

THE **GUARDIAN**

Q4 2016

1-3

OUR PEOPLE



3-6

HIGH FIVES



7-8

DEVELOPMENT & ACQUISITION



9-13

STORE NEWS



14-16

COMMUNITY



17



1 OUR PEOPLE

Here's a chance to potentially learn something new about a few current team members.

Employee Spotlight



Mike Murphy
Property Manager



Mike Lachenmeyer
Maintenance



Paul Fetchin
Associate Property Manager



Keith Moyle
AKA "Tut"
Maintenance

Years at Guardian	11 Years	13 Years	14 Years	11 years
Properties Worked	Bloomfield, Bridgeville, Pleasant Hills, Washington and Waterfront	Ross Township, but really all Pittsburgh properties	Bloomfield, Fox Chapel and Ross Township	Pleasant Hills and Waterfront
Where did you grow up?	Carnegie	North Side	North Hills	Duquesne
Family	Wife, Lori; cats, Sammy and Roxie	Daughter, brother and sister	Wife, Marge; sons, Rob and Brad; two grandsons	Wife, four kids and five grandchildren
First Job	Caddy at Churchill Country Club	Nightshift cleaning at Children's Palace	Neville Chemical Co.	Kennywood Park in 1966 at a rate of \$1.85/hour
Favorite Food	Steak, steak and more steak	Hot wings	Seafood	Outlaw steak at Longhorn
Favorite Holiday	Thanksgiving at my Auntie's house	My birthday	Spring	Summer
Super Power You'd Choose	Ability to stop time so I could sleep longer	X-ray vision	Flying	Mental telepathy to the highest power
Favorite Thing to Do	Punk rock shows with my buddies	Relax in the country	Visiting the casino and collecting silver	Gamble and be with family
Most Binge-Worthy Show	Curb Your Enthusiasm and The Wire	The Sopranos	Gold Rush	The Big Bang Theory
Where do you want to live when you retire?	Maui, The place is paradise	On my brother's farm, in my log cabin	North Hills	Atlantic City
What is something your coworkers may not know about you?	I "borrowed" the meter maid's car in college while she was writing tickets	I can saddle a horse and ride pretty well	I ran track and cross country in high school and college	I would rather cook than eat out



Jeff Pennfold
Maintenance



John Martinez
Maintenance



Denise Maggio
Property Manager



Andrea Musick
Assistant Property Manager

Where did you grow up?	Colorado Springs, CO	Whittier, CA	Paterson, NJ	Texas
Family	Wife, three kids and six grandchildren	Father, Raymond; sister, Vivian	Five brothers and six sisters	Mom and dad; all out in Texas
First Job	Rancher	Country Club	Luigi's Pizza	Waitress
Favorite Food	Pizza	Mexican	Italian	Steak
Favorite Music Genre	Classic Rock	Pop and hip-hop	Country	Everything
Biggest Fear	An asteroid collision	IRS showing up at my door	Losing a family member	Sharks and bears
Favorite Holiday	Christmas	Christmas	Christmas	Christmas
Super Power You'd Choose	Super strength	Spiderman	Cooking	Invisibility
Favorite Thing to Do	Watch television	Hiking	Cooking	Antiquing
Most Binge-Worthy Show	24	Game of Thrones	NCIS	The Walking Dead
Bucket List Item	I already completed it	Go to Hawaii	Vacation in Spain	Go to a beach with extremely clear water

Birthdays

Steven Cohen	January 2
Keith Moyle	January 23
Anna Flick	January 24
Suzanne McAlister	January 31
Kevin Cohen	February 1
Jeff Rethage	February 5
Bob Rogers	February 8
Lauren Browne	February 24
Melissa Platter	February 26
Anita Friend	March 6
Carol Gratchick	March 6
Tiffani Hoburg	March 10
Jeff Ley	March 25
Marsha Kaczor	March 27



Congratulations

John Helms and his wife, Aimee, welcomed their first child on December 5 - a baby boy they named Theodore "Theo" Harvey. Theo weighed 6 pounds and 9 ounces and was 21 inches long.



