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SpareFoot Newsletter

Manager of the Month: Brigitte Storti

Galleria Self Storage

Middletown, NY



Manager Brigitte with assistant manager John Quaranta

by Matt Stites

“Above and Beyond.” This is a recurring statement in the numerous online reviews mentioning Manager Brigitte Storti of Galleria Self Storage in Middletown, New York. No matter what unit she’s renting out, Brigitte goes the extra mile to ensure her customers are happy. That’s why we saw it fitting to put her in the spotlight as this month’s SpareFoot Manager of the Month.

Brigitte first took the reins at Galleria Self Storage in 2006, but she was no beginner when it came to sales. After 20 years of experience in fields ranging from electronics to pharmaceuticals, Brigitte was intrigued by the unique challenges presented by the self-storage industry. However different an environment she was approaching, however, she knew she needed to adhere to that famous guiding principle in all fields of salesmanship: The customer is always right.

For her, customer service is a lifestyle choice: “You have to live in other people’s shoes,” Brigitte reflected.

Brigitte has run a tight, customer-oriented facility for just about five years, and was recently honored with numerous distinctions at the Storage Investment Management Leadership Conference in Danbury, CT. Along with her five-year service award, she was rewarded for having the lowest delinquency rate of the 31 facilities in the area, as well as having the highest N.O.I., or Net Operating Income, of all participating facilities.

“Brigitte does not leave a stone unturned,” said Assistant Manager John Quaranta. He referred to Brigitte’s dedication, not only to current and potential tenants, but to employees as well. “She gets things done as expeditiously as possible.”

John has assisted Brigitte in day-to-day operation of the facility for two and a half years. He said the benefits of renting at Galleria go further than quality storage. They provide additional services like package receiving for small business owners who run inventory through their facility. They're holding a garage sale next month, where tenants can sell unwanted belongings in an effort to cut down on storage costs. Brigitte knows it's this kind of courtesy that brings tenants back.

"Especially with the economy today, you need to make sure you make everything work for the customer," she said.

Being economically conscious has informed much of the way Brigitte runs her facility, and her DIY mindset inspires employees and tenants alike. John recalled the time Brigitte single-handedly replaced the battery of their automated gate. It took some creative searching to find the correct battery and an impromptu crash-course on the anatomy of an electronic gate, but she got it done without having to call in the repairman, and was soon back at the desk to help customers.

While Brigitte is focused on driving business through providing excellent service and building long-term relationships, she recognizes the importance of being aware of one's competitive environment.

"No matter what you're doing, the competition is always out there," she stressed, advising facility operators to be creative and embrace new trends. "Run specials, post on sites like Facebook, Yelp, SpareFoot, whatever gets your name out."

At the end of the day, it all comes back to customer service: "Do whatever is in your power to send your customers home happy," Brigitte said.