

THE **GUARDIAN**

Q1 2017

1-4

OUR PEOPLE



4-7

HIGH FIVES



8-10

DEVELOPMENT & ACQUISITION



11-14

STORE NEWS



15

**COMMUNITY
SUPPORT**



16-17



1 OUR PEOPLE

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

Employee Spotlight



Anita Husman
*Property Manager,
Washington*



Hope McAlister
*Associate Manager,
Washington*

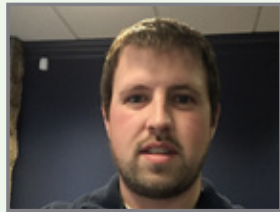


Frank Certo
*Director of Property
Management*

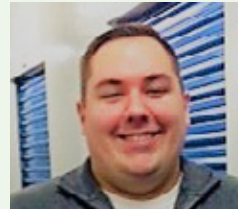


Brittany Wetzel
*Property Manager,
Strip District*

Years at Guardian	10+ Years	4 Years	11 Years	7 years
Properties Worked	Monroeville and Washington	Bridgeville, Cranberry, Ross Township and Washington	All Locations	Shadyside and Strip District
Where did you grow up?	TEXAN from north, south, east and west Texas. You can take the girl out of Texas, but you can't take the Texan out of the girl.	Moon Township	Penn Hills	Morningside in Pittsburgh
Family	My boys are grown and married with three children	Two married sons	Wife, Nicole, and dog, Paddy	Where do I start? Mom, dad, step-mom, step-dad, two brothers, sister, adopted brother, adopted sister, two step brothers and a million cats!
First Job	Selling Girl Scout cookies	Restaurant	Lifeguard WCBP (New Jersey)	Selling Dippin' Dots at the Pittsburgh Zoo
Favorite Food	Enchiladas	Anything sweet	Mum's pumpkin pie	Chipotle
Favorite Holiday	Fourth of July and enjoying summertime	Christmas	Any day I can hit 18 and hang by the fire with my team, beers and some FGL	Halloween
Super Power You'd Choose	Empathic mimicry	Power to heal	Humor, wit and/or unlimited access to the right movie line at the right time	Heal animals or talk to animals
Favorite Thing to Do	Hang out with my kids and family	Read and/or walk	Be in the woods with my wife and dog	Sleep and eat
Most Binge-Worthy Show	I don't watch much TV	Game of Thrones	MASH	This is Us and Monsters Inside Me
Where do you want to live when you retire?	Paradise with family	Close to my kids and grandkids	In the woods	Preferably somewhere near the water but wherever my family is will be home to me
What is something your coworkers may not know about you?	I won Mrs. Washington County at 37 years old even though an explosion burned my eyes that same year	I've parasailed	My Dad has been my biggest inspiration and I'm a better person since I rescued that pointer from the pound	I volunteer at an animal clinic every Sunday. I rescued, trained and fostered over 70 cats in 2016 alone.



