

Gina Hackett, District Manager, Storage Asset Management

Civil Justice Committee

April 30, 2019

Chairman Hambley, members of the committee, my name is Gina Hackett, Ohio District Manager at Storage Asset Management, a property management and consulting company that specializes in self-storage. Thank you for letting me appear in front of this committee and testify in support of House Bill 172.

With recent trends of increased email use over past years and it being the preferred method of communication for storage customers, it would only make sense to allow properties to streamline all communication and allow the lien process to be managed and sent via email.

Most, if not all tenants currently have no paper copy of their leases, they are all emailed to them along with payment receipts and invoices. Emailing supports customer service by building a trustworthy relation with the tenant by asking for payment while the unpaid rent is at its lowest and most manageable. Waiting for returned mailings from a once valid street address takes away critical payment time from the lien process and can potentially add more fees. Email allows for better timing to track down a non-paying customer. Email easily stays with a tenant as opposed to a street address.

Many of our customers are coming to us and use storage, because they are in the moving process. With so many tenants using cell phone as their primary number and with the use of smart phones, email would offer real time status on their units and allow them to act quickly on their accounts. Lastly the benefits for the property include: time, a lot of time is used searching for tenants from returned mail, assurance that the customer has received timely unit status and instantaneous results to processing the lien.

Thank you again for having me today, and I'd be glad to answer any questions.