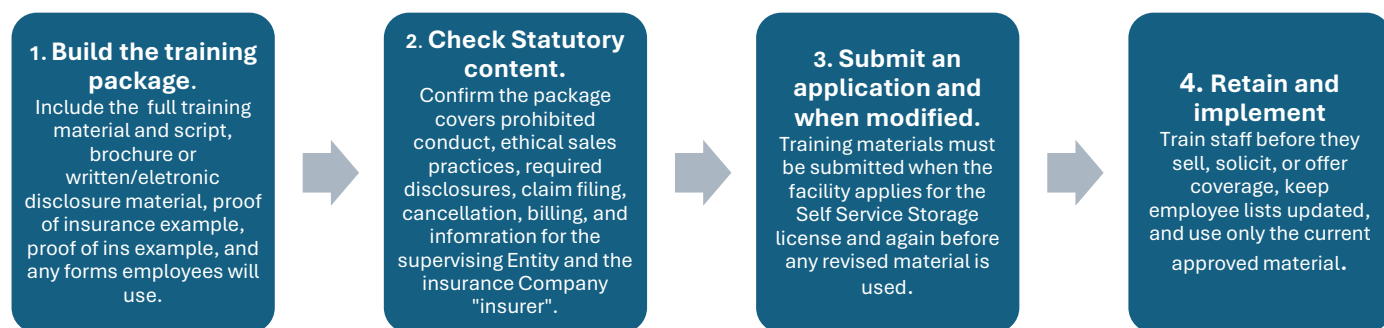


Self-Service Storage Insurance Training Materials Guide

New Mexico Self Service Storage training submission workflow

Note: This guide is a practical compliance aid for preparing training materials. It is not a formal legal opinion and should be reviewed against the actual policy form, program structure, and any instructions issued by OSI.



Key rule: Changes to training material should be sent to OSI before the revised version is used.

This guide explains what must be included in self-service storage training materials, how to present the information clearly, and what examples are helpful to submit with an application or revised materials package.

Purpose and audience

This guide is intended for self-service storage facilities, supervising entities, insurers, and compliance staff preparing employee training materials under the New Mexico Self-Service Storage Insurance License Act NMSA 59A-62. It is written to be practical and it summarizes the statute, explains what the requirements mean, and shows examples of submission materials that are likely to help OSI review a package efficiently.

New Mexico law requires: a licensed self-service storage insurance producer, staff training before employees begin selling or offering coverage, required consumer disclosures, and submission of training materials at application and whenever they are modified.

Statutory map

| Citation | What it covers | Why it matters for training materials |
|-------------|---|--|
| § 59A-62-3 | License requirement and prohibition on requiring the insurance as a condition of rental | Training should clearly say the coverage is optional and staff must not tell occupants it is required. |
| § 59A-62-5 | Brochure or other written/electronic disclosure material | Your package should include the brochure and electronic disclosure the occupant will receive. If the consumer is offered both, please submit both. |
| § 59A-62-6 | Authorized employees and representatives | Training should explain who may offer coverage and that employees act under supervision, not as individually licensed producers. |
| § 59A-62-8 | Required training programs | This is the core section governing what must be in the training and when the materials must be submitted. |
| § 59A-62-9 | Collection of fees and cancellation | Training should show how insurance charges appear on bills and how cancellation/refund language is conveyed. |
| § 59A-62-11 | Penalties | Facilities should understand that violations can lead to fines, suspensions, or license consequences. |

What should be submitted to OSI

The training materials used by or on behalf of the self-service storage facility to train employees and authorized representatives should be submitted at the time the owner applies for the self-service storage insurance producer license and again whenever the materials are modified.

A practical submission package should include the full training material, script, video transcript, or handbook; the brochure or written/electronic disclosure shown to occupants; any proof-of-insurance or coverage confirmation template; any billing example used in training; and any job aid, checklist, or acknowledgment from employees will rely on.

For clarity and faster review, it helps to label each file by function, for example: Training Guide, Occupant Brochure, Proof of Insurance Sample, Billing Example, and Employee Acknowledgment.

