

# THE **GUARDIAN**

Q3 2016

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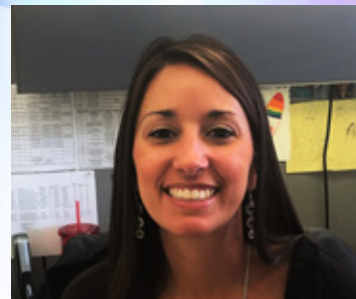
# 1 OUR PEOPLE

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

## Employee Spotlight



**Ted Sudiak**  
Property Manager  
Pleasant Hills



**Tiffany Hoburg**  
Corporate Administrator &  
Development Coordinator  
Executive Office

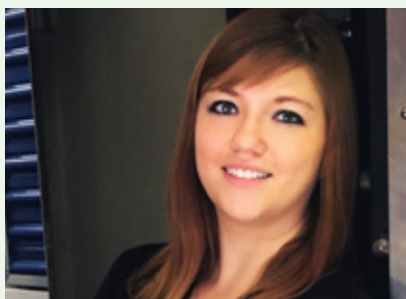


**Bob Rogers**  
Property Manager  
Fox Chapel



**Frank Renn**  
Maintenance  
Bloomfield & Fox Chapel

<b>Years at Guardian</b>	12 Years	17 Years	13 Years	11 years
<b>Properties Worked</b>	WD, WP, SM, LC	Corporate, CA, MR, SM, HR, WD & WP	SM & OF	CA, OF, SM, HR & additional days at other stores
<b>Hometown</b>	Carnegie, PA	Plum, PA	Bergenfield, NJ	Penn Hills, PA
<b>Family</b>	One brother and two sisters	Hubby John, children Luke (8 years) and Reed (5.5 years), and puppy Chase	Two sons - Matt & Drew	Rosie (daughter) and Victoria (step-daughter)
<b>First Job</b>	Pot washer	Waitress at a Tea Shop	Owens Illinois Glass Co.	Milk truck
<b>Favorite Food</b>	Scallops or just about any seafood	Mad Mex Grilled Mahi Mahi Tacos	Good steak	Anything Italian!
<b>Favorite Holiday</b>	Christmas or Easter	Christmas	Thanksgiving	4th of July
<b>Super Power You'd Choose</b>	I probably would not mind being able to fly. That would save a great deal off time.	Power to Heal	Read Minds	Invisibility
<b>Favorite Thing to do</b>	Kayak and whitewater rafting	Spend quality family time with John and my boys, especially on vacation, read and exercise	Playing sports like tennis	Golf
<b>Most Binge-Worthy Show</b>	Do not watch much TV other than sports	Friends & Charmed	I watch very little television	True Detective
<b>Where do you want to live when you retire?</b>	Maybe Florida or South Carolina	Close to where Luke and Reed and my future grandchildren will be	The Carolinas	Arizona



**Christina Mydlowski**  
Associate Manager  
Pittsburgh & Roving



**Melissa Platter**  
Associate Manager  
Superior



**Aquina Rogers**  
Associate Manager  
GS Boulder

<b>Hometown:</b>	Pittsburgh, PA	Madison Lake, MN	Leadville, CO
<b>Family:</b>	2 brothers, one older, one younger	Husband and two cats	Widowed. Three grown children and five grandchildren.
<b>First job:</b>	Cashier at Wendy's	Ball Corporation	Parking lot attendant at Ski Cooper in Leadville when I was 12-13.
<b>Favorite food:</b>	Salmon!	Salads	Anything chicken carbonara
<b>Favorite music genre:</b>	A little bit of everything	Heavy Metal	Classic rock – Freddie Mercury is a true legend
<b>Biggest fear:</b>	Bees	Snakes. Hate snakes.	Losing my mom.
<b>Favorite holiday:</b>	New Years	Any days that bring families together	Easter – HE arose!!
<b>Super power you'd choose:</b>	Teleportation	Healer	Already have plenty thanks.
<b>Favorite thing to do:</b>	Travel	Go to breweries with husband	Spoil my grandchildren
<b>Most binge-worthy show:</b>	Orange is the New Black	Bones	Friends
<b>Bucket list item:</b>	Watch the ball drop in NYC	Go to Paris	#1 is to own my own motorcycle. I'm almost there



