

# On The Move<sup>®</sup> Inc.

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## QUARTERLY



## HOLIDAY ISSUE

Moving Truck Ramp Maintenance

Angel Tree

Are QR Codes Making A Comeback?

And MORE!!



*Through superior customer service and quality innovative products, On The Move provides their Licensees the ability to add value and profits to their business.*

## Table of Contents

Editor's Letter .....	3
On The Move News .....	4
On The Move Christmas Party .....	5
New Trucks On The Road .....	6
Employee Spotlight .....	8
Moving Truck Ramp Maintenance .....	10
Critical Pre-Marketing For Your New Store .....	12
What A Year In Real Estate For The Self-Storage Industry .....	14
Are QR Codes Making A Comeback? .....	16
When Disaster Strikes: Preparing For It And Dealing With The Aftermath .....	18
Angel Tree .....	20
COVID-19: Lasting Impacts On the Self-Storage Industry .....	22
Recipe .....	24
Uhaul Cartoon .....	25
Truck Of The Quarter .....	26
Handling Vagrancy In Self-Storage .....	28
Resource Guide .....	31

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# EDITOR'S LETTER

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Rule #1 of 2021: Do not talk about 2020. Before I agree to 2021, I need to see some terms and conditions. All jokes aside, 2020 was a tumultuous year and we are so lucky to be in a time that we could use technology to keep our business open! I'm so grateful that we work in industries that were resilient during this time. Most of our real estate customers found new opportunities and our storage customers tend to be resilient no matter what hurdle we encounter. Food trucks also found a lot of new opportunities by being able to staying open while restaurants were forced to close their doors.

Personally, 2020 was a growth year. I was able to slow down and get creative. I learned to work with other people, ask for help, and think outside of the box. At On The Move, I helped launch our podcast and worked with amazing people to bring great topics to light. We also wanted to feature some of our partners and fellow vendors in this issue. They bring valuable knowledge and experience to our magazine and I'm so excited they agreed to be part of it.

We also spent some time improving processes and websites for you. We were able to add digital signatures to our ACTION!2.0 software. Watch for training webinars in your inbox as we finalize the changes. Our website has also had some massive improvements making it easier to order products from our store. If you are a SecureLease customer, we have added an automated way to send your reports. Many new things for the new year!

Thank you for being our customer! We look forward to serving you in 2021! If you would like to be featured in our magazine, please send an email to me at [CJ@onthemvoetrucks.com](mailto:CJ@onthemvoetrucks.com).

## Trainings Available to our Customers

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### **TRUCK RENTAL GUIDELINES**

This webinar is for new or experienced facility managers. Expect a review of the truck rental process, claims and how to fill out the correct forms.

### **ACTION 2.0**

Learn how to use our truck rental software!

### **TENANT PROTECTION 101**

Are you offering tenant protection at your facility? Now is the time to learn best practices, claims process and more!

*Interested in any of these trainings? Reach out to CJ Stratte at [cj@onthemovetrucks.com](mailto:cj@onthemovetrucks.com) to schedule a personalized webinar for you and your team.*



# On The Move Christmas Party

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# NEWLANE FINANCE

## About us

NewLane Finance is an equipment finance company, headquartered in Philadelphia, PA. Backed by WSFS Bank, we provide small to mid-size businesses with flexible, competitive payment options that enable them to acquire the necessary equipment to be successful.

With the tagline of "Business Lending Done Right", NewLane consistently delivers simple, fast and competitive equipment financing solutions. Our lending process and belief in building strong, lasting relationships is what makes us who we are.

## What you & your customers can expect with NewLane Finance

The core of our business is built on integrity, teamwork, passion, and commitment to excellence. Here's what those values look like in action.

**Funding upfront.** You get your money wired to you punctually. In some instances, you can receive funds before you deliver equipment to your customer.

**Credit decisions within hours.** You and your customers deserve the respect of a prompt response. You'll get one with us.

**No hidden fees.** If we wouldn't like it, we don't do it. Surprises are not fun when it comes to additional fees. With us, customers always know what to expect with their monthly payments. We even provide a seven-day grace period because we understand that sometimes, life happens.

**Electronic documents.** Paper? Nobody has time (or patience) for that. Your customers can sign docs on any mobile device as soon as they are approved.

**A one-page, human-voiced contract.** We paid our lawyer top dollar to write our contracts with words that everyone understands. You won't find legalese here.

**Understanding a multitude of industries.** Our people speak the language of you and your customers. We deliver excellence through knowledge and dedication.

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## About WSFS, our parent

WSFS Financial Corporation is a \$12.2B financial services company headquartered in Delaware. It's one of the ten oldest banks in the United States that has continuously operated under the same name. With WSFS behind NewLane, you and your customers will only work with us. We will never sell deals to another company.