ETHICAL SALES PRACTICES: WHAT EMPLOYEES MAY AND MAY NOT SAY

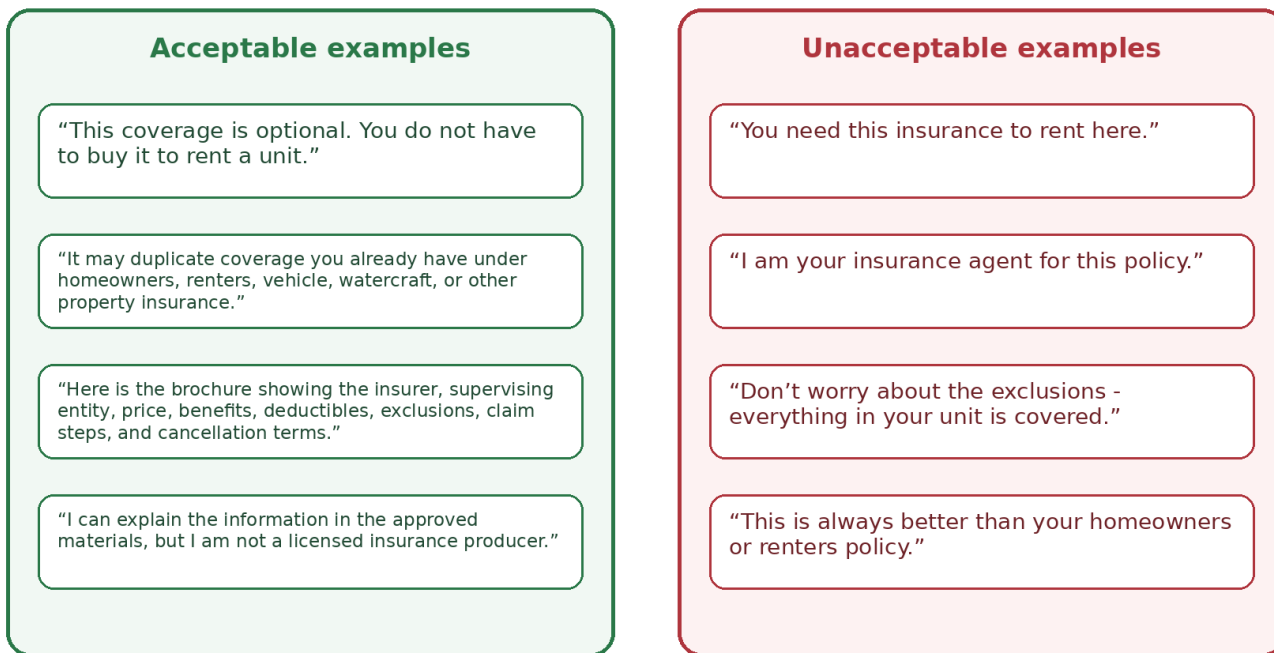


Figure 1. Practical examples showing the difference between approved style consumer explanations and problematic statements that can make employees appear to be acting as licensed producers.

Minimum training content checklist

- Employees and authorized representatives are prohibited from advertising, representing, or otherwise holding themselves out as insurance producers.
- Employees must receive the training before engaging in selling, soliciting, or offering self-service storage insurance.
- The training must address ethical sales practices.
- The training must explain the self-service storage insurance product being offered to occupants.
- The training must explain all required consumer disclosures, including optional purchase, possible duplication of coverage, insurer identity, supervising entity identity, price, payment method, deductibles, exclusions, conditions, benefits, key terms, claim steps, and cancellation rights.
- The package should include examples of the brochure or written/electronic material, billing presentation, and proof of insurance used with occupants.
- Revised materials should be submitted before the revised version is used.

Section to include in the training: prohibited conduct

Employees and authorized representatives of the self-service storage facility may explain the approved materials and assist with the transaction under the facility license and supervision, but they may not advertise, represent, or otherwise hold themselves out as licensed insurance producers. They should not describe themselves as an agent, broker, or producer, and they should not make promises that go beyond the approved policy materials or brochure.

Section to include in the training: ethical sales practices

Ethical sales practices should be taught as a consumer protection topic, not just a script. Employees should understand that coverage is optional, that the storage facility cannot require purchase of the facility offered insurance to rent space, and that charges should be presented transparently.

The training should tell employees not to minimize exclusions, not to overstate benefits, not to guess about claims outcomes, and not to compare the product to a homeowner or renter policy as if the employee were giving individualized insurance advice.

A useful training approach is to include short scripted examples showing what staff may say, what staff may not say, and when the employee should refer the occupant to the insurer, supervising entity, or designated licensed person for further questions.

