



Press Release

MakoRabco Regional Sales Manager Dick Bettencourt Retires After 23 Years

CARLSBAD, CA, January 19, 2022—[MakoRabco](#), the award-winning, nationwide leader in design, supply and installation of self-storage facilities, announces the retirement of Regional Sales Manager, Dick Bettencourt on January 20, 2023, after 23 years at the company.

Bettencourt joined the Rabco Enterprises team in August of 1999 and has been using his experience and knowledge to contribute to the company's sales and his customer's success since. He is exceptionally proud of the friendships and relationships he has forged with his customers and the trust they have put in him over the years.

"I would say that every client's story is interesting. The novice with no storage experience finding their way, to the repeat builders with profound experience," Bettencourt said, "I think that is the part I really enjoy, each clients story in the self-storage business and how each is unique."

During his time at MakoRabco, Bettencourt established himself as one of the company's top representatives. One project he found particularly notable was his client, Stor U Self, on their 4-story project just outside of Boston, Massachusetts. The team worked in collaboration with

engineers to produce a building with a pedestal on a 20' x 20' structural steel grid, sprayed with a fire retardant to the first elevated slab, per code. They then designed the next three floors with a standard Load Bearing Wall System. The structure was wrapped with an Architectural Insulated Metal Panel exterior which produced a beautiful looking building. The roof was a membrane system with a sloped roof designed by Rob Beatie and value engineered to use standard rigid board installation. This meant that both labor and material costs were saved by eliminating Tapered Insulation. It was a very intricate project that resulted in a successful building that Bettencourt was very proud of.

Bettencourt's time at MakoRabco was filled with memorable moments traveling across the United States. When asked about some of his favorite memories, Bettencourt said, "The camaraderie produced through many years of trade shows and business dinners. The multiple dinners at the Palm in Las Vegas during industry shows, and the relationship formed with JR Hanley, our long-time server who mesmerized and entertained our customers!" He also has fond memories of his times at MakoRabco sales meetings in Camp Heritage, Melbourne, FL and Gentry River Ranch, Columbia Falls, Montana.

"Times produced experiences and memories that are priceless and will bring me endless smiles for years to come," Bettencourt said, "Thank you all!"

Bettencourt's role as Regional Sales Manager in MakoRabco's Northeast territory will be taken over by Darrell Betley. Betley has been trained by Bettencourt and is ready to create a sales legacy at MakoRabco as strong as his predecessor's.

About MakoRabco

Founded in 1993, MakoRabco is the nationwide leader in design, supply and installation of self-storage buildings. We have built our business through hard work, dedication and determination unmatched in the self-storage industry. Our approach to business is honesty and trust while delivering high-quality service and on-time execution ensuring your project's success.

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