

THE SELF STORAGE EXPERTS

146 E. Carrillo St. Santa Barbara, CA. 93101

One of the "Top 100" Operators in the country!

State of California Self Storage

Business is still being done but you need to choose your lender carefully. Wall Street style loans still have not revived and the future is cloudy. Business volume on these types of loans has dropped 91%. As usual good banking relationships are a must. Who can forget "The Unsinkable Molly Brown" whose husband cautioned her to remember two things 1) "I love you." and 2) "The name of the Bank."

Good loans can still be had starting at 5.75%. Loan to value is between 60-65% and as such are more conservative.

American Self Storage



Properties that are selling are "fixers" (that we do) or facilities with proven cash flow! Tax deferred exchanges are still popular. We know one thing is for certain - our style of value investing i.e. purchasing below replacement cost, lays the foundation for tomorrows profits. Unfortunately the mortgage mess will not be soon solved, several years likely, but there are always great values to be found. Look beyond the gloom and plan for tomorrow.

If you're thinking about making a move please give me a call.

By: Dennis A. Peterson

Self Storage Capacity Increase 1985 - 2008

Self storage capacity has increased three times as fast as the US population between 1985 to 2008 which can prompt questions such as "Are we growing too fast for demand?" or "Are there too many facilities in some areas?"

The Self Storage Association quoted that "In 1985, the population of the US stood at 233 million people, 29% less than the current population of 301 million. The self storage industry on the other hand, consisted of 6,813 facilities in 1985; 87% less than the current facility count of 52,410."

With the majority of facilities in the US being single owner operators (mom & pops), marketing campaigns continue to be the dominant force in educating the public, grasping their attention and

drawing them in to understand why storage is a necessity to them.

Most mom and pop operations believe that a standard one book yellow pages campaign is sufficient to obtain new renters. We must ask ourselves "How do you get new customers?" "How do you run specials to be unique?" "What does it take to be different from the rest?"

Here at American Self Storage we are small sized players in the game with sophisticated approaches to our marketing campaigns. We know what marketing is about and what works. True yellow pages are a portion of marketing (we use two publications that publish six months apart from one another so we are always in a new book every 6 months) however there are other areas to include.

Superior staff training is very important to renter retention. Creating personal relationships and calling renters by their first names while always having a smile on your face equals good public relations. Curb appeal, keeping the grounds, office and units spotless, security systems and updated computers, electronics and programs are all key. Free water bottles with our logo stating "Compliments of American Self Storage." These are all areas which set us apart from our competition and continues to increase our occupancy levels.

Redding CA is one of the most oversaturated markets in the country and yet we are at 90.35% occupied and continue to raise rents. It would seem that the need for storage still outweighs a saturation of facilities on the market as long as you know how to reel in new customers.

By: Darren A. Peterson

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www.americanselfstorage.biz](http://www.americanselfstorage.biz)

What's Available for Purchase:

Several good facilities for cash flow are on the market now. Value added projects, which we specialize in, are also available. These can be found in California, Nevada and Arizona.

We offer Tenant-In-Common (without the outrageous fees.) Limited Liability Companies or outright ownership. Equity required for single owner would be about \$1.5M. Tax Deferred Exchanges are also good.

All or part. 1031's o.k.

Real Estate Wealth Management

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Featured Manager of the Quarter July 2008

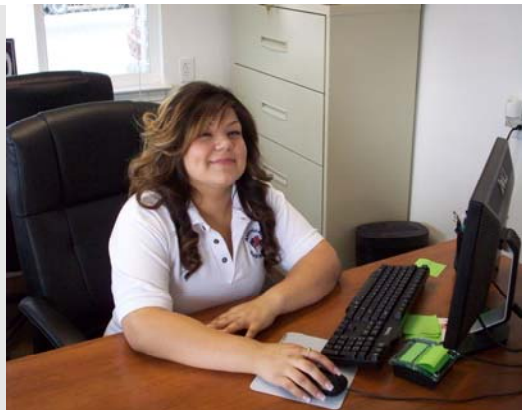
Hello everyone:

Some of you may already know me as the former assistant at our Stockton facility. For those of you that don't, my name is Gloria Guzman and as of March of this year I became the on-site resident manager for our new facility in Oroville.

Though it is a big change from the city to a small town, all is going well. It's a humble and quiet place to raise my children.

I have a wonderful, intelligent bright two year old boy and the newest addition to my family is my beautiful baby girl, born on June 19th.

Between my life as a mother and resident manager my schedule is pretty busy, but none the less I enjoy what I do.



Gloria Guzman

American Self Storage

of Oroville, CA.

Having the opportunity to become a resident manager especially at my young age has been a wonderful and very accomplishing opportunity for me.

I would like to thank the people who made the decision to move me up in the company. I am very thankful for everything.

I've been with the company for a year and a half now and hope to continue with it for much more time to come.

Being the resident manager has shown me a variety of skills and responsibilities which will I will carry with me though life.

I hope everyone will try and stay cool this summer.

Hope you and everyone at The Laurel Company has a super 4th of July!!!