Section to include in the training: required occupant disclosures

| Required disclosure topic | What the training should explain | Helpful example to include |
|----------------------------------|---|--|
| Possible duplication of coverage | Explain that the occupant may already have property coverage under homeowners, renters, vehicle, or other property insurance. Employees should point occupants to the brochure rather than speculate on the occupant's existing policy. | A slide or brochure callout saying: "This coverage may duplicate existing property insurance." |
| Optional purchase | Explain that buying the storage insurance is not required to lease storage space at the facility. | A script example and brochure sentence stating the coverage is optional. |
| Identity of insurer | Explain where the insurer name appears and why it matters. | Screenshot or sample proof of insurance showing the insurer name. |
| Identity of supervising entity | Explain who supervises the program and where that name appears; include the designated | A cover slide or brochure field naming the supervising entity and designated licensed person. |

| | | |
|-------------------------------------|--|--|
| | licensed person in the training package for clarity. | |
| Price and payment method | Explain the premium amount, billing frequency, and how the charge appears on invoices. | An itemized sample invoice. |
| Deductibles, exclusions, conditions | Explain these in simple consumer-facing terms without paraphrasing them into something broader than the actual policy. | A brochure summary plus a policy excerpt or summary page. |
| Benefits and key terms | Explain what is covered, the coverage limit, and any key limits or conditions. | A one page summary chart. |
| Claims process | Explain where claims are reported and what information the occupant needs. | A sample claim instruction box. |
| Cancellation and refund | Explain that an occupant may cancel in writing and receive any unearned premium within twenty days of cancellation. | A cancellation notice paragraph in the brochure and proof of insurance sample. |

Example exhibit: brochure or written/electronic disclosure

New Mexico law requires a brochure or other written or electronic material to be made available before the product is sold, solicited, or offered. Including a clean sample brochure with the submission helps show OSI exactly what the occupant will see.

Minimum Required Brochure Content

- Optional coverage statement
 - Duplication-of-coverage disclosure
 - Identity of insurer
 - Identity of supervising entity and designated licensed person
 - Price and payment method
 - Deductibles, exclusions, conditions
 - Benefits and key terms
 - How to file a claim
 - Cancellation and refund notice

Self-Servcie Storage Insurance Summary examples

Important notice
Coverage is optional and is not required to rent storage space at this facility.

Insurer
ABC Insurance Company

Supervising entity
Supervising Entity, LLC | Designated licensed person: Jane Doe

Price and payment
\$12.95 per month, itemized separately on the invoice.

Key terms
Coverage limit, deductible, major exclusions, waiting periods, and cancellation rights.

Claims
Call 800-555-0100 or submit online within the timeframe shown in the policy documents.

Cancellation
You may cancel at any time in writing and receive any unearned premium within 30 days of cancellation.

Figure 2. Sample occupant brochure layout showing the required disclosure topics. Replace the placeholders with the actual insurer, supervising entity, product terms, and claim contacts used by the program.

Example exhibit: proof of insurance

Although the statute focuses on training and disclosure content, including an example proof of insurance or coverage confirmation document is helpful because it demonstrates how the occupant will identify the insurer, coverage information, and claims contact after enrollment.

SAMPLE PROOF OF INSURANCE / CONFIRMATION OF COVERAGE

Example only. The proof of insurance provided to an occupant should match the actual insurer and product.

| | |
|---|--|
| Occupant name Maria Occupant | Coverage limit Up to \$5,000 for covered property |
| Facility location 123 Main Street, Santa Fe, NM | Deductible \$100 |
| Policy or certificate no. SSS-2026-000123 | Insurer ABC Insurance Company |
| Coverage effective date April 1, 2026 | Claims contact claims.example.com 800-555-0100 |
| Coverage term Month-to-month until cancelled or terminated under policy terms | Cancellation Written notice to insurer or supervising entity; unearned premium refunded within 20 days |

Include this proof-of-insurance or equivalent confirmation in the consumer packet so the occupant can identify the insurer, coverage, effective date, and claim contact.

Figure 3. Sample proof of insurance / confirmation of coverage. The submitted example should match the actual program structure.

Example exhibit: billing presentation

Training should show staff how the charge appears to the occupant. If the insurance charge is not included in rent, it should be separately itemized on the bill. If the insurance charge is included with rent, the invoice or other communication should clearly and conspicuously disclose that fact.

