Contact

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Top Skills

Analytics
Business Modeling
Client Prospecting

Jim DiNardo

Self-storage consultant and industry professional since 1989.
United States

Summary

Self-storage professional with experience as an operator, developer, and consultant since 1989. Whether you are new to the business and need help evaluating or starting up a new project, or an industry veteran looking for guidance and advice, J. DiNardo Consulting can help. Please review the credentials below for detailed info about my experience and contact me at your convenience.

Experience

J. DiNardo Consulting
Self-Storage Consultant
February 2004 - Present (21 years 5 months)
Westport Island, Maine

Since the sale of The Storage Depot (see below), I've worked as an independent self-storage consultant, primarily in New England, but also across the U.S., performing self-storage market/feasibility studies for developers, helping clients with facility start-ups, working with existing operators of all sizes to optimize management operations, and counseling investors on the self-storage industry.

My consulting work led me to Shetland Park in 2008 (a 30-acre business park on Salem Harbor), where I helped develop and operate Shetland Park Self Storage - a state-of-the-art conversion facility that became the largest facility in New England (2,000 units) before the entire property was sold in May 2019 to Prime Storage.

In 2011, I started consulting with Conroy Development, a full-service commercial real estate development and investment firm that's developed and managed over 7 million SF of real estate investments valued in excess of $700 million, including multi-family, office, industrial, and data center. I was hired to help start their self-storage practice in the fall of 2012 and in December 2013 we opened a Class A, state-of-the-art facility in the Seaport District of Downtown Boston called Boston Seaport Self Storage (see below), which I

continued to manage through March 2016. The property has traded twice since then for nearly $40 million.

From 2016-2018, I worked as NorthPoint Development's industry consultant, as they entered the self-storage industry, developed their first fund of 11 facilities, and launched the Beyond Self Storage brand. They eventually developed 38 state-of-the-art, drive-thru facilities, in multiple metros across the U.S., which were acquired by Public Storage in December 2020 for ~$530 million.

Presently, I consult with a wide a variety of clients and I'm an operating partner in Watertown Self-Storage (www.WatertownSelf-Storage.com) - see below. In 2024, I moved to Westport Island, Maine, where I continue to consult from home.

Watertown Self-Storage
Partner & Operations Manager
June 2020 - Present (5 years 1 month)
Watertown, Massachusetts, United States

Watertown Self-Storage is a state-of-the-art facility, featuring climate-controlled storage units, computerized access control with extended access hours, convenient covered loading with complimentary carts, motion-detected lighting, security cameras with DVR, a business center with complimentary Wi-Fi, moving & packing supplies, professional onsite management, online reservations, rentals, and bill-pay, and much more! The facility also has a solar system on the roof and the building is LEED Certifiable.

Kendall Square Associates (The Storage Depot)
Operations Manager & Partner
June 1989 - February 2004 (14 years 9 months)

KSA is the real estate development company that founded The Storage Depot in 1983. With five locations, The Storage Depot was one of the largest operators of self-storage facilities in the Greater Boston Metropolitan Area, until the entire portfolio was sold to Extra Space Storage (EXR) in February 2004. Operations included nearly 3,000 storage rooms, Ryder/Budget Truck Rental dealerships (all locations), a proprietary line of moving/packing supplies, and a proprietary tenant insurance program. I was involved in all aspects of operating the business, including strategic planning, marketing, property management, personnel, and financial reporting, I was responsible for the overall performance of the staff and facilities, and I facilitated/lead monthly

staff meetings. I also participated in partner meetings/presentations and was integrally involved in the development of the Quincy and Dedham locations.

Started as an Assistant Manager in 1989
Promoted to Site Manager in 1989
Promoted to Operations Manager in 1992
Became a Partner in 1994

E-Z One Stop Record Service, Inc.
Other Experience
1985 - 1989 (4 years)
Quincy, MA

E-Z One-Stop was a one-stop distribution outlet that served Boston-area record stores, disc jockeys, institutions, etc., where I worked after college while playing in a pretty successful Boston-area rock band called Rods & Cones. Although I didn't make a lot of money, this was a very good experience for me because I learned a lot about the recording industry (including the fact that a lot of records and tapes used to get returned to the labels after hitting the charts!). As an Assistant Manager, I assisted with inventory management and sales, I reorganized/optimized the inventory management system (before computers!), and I had direct contact with record industry sales representatives and executives. I also drove for the owner's limousine service during this time and my claim to fame is that I drove Roy Orbison to his show at The Channel (in Boston) three days before he died.

Education

Bentley College
Bachelor's degree, Management · (1981 - 1985)

Lakewood High School
Graduate, General Studies · (1977 - 1981)