

THE **GUARDIAN**

Q3 & Q4 2018

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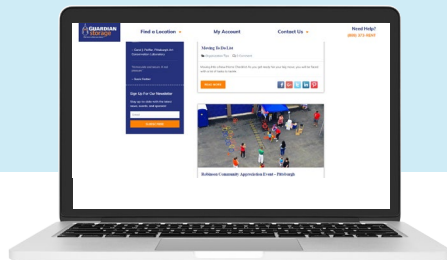
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1 OUR PEOPLE

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

Employee Spotlight



Kristin Mintus



Richard Hopper



Melissa Cupec

What's your nickname (if you have one)?	Matt would probably say "Mint."	Ric or Hopp	I have a few. My family calls me Missy and other people call me Mells, Miss, etc.
One thing you'd want if you were stranded on an island.	A magic wand	A soccer ball named "Wilson"	A hot, strong man who has the ability to find rum
Name a skill you wish you had.	I could improve my skill to prioritize. Prioritizing is always a challenge with family, school and work. I try to keep a healthy balance.	X-ray vision or mind reading	Mind reading
What is your favorite animal?	Red panda	Dogs – pugs specifically	My cat. I love her even though she bites!
Name a famous person you'd love to meet.	Bill Murray	JoBeth Williams from Poltergeist	Prince Harry
What is your favorite dessert?	I love anything red velvet, but the Cheesecake Factory's red velvet cheesecake is the best!	Chocolate crème pie	A very, rich chocolate cake
What is your biggest pet peeve?	People copying your ideas and getting credit for it	Dirty toilet	Judgmental people
What's the best gift you ever received?	Tickets to see the Phantom of the Opera at the Benedum	\$3,500 CASH	A brand-new, cherry red Mustang for my 16 th birthday
What is your favorite color?	Purple	Guardian blue	Blue, even though I always wear black
What is your favorite drink?	Iced tea	Mt. Dew or Grey Goose Vodka and pineapple juice	White wine
Where do you want to live when you retire?	Anywhere near a beach	Florida	Somewhere warm by the beach
What is something your coworkers may not know about you?	I am currently going to school for my Associate Degree in Entrepreneurship.	I give professional massages.	I used to be in modeling and acting when I was in high school. I was also on Diners, Drive Ins and Dives with Guy Fieri! I was at Big Jim's and I told Guy, "Of course I liked it, I'm Italian!" when he asked me about the pasta dish.

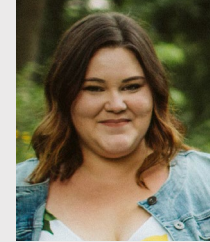


Trish Van Sickle

What's your nickname (if you have one)?	Trish, Tricia
One thing you'd want if you were stranded on an island.	Kindle loaded with books
Name a skill you wish you had.	Play a musical instrument like drums or the piano
What is your favorite animal?	Pretty much all dogs!
Name a famous person you'd love to meet.	Bill Gates because he created a mega-business and now gives away most of his wealth to humanitarian purposes. That would be an interesting conversation!
What is your favorite dessert?	I love just about anything involving chocolate! However, my favorite would be chocolate ice cream with thick, hot fudge or black-tie mousse cheesecake from the Olive Garden.
What is your biggest pet peeve?	Using the wrong word/phrase – taut vs. taunt, should have vs. should of
What's the best gift you ever received?	It's hard to choose – a collage picture created by my daughter of all five of our dogs or my Kindle
What is your favorite color?	Purple
What is your favorite drink?	Blackberry peach margarita from Longhorn
Where do you want to live when you retire?	A warm mountain area like Flagstaff, AZ or even Laurel Highlands out past Ligonier. I love the woodsy areas and if I can get warm winters, then that's a bonus!
What is something your coworkers may not know about you?	My husband and I love to go ballroom dancing – and it was his idea, too!

New Hires

It's an exciting time as we add new properties and team members. Here's a little cheat sheet to help you get to know your new colleagues. If you haven't already, please offer them a warm welcome!



