

**Mill Plain Self Storage, LLC
103 Mill Plain Road
Danbury, Connecticut 06811
(203) 778-6724**

February 20, 2012

Testimony in Favor of Raised Bill No. 5088

AN ACT CONCERNING SELF STORAGE FACILITY LIENS

I wish to provide written testimony in support of Raised Bill No. 5088. I own and operate a 69 unit self storage facility in Danbury, Connecticut. Due to its size, we have relatively few auctions each year but the changes put forth in Raised Bill No. 5088 will significantly streamline the auction process in time and money, potentially benefitting my customers.

I believe the purpose of the lien law is to protect the tenant through:

1. Notifying them that they are in default
2. Advertising the auction sale to attract enough bidders, ensuring that a competitive price for the possessions is achieved

The changes to the lien law included in Raised Bill No. 5088 enhance the existing law and provide more streamlined and reliable methods of contacting tenants and advertising storage auctions.

From a tenant notification perspective, email is more reliable than certified mail as transitioning people will change their physical address before they change their email address. Emails are now received on phones, tablets, and public computers located in libraries, internet cafes, etc. Further, many defaulting tenants do not accept certified letters and therefore are unaware of the auction process and their rights under the law. I also support amending the bill to allow the option of mailing notices through "verified first class mail" to provide proof of mailing and improve the chances the notice will be read by the tenant.

The current law requires auction advertising in local newspapers - a media that has lost relevance in today's Internet world. The primary purpose of newspaper advertising is to notify the public of the auction to ensure attendance is high and the sale will be at the highest price possible. Electronic marketing is much more effective in advertising auctions:

1. Emails can be directed to prior attendees
2. Advertising on auction sites allow interested parties to search by date, location, etc.

Unlike newspaper advertising, the internet is not geographically restricted and reaches a much broader audience, improving auction results overall. The Bill requires a minimum of three bidders at an auction for the auction to be considered "commercially reasonable". Three or more competing bidders will protect tenants' interests as auction prices are bid higher.

Together, these changes serve to protect tenant (consumer) interests and reduce auction costs which are ultimately passed on to the tenant. I urge you to support of Raised Bill No. 5088.

Thank you for your consideration



M. Jeffers Ryer
Mill Plain Self Storage, LLC