Matt Figurski,
Roving Associate Manager

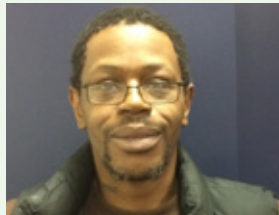


Nate Wilder
Associate Property Manager, Waterfront

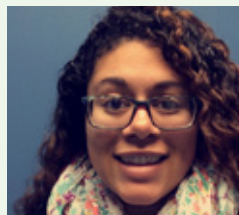


Brad Amos,
Information Technology Manager

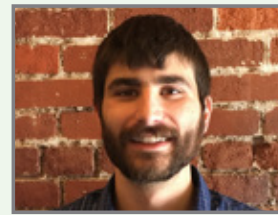
Where did you grow up?	That's a tough one. I grew up moving constantly, but I consider Dormont and Robinson home.	Munhall	White Oak/North Huntingdon
Family	My two pugs, Otis and Brutus; brother and two sisters; mom, dad and step-dad	Mom, sister and three brothers	Mom and dad; brother, niece and nephew; engaged to Lydia and getting married May 2018
First Job	Swing Line Windows	Bus boy at Eat'n Park	Fabricator at my dad's cabinet shop
Favorite Food	This list could get long! I love anything BBQ, but my favorite is probably manicotti.	Pizza	Mexican everything. I would eat a Jansport backpack if it had cholula on it.
Favorite Music Genre	Everything except heavy metal, unless it comes with Tylenol	Indie Rock	Metal mostly, but I'm down with everything except country and what's currently on the radio. Favorite bands include Pink Floyd, Katatonia, Gojira and Faith No More.
Biggest Fear	Snakes! If Indiana Jones is allowed to be afraid, so am I.	Needles	Failure and those centipedes in the shower
Favorite Holiday	I love them all but definitely Easter because I'm a candy junkie	Christmas	Cinco de Mayo. See above answer for favorite food. It's also going to be my wedding date in 2018.
Super Power You'd Choose	Ability to read minds or invisibility	Telepathy	Teleportation. I would never sit in traffic again and could be anywhere at any time.
Favorite Thing to Do	Traveling and playing baseball. I play a lot of ball in spring and summer.	Play video games	Love hiking and backpacking. There's something about getting lost in the wilderness for a while that puts everything into perspective.
Most Binge-Worthy Show	It's a toss-up between Seinfeld and The Chappelle Show	The Walking Dead	It varies. Most recently Game of Thrones and Stranger Things. Somehow I got sucked into 12 seasons of Grey's Anatomy – still trying to figure out how that happened.
Bucket List Item	Catch a touchdown from Big Ben	Write and direct a film	Wingsuit BASE jumping



Ray Jones,
*Maintenance,
Shadyside*



Tierra Corklin,
*Associate Manager,
Bloomfield*



Michael Dunn,
Roving Associate Manager



Adam Gray,
*Maintenance, Ross
Township and Hampton*

Where did you grow up?	Wilkesburg	Titusville	Spring Hill in Pittsburgh	Pittsburgh
Family	Engaged to Tameca; daughters, Taty, Rae Rae and Tori; son, Damon	Mom and twin brother	Parents, Jim and Fannie, and younger brother, David	Wife and two kids
First Job	Army	Worked at a pizza and ice cream shop	Assistant bindery operator at Three Rivers Bindery	Lifeguard
Favorite Food	Cheeseburgers	Chicken quesadilla	Pizza	Pizza
Favorite Music Genre	Everything but country	Hip-Hop	Classic Rock	Any
Biggest Fear	Failure	That I will always be poor	Failure	Nothing I can think of
Favorite Holiday	My kids' birthdays	Thanksgiving	Christmas	Halloween
Super Power You'd Choose	Teleportation	Shape shifter	Control electricity	Immortality
Favorite Thing to Do	Working	Spending time outdoors	Read and/or watch TV	Play video games
Most Binge-Worthy Show	None	The Walking Dead	Curb Your Enthusiasm	I don't watch TV
Bucket List Item	Make sure my kids are taken care of	Go to Greece	Travel to Italy	I don't have one

Birthdays

Matt Newmeyer	April 10
Amanda Detling	April 10
Tierra Corklin	April 16
Cindy Herd	April 23
Michael Murphy	April 24
Brittan Wetzel	April 25
Kelsey Gaiser	May 1
John Martinez	May 2
Bonnie Tresco	May 7
Glenn Spohn	May 7
Hope McAlister	May 10
Jeff Penfold	May 12
Melissa Cupek	May 17
Patricia (Trish) Van Sickle	May 19
Frank Renn	May 22
Jason Zielinski	May 30



Work Anniversaries

Marsha Kaczor	15 Years
Kevin Cohen	10 Years
Deb Pilszak	5 Years

Congratulations

Congratulations to our 2016 Annual Awards winners. We're so glad you're all on our team!

- **Players' Player Award** – Bonnie Tresco
- **Property Manager of the Year** – Brittany Wetzel
- **Associate Manager of the Year** – Hope McAlister
- **Property of the Year** – Ross Township (John Helms, Tim Webb, Denny Kichi, and Mike Lachenmeyer)
- **Ken McMillen Memorial Award** – Mike Ferrence

Promotions

Matt Russell was promoted from Associate Manager to Property Manager.

Greg Plumb was promoted from Associate Manager to Property Manager. Greg is also joining the Store Audit Team.

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!

- **JANUARY**
Past Due and Pre-Paid Rent Collection
Winning Team: Shady Strip Foxes (Fox Chapel, Shadyside and Strip District)
- **FEBRUARY**
Square Feet Rented
Winning Team: One Team, One Mission (Washington, Waterfront and Westminster)
- **MARCH**
March Madness
Winning Team: Boulder Self-Storage



Notable News

The early leaders for 2017 *Property of the Year* are:

- **Brush Creek**
- **Ross Township**
- **Guardian Storage Boulder**



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!