HIGH FIVES

There's never a dull moment at Guardian thanks to non-stop efforts to improve our properties, services and ourselves. The result? Monthly contests that helped lead to some notable firsts and more amazing customer reviews.

Monthly Contests

To help keep our property teams sharp and focused, our Ops team created monthly contests related to improving our business. The stores are grouped into teams to compete. Here are the 4th quarter's contests and winners!

• OCTOBER

Gain Commercial Tenants

Winning Team: Flash Royalty (Boulder, Cranberry and Waterfront)

• NOVEMBER

Prepaid Rent Collection

Winning Team: Good Fellas (Bridgeville, Monroeville and Shadyside)

• DECEMBER

Best Nets

Winning Team: Good Fellas (Bridgeville, Monroeville and Shadyside)



Congrats to Our 2016 Hot List Stores

Our top three "Hot List" locations for 2016 are:

1. SUPERIOR
2. WESTMINSTER
3. BOULDER SELF STORAGE

The "Hot List" is a weighted average, pound-for-pound ranking of move-ins, retail sales, net rentals and delinquencies over 30 days/fees waived.

Promotions

Jeff Ley was promoted from Marketing Coordinator/Corporate Information Specialist to Marketing & Development Analyst.

Stellar Reviews

Congratulations to all of our stores for earning dozens of positive reviews in the last quarter. Here is a small sample of those who said it best!



Patrick Holman



Boulder

★★★★★ 5.0/5

Dec 8, 2016



I'm really sorry that I don't remember the woman's name. She was very lovely and helpful. She drove me around to the spot and let me get a feel for it. Very helpful and sweet. She was patient with my disability and very grateful to have my service there. I'm a huge jerk for not remembering her name but she was an angel. Thank you, that lady.



Creative Key



Guardian Storage
Boulder

★★★★☆ 4.0/5

Nov 4, 2016



I've been a loyal customer of Boulder Bins for a little over six years now and I was a bit uneasy about the recent change in ownership because I didn't know what to expect. Since I'd carefully chosen Boulder Bins due to positive first-hand experience. I was apprehensive about how things might change once the new ownership/management was in place because I knew nothing about Guardian Storage at the time. After contacting Guardian via email regarding some specific concerns I had about doing business with a new vendor, I received a prompt phone call first from the new owner, and then soon after, from Aquina (who I was already familiar with from Boulder Bins) about my concerns but the matter was resolved by then. In both cases, Kevin and Aquina were incredibly kind and friendly. While addressing my concerns in detail, Kevin was personable, professional, and understanding of my point of view. He took his time to address each point to my satisfaction and not once did he make me feel rushed or cause me to suspect I was dealing with ownership that was anything but reliable, responsible, accessible, and genuinely concerned with customer satisfaction and providing the best possible service. He also informed me of a number of wonderful, much-needed improvements being made to the property. After talking with Kevin and Aquina, I now am comfortably certain that this change in ownership is for the better. The only reason I am rating Guardian four stars instead of five is because I am unable to visit the site at the time of this review to visit my unit personally because I am out of town and can't add that aspect to my feedback. But if the improvements they are making, the happier staff, and how they dealt with this issue are ANY indication of how they do business otherwise, I'll be a perfectly happy Guardian customer indeed!



Laure V



Washington

★★★★★ 5.0/5

Oct 8, 2016



Highly recommend! Pleasant and helpful staff, and even the moving company dude said it was the cleanest place he'd ever seen.



Beverly Fleming



★★★★★ 5.0/5

Dec 4, 2016



Great security, facility is gated, requiring a passcode to open the gate to enter and exit. The building where my unit was is spotless and well lit. I always felt safe. Bob Rogers, who works in the Fox Chapel location, is so helpful, kind and friendly. Always a pleasure to deal with. Bob is truly a great asset at this location. I have rented there for about five years. Bob has always been so helpful with any circumstances that arose, and I never was left to feel upset or unhappy with the outcome. I genuinely mean this. I feel he takes pride in what he is doing and it shows. He is 90% of the reason I rate this location so high, so thank you Bob, it has been a pleasure doing business there. Even though I rented for way longer than I anticipated! I just recently vacated unit 3227 in November 2016! Kudos to all involved!



