

SUCCESS STARTS WHEN YOU SIGN UP

CHOOSE THE TIME AND PLACE THAT'S RIGHT FOR YOU

1. HOUSTON, TX

Tuesday, January 24
Hilton Garden Inn
12101 Shadow Creek Pkwy
Houston/Pearland, TX 77584
Lodging: (713) 340-0110

2. ODESSA, TX

Tuesday, February 21
Holiday Inn
5275 E. 42nd St.
Odessa, TX 79762
Lodging: (432) 366-5900

3. LAS VEGAS, NV

Tuesday, March 13
Bally's
3645 Las Vegas Blvd.
Las Vegas, NV 89109
Lodging: (702) 967-4000
*Delayed Start: runs 1pm to 6pm,
snack only, no lunch*

4. LANCASTER, PA

Tuesday, March 27
Eden Resort - Best Western
222 Eden Road
Lancaster, PA 17601
Lodging: (717) 569-6444

5. KNOXVILLE, TN

Thursday, March 29
Holiday Inn
304 N. Cedar Bluff Road
Knoxville, TN 37923
Lodging: (865) 693-1011

6. LINCOLN, NE

Tuesday, April 3
Country Inn & Suites
5353 N. 27th
Lincoln, NE 68521
Lodging: (402) 476-5353

7. INDIANAPOLIS, IN

Tuesday, April 17
Renaissance Indianapolis North
11925 N. Meridian St.
Carmel (No. of Indy), IN 46032
Lodging: (317) 816-0777

8. SALT LAKE CITY, UT

Thursday, April 19
Hilton Garden in SLC Downtown
250 West 600 South
Salt Lake City, UT 84101
Lodging: (801) 364-5200

9. SUN PRAIRIE, WI*

Tuesday, May 8
Trachte Headquarters
216 Wilburn Road
Sun Prairie, WI 53590

10. REGINA, SK

Thursday, May 10
Holiday Inn
1800 Prince of Wales Drive
Regina, SK S4Z 1A4
Lodging: (306) 789-3883

11. CASPER, WY

Tuesday, May 15
Hilton Garden Inn
1150 N. Poplar Street
Casper, WY 82601
Lodging: (307) 266-1300

12. TORONTO, ON

Tuesday, May 22

13. BLOOMINGTON, IL

Tuesday, September 11

14. ALBANY, NY

Thursday, September 13

15. DENVER, CO

Tuesday, October 23

16. SPRINGFIELD, MO

Thursday, October 25

* Includes Trachte plant tour & industry vendors.

To register: Call 800 356-5824
or visit www.trachte.com/seminars



THE AGENDA

- 9 AM Welcome
A Self-Storage Overview
Determining Market Potential
Determining Feasibility
- 10:30 AM Break
- 10:45 AM Finding Land
Site Layout
Navigating the Building
Permit Process
- NOON Complimentary Lunch
- 1 PM Understanding Construction
Site Financing
Managing a Facility
Internet Marketing Essentials
Maintaining Security

WHAT YOU'LL LEARN

Uncover the building blocks of a successful self-storage business:

- Identify demographics and learn what drives demand
- Measure your local market and the competition
- Locate and plot the perfect self-storage site
- Learn about the building process
- Explore different financing options including SBA loans
- Find out how to navigate permits and zoning boards
- Project your profits, costs and long-term cash flow
- Explore construction options and unit mix
- Discuss maintenance, security, and staffing needs.
- Discover common pitfalls and how to avoid them

WHO SHOULD ATTEND

- **Entrepreneurs** searching for a solid real estate investment
- **Real Estate Professionals** looking to expand their portfolio
- **Families** seeking a more dynamic retirement plan
- **Business owners** looking to build a reliable second income
- **Self-Storage owners** ready to fine tune their expansion project, or build/purchase an additional location

WE HAVE A NAME FOR DREAMERS THAT TAKE ACTION: BUSINESS OWNERS.



Larry and Crystal Farnsworth
September 2006 Seminar Attendees
Owners of Heceta Self-Storage
Florence, Oregon



ATTEND OUR FREE SEMINAR: "THE BUILDING BLOCKS OF SELF-STORAGE"

FOUNDATION PLAN for 30'-1" x 150' MINI-STORAGE BUILDING - 3/12 PITCH



SUCCESS BEGINS WITH KNOWLEDGE

In the mid 2000's, a friend of Larry's (a storage owner from the East coast) suggested he should look in to self-storage, and turned him on to Trachte's seminars. He attended a 2006 seminar in Las Vegas, and his wife Crystal attended in Denver soon after. **"The discussions about analyzing a market, feasibility, propensity for storage demand were essential."** Zoning and approvals were a three year process, however construction took just five months per phase. In 2009, Heceta Self-Storage opened phase one with 199 units. It filled in under two years, and a second phase was completed in June of 2011. Larry is continuing his career as an airline pilot, managing the 391 unit storage business in partnership with his wife of 35 years - "running our business together is great," Larry tells us. Using web-based management software, he can assist with the management duties anywhere his job takes him.

LUNCH WITH THE SELF-STORAGE LEADERS

Our free seminars don't just introduce you to the self-storage industry. They prepare you to become a part of it with practical advice, industry trends, and the most up-to-date information. Learn how to determine your market's potential. Talk about budgets and building materials. Every convenient, info-packed Trachte seminar is a unique opportunity for you to gain real insights from the people who know self-storage best. All without ever hearing a single, solitary sales pitch.

Sign up to attend a free Trachte self-storage seminar in your area.
dates and locations on reverse