

**PLEASE SUPPORT SENATE BILL 101 BY M. ABRAHAM.** It allows a self-storage business owner to choose to advertise their auctions in a newspaper OR on an online auction site rather than mandating they use newspaper ads. Online advertising reaches a broader audience specifically interested in self-storage sales. **This can benefit not only the owner but also the non-paying lessee to reduce their debt if sales generated are more than the debt owed.**

*Newspaper ads are not legal notices meant to reach the non-paying lessee. The purpose of the ad is to notify the public of the auction. However, **amendments adopted in the Senate make this bill the most protective in the country regarding notification for the lessee.** It requires the owner to highlight, in bold font, auction laws in the lease and for the tenant to initial that section of the lease. It also requires the owner to ask for a secondary e-mail address AND a cell number for late payment and auction notifications. Current law already requires owners to notify nonpaying tenants via verified mail (P.O. can forward verified mail to new address whereas certified mail is returned to sender) AND via an e-mail address provided by the tenant.*

- **26 states do not require newspaper advertising of self-storage sales including neighboring southern states.** Of the 26 states that have eliminated the mandate, 21 allow for online auction website ads (6 have been added so far this year- Alabama, Arkansas, Kansas, Kentucky, North Dakota, and Utah) and 5 states do not require ANY form of advertising before the sale. 3 additional states currently have pending legislation
- **Online advertising has worked well in states across the country, with no adverse effect on lessees.** Newspaper advertising reaches, at most, the individuals who get the paper on a particular day. Online advertising generates higher sale prices because of competitive bidding that again, helps the non-paying lessee because the excess sales are returned to the lessee. Unfortunately, on most occasions even the higher generated sales prices don't cover the debt owned.
- **\*\*\*If newspaper advertising is more effective in a particular community, operators will continue to use newspaper\*\*\***  
\*\*\*Federal law prohibits the sale of a storage space rented by an active duty service member\*\*\*

**No advertising required – 5 states**

Washington

Wyoming

Arizona

Maine

New Hampshire

**Newspaper mandate eliminated – 21 states**

Alabama

Mississippi

Arkansas

Tennessee

North Carolina

Kansas

Kentucky

Montana

Nebraska

Utah

North Dakota

Colorado

Iowa

Tennessee

Indiana

Michigan

Ohio

West Virginia

Maryland

Delaware

Massachusetts

Hawaii

**Other bills pending – 3 states**

Missouri (passed House committee, awaiting floor vote)

Illinois (passed House committee, awaiting floor vote)

Florida (passed House, awaiting Senate committee hearing)