Jacob Fleischer



★★★★★ 5.0/5

Oct 27, 2016



My company does business with many Guardian locations in the Pittsburgh area. We have consistently received outstanding service from all of the locations. We work closely with Bob Rogers and Paul Fetchin. They both go well out of their way to make sure that our customer experience is top notch. They provide a number of nice amenities that we take advantage of. Because of the personalized service and extra care, Guardian Storage is the storage company that we will continue to do business with.



Jay Papuga



★★★★★ 5.0/5

Nov 22, 2016



The customer service is amazing and very helpful for our needs. I will highly recommend this location to anyone looking for storage space. Thank you.



Ann Clarke



★★★★★ 5.0/5

Nov 11, 2016



I was very impressed that the staff at Guardian Storage actually called me back when a unit in the size that I needed became available. I went in to view the unit and within 20 minutes had all of the paperwork completed. The facility is convenient, clean and lifts/carts make it easy to use; and the staff is very professional, efficient and courteous. This is my second rental unit with Guardian and I will definitely use them again should the need arise in the future.



Mark Williams



★★★★★ 5.0/5

Nov 1, 2016



I just rented a space from Guardian Longmont. I chose this storage site because it is very close to home and work, and have found the people who run it to be very friendly and accommodating. I've rented storage before, and so far this facility appears to be the best.

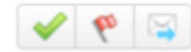


Joann Smith



★★★★★ 5.0/5

Oct 6, 2016



I've been a customer since March 2013. I just used their truck, they rock!!! They are very nice, friendly and knowledgeable. They work with you and their customer service is awesome! You're more than just a storage number to them. Thank you Tim!!! You're fantastic.



Tom Gloued Whittaker



★★★★★ 5.0/5

Oct 4, 2016



We have sold our current house and our new house will not be ready for three months, so that means that 80% of our home will be going into storage. Taking almost everything that is near and dear to you and putting it into storage has been stressful and made us nervous. We looked at several storage facilities and Guardian was by far the best we looked at. Not only did it win on security and cleanliness, but what sold us was property manager Amanda Janes. Once we met and worked with her, we knew we picked the right place. She is professional, courteous and her customer service can only be described as stellar. She makes you feel like your personal belongings will be safe and sound. Highly recommend.



Josh L.



★★★★★ 5.0/5

Oct 19, 2016



I had to store my stuff here about a year and a half after I finished school. I would highly recommend this place to anyone looking for secure storage. Several nice benefits to this place – no damage to my items, even in no-climate storage; nice clean bathrooms and hallways; bright inside with plenty of light; many Shopping carts, mattress dollies, platform dollies to move belongings; and a dock with a lift. Brittany was also great in the front office.



Holly B.



★★★★★ 5.0/5

Oct 13, 2016



From the first time I called to the day I moved in, the staff was informative, courteous, respectful and helpful. The facility is spotless and offered what I wanted — climate control, a safe environment (I come and go a lot) and flexibility with rental terms. I could not find a comparable facility in Boulder, and this is just a five minute drive down the road. So glad I found Guardian!



Bob Blum



★★★★★ 5.0/5

Oct 9, 2016



Anita Friend came to my aid when I was in trouble. I had a moving van full of valuables, and the places I had reserved let me down. The moving company claimed they could not get their truck in my other choice and then I found Guardian. Anita took control, set up conditioned space, provided directions to the movers, and appropriate locks. She could have taken advantage with pricing but did not. I highly recommend Guardian Storage because of Anita.

Here's a quick progress update on newest builds and acquisitions in Pittsburgh and Denver.

PENNSYLVANIA

Robinson Township

401 Coraopolis Road, Coraopolis, PA 15108

Robinson Township officials joined our Guardian Storage team, professional partners and investors on Wednesday, October 19th to celebrate the groundbreaking of an 119,340-square-foot, state-of-the-art self-storage property at 401 Coraopolis Road. We expect to open this property in July.



