



SMD Software – SiteLink Expands Partnership with the SBOA

[SiteLink](#) continues to lead the industry by offering self-storage operators more ways to save and grow profits.

Raleigh, NC ([PRWEB](#)) April 27, 2011 -- The partnership offers [SiteLink](#) users access to the SBOA Tenant Insurance (SBOATI) and direct integration with SAGE, the SBOA's credit card processing partner. SAGE offers aggressive rates for all merchant services transactions, as well as quality service. SBOATI lets owners keep 50% or more of the administration fees and automatically transmit monthly insurance sales data to the SBOA.

Founded in 2010, the SBOA invites all storage operators of any size to join. The SBOA uses the growing number of its nearly 2,000 member-facilities to offer greater savings on products and services, including UPS™, Constant Contact™, ADP™ and SpareFoot™. The SBOA regularly expands its current list of 30 partner vendors.

Following its goal to increase choices in providers for its users, SiteLink now integrates directly with SAGE's gateway to process credit cards at stores and their websites. SiteLink has held its PCI certification since 2010. SiteLink's built-in insurance module allows users to set up flexible, custom SBOATI plans. With storage owners' permission, SBOATI can automatically transmit insurance activities from stores to eliminate emailing or faxing reports.

SiteLink customers do not incur additional fees for these and other integrations.

“By forming a buying group, the SBOA achieves the best terms for its members,” said Ian Burnstein, the SBOA's CEO. “SiteLink's direct integration allows owners to buy cost-efficient services and to integrate them seamlessly with SiteLink. Owners not only grow revenue faster by using the SBOA, but also register with a single company for various services, as opposed to sourcing individual services with separate vendors.”

“We are excited about our growing relationship with the SBOA,” said Markus Hecker, SiteLink's COO. “[Web Edition](#) users have always enjoyed more choices in vendors for all services, and the ability to choose the company that is best for them. The SBOA has offered tremendous value to its users and shares our commitment to customer service and improving profits for owners.”

About SiteLink

With more than 4,500 installations, SiteLink Web Edition is the most widely used web system in the [self-storage industry](#). More than 65 of the top 100 operators use Web Edition today. Web Edition's popularity stems from its user-friendly, reliable design. Web Edition's architecture makes it highly scalable and easy to deploy. Web Edition readily integrates with other platforms such as smart phones, websites, listing services, INSOMNIAC Kiosks, Lead Tracking Solutions and central mail providers. Superior software tools allow users to grow revenue and dramatically lower their cost of ownership. The company's commitment to service and product quality has made Web Edition a favorite among operators of every size.

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About the Storage Business Owners Alliance (SBOA)

The SBOA was founded by Ian Burnstein and David M. Levenfeld, owners and operators of multiple self-storage facilities, who realized an industry-wide need for small- to medium-sized owners to band together to better compete with the larger storage companies.

Since its launch in February, 2010, the SBOA has grown to more than 1,900 member-facilities. The SBOA's flat-rate annual membership fee is just \$99 per year per store. Membership opens the door to vendor deals leading to savings of thousands of dollars per facility per year.

About SBOA Tenant Insurance (TI)

SBOATI is a tenant insurance program built by self-storage owners specifically for self-storage owners with a focus on sharing generous Administrative Fees at the facility level (a minimum of \$4.00 per policy) while providing great coverage for tenants.

The program has third-party administration by Cornerstone Group to remove all responsibility for self-storage owners. Coverage is provided by AEGIS, an "A" rated carrier licensed in all 50 states.

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Online Web 2.0 Version

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