 Sparefoot
 Oakland
 Martisha

★★★★★ 5.0/5 Mar 23, 2017
Easy and Convenient
 The pricing, the customer service, my storage space and everything that comes along with Guardian Storage is awesome.



price ★★★★★ 5.0/5 cleanliness ★★★★★ 5.0/5 service ★★★★★ 5.0/5

 Google
 Guardian Storage Boulder
 Ken Kotch

★★★★★ 5.0/5 Mar 23, 2017

Not only does Guardian Storage have the best facility in town by far, they have the best staff, hands down. They are kind and caring and take their work seriously. I highly recommend.



Courtesy Likely to Recommend

 Yelp
 Bridgeville
 Rebecca B.

★★★★★ 5.0/5 Mar 20, 2017

Their entire staff is amazing. Their facilities are clean and safe. If you need to store your belongings I highly recommend this storage facility.

Safety Likely to Recommend Appearance

 Google
 North Huntingdon
 Brenda Capalongo

★★★★★ 5.0/5 Mar 17, 2017

This was the first time that I have ever used a storage facility. I did a lot of research before I decided to go with Guardian on Route 30. The place is priced great, very clean, very secure and the staff is very friendly. I couldn't have had a better experience.

Overall Experience/Service Pricing Courtesy Safety Appearance



Google

Guardian Storage Longmont

★★★★★ 5.0/5

Mar 12, 2017



My experience at Guardian Storage in Longmont, Colorado, was great. Denise Maggio was very helpful and such a pleasure to work with. I will recommend all of my friends to her. Denise has a very pleasant personality and is a real people person. Thanks for the experience, Denise!



Dan Lundine

Overall Experience/Service

Courtesy

Likely to Recommend



Google

Ross

★★★★★ 5.0/5

Feb 16, 2017



The help I received at the McKnight Road location was excellent. I was able to get everything I needed for my move and to store my property. Thanks John!



Renita Freeman

Overall Experience/Service



Google

Washington

★★★★★ 5.0/5

Feb 13, 2017



Very friendly staff, located in a great easy to access location and excellent security to protect whatever it is you need protected. HIGHLY RECOMMEND THIS STORAGE UNIT!!!



Larry Hoffman

Courtesy

Convenience

Likely to Recommend



Google

Superior

★★★★★ 5.0/5

Feb 1, 2017



My experience has always been nothing but AWESOME! Super friendly staff and very clean facility. I highly recommend Guardian Storage in Superior, HANDS DOWN!



Bridgette Turley

Courtesy

Likely to Recommend

Appearance



Yelp

Strip Distict

★★★★★ 5.0/5

Jan 12, 2017

Brittany and Deb could not have been nicer or more helpful, and the building is a grand, old multi-story one with hardwood floors! Several cuts about previous storage rental experiences.



Richard M.

Overall Experience/Service

Courtesy



Google

Pleasant Hills



Karen Sagel

★★★★★ 5.0/5 Feb 11, 2017

This was an off the wall idea and it was perfect! It was \$30 cheaper using their box truck than renting one from U-Haul. Storage unit is \$25 less expensive than U-Haul and larger - 7.5' x 10' with a 12' high ceiling versus 8' x 8' with a 6' high ceiling. Solid metal walls between units, not just cheap plywood like U-Haul. Strong metal roll up doors, not wooden ones on rusty hinges. You can use your lock, not a specific U-Haul lock. The overall everything is better. But best of all was the customer service. Trish would call me to check in on me knowing I was very stressed out, helping me keep on schedule. The choice of hot coffee, tea, or apple cider always in the office was one of those really appreciated Godsend, everything was always ready and well organized. A clean bright office area with couches, so if you actually do have to wait, you're comfortable while you are waiting, not just standing there for an hour. I have been a die hard U-Haul user for years because that was the go-to name in self moving and storage. I am really glad I stopped in to check this place out. Best experience I have ever had moving and storing.