Groundbreaking ceremony participants (left to right) included Doug Keeter, Membership Director, Pittsburgh Airport Chamber of Commerce; Jeffrey Silka, Township Manager, Township of Robinson; Rachel Susko, Assistant Township Manager, Township of Robinson; Nancy Cohen; Steven Cohen, President, Guardian Storage; John Clingan, Lender, First Commonwealth Bank; Bill Krahe, Development Partner, Guardian Storage; and Jeff Michelson, LEED Green Associate and Project Designer, Desmone Architects.

The mild winter thus far has allowed for tremendous progress on construction of our new Hampton Township and Murrysville properties. It's a race to the finish for these locations as both are expected to open in April!

Hampton Township

4750 Willian Flynn Highway, Allison Park, PA 15101



Murrysville

4711 William Penn Highway, Monroeville, PA 15146



COLORADO

New Properties are Now Open

We're excited to share that our new Boulder and Longmont properties are now open and actively accepting reservations! The lease up process is going strong, particularly for the winter months.

We will begin construction on a beautiful, new leasing office for the Boulder property this Spring.

Boulder, CO



Longmont, CO



Boulder, CO



As a premium self-storage brand, we invest a lot of time and money into improving and maintaining our properties. This is a quick summary of big projects either in progress or recently completed.

Renovations

Ross Township

