

Why Self-Storage Notices Belong in Newspapers



Reduces Inequity

There's an imbalance between the renters and owners of self-storage facilities, an industry dominated by huge REITs and other opaque financial entities operated in the interests of Wall Street investors. The lopsided take-it-or-leave-it contracts they require renters to sign are designed to protect those big-money interests.



Community Reach

Lien-sale notices are designed to inform the public at large. Publishing them in newspapers and on newspaper websites is the best way to let the community know that an important public event is about to occur — an event that severs an individual's legal relationship to personal property. Eliminating lien-sale notices in newspapers will deny due process to property owners and the community where the property is located.



Avoids Conflict of Interest

Allowing huge self-storage companies to choose between publishing lien-sale notices in a newspaper or advertising the sale "in a commercially reasonable manner" will usually result in the owner bypassing newspapers and selecting the cheapest, most ineffective medium, like an obscure page on a lightly trafficked website. Why else would the industry be lobbying for the choice?



Community Action

Lien-sale advertisements are also designed to deputize members of the community. Relatives, friends or loved ones may see an ad concerning the property of an absent or incapacitated renter and bring the past-due-bill current to prevent the sale. Property in a storage unit may also belong not to the renter, but to a third party unaware a family heirloom, for instance, is about to be sold.



Maximizes Transparency

Newspaper notice increases transparency in lien sales, giving the public a window into what is otherwise a closed legal process. They alert family, friends and neighbors of the property owners, as well as potential bidders, that a sale is about to happen.



Averts Potential Corruption

Leaving the advertising medium up to the self-storage industry will shroud the lien-sale process in a veil of secrecy. Only a small circle of insiders and speculators will be aware of the sale, which will potentially lead to corruption in the bidding process.

Bottom Line

The bill would save money for self-storage companies by **reducing transparency for everyone else.**



Public Notice
Resource Center

This flyer was prepared by the Public Notice Resource Center, a nonprofit organization providing education and research about effective public notice.

For more information, contact admin@pnrc.net.