Alex Lennox
*Property Manager,
Frederick, CO*



Erika Argueta
*Property Manager,
Westminster, CO*

Hometown	St. Louis, MO. I moved to CO a year ago.	Miami, FL and Brockton, MA
Family	Fiancé, Thomas, puppy, Remington and cat, Heinz	One daughter
First Job	Receptionist at a salon	McDonalds and Taco Bell
Favorite Food	Mexican, specifically quesadillas	Conch fritters with hot sauce and lemon
Favorite Music Genre	Indie/folk rock	I have many.
Biggest Fear	Spiders	N/A
Favorite Holiday	Christmas!	I don't have a favorite holiday.
Super Power of Choice	Flying	Invisibility
Favorite Thing to Do	Hike with my fiancé and puppy	Swim in the natural springs in Florida
Most Binge-Worthy Show	Gilmore Girls (I'm watching it now for the 6th time...oops)	Heros
Bucket List Item	Travel to Italy and Greece	Travel



Work Anniversaries

Alberto Phillips 10/16/18 – 5 years
Glenn Spohn 10/28/18 – 5 years

Birthdays

Suzanne McAlister January 31
Kevin Cohen February 1
Jeff Rethage February 5
Bob Rogers February 8
Jen Myhr February 16
Lauren Browne February 24
Melissa Platter February 26
Anita Husman March 6
Carol Gratchick March 6
Tiffani Hoburg March 10
Jeff Ley March 25
Marsha Kaczor March 27

Congratulations are in order!

- **Jen Myhr** purchased a new home!
- **Matt Russell** welcomed a handsome baby boy, Eli, into the world on October 17. He weighed 6lbs, 11oz. Baby Eli joins big sister, Ava.
- **Congrats** to our **third and fourth quarter wellness winners!** As a reward for tracking their steps, they won some pretty great prizes!



JULY WINNERS

- Adam Gray
- Melissa Platter
- Suzanne McAlister

AUGUST WINNERS

- Tif Hoburg
- Greg Plumb
- Jen Myhr

SEPTEMBER WINNERS

- Alondra Huerta
- John Helms
- Erika Argueta

OCTOBER WINNERS

- Jenn Mikitka
- Mark Knepelkamp
- Candice Puzak

Promotions

- **Trish Van Sickle** was promoted to Senior Manager.
- **Fred Mintus** was promoted to Facilities Project Specialist.

Reputation Roundup

Westminster won our **Q3 Reputation Roundup** with 21 new reviews, an overall 5-star rating and an excellent reputation score of 877 out of 1000. Way to go Westminster team!



Awards

- **Bridgeville** beat out several other storage competitors to win **South West Communities Chamber of Commerce 2018 Best Storage Company**.
- **Washington** was named the **Observer-Reporter's 2018 Best of the Best in Storage** for the second year in a row! The winner is determined based on reader votes.
- **Guardian Storage** was named **2018 Top Workplace by the Pittsburgh Post-Gazette**. Top Workplace awards are based on employee surveys that measures all aspects of workplace culture. It's great to see our amazing culture recognized!
- **Guardian Storage** placed as a **winner for Pittsburgh's favorite self storage** in West Pittsburgh and was recognized as the first place winner for East Pittsburgh's self storage in the Pittsburgh Post-Gazette's [2018 Pittsburgh Fan Favorites](#) list.



**TOP
WORK
PLACES
2018**

Pittsburgh Post-Gazette®

Noteworthy Achievements

- The following Guardian Storage properties had an average growth of

3% or higher

in square foot occupancy in Q3:

- **Bloomfield**
- **Pleasant Hills**
- **Bridgeville**
- **Strip District**
- **Cranberry**
- **Waterfront**
- **North Huntingdon**

- **North Huntingdon** deserves a **special shout** for its

5% increase

increase in square foot occupancy.

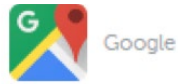
- Congrats to **Strip District** for their

25% gain

in move-ins from last year in Q3.

Stellar Reviews

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



Google

★★★★★ 5.0/5 Nov 29, 2018

Waterfront

I had the BEST experience with Guardian Storage! The staff was always available to answer questions and promptly returned our phone calls. I would recommend them to my friends and family for sure!!



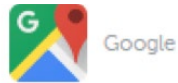
Nicholl
Reece

Customer Support

Likely to Recommend

Overall Experience

Responsiveness



Google

★★★★★ 5.0/5 Nov 24, 2018

Bridgeville

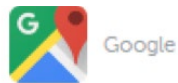
I stored with the Bridgeville facility 2x for long-term storage. Easy access especially for me. I drive the bigger trucks. Load level dock, easy ingress/egress onto the premises, with interstate N/S access. Staff is super helpful & professional. Better than Extra Space by far. I wish these guys were nationwide.



