



Top-Notch Service and Rental-Rate Management

*An Audiocast Presentation Provided by
Inside Self-Storage and the Self-Storage Training Institute*



Introducing Our Presenter...

After leaving the public-accounting field, *Joe Niemczyk* joined National Self Storage Management Inc., holding various positions including operations/finance manager, vice president and president. While president, he oversaw more than 2 million square feet of storage space, and developed and implemented the first formalized resident-manager training university.

Currently, as president of Executive Self-Storage Management Inc., Joe directs the operations of more than 1.3 million square feet of storage space as well as the ongoing development of several new construction projects. He also serves as an industry-wide consultant for employee training, marketing and development.

For more information, visit www.executiveselfstorage.com.

Rental Rates & Customer Satisfaction

presented by

Joseph P. Niemczyk

President – ESSA, Inc.



Why Do People Rent!

- ▶ Convenience
- ▶ Perceived Trust
- ▶ Security
- ▶ Price

***Value-added selling is
NOT
dropping your price when
the customer reacts
negatively to it.***