Painting of the main building and loading docks has been completed. The drive up units are also being painted Guardian blue and getting new elevator doors.

Bridgeville

The addition of a new front gate is scheduled for completion by the end of the first quarter.

John Helms and Denny Kichi work on renovations at the Ross Township location.



Newly installed marketing monitors at all stores keep our customers informed and provide a flexible format for updating messages.

Washington

We have demolished and begun the remodel of the conference room, added additional storage units on the heated and ventilated floor, and are preparing to add vehicle parking units in Building 18.

Cranberry Township

The fourth building is open and leasing quickly.

Longmont

The gates and individual unit alarms are now up and fully functioning.

Technology

Internal Employee Store

At the beginning of the fourth quarter, Guardian Storage launched its new internal employee store. The store was designed as a means for Property Managers to alert the Marketing Department that they are in need of flyers, business cards, marketing materials and/or office signs. The Marketing

Department can also upload new inventory and promotions when available.

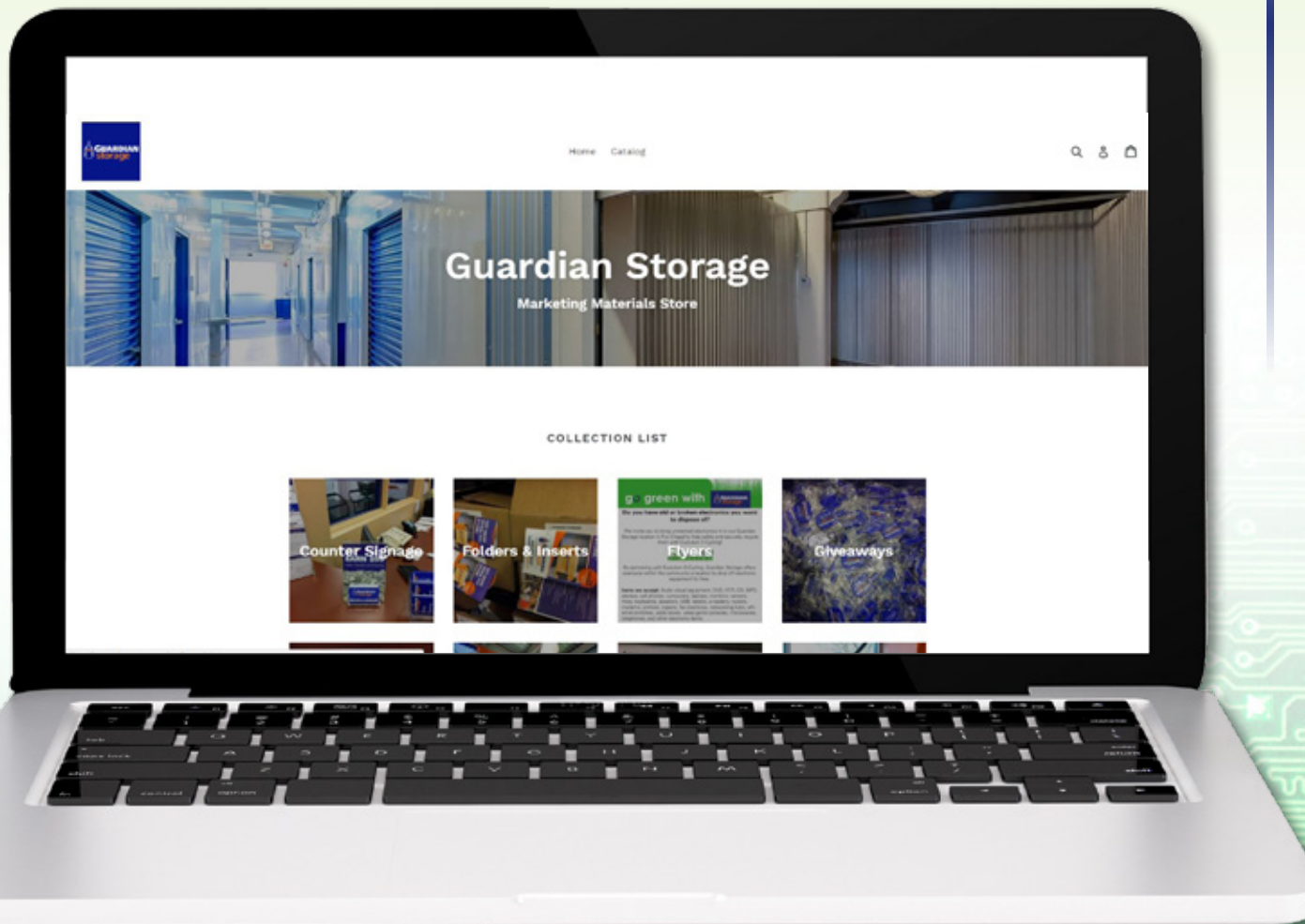
This level of connectivity allows each location to properly manage supplies and stay current with the latest Guardian branding and messaging. As Guardian continues to grow, we are always looking for ways to streamline logistical operations.