**Ryan DePinto**  
**Business Development: (267) 768 3197**



# New Trucks On The Road







# EMPLOYEE SPOTLIGHT:

## KIMBERLY CHUMBLEY

*Account Executive*



### When did you start working at On The Move?

October 1, 2020

### Where are you from?

TEXAS! Born in Austin, Grew up in San Antonio and currently reside in Boerne

### Alma mater?

I have my BS in Biology/ Chemistry; MBA- Health Organization Management both from Texas Tech University

### What did you do before On The Move?

I was a Sr. Vaccine Specialist at Sanofi Pasteur for 10 years; Then took a

break (ha, ha) as a stay at home mom; Most recently a Special Education Teacher in Northside ISD

### Favorite thing about On The Move?

I love the camaraderie and family atmosphere of the company/ office. Tell us about your family: Kimberly has been married to Lynn for 20 years. Lynn is a Project Manager for USAA. They have 4 children; Lawson – 17 attends Boerne HS where he is an offensive tackle for the Greyhounds and involved in FFA. Kaitlyn- 15 attends Boerne HS where she is active with her friends and FFA. Deacon- 12 attends BMSN and plays the Saxophone in the band. Hudson-

11 attends Curington ES where he is involved as a safety patrol, Student Council representative and every other activity he can participate in. Hobbies: Hiking, kayaking, camping with the family and Shopping (of course)

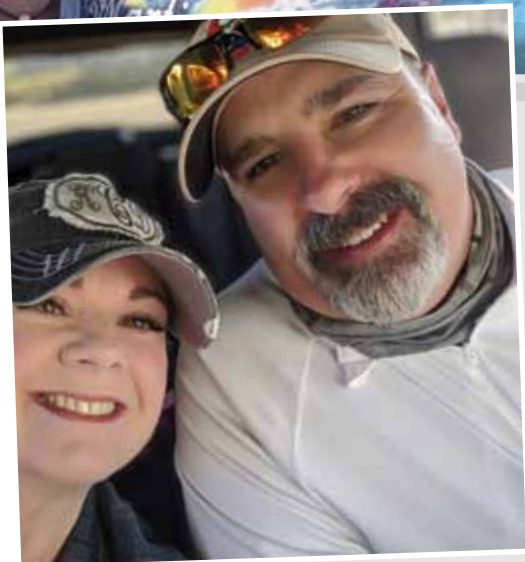
### Favorite animal

I love dogs. During quarantine we fostered a German Short-Haired Pointer named Maverick!

### Favorite music

I love LIVE music- all kinds.







# MOVING TRUCK RAMP MAINTENANCE

BY CJ STRATTE, MARKETING DIRECTOR



Most moving truck loading ramps have several things in common. For starters, aluminum construction is almost universal. Aluminum provides adequate strength and durability while keeping weight as light as possible. Second, loading ramps are constructed with a non-slip surface. Renters can expect to work in every weather condition and a ramp must lend to safety when its wet outside. Another common trait of loading ramps is that they conveniently store between the frame of the commercial truck and are pulled out from the rear bumper area. This otherwise unused ramp storage space leaves the cargo area free. Additionally, most moving truck ramps have a weight capacity rating of 1,000 lbs.

## Next Level Ramps

On The Move has taken moving truck ramps to the next level. Listening to our customers' needs, we have adapted and redesigned storage of the ramp. On our Aerocell model, we extended the back door to cover the ramp. This solved a few issues that were concerning our customers. During the 2008 financial crisis, many ramps were being stolen. Aluminum was a hot commodity at scrap metal yards and moving truck ramps were easily stolen. The extension of the door covers the ramp and allows it to be locked when the door is secured. Ad space was also increased with the extension of the door. Safety is also a huge concern for On The Move. Securing the ramp is mandatory in order to shut the door. Slippage of the ramp while driving is prevented with this simple alteration that is exclusive to On The Move trucks.

## Maintenance of Ramps

Pull out ramps do have their own issues, but its minimal. Broken pull handles and worn out slide mechanisms are the most common problems. Make sure to inspect your ramps and make sure they are clean.





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# CRITICAL PRE-MARKETING FOR YOUR NEW STORE

BY M. ANNE BALLARD, PRESIDENT, MARKETING, TRAINING AND DEVELOPMENTAL SERVICES, UNIVERSAL STORAGE GROUP



From your Feasibility Study (we are assuming you have done your homework), you will begin to shape your exact ideas for creating awareness to your targeted new customers. Are they residential between the ages of 35-46, 56-65 or apartment dwellers, commercial, college students, etc. All of these factors play an important part in designing your pre-leasing and on-going marketing programs, and for filling up any new location.

Once you have established your target service area, which can be within 3-5 miles and or 10 to 20-minute drive times, with luck it includes a wide cross section of customer types needed for self storage success. Then you may set the wheels in motion to create your opening timeline of marketing action items necessary to achieve success. The website is ready and you'll be hoping for lots of phone calls and walk in traffic. How do we make sure the store will attract the balance of prospects needed to reach our proforma of new leases each month? By now, you have joined the SSA and your state association and started reading articles and visiting

with other successful developers to get ideas for your customized marketing plan. The following is a suggested timeline you may consider.