William
Biggs

Convenience

Courtesy



Google

★★★★★ 5.0/5 Nov 19, 2018

Westminster

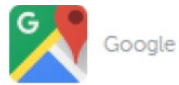
Great place to store our extra stuff. Checked several storage places in the area. Guardian rose above the others with clean facilities and friendly staff. I have rented here for over a year and I have been extremely satisfied.



Lynne
Sullivan

Appearance / Cleanliness

Courtesy



Google

★★★★★ 5.0/5 Nov 6, 2018

Guardian Storage
Robinson

Great facility – secure/safe, temperature controlled, squeaky CLEAN! There are plenty of moving carts to help you carry your items in and out and there are elevators, too. I stored my items for four months following a cross-country move. Trish and Hope are fantastic! They are super friendly, knowledgeable, helpful and accommodating. There's even a moving truck they can help you reserve for move out. I would 100% use this facility again!



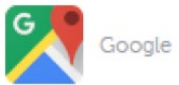
Leeanne
Young

Appearance / Cleanliness

Competence

Courtesy

Safety



Google

★★★★★ 5.0/5 Oct 31, 2018

Guardian Storage
Hampton

Managers get an A++ for their superb customer service. The facility is spotless – I feel comfortable storing my belongings for an extended period of time. The security and times of operation are convenient. I have already recommended Guardian Storage to several family members and friends.

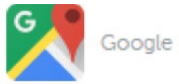


Peggy Baxter

Convenience

Courtesy

Likely to Recommend



Google

★★★★★ 5.0/5 Sep 20, 2018

Westminster

I am so happy I discovered Guardian Storage. I usually use Public Storage but I saw that Guardian Storage had a five-star rating. I questioned it... BUT...it is definitely five-star and more! Guardian Storage has friendly service, is extremely accommodating and has a very clean facility. I really cannot say enough good things. :)

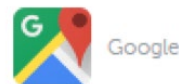


Syl Johansen

Appearance / Cleanliness

Courtesy

Overall Experience



Google

★★★★★ 5.0/5 Sep 18, 2018

Guardian Storage
Monroeville Rt. 22

I live on the other side of the turnpike and I specifically use this storage location because of how wonderful the customer service is. They are loyal to their customers. Liz is wonderful, she worked with me in a tough situation and helped make the day go smooth with the move and transferring units. I will continue to use this facility and recommend it to all friends and family in need of a storage unit.



Serena Buday

Courtesy

Likely to Recommend

7 | DEVELOPMENT AND ACQUISITION

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

Pittsburgh

NEW LOCATION

- Guardian Storage announced its **19th Pittsburgh location in Canonsburg**, located on 151 Galley Road. The property has not been named yet but is expected to open during the first quarter of 2020. The new location will serve areas including, Canonsburg, Peters Township, North Strabane and McMurray.
- The new **Bethel Park** and **Allegheny Valley** property builds are progressing and on track to open during the second quarter of 2019.



Colorado



- **Aurora** officially broke ground in August. The opening date is targeted for June 2019.

Store Updates

Ross Township

Installed a new roof and the bathrooms are being renovated

Robinson, Hampton, Monroeville – RT 22

Began phase 2 build outs and they should be completed during the second quarter of 2019



Washington, Strip District

Received new truck wraps

North Huntingdon, Strip District, Washington, Bridgeville

Received new asphalt



Shadyside

Replaced the sixth and eighth floor roofs

Pleasant Hills

Updated the carpeting in the office

Marketing & Technology

New Digital Marketing Displays

Guardian has entered into a new agreement with truDigital, a supplier of digital lobby signage. The hardware will upgrade our current, in-store marketing monitors by enabling us to stream a variety of brand message formats. We are now able to run video, enhanced graphics and stream real-time events to lobby monitors.

Mobile Geofencing

During the fourth quarter of 2018, Guardian tested several, hyper-targeted mobile geofencing campaigns. Targeting customers who live in and visit nearby apartment complexes helps ensure that Guardian's messages will reach a key target group for storage usage. Based on successful, initial results from the test, we will expand the program in 2019. [Click here](#) to learn about Geofencing.