## Birthdays

<b>Lynnette Pollard</b>	October 15
<b>Alberto Phillips</b>	October 17
<b>Michael Lachenmeyer</b>	October 28
<b>Candice Puzak</b>	October 28
<b>Mark Jackson</b>	November 8
<b>John Helms</b>	November 9
<b>Matthew Russell</b>	November 9
<b>Michael Ference</b>	November 20
<b>Mary Brant</b>	November 24
<b>Richard Hopper</b>	November 26
<b>Charles Gates</b>	December 4
<b>Paul Fetchin</b>	December 6
<b>Bill Krahe</b>	December 21
<b>John Hoburg</b>	December 27



## Congratulations

**Melissa Foster-Penfold** and her husband delivered a baby boy, Briggs Alan Penfold, on September 17<sup>th</sup>! Briggs weighed 8 pounds, 2 ounces and was 21.5" long. Mom and baby are doing great.



## 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 3<sup>rd</sup> quarter's contests and winners!

- **JULY**

*Inquiry Conversions*

Winning Team: Lead Dogs (Pleasant Hills, Washington & Fox Chapel)

- **AUGUST**

*Large Unit Sales*

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

- **SEPTEMBER**

*Best Nets*

Winning Team: G Unit (Ross Township, North Huntingdon & Westminster, CO)

### Notable Firsts

The growth of residential housing in the East End, Strip District and Lawrenceville areas is beginning to have a positive impact on overall rental activity. This is the first time we have had trackable data on these sources.



## Work Anniversaries

**Dennis Kichi**  
12/19/2011  
5 Years  
with Guardian


**Carol Gratchick**  
11/14/2011  
5 Years  
with Guardian

**Frank Certo**  
11/20/2006  
10 Years  
with Guardian


**Ryan Blumish**  
12/11/2006  
10 Years  
with Guardian

## 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!


Yelp
★★★★★ 5.0/5
September 26, 2016


Shadyside


Ana D.


If anyone needs to store anything for any length of time, Guardian provides all the options and more! Excellent service provided by the manager John Hoburg, he is the best customer service person you will find. I recommend this company location highly! Very well situated, across from Whole Foods and close to everything in the city.


Google
★★★★★ 5.0/5
July 20, 2015


Bridgeville


Mark R.


The property manager, Mike Murphy, was very attentive to my needs. In addition, the unit and facility overall are very clean. I shopped around for a storage unit in the area and this was the best facility by far.


Google
★★★★★ 5.0/5
August 8, 2016


Bridgeville


John Richard

I used Guardian as my first warehouse when starting my business. I stored with them for two years until I grew out of the available space. From day one, the entire staff have been ridiculously helpful. It was like having my own shipping department on the payroll. They received and delivered packages and placed them into my unit. They allowed my customers to come in and pick up orders and even shipped out packages for me. Without this help, I would have been tied to the warehouse instead of being on the road generating revenue. Without Guardian, my first two years in business would have been a lot more difficult. I can't thank them enough!


Google
★★★★★ 5.0/5
July 20, 2016

Fox Chapel


Angela

From the moment that you walk into the clean, efficient and friendly facility to the organized and helpful staff, you know that you made the right decision choosing this storage for your belongings.



Google

Fox Chapel



Gary Owcar

★★★★★ 5.0/5

August 1, 2016

Guardian Storage is an ultra clean, high-tech storage facility. Bob in the front office is super helpful and knowledgeable about all aspects of the operation. We had our Canadian condo furniture stored there when moving back to the State for over a year and Bob was there anytime we had a question or needed some information.