## **Sixty days before opening:**

Confirm your website, logo, colors, signage, market position – i.e., upscale, contractors, offices, drive up climate units, wine or unique offerings that will attract renters to you. Make sure the image is consistent in all print and collateral materials.

## **Direct Mail Program:**

Material: A 4x6 jumbo postcard, 2-sided, full color postcard works well (approximate cost \$65/M for 30,000 cards) you can design the card yourself, there are some easy graphic programs now available, or hire a graphic designer which we recommend. You only get to be brand new one time, don't be penny wise and pound foolish; a professional design goes a long way. The postcard should include: opening date, phone number, location, pertinent benefits (free move truck, climate control, large commercial

spaces, with a map, etc.) and your pre-leasing special (ex: free boxes or lock). Be sure to run at least 1500 extra post cards to use for "cold call" marketing. Mailing Service – Contract with a local direct mail service for mailing list and processing, or better yet, use the USPS at <https://www.usps.com/business/every-door-direct-mail.htm> for Every Door Direct Mail - EDDM. Plan at least 3 drops of 9,000 – 10,000 cards to your target area. Drops should be at least 7-10 days apart, but not more than 2 weeks apart.

Specialty Letters/Postcards and Emails Real Estate offices, banks, doctors, and contractors all have special needs. Design specific marketing letters for each category, using your local yellow pages as a mailing source, or online searches for all of a category type; meaning all lawyers, dentists etc, within a certain distance from your store. For example, you might send an "Uncluttered Houses Sell Faster" to real estate companies and agents. Message should briefly address the problem and then give the reasons why agents should refer their clients to you; free move truck, large units, climate control, camera surveillance, etc. Be sure to include a referral program in your program. Or send a letter with an emery board attached saying "Your files are no Problem with Us". This small marketing action makes you memorable.

## **Chamber of Commerce**

Establish your place in the business community, join the Chamber now. It's never too early to begin networking and marketing your product. The Chamber will play an important part in your Grand Opening and future marketing events, such as the Ribbon Cutting or Business After Hours onsite events for small businesses such as these.

## **Priority Waiting List**

As soon as possible, secure your facility's phone number and forward it to your office or management company. Post



that number on a Coming Soon Sign at the property that says “Now PreLeasing”. Whenever possible the phone should be answered by a “live” operator. The person answering the phone should be able to give all the benefits your facility will offer and be enthusiastic about the opening. Obtain as much information as possible from your potential customer, name, phone number, estimated size of unit, email address. Stay in contact with your potential customer, updating them on the opening date and establishing a relationship. Contact is everything! If the customer is unable to wait until your facility is open, help them locate another facility. Yes, help them locate another facility. They won’t forget your great customer service and will become a future referral source, both the new storage customer and the store you sent them to, and now when you visit the competitor you’ll be welcomed with open arms.

### Competitor survey

Get out there and visit all your like kind competitors and let them know you look forward to sharing referral fees with them for products you may not have and vice versa.

### 30 days before opening

Follow up visits - Remember those specialty letters, or postcards you mailed or emailed? Now’s the time to make follow-up visits to introduce yourself and update them on an opening date. Be sure and take some small token on your visit; pens with facility name and number, pre-leasing postcard, referral cards, etc. Begin making other marketing calls at this time to apartment leasing agents, local businesses, etc. Don’t forget the mall shops during the holiday season.

### Plan your Grand Opening

Coordinate your Grand Opening and Ribbon Cutting with the Chamber event coordinator, choosing a date approximately 45-60 days after opening. An evening event is recommended; 5:30 -7 pm or 6 – 8 pm. Your Chamber representative will make arrangements with local dignitaries to participate in the ribbon cutting and send invitations to all Chamber members. The rest is up to you. Most Chamber’s have event guidelines, be sure to get a copy from your representative. If available, we strongly

recommend you purchase member labels from the Chamber and mail your own set of invitations.

Your grand opening should be a gala event with a theme. Choose a theme that has a connection to the name of your property, time of year or upcoming holiday. For example, a cruise theme, “Cruise the Hudson” (name of facility), a luau theme “Hot Summer Nights” (beach location), the choices are endless. Use decorations throughout your facility that are a reflection of your theme. Twinkle lights, fresh flowers, balloons, beach balls, hay bales, etc., be CREATIVE and have fun with your event.

Mail, email or hand-deliver your invitations approximately 3-4 weeks before the event, and don’t forget to invite everyone you have made marketing calls on and give them an invitation. Your invitation list should include all chamber members, area businesses, personal business associates, friends, and family. Obtain 2-4 catering bids (always use Chamber members). Remember, it is not necessary to provide a meal, light hors d’oeuvres are sufficient. Most events include beer and wine; however, this is your personal choice. How do you serve 200 guests in a storage facility, and give them a tour at the same time? Use our special tip for food placement. Choose several units of different sizes throughout your facility, not too far apart and in flow of foot traffic, to serve your food. Four units work very well, two with hors d’oeuvres, 1 with dessert and non-alcoholic punch and 1 for beer, wine and soft drinks. Each unit should be decorated. We recently had a caterer that loved the idea so much, she decorated the units herself using our Fall Halloween theme and they were fabulous. Provide your guests with a “treasure map” of the property listing unit #, size, and treat they will find inside. For example: Climate Control Unit 515, 10 x 10 – Cold Shrimp Scampi, Stuffed Mushroom Caps, and Honey Sesame Chicken Bites.