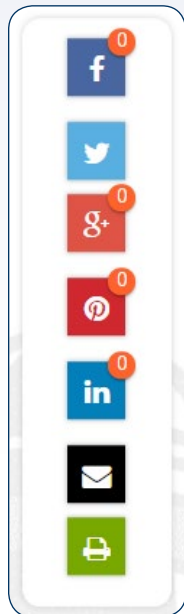
Coupon Integration

Guardian Storage has developed another unique storage industry project involving a system that automatically creates SiteLink leads for all users that claim a coupon on our website. The online coupon is a popular alternative to making a reservation for customers not ready to commit to a specific unit size prior to visiting the location. This integration offers faster communication to customers and a more streamlined workload for employees.

continued...

*Marketing & Technology Continued***Hello Bar**

In the last issue, we mentioned the launch of Hello Bar on our location pages. The program has been running since September and the results have been outstanding. Same-store leads are up over 12% year over year – thanks, in large part, to this new site feature.

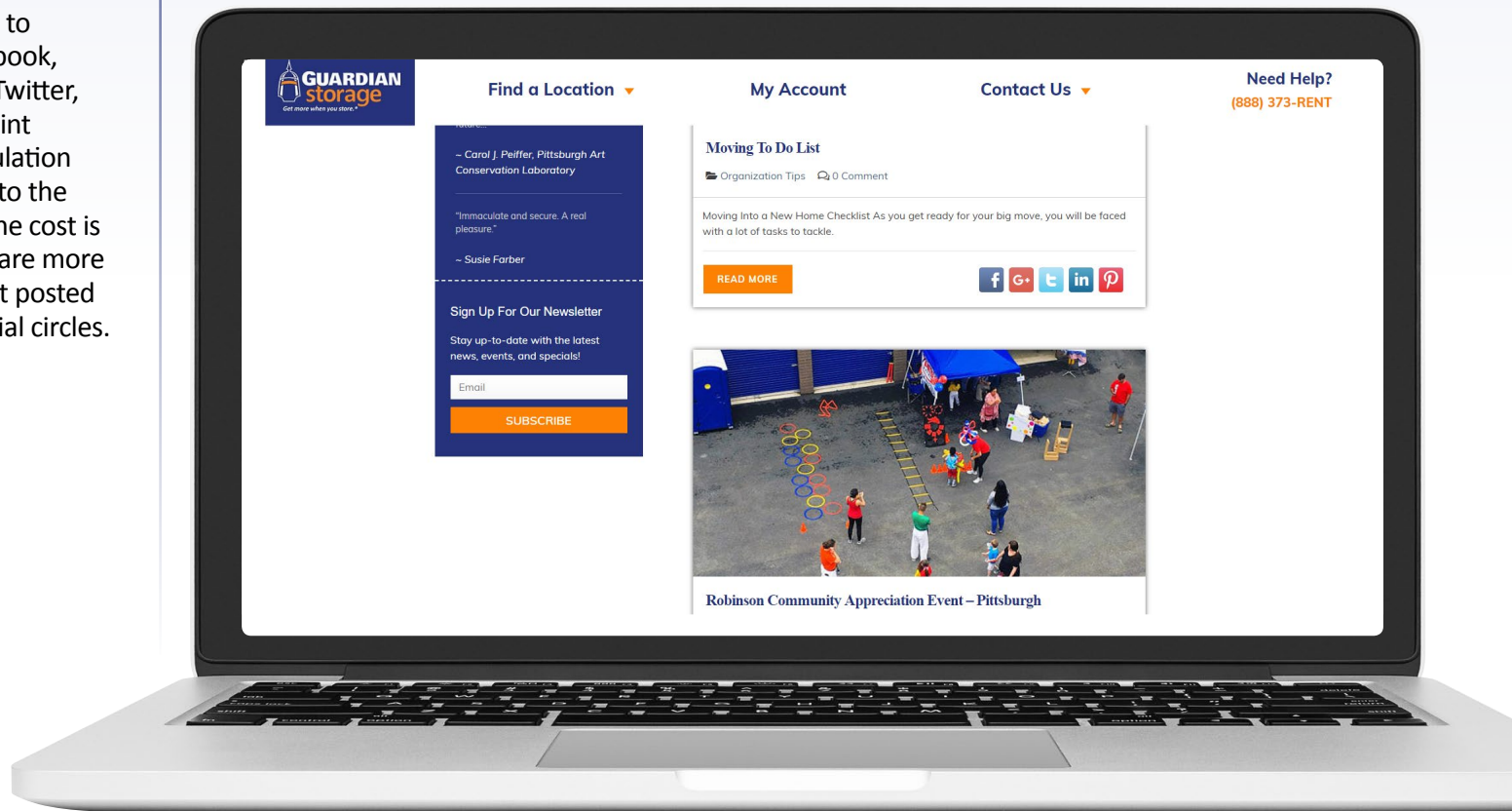
**Social Media Bar**

The newly installed social media bar will promote visitor engagement with Guardian's blog content. The bar allows users to share posts on Facebook, Pinterest, LinkedIn, Twitter, e-mail and adds a print option. Organic circulation will provide a boost to the Guardian brand as the cost is free and individuals are more likely to read content posted by those in their social circles.

Blog Subscription

If you haven't visited it lately, take a moment to [check out our blog](#). Since updating our strategy in January 2018 to produce a post every week and incorporate critical keywords to make them easier to find online, we have succeeded in driving more than 11,000 visits to our website through blog posts. Hats off to Jenn Mikitka for her dedicated and enthusiastic ownership of this space!

To build on that momentum, we recently rolled out a "blog subscription" sign-up program. This allows current, past and future tenants to sign up for a monthly email for easy access to everything happening on the blog, including content about everything from company news like upcoming events, growth and awards, to how-to tips and tricks. Having an active subscriber base will allow us to engage with our audiences and draw more traffic to our website.

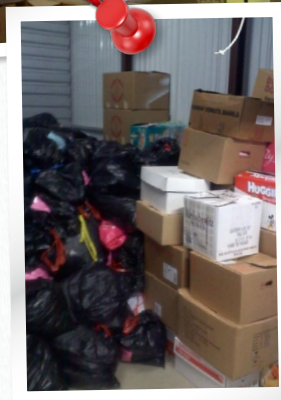