Google

North Huntingdon



Kevin C

★★★★★ 5.0/5

July 8, 2016

A great storage facility with very attractive rental fees. The customer service is awesome. I actually chose this particular location over one that was closer to my house, mainly due to the friendliness and courtesy of the staff. The facility is safe and very well-maintained. Definitely worth your time to check it out.



Google

Pleasant Hills



Ali Soukovich

★★★★★ 5.0/5

August 7, 2016

I worked with a gentleman named Greg to set up my storage unit rental and he gave me by far one of the most accommodating, friendly customer service experiences I've ever had. Moving is stressful and his flexibility and clear communication put me at ease. He gave me clear options with careful advice on which storage unit to choose and it was perfect for what I needed. My items were kept secure, clean and free of damage even when the temperature averaged 9 degrees.



Google

Monroeville



Mark Krofchik

★★★★★ 5.0/5

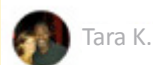
July 11, 2016

Great team over at the Monroeville location. Lauren and Cindy – really enjoyed working with them both. They always went out of their way to help me with any needs that I ran into. Highly recommend using Guardian Storage for your storage needs.



Yelp

Strip District



Tara K.

★★★★★ 5.0/5

September 8, 2016

Working with Deb at Guardian was a complete pleasure! From the moment she answered my questions on our first phone call to the time we moved in, Deb was attentive, helpful and she worked with us on our particular moving situation. At the company level, I was amazed at how easy the sign-up process was and LOVED that they did everything digitally and quickly – definitely an efficient process. The facility itself is clean, spacious and very professional. I would highly recommend using the Guardian location on Liberty for any of your storage needs, whether it be small or large, short or long term.



Strip District



John &amp; Linda Kocik

★★★★★ 5.0/5

August 27, 2016

Your facility as awesome and your customer service was great. Thanks so much for running such a friendly, clean and secure facility. Everyone that we dealt with on the phone, over email and in person was professional and friendly.



Waterfront



Paulette Thompson

★★★★★ 5.0/5

August 2, 2016

Tim was extremely courteous and explained everything in great detail. I'm very glad he waited on me; his customer service was exemplary. The storage facility is extremely clean. I feel very comfortable with my items begin stored at Guardian Storage at the Waterfront. I forgot to add the free truck was necessary. It was very convenient and I appreciated it very much.



Boulder



Tom Kinnane

★★★★★ 5.0/5

September 11, 2016

Moving is never any fun, but Boulder Self Storage certainly made it less difficult. We had to book our space as we traveled and Shelby was just fantastic getting us set up for our arrival and processing our paperwork when we got there. Once there, Mark was super helpful in making sure we got the best unit, making sure it was clean and even helping me to negotiate the route through the facility for the moving truck. Highly recommend Boulder Self Storage!



Superior



William Pearlman

★★★★★ 5.0/5

September 12, 2016

Guardian Storage is the best! The security is comprehensive, the halls are kept clean, it is temperature controlled, and they have multiple dollies to help you move. They even have a free truck if you need it BUT MOST IMPORTANT ARE THE PEOPLE. I dealt with Lynette and Mel and they could not have been more accommodating, friendly, and at the same time, very efficient. It is and was a pleasure to do business with them. Other business could take a lesson from them in customer service. I HIGHLY RECOMMEND THEM!



Superior



Deb Feussel

★★★★★ 5.0/5

September 15, 2016

The folks in Superior are EXCELLENT to work with. Kind, caring and very helpful when moving is such a HUGE impact on one's life. Every step of the way that I went through with a third party, Guardian was there for me. Thanks to them, I survived the move.



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

## PENNSYLVANIA

### Cranberry Township Expansion

922 Brush Creek Road, Warrendale, PA 15086

September marked the completed construction of an additional building at our Brush Creek Road property in Cranberry Township. This three-story building is the fourth for this high-demand property and adds 183 more storage units, 117 of which are climate-controlled.



### Murrysville

4711 William Penn Highway, Monroeville, PA 15146

We held the groundbreaking ceremony on September 21st. This property is scheduled to open in March 2017.