Online Retail Supply Market

Guardian Storage is currently developing an online retail supply market and we are hoping to launch before the end of the first quarter. Tenants and customers will have the ability to purchase packing and moving supplies online at any time. They can then pick up their order in store when visiting their unit or prior to their move in.

Getting retail products online and in front of consumers while they are still searching for storage is a critical component to increasing total retail sales. Offering a packing and supply solution at this time during the consumer's journey will increase the likelihood that they will purchase the supplies from Guardian.

It's easy and eliminates another step a consumer must complete before moving. It may also act as a way to generate additional leads and foot traffic to the property.



Exterior Signs

Our exterior signs are often the first exposure people have to Guardian Storage. It's important that they are impactful and reflective of our brand standards. Here are the sign updates that have been completed or are currently in progress.

MONROEVILLE



We updated the monument sign in December.

BRIDGEVILLE

The sign package has been approved, so we are now reviewing bids with an anticipated installation in April.



Entrance sign



Building five (facing I-79)



Rear of the property (facing Walmart parking lot)



Rendering of the new Monument sign.

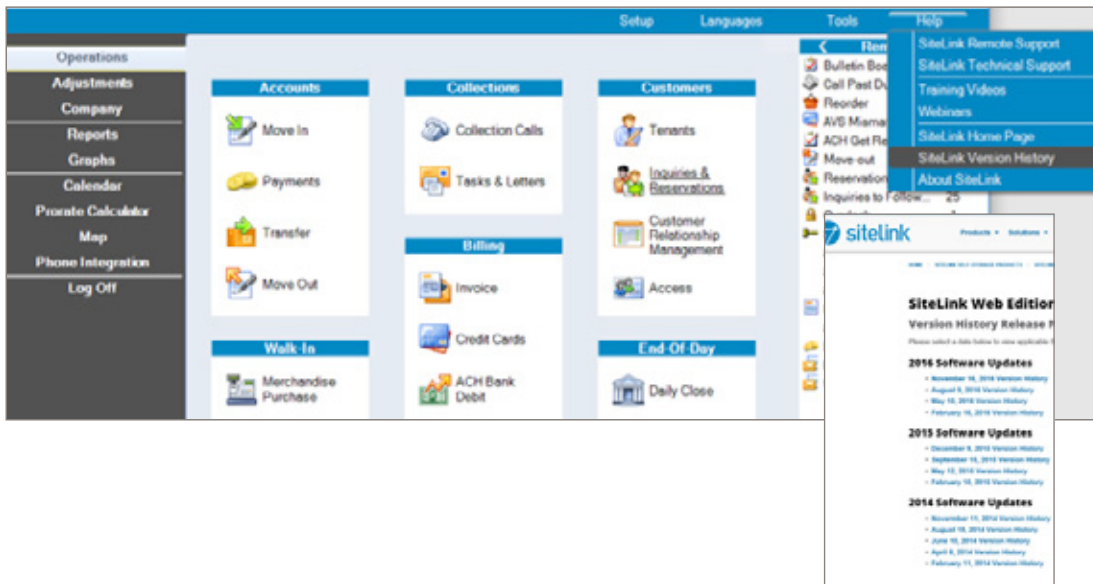
Behind Shopping Center

Quick Tips

Did you think of a new approach to improve an existing process or solve a problem in your store? If so, share it! Chances are it could work for your colleagues as well.

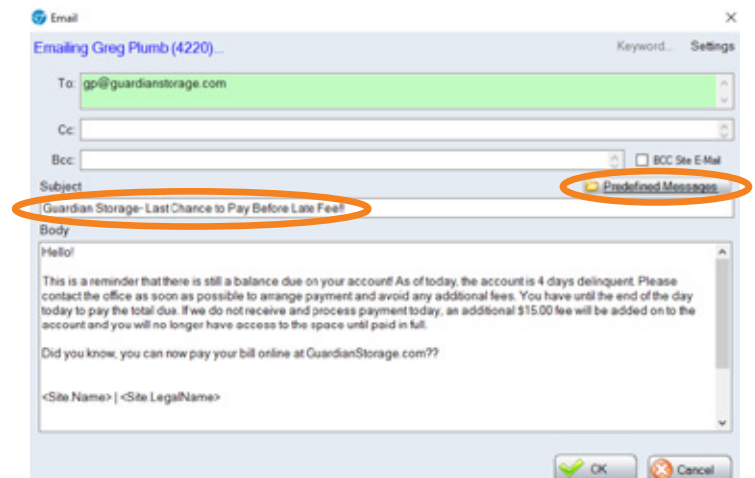
Tip #1 – Shortcuts on SiteLink

Check **SiteLink Version History** to find out about any new changes and/or updates to SiteLink.



Tip #2 – Customer Correspondence

Use a **Predefined Message** or create your own subject text when sending emails (especially for past due tenants) to keep your emails fresh and not just “another Guardian Storage email.”



Survey Q&A

We asked and you kindly answered. Here are this quarter's questions and your responses.



Q. What is your best approach to dealing with collections?

- Keep up with your collections and don't falter. I call at least one to two times a month and send the late letters via email weekly. Keep in mind who is going to get a late fee and call before it hits to try and motivate them to make a payment. Lastly, I try to put very detailed notes about the customer's situation and how they will be making their payments to catch up. This keeps all managers in the loop to hold the tenants accountable.
- Set the tone during lease signing, informing tenants of the late fee structure.
- Offer to split or waive fees in order to setup the account on auto charge.
- Trying to get as many people pre-paid or on autopay is the most effective way to keep collections down, but that's not always possible. We call and email every person on the list at least five days in advance to warn them of the impending fee. Not only are you hopefully getting them to pay prior to the late fee, but it also makes it easier to tell them "no" later when they ask you to waive the fee because you know they were warned.
- Sending the predefined messages from SiteLink is a great tool because it puts the message in the body of the email so you don't have to rely on someone opening an attachment to see your message.
- STOP WAIVING FEES! I promise you the less fees you waive, the better your collections will be. Fees are meant to be more of a deterrent than an additional income source. If a customer knows you're going to waive a fee every time, they will never pay on time. Do yourself a favor and JUST STOP! It may be hard at first – especially with long-term customers – but if you play hard ball, they WILL get on board!