Overall Experience/Service

Pricing

Courtesy

Appearance



Google

Guardian Storage Boulder



Jonathan Turkle

★★★★★ 5.0/5 Jan 30, 2017

Moving and storing items from my home is arguably one of my most stressful and some my least favorite things to do in life, right next to root canal surgery. My experience with the Boulder Guardian Storage facility has made me re-evaluate my thinking. To be honest, I cannot say enough good things about how I was treated. Alberto and the entire staff went the extra mile to make sure I knew they were going to take care of me. His cheery disposition and sincere desire to make sure I received every benefit afforded me made all the difference in my experience. When I discovered that one unit was insufficient for my needs, he worked with me to find another close by. When I stupidly drove into a snow bank in the middle of the facility he and his help were there immediately to dig me out. But perhaps my most appreciated experience was the pro-active approach Alberto took to make sure I wasn't inadvertently charged more because I forgot to fill the fuel tank or left the moving blankets at my house. That concern for the customer welfare is a rare thing in this day and age, but it made the world of difference to me. I would whole heartedly recommend Guardian and this facility to anyone who thinks that all storage facilities are basically the same. Trust me. They are not.

Overall Experience/Service

Courtesy

Likely to Recommend



Facebook

Fox Chapel



Frank Lucchino

★★★★★ 5.0/5 Jan 3, 2017

Bob, the manager, and Paul, the assistant manager, were extremely helpful. They went out of their way to make me feel welcome as a friend, not just a customer. The facility is well run and convenient.

Courtesy

Convenience

Here's a quick progress update on our newest builds and acquisitions.

PENNSYLVANIA

Our three new Pittsburgh properties under construction are on track and moving along nicely.

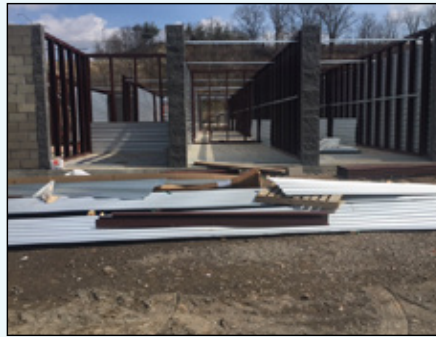
Murrysville is projected to open in early May.
4711 William Penn Highway, Monroeville, PA 15146



Hampton Township is projected to open in early June .
4750 William Flynn Highway, Allison Park, PA 15101



Robinson Township is projected to open in early August.
401 Coraopolis Road, Coraopolis, PA 15108



As always, we're hard at work on new deals to expand our brand - more to come in the next issue. In the meantime, here's an article on the merits and challenges of constructing new properties versus acquiring existing properties.

Deciding Whether to Build or Buy a Self-Storage Facility

By Steve Hajewski, Inside Self-Storage

If you're looking to invest directly in ownership of a self-storage business, your choices are to build new or buy an existing facility. In today's market, lending is readily available for either option, and each has pros and cons. Let's take a closer look at both to help you determine which may be your best opportunity.

BUILDING NEW

Perhaps the most attractive aspect of building a new facility is, well, everything is new. Ground-up construction means a facility will be relatively maintenance-free once built. It will include fresh driveways, buildings with brand-new rooftops, long-lasting pre-finished steel, and in many cases, all new fencing, gates and security equipment. While your primary motivation in owning self-storage may be to operate it as an investment, there's a certain satisfaction that comes with having the colors, finishes and design just the way you want it.

On one hand, you'll have the benefit of starting with your own operating procedures and running the facility as you see fit. You'll get to choose the management software, for example. On the other hand, you're starting at zero percent occupancy and will have negative cash flow until you reach your breakeven point. Building new carries risk in the time it takes to rent up, as well as potential project-cost overruns.

Overruns can come in many forms. Unexpected site conditions, changing building codes and unforeseen environmental hazards can greatly impact construction costs. For example, a developer in Iowa was adding to an existing facility when he learned the newer building code would require him to install sprinklers in the new building. The sprinklers alone would be a major expense, but to make matters worse, he had to excavate under several hundred feet of driveway to connect the sprinkler system to a water source.



Another potential drawback to building new is the overall timeline. Finding the right land and gathering the necessary approvals and permits is commonly a costly, multi-year process. The design work involved to obtain permits can easily run into tens of thousands of dollars before you know for sure the project can be built. But once the property is up and rented, it will grow in value with age.