Be sure and prepare a thank you gift bag for each guest. You can purchase small white bags with your name and logo on them for a minimal price from any promotional product supplier or you may opt to use clear bags from the local

party store. Bag should include: small promo items (pens, magnet, key chains,) business card, referral program card, special thank you flyer with event special coupon, candy, etc. Customize the bag to your specific products each guest should receive a bag before they leave upon exiting.

Proper staffing is a must during events. There should be enough staff to give personal tours and mingle with your guests. Staff should be well versed on the property statistics and amenities and be able to answer questions. Provide a Golf Cart Valet service. Choose designated parking areas throughout your property and send the golf cart to pickup your guest, another way to provide a tour of your property. Be sure and provide return valet service at end of event.

Provide a place for guests to leave business cards and register for your door prizes. Everyone must register for your door prizes and you should give away at least 3-5 of them, display them in the office with numbers on them and as you give each person their treasure map to all the goodies remind them at what time you will be picking the winners so they need to be back in the office at that time for the drawings. This will give you the email and phone number for each person to add to your marketing database.

No later than 10 days after your event, send a follow up email thanking your guest, outlining your services, and confirming that your event special is still valid until (date). Continuous contact is very important.

The ideas and opportunities for pre leasing and opening events are endless. Remember, do your homework; define your target area, develop a budget, design a plan, be consistent in your marketing efforts, be creative and have fun.

You can, with these types of actions, create an extensive Priority Waiting List. When the doors open wouldn’t it be nice to have 100 names on your list waiting for your call. This puts money in the bank from day one and helps lessen the sting of lots of expenses and no income as is usual for a new location.

# WHAT A YEAR IN REAL ESTATE FOR THE SELF-STORAGE INDUSTRY

NICHOLAS J. MALAGISI, SIOR MANAGING DIRECTOR  
NATIONAL DIRECTOR SELF STORAGE, SVN COMMERCIAL REAL ESTATE ADVISORS



I've accumulated a number of Press Releases on real estate matters this past 12 months and it's amazing to see the positive activity that is happening within our industry.

Four notable trends are continuing from the previous 5-6 years or since the end of the last recession in 2012/2013. Those trends are that institutional capital continues to note the steady returns on investment that the public REITs have enjoyed these past several years and capital continues to enter our sector in the form of debt and equity. Secondly, the consolidation of smaller owner/operators being sold to large operators who improve their economies of scale. The third continuing trend is the growing number of property owners who are

engaging 3rd party professional self storage management companies to run the day-to-day operations of their self storage business. And fourth, the number of new companies that are forming equity funds to acquire self storage continues to grow with each passing month.

Besides these four trends, there were several investment opportunities that were created in 2020. Simply Self Storage portfolio of properties and company is being acquired by the Blackstone Group for \$1.2 Billion. Storage-Mart, the largest independent self storage company is partnering with Cascade Investment, a Bill Gates owned company, in a \$2.7 Billion transaction to continue growing the company and create a private REIT. Nextpoint Storage has purchased the

mortgage REIT, Jernigan Capital, and they're taking the company private.

Finally, I have just received a report from CoStar and they are reporting that through November 30th, 2020 they have recorded \$3.2 Billion in self storage sales. This equates to 1,477 sales transactions at an average sale price of \$3.5 Million or \$89 per net rentable square foot.

Yes, this has been a most productive year for the self storage real estate sector with continued low interest rates combined with low Cap Rates to entice owners to either sell or refinance their properties.

Happy Holidays!





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**FOR MORE INFORMATION, PLEASE CONTACT**

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# ARE QR CODES MAKING A COMEBACK?

BY CJ STRATTE, MARKETING DIRECTOR



Quick Response codes (QR codes) are being used more and more in 2020. They are scannable 2D codes that prompt a visit to your website, social media profiles or any hyperlink that you may use for your business. Around 2011, they first debuted with not much traction. They were such a cool concept but we did not have the technology to execute them. Our smartphone internet speed and cameras did not work as they do today. It was tedious to download a third party app to scan the QR code. It was easier to just type the web address manually.

## How do you use QR codes in 2020?

Now QR codes can be seen in many places including on movie, concert or even airline tickets. SnapCodes from the social app SnapChat make it easier to find a friend or share your profile. With

social distancing, you can use a QR code to find a menu at the restaurants you frequent. You simply open your camera app and scan the QR code launching the restaurant's menu.