SAMPLE BILLING EXAMPLE

Use an itemized invoice when insurance is billed separately. If insurance is included in rent, the invoice or other material should clearly and conspicuously disclose that fact.

| Date | Description | Amount | Notes |
|------------|--------------------------------|----------|--------------------|
| 04/01/2026 | Unit rent | \$120.00 | Storage charge |
| 04/01/2026 | Self-service storage insurance | \$12.95 | Separate line item |
| 04/01/2026 | Tax / other charges | \$0.00 | As applicable |
| 04/01/2026 | Total due | \$132.95 | Due 04/01/2026 |

Consumer-facing point: the occupant should be able to tell whether insurance is being billed, how much it costs, and whether it is optional.

Figure 4. Sample itemized invoice showing a separate self-service storage insurance charge.

How to improve the likelihood of a complete submission

- Use the same terminology across the training, brochure, invoice sample, and proof of insurance sample. Inconsistency makes review harder and can create confusion.
- Do not rely on generic statements such as “see policy for details” to satisfy the training requirement. The training should still explain the required disclosure topics in plain language and show where those topics appear in the consumer materials.
- If the training is delivered by video, submit the slide deck and the script or transcript. If the training is delivered through an online learning module, submit screenshots or a PDF export showing the actual content employees will see.
- When updating materials, keep a version date on each document and identify what changed. That makes it easier to show that the revised materials were submitted before use.

Common gaps to avoid

- No express statement that employees and authorized representatives are not licensed insurance producers.
- No duplication of coverage disclosure.
- No explanation that purchase of the coverage is optional and not required to rent a unit.
- Brochure identifies the product but does not clearly identify the insurer or supervising entity.
- Training discusses benefits but does not address deductibles, exclusions, or conditions.
- Billing example does not show whether the insurance charge is separate or included in rent.
- Revised training materials are implemented before they are submitted.

Related recordkeeping points

At the time of filing the license application, the applicant should establish a list of employees and authorized representatives whose duties may include offering or selling self-service storage insurance.

That list should be maintained in the prescribed form found on the [OSI Website](#), updated annually, retained for three years, and made available to the superintendent for review and inspection upon request.

Training records should show that each employee received the training before engaging in selling, soliciting, or offering the insurance.

Penalties and consequences

The training should acknowledge that penalties may apply for violations of the Self-Service Storage Insurance License Act. After notice and hearing, the superintendent may impose fines, suspend activity at specific locations, suspend or revoke the rights of individual employees or authorized representatives to act under the license, or suspend or revoke the producer or supervising entity license.

One-page submission checklist

| Item | Included? |
|---|--------------------------|
| Employee training deck, handbook, script, video transcript, or online module export | <input type="checkbox"/> |
| Section stating employees/authorized representatives may not hold themselves out as insurance producers | <input type="checkbox"/> |
| Ethical sales practices section | <input type="checkbox"/> |
| Explanation of duplication-of-coverage disclosure | <input type="checkbox"/> |
| Explanation that coverage is optional and not required to rent space | <input type="checkbox"/> |
| Brochure or written/electronic disclosure material | <input type="checkbox"/> |
| Insurer and supervising entity identification | <input type="checkbox"/> |
| Price and payment explanation | <input type="checkbox"/> |
| Deductibles, exclusions, conditions, benefits, and key terms explanation | <input type="checkbox"/> |
| Claim filing summary | <input type="checkbox"/> |
| Cancellation and refund explanation | <input type="checkbox"/> |
| Proof-of-insurance sample | <input type="checkbox"/> |
| Billing example | <input type="checkbox"/> |

| | |
|--|---|
| Version date and revision notes for modified materials | □ |
|--|---|

Sources

- [New Mexico Self-Service Storage Insurance License Act, Article 62 \(overview and sections\)](#)
- [NMSA 1978, Section 59A-62-3 \(license requirement and optional purchase\)](#)
- [NMSA 1978, Section 59A-62-5 \(disclosure of terms\)](#)
- [NMSA 1978, Section 59A-62-9 \(collection of fees and cancellation\)](#)
- [NMSA 1978, Section 59A-62-10 \(fiduciary funds\)](#)
- [NMSA 1978, Section 59A-62-11 \(penalties\)](#)

Note: This guide is a practical compliance aid for preparing training materials. It is not a formal legal opinion and should be reviewed against the actual policy form, program structure, and any instructions issued by OSI.