L-R: Jeff Michelson, Desmone Architects; Bob Kelly, Investor; Eric Kulikowski, Investor; John Clingan, First Commonwealth Bank; Bill Krahe, Guardian Storage Development Partner; Steven Cohen, Guardian Storage President; Grant Scott, Meyer Unkovic & Scott Attorneys at Law; Gus Marquart, Bridges Construction

### Hampton Township

4750 Willian Flynn Highway, Allison Park, PA 15101

We are on track to open this new property in April 2017.

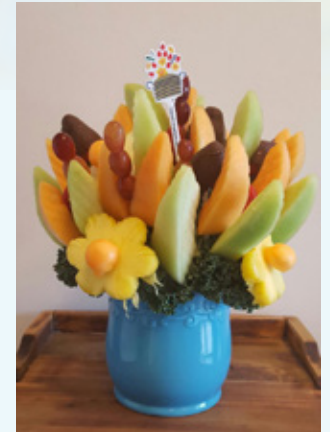
### Robinson Township

401 Coraopolis Road, Coraopolis, PA 15108

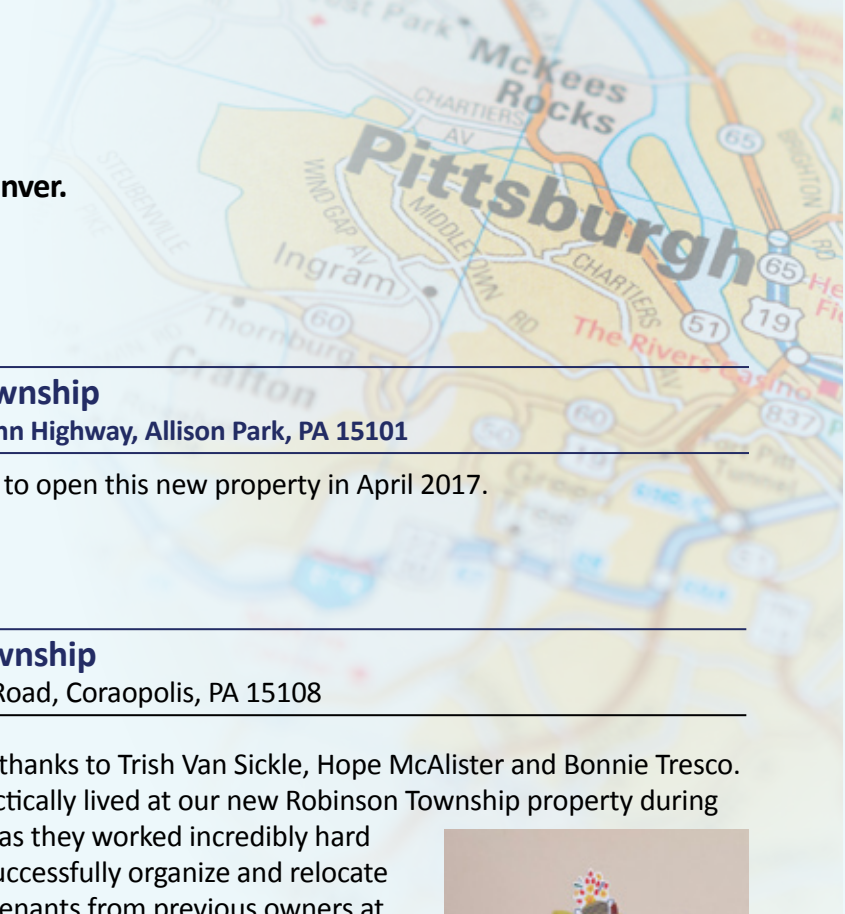
We sent special thanks to Trish Van Sickle, Hope McAlister and Bonnie Tresco. These three practically lived at our new Robinson Township property during July and August as they worked incredibly hard to quickly and successfully organize and relocate more than 400 tenants from previous owners at A-1 Self Storage.

