



# 6 KEY BENEFITS OF MEMBERSHIP



Unlock opportunities | Access information | Receive piece of mind

# Why should I join the SSA UK?

## The answer is simple – can I afford not to?

There are plenty of reasons to join the SSA UK. However, we'd like to keep it simple and highlight just 6 of the key benefits to why being a member of the principal trade association for self storage in the UK is so important for your business.

### 1 Legal Support – Licence Agreements (Contracts), MAP and Advice

Self storage is self-regulated and governed entirely by contract law so all legal matters including the licence agreement (contract) between your business and your customers must be watertight.



#### Members

Having full access to a suite of these agreements is one of the main benefits of membership. The licence agreement (contract) we provide is industry specific, tailored solely to self storage operators and included in your membership fee. Included too is a comprehensive Manual of Advice and Procedures (MAP) to help you through almost any situation you may find yourself in either legal or operational, from what to do if a customer should stop paying, suffers a bereavement or loses their key, to how to deal with issues such as break-ins, floods, fires or even who can legally access a unit including the authorities.

#### Non-Members

A suitable legal agreement, if purchased independently from a solicitor, would likely cost £1,000's and if not drafted correctly, the cost to your business in damages would be considerably more. Often, we are contacted by non-members after the event when it's already too late resulting in needless cost, business disruption and poor customer engagement. Don't make the same mistake, join the SSA UK today and be on the firmest foothold possible.

### 2 Members only Helpline

#### Members

With over 30 years of experience in the team at SSA UK headquarters, there isn't much we don't know about self storage and the issues operators face on a daily basis. We are just a phone call or an email away to provide advice and expertise in any way we can. And if we can't help, we can put you in touch with someone who can.



#### Non-Members

Non-members who don't have access to our helpline will spend time, money and valuable resources sourcing solutions to problems and answers to questions which we can resolve, usually within just a few minutes. Why search for non-specific legal advice or industry support when you can easily contact the SSA UK for help?

## 3 Industry Data and News

It's incredibly important to keep up to date with what's happening in the industry, both in the UK and Europe.

### Members

Accurate industry data is vital so you can assess the past market, receive up to date information on the current market and plan ahead. We survey and report annually (both in the UK and Europe) with data collected from self storage operators, customers currently using self storage and the general public. Key findings from the report include occupancy on current lettable space, net rental rates per square foot per annum, public awareness of and who is more likely to use self storage, customer habits and much more. Members also receive a quarterly copy of UNLOCKED, the only self storage magazine circulated throughout the UK and Europe, a monthly eNews bulletin and even Security Alerts.



### Non-Members

Are you able to access current industry data and are you up to date with the latest sector news and developments? Would you know if criminals were targeting storage facilities in your area? You could be next, so wouldn't it be helpful if you were aware and prepared? Membership of the SSA UK will ensure you are, and once in membership, you can even view back issues of the reports, magazines, and e-bulletins to ensure you haven't missed anything important.

## 4 Complimentary Online Webinars & Events

Regular information is key to any business and it's the same in this industry. From keeping abreast of industry trends to just knowing who is doing what and where.

### Members

Get the latest industry updates from SSA UK CEO, Rennie Schafer on our regular monthly webinars held at 12 noon on the first Thursday of each month. With a different focus each month and often with invited guest speakers, members can ask questions and discuss their own issues too. In recent sessions we've discussed: business rates; managing prices; waiting lists and move-outs; terminating contracts; under-insurance; steel prices and sustainability. We've also delivered topical webinars on: effective Google ads strategies; cyber security; mental health and more. But that's not all. We also hold quarterly Sector Forums for members on Security, Technology & Innovation, UK Legal Issues and Containers which are popular with our current members.our current members.



### Non-Members

Just one hour per month will ensure you are industry current and with the addition of the information you'll gather from the Sector Forums, you can't go wrong. All online sessions are recorded and available to download including all previous recordings so you may not have been a member when we held these events, but becoming a member will ensure access to these valuable resources, past and in the future.



## Industry Training Sessions

Having well trained staff is a good investment for your business to improve productivity, increase efficiencies, and they also need less support too.

### Members

On offer for members is a range of industry specific training sessions on topics including, operations management, selling storage online, customer service excellence, social media marketing, effective sales skills for self storage, improving your revenue through add-on sales, dynamic pricing, UK legal issues, practical marketing, pricing strategy and more. All delivered by industry professionals who use the benefit of their extensive knowledge and experience with genuine examples, group discussions and tangible take-aways so the information learned can be implemented as soon as staff return to store.



### Non-Members

Our training sessions are exclusive to our members only, but join the Association today and you too could access these sessions, establish an in-house standard for your staff, improve retention of pro-active team members, ensure customer satisfaction, and of course, generate great online reviews.



## Networking

Networking has become much more than just a buzzword. It is a powerful tool and has become more important than ever to create and maintain a strong network of business connections.



### Members

Networking as part of the Association puts members in contact with other members who share the same passion for self storage. It is a place where information is shared, issues are discussed, problems overcome, new ideas are traded, perspectives are considered, existing relationships are strengthened and where many long-term friendships have been forged.

### Non-Members

We cannot stress enough the benefits of industry networking with like-minded operators and our supplier members. We offer members plenty of opportunities throughout the year to do just that with quarterly Regional Members' Meetings, UK and European Conferences and online sessions all designed to help you build a strong support network for your business. But you need to be a member to join in!

Along with these featured benefits are a whole host of others used daily by operator members regardless of their size or facility type. The list continues to grow too as we add additional benefits year-on-year to support our members. You can find out more information on all the benefits on our website below, or by contacting us.

[www.ssauk.com](http://www.ssauk.com)

Contact us today and be a part of your industry Association

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