Guardian Storage has a long history of giving back to the markets and communities in which we live and work. We continue to support a wide variety of deserving organizations within our communities.

Pittsburgh

North Huntingdon

- Provided storage to **"Knights Helping Knights,"** a drive that provides clothing, coats and shoes to children in need in the North Huntingdon School District. The drive supports over 100 kids from Kindergarten through 12th grade each year.
- **Donated a Nook electronic book reader to Carnegie Mellon Children's School's 50th Anniversary Silent Auction.**
- **Sponsored the Circleville Volunteer Fire Department's 70th Annual Street Fair.**
- **Hosted the Norwin Chamber business mixer** in September. The event brought together various business members from around the community.



Colorado

Longmont

- **Recently participated in Night Moves 2018,** a training exercise involving the Longmont Police Department and the Longmont Police Explorers group – teens interested in becoming law enforcement officers. The groups were able to use the Longmont property to run through potential scenarios and improve their performance.
- **Participated in the Boulder County Fair Parade** in August. They drove the Guardian truck in the parade and handed out candy.



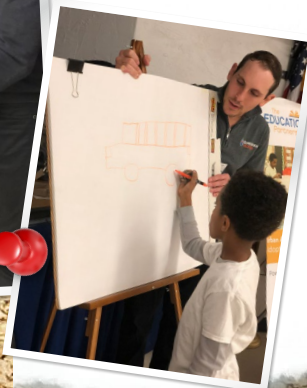
Community Events

Pittsburgh

- Through **generous donations** from our Community Appreciation Events, we were proud to **present The Education Partnership with a \$700 check**. The Community Appreciation Events were a way for our locations to thank our communities.
- Our team came together to **build and distribute homework kits** to all students (over 600) in the two schools we adopt each year. The kits contain the critical school supplies students need in the classroom and to do their homework outside of school. Seeing the delight and appreciation first-hand from the students and teachers is always a very special experience for our team.

Colorado

- Our Colorado team recently participated in **A Precious Child's Fill a Backpack program**. The program ensures underprivileged children in the community can start the first day of school feeling confident and prepared to succeed academically. We were able to fill 400 backpacks during the volunteering event.