Q. What are the best "up sale" techniques or suggestions for selling merchandise at move-in?

- I briefly discuss the truck and merchandise to wrap up the sale during move in. I also always try to emphasize the \$2 boxes. If you don't talk about it, then they usually don't buy. Just the mention helps.
- Stand near or in front of the merchandise when you're talking to them so it's in their line of sight. Then casually say something like, "We have everything you could need to make moving easier. Are you interested in purchasing some items?"
- If they need boxes, I tell them about the moving kit and explain what a great deal it is.
- Just mentioning merchandise to every customer that walks in the door has been the most successful approach for us. We're also more successful taking an assumptive approach by asking questions like, "How many boxes will you need?" instead of "Do you need boxes?" If you can tell someone is overwhelmed or new to storage, walk them through the merchandise and explain what all the basic items are for – they may not even realize that they need something.
- I always offer a lock, because that's the first thing a customer will need when renting a unit. I advise them that buying one now is much easier than stopping somewhere else later. When selling certain types of units (i.e. drive-up units), I tell customers that the units do get a little dusty, so buying mattress bags or sofa covers is an easy way to protect items.
- I let them know our box prices are the cheapest in the area and do not let them leave without a lock if they did not bring one when completing their paperwork.

Philanthropy

Guardian Storage has a long history of giving back to the markets and communities in which we live and work. We continue to support a wide variety of deserving organizations within our communities.

Toys for Tots

For the eighth year, we were proud to sponsor the [Marine Corps Toys for Tots](#) campaign to benefit underprivileged children in Pittsburgh and Denver.

Our Strip District property served as the official South Allegheny Toys for Tots warehouse and distribution site. We donated space for volunteers to collect, sort, organize, store and distribute all the toys from this year's drive. Additionally, all of our Pittsburgh and Denver stores serve as drop off locations for toy donations.

In Pittsburgh, Guardian employees gathered for an evening of volunteer work and good cheer to fill orders for children throughout Western Pennsylvania.

- This past holiday season, a total of 57,000 children received approximately 160,000 toys.
- Over 160 nonprofits received toys for over 37,000 kids.
- Over 40 organizations and companies came to the warehouse to volunteer.
- Over a six-week period, about 850 volunteers spent about 2,700 man hours creating a better holiday season for children in need.



Community Support

A Hope Filled Christmas

Hope Rising Church runs an annual program called “A Hope Filled Christmas” for Monroeville and its surrounding communities. This event provides gifts to families and children in need. The program allows families in the community to sign up to receive gifts for their children and/or nominate a family to receive gifts, as well as request donations of toys, gift cards or a tax-deductible donation. Last year, they positively impacted the lives of over 2,300 families!

As the primary sponsor of this annual event, Guardian Storage donates space to hold the toys, boxes to collect toys at all of the other drop-off locations and trucks to deliver toys to the families on Christmas Eve. We also sent an e-blast to our tenant database requesting donations.



Pastor Harry of
Hope Rising Church
and his wife

Fox Chapel Heat

Guardian Storage sponsored Champion Force's Fox Chapel Heat – a local cheerleading team – in Oakmont's Hometown Christmas Parade on November 19th.



Suits for Soldiers

The Cranberry Township property succeeded in collecting over 100 suits to support the Farmers Insurance® nationwide Suits for Soldiers campaign.



Washington County Holiday Parade

Our Guardian team marched in the Washington County Holiday Parade on December 2nd.

Guardian in the News



Pennsylvania

- [Pittsburgh Post-Gazette](#) article about our support of Toys for Tots
- [Pittsburgh Post-Gazette](#) article about “treasure hunting” at abandoned storage lockers

Trade Publications

- 2016 Top Operators List from [Inside Self-Storage](#)

We bet you can't guess which of your colleagues these cute babies were, or who owns these fur babies. No peeking at the answers!

WHO AM I?



WHOSE AM I?



A. Paul Fletcher B. Tiffani Hoburg
C. Melissa Cupec D. Kander Greg Plumb

Lastly, we'll leave you with a little self-storage humor and a bit of inspiration.



"You can do what I cannot do. I can do what you cannot do. Together we can do great things."

— Mother Teresa