Unfortunately, the existing structures were well below Guardian standards, so relocating the existing tenants was critical in order to clear the property and begin construction of the new, state-of-the-art buildings. We expect to break ground in early October.

Thank you again Trish, Hope and Bonnie!



Thank you fruit bouquet sent to the A-1 transition team.





## COLORADO

### Longmont and Boulder

Both the Longmont and Boulder properties are scheduled to open on October 1<sup>st</sup>. Sizable wait lists for both properties indicate a lot of interest and demand in both markets.

Our Longmont property will be managed by Melissa Foster with the help of Associate Manager Shelby Davis. Our Boulder property will be managed by Guardian veteran Alberto Phillips and Associate Manager Aquina Rogers.



Longmont, CO



Boulder, CO



### Boulder Bins

At the end of August, Guardian Storage became the official owner of what was formally Boulder Bins in Boulder, Colorado. Located at 4900 Broadway, this enormous property sits adjacent to our newly constructed, climate-controlled Boulder property and adds more than 1,000 units to our Boulder portfolio. And, the best part is that they are more than 90 percent occupied!

Over the next several months, we will be making valuable renovations across the property to bring it up to Guardian's high standards.



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

Work has begun to replace drive-up unit doors on several buildings, repaint the exterior walls of several buildings, update loading dock canopies and exterior signs, and convert the unused space surrounding the office into additional storage units.



Desmone Architects  
Drawings of  
Exterior Scope  
of Work



### Bloomfield

We recently completed several important updates, including repointing the brick, updating exterior brand signs, installing new blue window lights, and painting the window sills blue.

We are in the process of re-positioning and re-lamping the roof lights with LED bulbs and hope to have window and wall graphics installed before the end of this year.



Bloomfield before and after masonry repairs.





The updated security station at the Fox Chapel location.

## Security Stations

Each store's security monitoring station will be updated this year with new equipment and a cleaner layout.

### **Finished**

Fox Chapel and Shadyside

### **Monitors Installed and Awaiting Signs**

Monroeville, Bloomfield, Waterfront, Ross Township, Pleasant Hills, Washington, Westminster and Superior

### **Scheduled for Installation**

Strip District, Cranberry and North Huntingdon

## 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, are currently in progress and up next.

### **Completed**

**Pennsylvania:** North Huntingdon, Waterfront, Cranberry, Strip District, Shadyside and Bloomfield

**Colorado:** Westminster, Superior and Longmont

### **In Progress**

**Pennsylvania:** Bridgeville, Hampton Township, Robinson Township and Murrysville

**Colorado:** Boulder

### **Up Next**

**Pennsylvania:** Ross Township, Fox Chapel, Pleasant Hills, Monroeville and Washington



The Bloomfield property before and after updated signs, masonry work and painting.



## Technology

### **Lead Tracking**

The lead tracking system provided by Chicago-based Call Potential is now fully installed and integrated across all Guardian Storage properties. The system syncs real time tracking of all leads entered into SiteLink and provides critical information on their respective call source.

Guardian uses 15 to 20 different tracking numbers per location. These numbers are captured when a prospective tenant calls them. By assigning definitive lead sources to all phone leads, we can increase the accuracy of marketing data. This data allows for accurate trend lines, improved spending and more efficient location metrics.

The number of digital advertising avenues increases each year and the high-level call tracking system will allow us to remain on the forefront of technological changes moving forward.

### **Online Rentals**

The online rental system is currently under development for beta testing at one or two locations and will soon launch on our website. We have partnered with The Storage Group, a Florida based company, and their software, Click and Store.

The system integrates with SiteLink and will allow potential tenants to fully complete an online reservation by paying for a selected unit and finalizing their rental agreement. Once completed, the tenant must simply “check in” with a Property Manager to receive their access code.

The system will hasten the move in process and parallel the experience that many associate with hotels. The growing need for faster and more convenient services is the primary catalyst behind the test operation.