BUYING EXISTING

In most cases, buying an existing site has the major benefit of immediate cash flow. You know what the current rent is, and you know what the expenses will be. A big challenge can simply be finding a willing seller. Determining a fair price for a facility generally involves looking at the desired return on a cash investment. A capitalization rate (cap rate) is applied to the annual net income.



The equation is: **Net Income / Cap Rate = Facility Value**

For example, a site that generates \$100,000 annually after deducting expenses (excluding mortgage and interest) would be worth \$1 million at a 10 percent cap rate. More desirable properties will sell with a lower cap rate, while small locations or those in need of significant improvements will sell with a higher cap rate. Institutional buyers are typically looking for larger properties or groups of properties.

Accurately projecting expenses is a key component to buying an existing facility. When a property is sold, you can expect the city to re-evaluate its property taxes. Assume they'll go up after you buy. Additionally, owner-operated facilities often underestimate the value of the owner's labor. For example, an owner who plows and mows the facility himself might not be including that expense. For purposes of valuation, it should be incorporated.

You'll also want to factor in any deferred maintenance items, such as roofs, driveways or doors that may be at the end of their useful lifecycle. Look for potential problems, such as poor layout, drainage, or locations where ice

or snow may be problematic. In northern climates, there shouldn't be water shedding to northern exposures with doors. Acquired sites may have issues that aren't easily fixed.

BUYING MORE THAN PROPERTY

Keep in mind that buying an existing facility means more than acquiring land and buildings—you'll also instantly have tenants. This is good, but you'll inevitably inherit some problems. Did the previous owner or manager collect rent from a few tenants off the books? Why is there a locked unit with no contract? Are there delinquency issues? Depending on how tightly run the business was, you may have a project on your hands to clean up the rent roll.

You'll want to evaluate the current operation to identify ways you can increase financial performance. How was the business being marketed? Does the facility have good online visibility and a well designed website? Is the current rent below market rates? Can the site be improved with modern lighting and security features to justify a rent increase? Can you reduce operating expenses?

If buying an existing facility with room to expand, proceed with caution. While the extra land does make a site more valuable, you may find that codes have changed, making the extra land no longer buildable. New code could also require a catch basin for any new buildings as well as existing ones.

There's no clear-cut answer to whether it's better to buy an existing facility or build new. To figure out which may make the most sense, you'll need to closely evaluate your available opportunities. Talk to consultants and brokers who specialize in self-storage, and if necessary, a local civil or city engineer to gain a better understanding of project costs and value. Good luck in your next endeavor!

Steve Hajewski is the marketing manager at Trachte Building Systems, which designs, manufactures and erects a full line of pre-engineered and customized steel self-storage systems, including single- and multi-story, portable storage, interior partition and corridor, and canopy boat/RV. He also owns a self-storage facility in Wisconsin and is a frequent contributor on Self-Storage Talk, the industry's largest online community. For more information, call 800.356.5824; visit www.trachte.com.

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

Renovations

Bridgeville

We replaced the entry gate with a new, faster-moving lift gate for customer convenience and added security.



Ross Township

We finished painting buildings one and two, as well as the office, and replaced all exterior doors on buildings two through eight.



Pleasant Hills

We installed new carpeting and lighting and completed a climate control renovation.



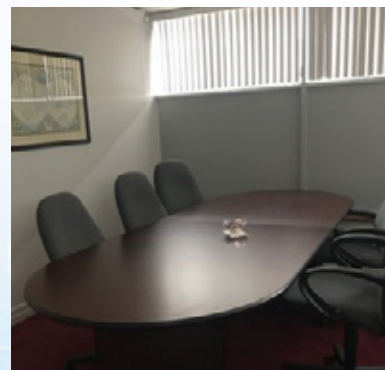
Strip District

We began construction April 1st to convert the east side of the fifth floor into storage units. We will add 4,800 rentable square feet of space and hope to have construction of 48 new units completed before the student rush at the end of April. In addition, we will soon begin converting the west side of the fourth floor into climate-controlled space to meet growing demand with the goal of having the conversion completed this spring.

We also laid all new carpeting in the elevators and updated signs on all floors.

Washington

We completed construction of a new conference room, which required changes to the interior and exterior of the main building. We should be finished with the reconstruction of building 18, including the demolition of some units to create vehicle storage, in early April.



