Mark Somers Bio

May 2023

Mark is a lifelong resident of Syracuse, NY, with extensive experience in the self-storage industry. As the Sales Director for Syrasoft Management Software from 2016 to 2022, he implemented a tier-based technical support system, performed software and website conversions, coordinated integrations with access control systems & vendors, and regularly spoke at Trachte Building System's seminars on management, software, operations, and trends with self-storage technology available to owners and operators. He has and provided consulting services on “hybrid-remote” and remote operations to 3 self-storage facilities in Rochester, NY, beginning in late 2021 and achieved a 12.74% increase in occupancy, 25.82% increase in revenue, while decreasing operating expenses in 2022, and provided consulting services on remote operations to 10 facilities on varying management software and website providers, from Long Island to Wisconsin. In 2023, Mark joined Trac-Rite and Trachte Building Systems as the official resellers for Onity's Passport Locks and Locking Solution, to help launch their advanced BlueTooth locking technology/IoT platform from the hotel and real estate industries to self-storage owners and operators.