### **Lead Notification**

We are all well aware of the numerous studies that stress the importance of responding to web leads within 10 minutes of arrival. In order to improve response time, all Outlook accounts have been modified with custom rules that alert a Guardian Storage property when a new lead has been received. The alerts include:

- A pop up window with a link to the e-mail
- Desktop notification
- Dedicated folder to ensure leads do not get lost in the shuffle
- High priority categorization

### **Call Center**

A recent switch of call center services has enabled us to improve efficiency with prospective tenants and better serve current tenants. The new call center, Store Here, connects seamlessly to SiteLink.

Store Here has the ability to book reservations for new leads and take deposits on units. Their integration allows them to view every Guardian Storage location and easily scan inventory. Taking payments for current tenants is also a breeze. In addition, the overall process of finding accounts in the system and taking quality notes has been simplified, allowing communication between the call center and property team to become very accurate.

## 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

In case you weren't aware, there is a SHORTCUT button on several screens throughout SiteLink. This allows you to open an additional window and get to another screen without backing out of your existing screen and/or stopping what you are doing. This is especially helpful when doing a move-in and someone comes in to buy merchandise, make a payment, request their unit number or code, wants to move out, etc.

The screenshot shows the SiteLink interface for a 'Move-In' screen. The 'Shortcuts' button is highlighted with an orange circle. The dropdown menu lists the following options:

- Move-In
- Payments
- Transfer
- Move-Out
- Merchandise
- Tenants
- Reports
- Prorate Calculator

Above is a list of options you can access through the shortcut button. The Shortcuts link can be accessed through several screens including the Move-In, Payments, Collections and Move-Out screens.

### Tip #2 – Trading Leads

Make sure you are actively trading leads with the relevant businesses you deal with on a regular basis such as movers, organizer, stagers, etc.

## Survey Q&A

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



### Q. How do you build more beneficial relationships to get the most out of your influencer visits?

- Try to personally relate to them.
- Listen to the customer's requirements and exceed their demands.
- Get involved in your community! The more people get to see you and get to know you, the more they will want to work with and refer you. Make sure to refer people to other businesses in your community, too. People love to work with people that want to work with them.
- Being respectful of their time by either making appointments to see them or keeping visits short and to the point.
- Attending networking events for chamber and other neighborhood organizations so you can become a familiar face to them.
- Focus more on what you can do for them – help out their tenants, give them gift cards, etc. – than what they can do for you.
- Personalize when and where you can – for example, custom handouts for each apartment building – so property managers don't feel like they're one of a million stops you're making.
- Make reference to specific tenants if possible so they know their tenants are already using you!
- By keeping it short, simple and uncomplicated. I use the \$50 referral gift cards and also make sure they know that we are referring business to them as often as possible. Keep it simple and easy for them to remember.

### Q. What is your process for building your influencer list?

- Look online at local community associations.
- Get involved with your local chambers, apartment managers and local events. Go to many different kinds of events to meet new people consistently, which will help build your list.
- Talk to tenants about their experiences with the **entire** moving process, not just Guardian Storage. Many times, they are also using a moving/shipping company, real estate agent, etc. Find out whom they are using and how they were and then use those people to build more relationships.
- Google your area as if you were a customer that knows nothing. For example, look up movers in zip code 15222 and see what pops up. Then contact those people and see if they're interested in a referral program or even if they have one themselves.
- Pay attention to who comes in and out of your building!
- Make a point to talk to movers, shippers, organizers, etc. while they're on-site and can see how awesome your property is!
- Attend networking events and look for people who work in or around our industry, as well as referrals from those who don't!
- My process to build my influencer list is simple. Get out into the community and see where I can mine the gold, so to speak.





## 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, and now, we're happy to share that we have also selected two organizations to support at the corporate level – The Education Partnership (Pittsburgh) and A Precious Child (Denver).

Click on the organization name to learn more about [The Education Partnership](#) and/or [A Precious Child](#). These partnerships are part of our ongoing commitment to help the children in our communities thrive educationally and emotionally.

### *A Precious Child*

Guardian provided financial and volunteer support to fill backpacks with school supplies for 100 Denver children in need.