## How can you use QR codes in your marketing?

You can fulfil a variety of objectives with a QR code including linking to a website or landing page, direct users to leave you a review, access a special offer, view your Google maps location or direct customers to your social media profiles. One of the most obvious places to put a QR code is on your moving truck. You can print a sticker and easily add to your graphics. You can also put on your business cards, postcards, and print advertising. It can be a tool to bridge your online and offline marketing.

## Where do you get a QR code?

There are many sites to generate a QR code. I'd be happy to create one for you. Just email me at [CJ@onthemovetrucks.com](mailto:CJ@onthemovetrucks.com) and I can have to you within 24 hours. All I need is the link that you would like the QR code to point to!

Scan this QR code to leave us a review on our Google page!





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# WHEN DISASTER STRIKES...

## PREPARING FOR IT AND DEALING WITH THE AFTERMATH

BY DEREK GARISS, SR. BROKER



We live in a very unpredictable world. Disaster can come in a variety of ways; but at the end of the day, I'm not here to scare or alarm you. I would like to help you prepare if and when a disaster strikes. In 2019, the insurance industry in the U.S. spent nearly \$24 billion in repair damage from major storms. Natural catastrophes in 2019 caused about 9,000 deaths.

Hail may be only a momentary side effect of a larger storm, but hailstones have the

ability to cause devastation in a matter of minutes. Every year since 2008, the annual cost of hail and storm damages has reached \$19 billion or higher. Nationwide, hail is the most common natural disaster.

Thousands of homes, businesses and vehicles were destroyed by the twister that sent 205-mph winds through the town of Greensburg, Kansas, in 2007. The Oklahoma town of Sweetwater, about 225 miles south of Greensburg, was hit hard by a twister that

severely damaged a high school and other buildings. Each year about 1,200 tornadoes with wind speeds as high as 300 mph touch down in the United States. Though not generally as destructive as hurricanes, tornadoes are more frequent and can also cause severe damage.

There are 200+ fires every day at work, according to U.S. government data. But having a fire extinguisher isn't enough to protect what business owner's work



so hard for. Fire damage can be costly to repair so many businesses protect themselves against potential losses by buying insurance. Fortunately, fire insurance is widely available.

So how do you protect ourselves and the business you worked so hard for? There are many steps that we can take to reduce the overall impact on our business. We will investigate a few now.

Prevention and Risk Mitigation can help small businesses minimize and ideally prevent the impact of a crisis. The effective way to protect your business, employees and customers are to anticipate the possibility of a crisis and develop a risk management plan. This ensures that everyone on your team understands what to do before, during and after disasters occur. Making sure that you are doing regular maintenance can help you prevent loss in the event of a severe storm

### **Facility Maintenance**

Prepare your property for severe wind and hail with maintenance tasks that can help reduce potential damage. Trim trees to prevent damage from falling limbs and falling trees. Make sure equipment is secured in a protective structure. Tie down construction materials and other items that could become airborne and cause damage during a severe storm. Inspect doors and door latches to make sure that they are in proper working order. Make sure to place vermin deterrent.

### **Roof Inspections and Maintenance**

Schedule regular inspections with a qualified roofer to evaluate the condition of the roof and perform the necessary maintenance on any areas identified as defective.

### **Protective Shields**

Install protective shields or screens over skylights, HVAC units, and other roof-mounted equipment.

### **Public Areas**

Make sure that all appropriate signage is in place. ADA signage is a must.

### **Review your insurance policy**

Make sure that you have the proper coverage and limits for your business. Coverages like Business Interruption, Customer Legal Liability, Sale and Disposal, and a specific wind and hail policy for your area.

### **Create an emergency plan**

Creating an emergency plan can not only save you time and money, it could be the difference between opening or closing the doors forever.

A good disaster plan starts with a list of emergency contacts including the local fire and police departments as well as your insurance agent, electrician, plumber, and HVAC contractor. In addition, keep an updated list of employees, tenants and vendors readily available. This information should be backed up and retained off site. A site map or diagram, building plans, and bank-account records should also be kept at an off-site location.

For employee safety, maintain an emergency kit that includes blankets, a fire extinguisher, first-aid essentials, battery-operated lights, a radio, water, a whistle and basic tools. You also need to plan for disruption to your utility services. Determine which ones are necessary for continuing your business (for example, phone) and contact your local provider to see what back-up options are available.

Your disaster plan should include steps to notify tenants on the state of the facility and let them know when they can safely access the property via website and social media announcements, emails and/or texts, and printed instructions. Provide timely updates whenever possible.

Lastly, providing a protection plan like SecureLease is an easy way to insure that your tenants goods and your buildings are protected.

All of the items above should be part of your business-continuity plan and updated regularly. You can review and create your own plan at [ready.gov](http://ready.gov).

### **Response to a Disaster**

When the facility is safe to approach, it's your duty to protect your buildings from further damage. Secure the property, contact local authorities and call your insurance agent to report the claim in a timely manner. Take photographs and document all loss.

