**ROUND TABLE DISCUSSIONS**

**Table 1**

**Financial Trends in Self-Storage Industry** - Will Hatfield, BB&T

Through industry trends and financial benchmarks BB&T Bank Financial Insights has access to self-storage profitability and trends nationally and at a regional level. BB&T Self-Storage Financial Insights allow us to better understand the industry and make more informed credit decisions. BB&T helps our Storage clients in a variety of ways, most notably through flexible and attractive credit facilities and our merchant services program. BB&T has partnered with the TNSSA with a rebate program that not only decreases merchant service fees, but also applies an additional credit for TNSSA participation.

**Table 2**

**CCTV Systems Technology & Fire Alarm and Sprinkler Systems** - David Rader & Scott Mittler, Servant Fire Protection

David and Scott will be discussing camera technology options, code requirements for fire alarm systems, and sprinkler system statistics and myths.

**Table 3**

**Best Practices on R3: Restore. Rebuild. Replace.** - Jamie Tuck & Devin Zucker, Janus

Learn how to retain current customers and attract new tenants by remaining relevant in an increasingly competitive self-storage landscape. We'll be discussing the importance of renovating older projects, from an aesthetic, revenue, and feasibility standpoint. Dispel a few common oppositions to renovation and offer visuals on how impactful a safe, attractive self-storage facility can be, as well as discussing reasons and benefits of a renovation project, including some financial examples. – Relocatable Storage (MASS) - Door Replacement - Retrofit with NOKĒ Smart Entry System.

**Table 4**

**Online vs. Live Auctions - What’s Best For You** - Lonnie Bickford, StorageAuctions.com

Lonnie will discuss both online and live auctions. Decide which process best suits your facility!

**Table 5**

**What is Value Pricing and Do I Need It?** - Tommy Nguyen, StoragePug

Self storage customers rent for lots of different reasons. Some care about pricing above all, while most people would pay more to have the benefits they care most about! Today, we'll go over what Value Pricing is and how you can use it to give customers unique experiences while maximizing your revenue on each unit. Topics include:

 - What is Value Pricing

- How Other Industries Do It

- What Amenities Make Me Special

**Table 6**

**When Disaster Hits** - Dee Wiseman, WKIA

Wind, Flood, Tornado, Fire, Vehicle Damage to Building, Pollution. How do you manage the damage and limit the effect it has on your business as well as your tenants? Do you have a plan? Do you have the necessary emergency supplies? Are you ready to establish mass communication with your tenants? In this round table discussion, Dee will discuss the tools you need to have ready *before* disaster strikes. Don’t find yourself scrambling in the middle of a mess, when you could take the opportunity NOW to set up a solid emergency plan.

**Table 7**

**Remote Move -Ins: The Online Advantage to Filling your Vacant Rooms** - Scott McNulty, UHaul Affiliate Network WebSelfStorage

Join Scott as he discusses using technology to meet the increasing demand for remote move in capability at your facility!

**Table 8**

**Report Secrets - Understanding Your Management Summary Reports** - Sara Beth Johnson, Universal Storage Group

Your Management Summary Report, when used correctly, can help you get the most income from your operation. Join Sara Beth as she unravels the secrets hiding in this handy report!