Longmont

We are planning a grand opening celebration at the Longmont property on June 9th. We're inviting the Longmont community, including chamber members and tenants, to enjoy a live band, great food and a raffle.



Sales Training

Our people are clearly one of our biggest strengths, especially as we continue to grow. As such, we invest heavily in training and continuing education. In February, employees attended a Sandler sales training course in Peak Performance focused on how to match and mirror the personalities of our customers to better serve their needs and improve overall conversion numbers.

Each manager took an online DISC personality profile test to determine if they were Dominant, Influencer, Steady or Conscientious and to also help them to better understand customer behavior, temperament and personality. DISC is the most widely used profiling tool of its kind and is supported by decades of validation and reliability studies.

Having their own customized profile allows team members to be aware of how they interact with others and how they are perceived. They were taught how to use their personality strengths, while also being aware of potentially less desirable attributes and how to overcome and prevent any issues they might cause. This training strengthens sales ability and makes interaction with customers and fellow employees more enjoyable and successful.

In addition to the continuing education program all managers attended in February, all new team members will soon begin the extensive, year-long Peak Performance series, a Guardian requirement for all new managers.

Technology

Go Local Integration

During the 4th quarter of 2016, Guardian Storage entered a new partnership with digital consulting firm Go Local Interactive. Go Local will provide expert advice and analysis on search engine optimization, pay per click campaigns, social media campaigns, user experience, A/B testing and more.

Several design changes have already been implemented on the Guardian website with a focus on brand messaging. Other changes will happen throughout the first half of 2017 as we strive to improve the overall customer experience and task flow during their time on Guardian's website.



Boulder Self Storage Website

The website for Boulder Self Storage, a Guardian Storage managed property in Denver, received a facelift during the 1st quarter. The new website was launched and modeled after the Guardian template.

This huge upgrade gives Boulder Self Storage access to all of the site functionality and technology Guardian has developed and refined. This change also worked to streamline and improve the user experience.



Easy Code

Our Colorado properties have integrated Easy Code technology into their gate systems. Easy Code takes away the hassle of having tenants remember gate access codes and gives them a simple touch interface to open gates and doors by using their iPhone or iPad.

Additional features include viewing their access history, being notified of alarms and access activity, and choosing up to four favorite access points.

easyCODE

We are investigating similar smart phone apps for all other new and mature properties.

Green Initiatives

We are always looking for opportunities to reduce waste as part of our dedication to green and sustainable practices.

Water Bottles

To cut down the total amount of plastic water bottles given to customers at stores, Guardian is handing out branded water bottles to all new tenants. In the future, Guardian also plans to upgrade from water fountains to water refilling stations.



Wind Credits

This past year, we made a sizable investment to upgrade to low-energy LED bulbs in all light fixtures at all of our properties to dramatically reduce our emissions profile.

Additionally, we renewed our annual green power purchase from Renewable Choice Energy for the equivalent of 25% of our annual electricity usage. Our purchase takes the form of renewable energy credits (RECs.) The renewable electricity that we've chosen over regular electric service has a greenhouse gas benefit equal to planting 2,382 fully mature trees or removing 98 cars from the road for a year.

RECs are the way that green power is tracked and traded in North America and are used by thousands of organizations – including the U.S. Environmental Protection Agency – to decrease environmental impact. The RECs we've purchased from Renewable Choice Energy are Green-e® Energy certified, which meet the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. You can learn more at www.green-e.org.

Renewable Choice Energy is a pioneering global supplier of products and services that advance clean energy development and the adoption of carbon reduction technologies, providing customized solutions to corporate, industrial and institutional buyers. Recognized as a leading partner to more than 160 Fortune 500 companies and a generous cross-section of the Global 500, the firm's portfolio also includes scores of educational institutions, municipalities, green buildings and small-to-medium enterprises. Renewable Choice was the recipient of prestigious Green Power Leadership Awards from the U.S. Environmental Protection Agency in 2006, 2012, 2014 and 2015.