Contact your tenants and provide instructions on how and when they can access the property in a safe manner. According to the Federal Emergency Management Agency, 40 percent of businesses don't reopen after a major disaster. The Small Business Administration indicates that an additional 25 percent fail within two years following the loss. When we take the statistic from the magazine "Claims Journal" that 75 percent of small businesses don't have a disaster plan, these numbers provide a valuable lesson. Planning ahead and taking the steps to develop a disaster-preparedness plan is the key for business continuation.

# ANGEL TREE

BY JENNIFER DANUFF, MARKETING MANAGER, CAPCO GENERAL CONTRACTING



While many holiday traditions may have looked a little different this year, the Capco team was able to continue one of our favorite traditions: our company wide Angel Tree Toy Drive benefiting the Salvation Army of San Antonio. The Angel Tree program launched in 1979 with goal of providing clothing and toys for children at Christmastime. Since then, the Angel Tree Toy Drive has become well-known across the country.

In 2017, we held our first Angel Tree Toy Drive and collected gifts for 60 angels. This past holiday season, our team donated gifts to 100 children with the help of our employees, clients, suppliers and subcontractors. With 2020 so heavily impacted by COVID-19, it was more important than ever this holiday season to help the increasing number of those in need. The Salvation Army predicted they would need resources to serve up to 155% more people with Christmas assistance in 2020.

Recipients of the Angel Tree gifts come from families who have applied for assistance through The Salvation Army. The children range in age from newborn to 12 years and come from a variety of backgrounds. Each angel has a paper tag associated to them in the shape of an angel with their first name, age, gender, clothing size and wish list items. The wants and needs of the children range from educational toys and art supplies to bicycles, scooters and roller skates. The angel tags are traditionally displayed

on a tree for donors to select from. You may have seen these trees around your local malls and Walmarts in past years. This year, however, because of the pandemic, many of the adoptions were done virtually. At Capco, we were able to send the tags digitally to our donors and many gifts were able to be purchased online. Our team was so thankful to be able to continue with our toy drive, despite the unique circumstances.

We were so happy to see half of our angels get adopted with in the first week this year! Many of our employees and partners get excited to shop for the angels and have made it a part of their company's traditions as well. As time goes on, we hope to continue to increase our goal, bringing the magic of Christmas to as many children as possible.

While the angel tree is one of Capco's biggest fundraisers of the year, our team makes it a priority to support local and national programs through both employee volunteerism and charitable giving throughout the year. The Food Bank, Shriners Hospitals, Arc of San Antonio, Life Academy, The San Antonio Clubhouse and the Texas Foundation of Hope are just a few of the numerous organizations we contribute to year after year.

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# COVID-19

## LASTING IMPACTS ON THE SELF-STORAGE INDUSTRY

BY RENEE TULVE, MARKETING MANAGER, PLATINUM STORAGE GROUP; STORAGE DIRECT



The Covid-19 pandemic transformed consumer behavior and forced operators to adapt at a pace unseen before the outbreak. Before COVID-19 and the resulting pandemic, self-storage operators had enjoyed a steady upward trajectory at their sites that supported a sort of long-term status quo in the industry. However, during the pandemic, a drop in demand resulted in a decline in rental rates that defied trends set in previous years; forcing operators to respond. REITS and

other large companies also dramatically discounted rates in many markets, forcing small and medium sized operators to make concessions and change their operations to better accommodate tenants to remain competitive. Owners were also faced with local legal mandates and ethical concerns regarding liens and late fees and the sale of customers goods, resulting in higher delinquencies than previous years. This added pressure made many owners reassess their abilities to

decide how to best move forward in a continuing pandemic under uncertain and quickly changing market conditions.

While there were many negative effects on the storage industry during the pandemic, positive changes were made as owners were forced to find new creative ways to do business with their customers while avoiding direct contact. Platinum was uniquely positioned to adapt to these changes as our longtime emphasis on



technology allowed our operations team to quickly shift to contactless rentals and payments. Our company's partnership with the StoreLocal Storage Co-op allowed us to instantly deploy contactless online rentals with ID verification, and online document management distribution systems to conduct business with customers through their phones and computers via e-signature documents. Davinci combination locks were also utilized to allow customers to access their units before or after office hours, which meant a customer could rent online, enter the site and access their unit without any face to face interaction with site staff. Customers could also completely manage their documents and payments online rather than having to visit the office. These upgrades allow us to better serve our customers now and, in the future, as we continue to build systems to automate and simplify the storage experience.

As with most economic downturns, storage once again proved to be one of the most resilient asset classes during the pandemic. In fact, most of Platinum's properties performed well through the pandemic and even exceeded 2019 income. Looking into the future for 2021 we expect storage rates to make a full recovery and potentially get back on pace with the pre 2020 annual growth rates. While delinquency and bad debt will need to be addressed in Q4 and Q1 2020, historically low vacancy rates leave room for any small dip in occupancy from sorting out these units. Our team also believes that there will be room for raising street and in-place rental rates as we enter the new year. We anticipate that self-storage will continue to do well in 2021 as operators are well equipped to deal with the ongoing challenges of the pandemic.