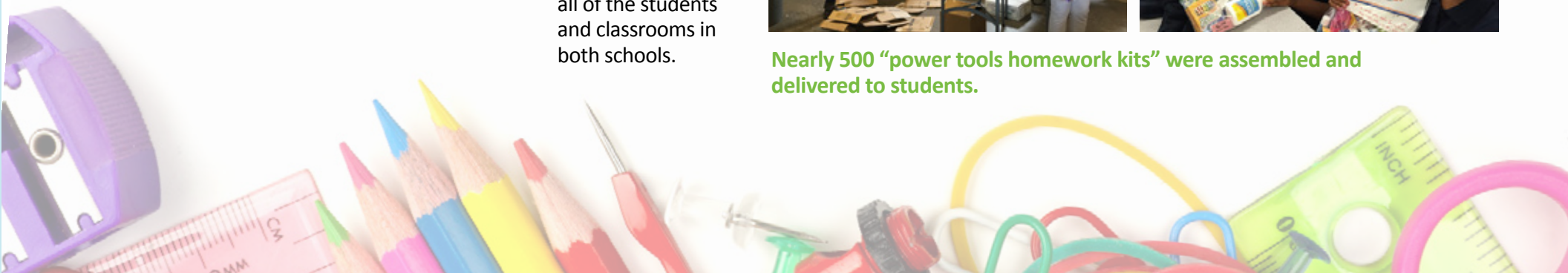


### *The Education Partnership*

In Pittsburgh, we adopted two schools – Clayton Academy and the Urban Academy of Greater Pittsburgh – for which we provided funding and manpower to fill and distribute “power tools homework kits” for all of the students and classrooms in both schools.



Nearly 500 “power tools homework kits” were assembled and delivered to students.



## Community Support



### *Pittsburgh Thunder and Lightning Elite*

Several Guardian Storage stores participated in the Pittsburgh Thunder and Lightning Elite door washing fundraiser to help raise money for their bid to the 2016 national competition in Myrtle Beach, South Carolina. Guardian Storage also sponsored athlete Olivia Browne for the competition.

In addition, Guardian Storage team members drove one of our trucks and handed out candy along with the cheer team during Monroeville's Fourth of July parade.



### *Russo Family Fire*

On July 7<sup>th</sup>, Matt and Melissa Russo lost all their belongings to a house fire at their Penn Hills home. They have two young boys and added a baby girl in August.

Our Monroeville store donated a storage unit to help collect donations for the family. We're thrilled to share that there was an overwhelming amount of support from the community, as well as Guardian Storage tenants.



### *Boulder County Fair Parade*

Guardian Storage employees drove a truck and walked in the Boulder County Fair parade to promote the brand as we prepared to open our new Longmont and Boulder properties.





# Guardian in the News



## Pennsylvania

- [Pittsburgh Business Times](#)
- [IN Hampton Magazine](#) (Page 8)
- [The Hampton News](#) (Page 9)

## Colorado

- [Boulder County Business Report](#)

## Trade Publications

- [Inside Self Storage](#)

# Events

## Team Building

Our Pittsburgh team had a great evening of camaraderie, food and drinks at our annual team-building event at Roland's in the Strip District.

The group was divided into six teams of four players to compete in various "Minute to Win It" games. After multiple rounds, the score was close with team **Road Runner** (Bill Krahe, Matt Newmeyer, Shaun Barazda and Candice Puzak) narrowly beating out team **Fast & Furious** (Tiffani Hoburg, Frank Certo, Carol Gratchick and Hope McAlister) for the win.



Our "Minute to Win It" host explaining the rules.



One game challenged players to move an Oreo from their forehead to their mouth without using their hands. L-R (front row) are Bill Krahe, Matt Russell and Tiff Hoburg, and L-R (back row) are Shaun Barazda, Suzanne McAlister and Hope McAlister.



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. Brittany Wetzel B. John Hoburg  
C. Suzanne McAlister D. Matt Newmeyer

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

