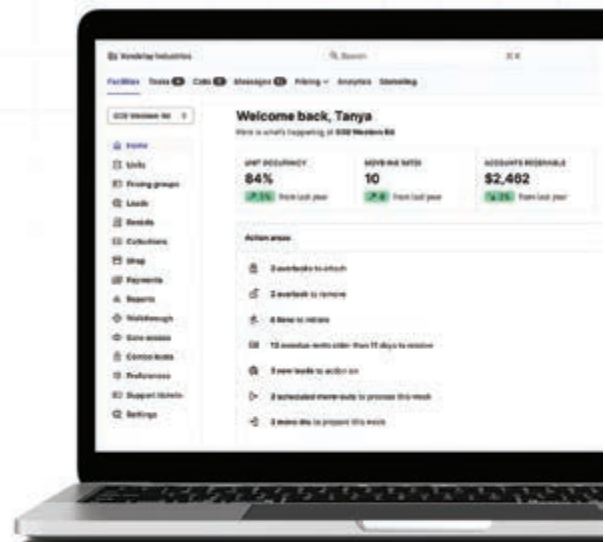
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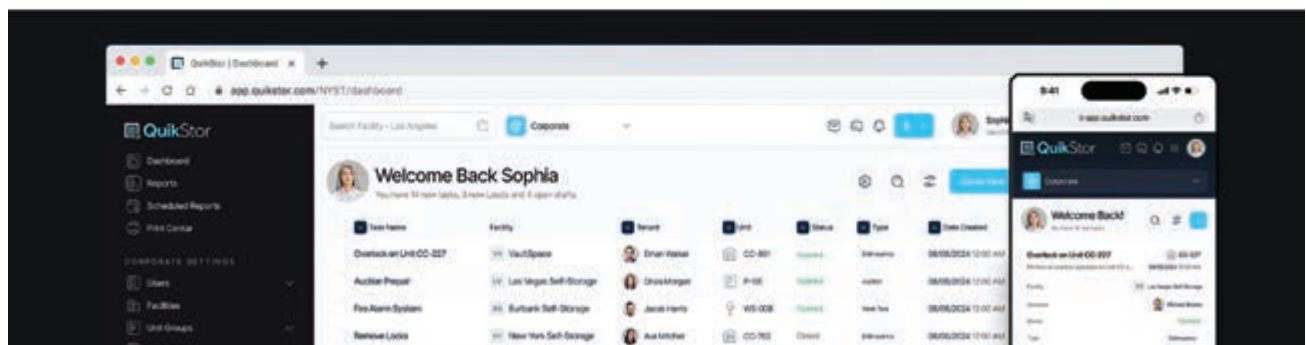


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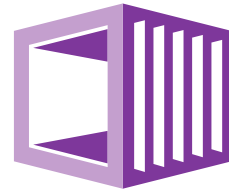
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