Are you looking for a third-party management company that will ensure your property has the tools it needs to succeed? Third-party management companies provide self-storage owners with a tremendous resource that they can rely on to navigate the changing

competitive landscape. Not only do they have the expertise and experience necessary to be competitive with the large, well-financed regional and national companies, they can provide certain economies of scale that might not be possible otherwise. By hiring a professional management company, an owner gets the best of all worlds. They still own the property and get a monthly check without having to handle day-to-day operations. They have an expert with the tools and experience to help increase occupancy, decrease operating expenses, and oversee capital improvements and

repairs. This leaves the owner with time to pursue other interests while knowing their property is being well-managed.

#### About Platinum:

Platinum Storage Group is a top national self-storage owner-operator, property manager, developer and asset manager with over 30 years experience operating self-storage facilities nationwide and over 20 facilities in our acquisitions and development pipeline. We are excited for the future and looking forward to our continued growth and success.



# RECIPE

## ORIGINAL WALDORF SALAD

---



Delicious sweet and savory Southern smothered green beans are a perfect side dish during the Holidays!

### Ingredients

3 (14.5oz. cans) cut green beans drained  
12 Slices Cooked Bacon (crisp and chopped)  
2/3 Cup Brown Sugar  
1/4 Cup Melted Butter  
6 Teaspoons Tamari Soy Sauce  
2 teaspoons garlic powder  
2 teaspoons onion powder  
Cooking Spray for Pan

PREP TIME: 15 minutes

COOK TIME: 40 minutes

TOTAL TIME: 55 minutes

### Instructions

Spritz 9 x 13 pan with your favorite cooking spray such as Pam.

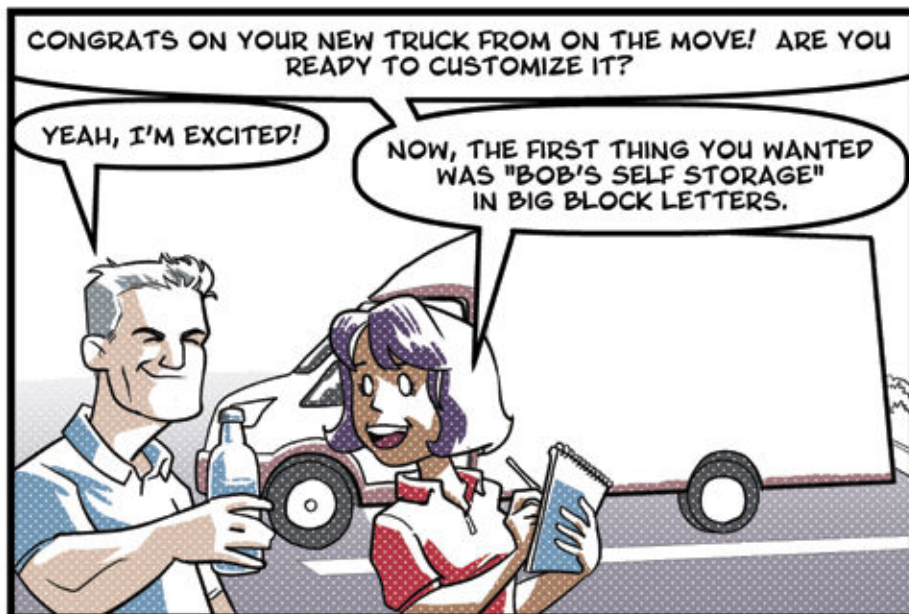
Put drained green beans into the pan.

Mix the brown sugar, melted butter, tamari soy sauce, garlic powder, and onion powder. Pour over green beans.

Add Cooked Bacon

Bake 40 Minutes in 350° F oven.







# TRUCK OF THE QUARTER THE COSSETTE TEAM







**How did you become involved in the real estate industry?**

While buying and selling homes, it spiked my interest in the real estate industry. I obtained my 1st Brokers license in 1980 in Colorado. Currently, I have three offices in Austin.

**How long have you been an On The Move customer?**

My truck is fairly new...only about 6 months.

**How do you use your truck?**

I loan it out to my clients and friends.

**What is your favorite thing about your truck?**

It is easy and fun to drive while providing great advertising.

**Any advice for being successful with a rental truck program?**

Make sure to know what you want to use it for. Have fun!

# Congrats on your Wedding, Noemi!

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Looking back at the summer of 1983, then Noemi DeLaGarza 16 years old and Luis Farias 18 years old were each other's first boyfriend and girlfriend. That Fall they departed ways, Noemi returning to High School and Luis pursuing his college basketball career in Salinas, CA.

Fast forward 37 years, nearly 4 decades, Noemi reached out to Luis on July 22nd 2020 through Facebook messenger after running across some old photos of each other.

N: "Hey Luis, this is Noemi. How are you?"  
L: "Going through a rough time in life actually. I really can't believe I am actually hearing from you. What an extreme surprise!!!"