Q. What is the most valuable advice to give a new hire?

- Take your time getting to know your property(s) because the “flow” of each store varies greatly. Take the time to get to know your tenants and say hello. Nobody likes to feel like just another number. Interact and show them what the Guardian difference really is!
- First, do not stress! Stress will hold you back from showing what you have to offer. Be flexible and show each customer that they matter.
- Don't be afraid to ask questions! We are all each other's best resources. If you're going through a situation – whether it be with the property or customer service – there's a good chance someone else has had a similar experience and can lend a hand or helpful tips.
- Welcome to the team! One of Guardian's greatest strengths is the people you will be working with. Since your co-workers will help shape your experiences in the company, collaborate and work together as a team.
- Keep on top of all inquiries and follow up immediately.
- Go slow and learn the processes; get accuracy down since speed comes with time. We don't do 'everything' all the time, so some things will be a challenge for a very long time. Don't ever be afraid to ask questions over and over and over.
- Always take your time and review your work with someone to catch mistakes early!

Q. What is your best advice when opening a new site?

- Delegate because 30 tasks are too much for one person to take on alone. Use the best tools at your disposal – your team members!
- Patience is extremely important. Also, pre-market before you open to enhance the community's knowledge of the newest and best storage company within their area.
- This is an amazing opportunity for a fresh clean slate that doesn't come often and to make the store your own. Now that you are a new PM or a PM with a new store and new tenants, use this opportunity to implement all the changes you wish you could have done at your last store. For example, don't waive fees and train the customers to know that it's just not something we do.
- Congratulations on opening a new Guardian store! There has been a great deal of thought, research and experience put into any new Guardian property. You have been entrusted with a great responsibility and you should be proud. Remember that you have a team behind you willing to help you and the new store succeed.
- Be enthusiastic! Share that enthusiasm with your customers so they can understand if you are struggling and will also BE enthused!!!
- Market to your closest apartments and be involved in as many chamber events as possible.

Q. What should you consider when you transition into a property manager role?

- You might not know everything right off the bat. Get to know your fellow managers and use their knowledge to boost your own. Every manager's style is different, so take the pieces you like the most and create your own style!
- Listen and learn from your PM while you can. More than likely, you already know all the “ins and outs” for the sales and customer service end of things, but the physical plan will likely present some new challenges. Use the time you have left to pick the brains of the PMs around you – who do I call for this or that, how often do we need maintenance on garage doors or lifts, etc. Also, familiarize yourself with the vendor list and get comfortable calling the shots!
- Be gracious and kind now more than ever! Everyone above and below you on the food chain is 'your customer' as well as the tenants coming through the door.
- Be sure you thoroughly understand all PM duties, ask questions and be comfortable that you know how all things are handled to ensure less stress from the unknown!

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.



Trafford Recreation Benefit Auction

Our North Huntingdon property supported Trafford's Middle School playground and B-Y Park through a donation to the Trafford Recreation Benefit Auction.

Free Shredding Events

Each year, we organize a FREE shredding event at all of our properties. These popular events provide our customers and communities with a secure way to dispose of their confidential documents and electronic storage devices. Last year alone, we shredded nearly 100,000 pounds of documents!



Colorado

In Colorado, our stores partnered with DataSafe of Colorado to provide the shredding service. DataSafe of Colorado is a HIPAA certified company that securely shreds paper of all types, as well as nearly any confidential storage devices, including:

- Credit cards
- ID badges
- CDs and DVDs
- USB flash drives
- Floppy disks
- Zip disks
- X-Rays
- Video and cassette tapes

Data Safe provided secure shredding and electronic recycling bins for a week at each of our Colorado stores. They picked them up daily and shredded the documents and destroyed the electronic storage devices at their secure site.

The Superior, Longmont and Westminster events were held from March 27th through 31st, while the Boulder event was held from April 3rd through 7th. During this year's events, DataSafe of Colorado shredded 2821 pounds or almost 1.5 tons of paper!

Pittsburgh

We'll have results from our Pittsburgh events, which happened in April, in our next issue.



30th Anniversary

We're excited to be celebrating our 30th anniversary this year! We will celebrate this milestone in a variety of ways, including a new list of 30 fun facts in each newsletter.



