

**Testimony Concerning
Bill No. 5088 AN ACT CONCERNING SELF STORAGE FACILITY LIENS**

General Law Committee

February 21, 2012

Introduction

My name is Brian Riva and I currently sit on the board of the Connecticut Self Storage Association and reside in Lakeville CT. My family operates a self storage company consisting of 6 properties located here in CT. We operate under the business names Stor-It-All and All-Star Storage, located in Canaan, Litchfield, Torrington, Windsor, Derby and Bethel. 2012 marks the 23rd year my family has been in the self storage business.

Support for Bill No. 5088

I am providing written testimony in favor of Bill No. 5088. The current Self Storage lien law here in CT is a very strong piece of legislation not only for the Self Storage Owner but for the consumer as well. It provides a very detailed "road map" of the due process involved when a tenant is delinquent. The downside is that the law was written in a time when communications between Businesses and its customers were extremely limited and postal mail was the only verifiable form of communication. Today, Certified return receipt mail is only one of the ways to verify communications, and to the consumer it is the most costly and in many cases the least preferred method of communication. We live in a world where most of us rely on and pay more attention to our electronic communications than any other form of communication. It is faster, cheaper and much more efficient.

The second part of Bill No. 5088 addresses the publication and advertising of our sales, so we may comply with our obligation to hold a commercially reasonable public auction. The change is from a required newspaper publication, to a more modern form of electronic advertising. I would like to share with you what we have seen in terms of web traffic in regards to the auctions held at our facilities. We created a page on our website that contains our yearly auction schedule. In the past 12 months this page has been viewed 17,923 times of which 12,482 of those were unique visitors. The average time spent on this page has been 1 minute 24 seconds. Even to me these numbers are mind blowing. Who would have thought there are so many people looking for self storage auctions here in CT, but there is, and they are looking online. Our webpage alone provides us with a far better commercially reasonable sale than any of the local newspaper we advertise in. I have a much larger pool of people to draw from and those people can see where I am located, get directions and even send us an email to find out more within a matter of seconds. It is an easier, faster and much more efficient way to create a commercially reasonable, public auction.

In Conclusion

When a tenant becomes delinquent and the self storage lien law takes effect, communication is the only true remedy. The easier it is to communicate with our customers and vice versa, the better chance we have of remedying the situation. Self Storage operators are not in the business of selling peoples stuff. We are in the business of storing it. We would like to have the ability to communicate with our customers in a way that they deem to be most convenient, most cost effective, and ultimately most efficient for them and us.

The same applies to the advertising of our auctions to create a commercially reasonable public auction. The consumer has changed it means of searching from the printed media to more efficient electronic forms of inquiry.

Bill 5088 is being raised to make the CT self storage lien law more effective for the Industry and those it serves. By using today's technology to maximize communications between our business and our customers we can hope to create a faster more cost effective remedy for our customers.