What Noemi did not know, was Luis was involved in a catastrophic motor vehicle accident on February 2, 2017 in his police patrol unit. He suffered physical and neurological injuries to both legs below the knees after being ejected from his unit. Doctors advised him that his career in Law Enforcement was over. What

Luis told those doctors was, "What is impossible with man is not impossible with God."

Enter July 23rd, 2020 Noemi and Luis met in person and began their reconnection with daily meetings and phone call conversations lasting up to five hours. They felt like they had picked up where they left off in 1983. Nothing about their reunion felt awkward at all. Their bond was re-sealed. Staring at love in each other's faces they decided to marry on October 23rd, 2020.

They had a small ceremony at El Mirasol Restaurant in San Antonio, TX. The entire wedding party convened out to the courtyard where Luis surprised Noemi with a 3 song serenade (Perfect-Ed Sherran, Back At One-Brian McKnight and All of Me-John Legend). He auditioned seven singers before making his final selection with singer/songwriter Ponciano Seoane who happened to appear on the Voice Season 11-Team Adam. After each song, Luis had his nieces and nephew present Noemi with a dozen red, pink and

yellow roses. There was not a dry eye in the crowd!

Needless to say, they both will face many challenges as Luis rehabilitates and begins his return to Law Enforcement. But they are each other's constant support system and are convinced that God was their true matchmaker which makes them convicted in embracing their future together. Jeremiah 33:3





# HANDLING VAGRANCY IN SELF-STORAGE

BY CAROL MIXON, OWNER, SKILCHECK SERVICES, INC.



We have experienced life in a whole new way during the COVID-19 pandemic. Fortunately, those of us in the self-storage business have seen an increase in customer use of self-storage and RV storage. The RV industry has increased sales by 170% in the 2020 pandemic. Fortunate people have decided to take to the road and see America.

Unfortunately, the homeless and drug addicts have become more widespread during the pandemic too. The chart below shows an estimate of homeless people by state.

This chart shows that vagrants are attracted to warmer and more liberal leaning states.

A report in Austin, Texas reads that while a lot of attention has gone to homeless camps under the overpasses, advocates say there are more hidden people struggling with homelessness. "We have people in sort of more rural areas, obviously people downtown and in some of the more urban spots, but there isn't one specific type of place that people end up if they're unsheltered," said Executive Director Matt Mollica with the Ending Community Homelessness Coalition (ECHO).

**Danger to Self-Storage Operations**  
As you know, self-storage was never intended for people to live in or out of! For the sake of people trying to live out of the space and for our other self-storage customers, we need to monitor the property daily and in some locations hourly to make sure we don't have people trying to live out of the space. There have been multiple deaths of customers trying to live out of their storage space.

*Lafayette Police investigate the scene of an early morning fire at Simply Self Storage, 4900 Tazer Drive, Thursday, Nov. 12, 2020 in Lafayette, Indiana*

On November 12th, at the Simply Self Storage location in Lafayette, Indiana a fire occurred. Firefighters stated a space heater in one storage unit that someone was living in caught other items in the St. Elmo's Self Storage unit on fire. The person trying to live in the space was treated for smoke inhalation. Twenty-eight spaces were destroyed due to this fire.

The fire raises concerns about affordable housing in Austin. Experts say if people cannot find an affordable place to live, they will resort to other options like living in a storage unit for shelter. However, as storage operators we need to be diligent to keep customers trying to live in the

space out to keep them safe and other customers' goods safe as well.

Unfortunately, there are multiple videos on YouTube that are helping to teach people how to live in self-storage units and even how to cook out of the space. Below you will find a link to a very disturbing video where a man teaches others how to start a fire with toilet paper to cook out of his storage space.

## What Can You Do - Preventative Measures

It is important to walk or ride around the entire storage property several times per day, especially if you know that you have customers on the site that are trying to live or simply hang out in the storage space. Those tenants who are problematic should get written notice that they are going to have limited access to the space.

For example:

Restricted access through the gate or into the building during office hours only.

Overlock their space every day when the office closes.

Increase their rent due to the fact that you are having to provide more security and labor to manage them.

These measures may sound unfair, but they are for the safety of not only the tenant but all the other tenants and goods stored at the property.

If you want to hear more about this and other storage topics, please go the SkilCheck YouTube channel at [YouTube.com/SkilCheckServices](https://www.youtube.com/SkilCheckServices).

Thanks, and happy renting!

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## DISINFECTING YOUR TRUCK

ENSURING YOUR TRUCK IS CLEAN AND DISINFECTED IS EASIER THAN YOU THINK

### USE SOAP

The most effective weapon is soap (doesn't have to be antibacterial). Using mild soap prevents damage to surfaces that harsh cleaners may cause.

### PERFORM TEST

Test cleaning products before widespread use to be sure you're cleaning safely.

### WEAR GLOVES

Always wear gloves during cleaning. Disposable gloves are preferred.

### SCRUB 20 SECONDS

Scrub for at least 20 seconds. It works for your hands, and it works for your truck.

### PAY ATTENTION

Pay careful attention to high-traffic areas like the steering wheel, door handles, shifters, seatbelts and buckles, and more.



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