The 30 Most Interesting Things We've Seen Stored

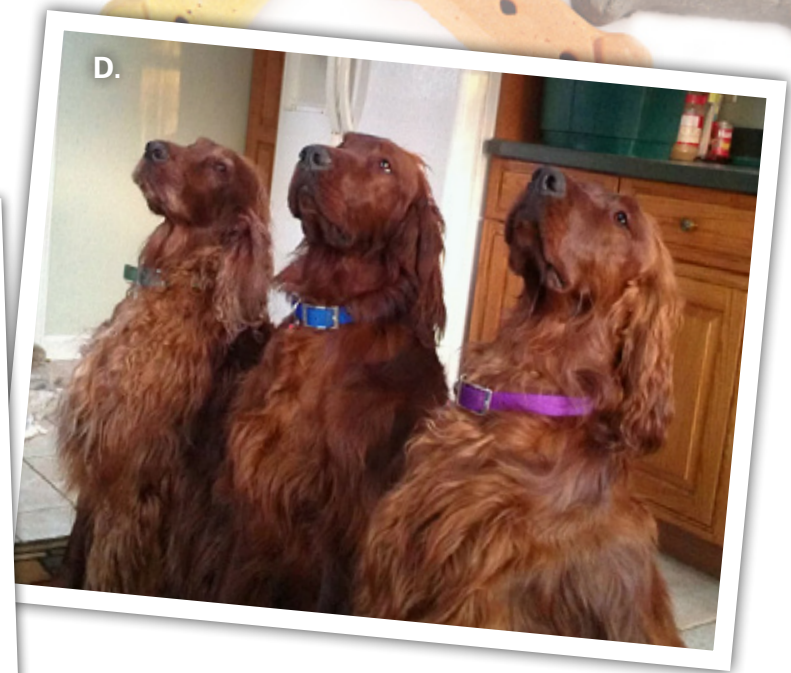
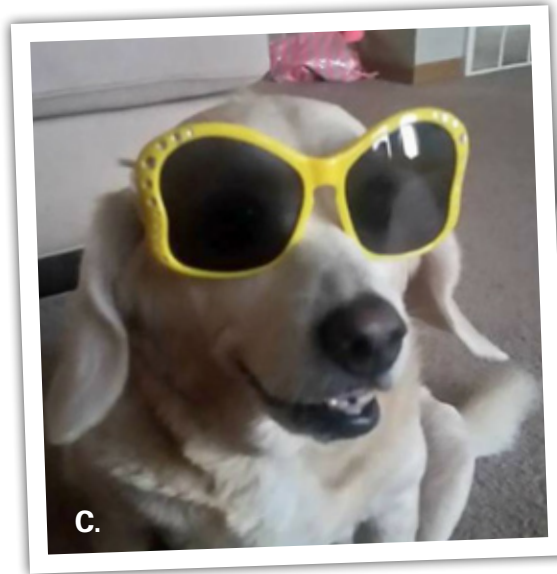
1. A full-sized, stuffed taxidermy crocodile. It was about eight feet long and looked like it was really alive!
2. Egyptian sarcophagus
3. Urn with remains of a deceased relative
4. Living cat
5. Giant Christmas tree from downtown Pittsburgh
6. A very lifelike (and slightly terrifying) Halloween mannequin
7. Bottle cap collection that was featured in several magazines
8. Wine imported directly from Italy
9. The tenant themselves, along with their things
10. Papers – lots and lots of random papers
11. Rocket parts
12. Lots of cool classic cars, including a classic Ford Econoline truck that was used in movies and TV shows like CSI
13. Statues of Bert and Ernie
14. A coffin
15. Priceless gemstones
16. Ashes in an urn
17. Fish tank with dead fish
18. *Tribune Review* newspapers still in their sleeves – floor to ceiling of unit
19. Largest collection of Munster memorabilia in the country, with the organ and coffin car
20. 10' x 10' unit full of comic books
21. Full unit of vinyl records
22. Unit turned into a personal gym
23. Drive up unit turned into auto garage for tenant to work on motorcycles
24. About 30 taxidermy animals
25. African artifacts, including a picture made of ivory with a \$160,000 price tag
26. Exotic plant growing equipment
27. Garbage bags full of pistols and rifles during a "Guns for Food Drive"
28. Someone came in after hours and filled a 10' x 15' unit from floor to ceiling with prairie dogs in cages
29. Body building enhancers worth \$375,000
30. Coffin filled with Halloween decorations worth a few thousand dollars

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: Kelsey Gaiser B: Matt Newmeyer C: Lauren Browne D: Suzanne McAllister

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

POPSUGAR
HE WHO ASKS A QUESTION
REMAINS A FOOL
FOR FIVE MINUTES.

HE WHO DOES NOT ASK
REMAINS A FOOL
FOREVER.
— Chinese Proverb