We care about you, which means we care about your health. Here you'll find everything from quick, healthy recipes to lifestyle tips and tricks.

TEN HEALTHY New Year's Resolutions

1. Get at least seven hours of sleep
2. Make more time for what makes you happy
3. Find a healthy outlet for your stress
4. Drink plenty of water
5. Take up meditation
6. Practice mindful eating
7. Exercise for 30 minutes daily
8. Take the stairs
9. Start the day with a positive affirmation
10. Give to others



STEP TRACKER *Challenge*

Over the course of the year, employees tracked their steps through the Step Tracker Challenge. In 2018, those participating walked approximately

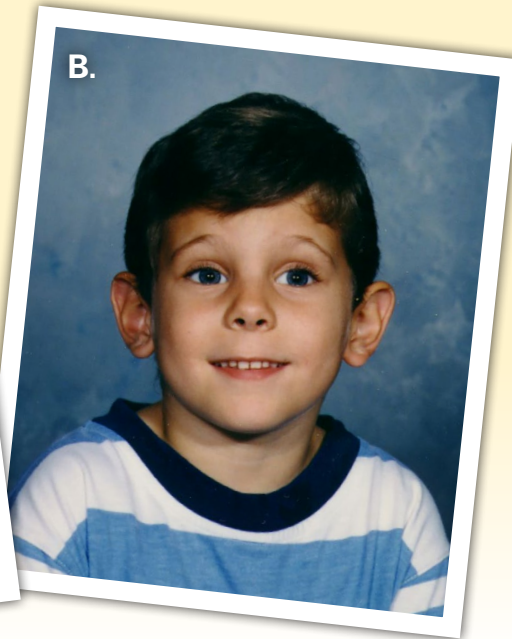
50 MILLION
steps total!

The total miles walked by Guardian employees this year is enough to circle the

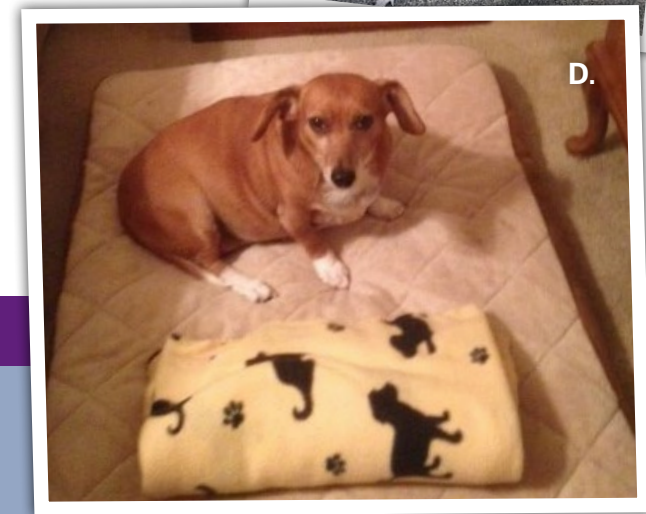
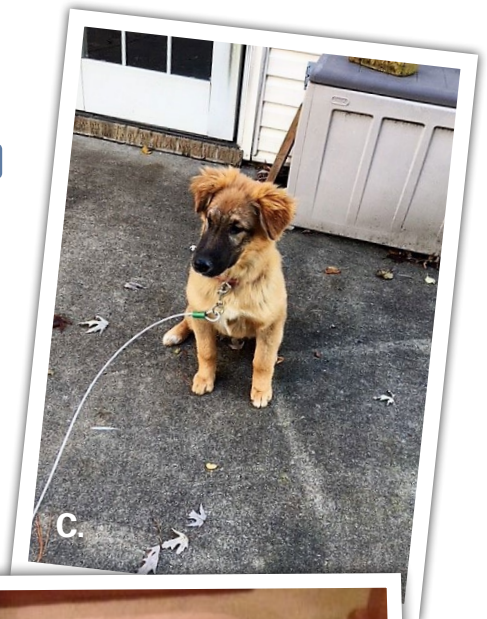
**entire globe
one time!**

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?



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



Believe
you can
— & —
you're halfway
there.

- Theodore Roosevelt

- A. David Decker
- B. Jeff Ley
- C. Hope McAlister (Bella)
- D. Mark Knefelkamp (Baby)