



SELF STORAGE SALES NETWORK

Market Monitor

America's Premier Self Storage Brokers

Issue II-2019

The Value of an Experienced Self-Storage Broker

by Ben Vestal

Argus is celebrating its 25th year in business and in that time we have learned a great deal about what makes a successful transaction. An important part of that process is explaining what a real estate broker does and why we get paid to assist our clients in buying and selling self-storage properties. The value of professional advice during a self-storage transaction cannot be measured by wins and losses. In fact, often the most valuable advice does not even lead to a transaction. With the recent popularity of self-storage assets, we have seen many new non-storage brokers entering the space and offering their services to owners. It is important to understand that experience does matter and aligning yourself with a well-established self-storage broker will provide you with the best opportunity to maximize your investment.

The fact is that in 2019, billions of dollars of self-storage properties will be sold and the majority (90% or more) of the transactions will be handled by a broker. Thus, it is apparent that many of our clients and other industry professionals see value in the services that are being provided by quality self-storage brokers around the country.

What Are We Selling?

The reality is that while the dirt and bricks will be transferred by the deed, it is the in-place income stream or future income stream that creates the value in self-storage properties. In all income-producing properties, the valuation process is focused around the net operating income of the property and the potential for future income. It is important to understand that the selling process does not create value; the value of the property is already there and is set by the market. Brokers are not magicians, so it is important to be leery of a broker who tells you they can get you a CRAZY price for your property, is 20% higher in their broker opinion of value, or has only been in the self-storage business for a few years. The investment market is strong today but finding a greater fool is a fool's game. One might say that we are selling the income of your property, not your property. Obviously, there are many subtleties you need to consider when selling your property, but the value is set by what a willing and able buyer is inclined to pay for your property and now more than ever, a qualified and experienced self-storage broker can add value to your transaction.

Exposure Sells & Experience Matters:

In real estate, like any other business, exposure sells! It seems that some of the new self-storage brokers feel it is easier to just sell their pocket listings to a handful of buyers and have little to no exposure for their listings! Without broad exposure how would a prospective purchaser ever know about a property for sale? And most importantly, how would a seller know if they are getting the highest price? The only way to guarantee that you are receiving the highest and best offers for your property is to ensure that the maximum number of qualified buyers are aware of the property for sale and that those buyers are given the proper information to evaluate the investment opportunity. While buyers tend to be concentrated at lower prices and higher cap rates, and sellers prefer higher prices and lower cap rates, the deal is completed at a point where both sides can reach a mutual agreement. You might wonder if using a broker in this process makes a difference, and the answer is ABSOLUTELY! Only an experienced broker has access to all of the tools and relationships that will ensure maximum exposure both within the self-storage industry and throughout the commercial real estate marketplace.

Over the last few years we have completed over 300 self-storage transactions and we have learned that a good broker adds another dimension to the transaction equation. It is very important to our clients that we have experience in solving problems when they inevitably arise during the transaction process. An experienced self-storage broker will be able to suggest solutions to you and help you solve any problem that may occur during the transaction period. Their experience will lead to a smoother, more productive and more profitable outcome.

It is important for you to know what our purpose is as brokers and how we go about achieving results and creating value for our clients. Hopefully it is clear that meeting our clients' objectives is our number one priority. Argus's 25 years of experience will increase the professionalism of your self-storage transaction, ensure that you have the best advice possible, and give you confidence in knowing that an expert is helping you complete your transaction. **MM**

Ben Vestal, President of the Argus Self Storage Sales Network, can be reached at 800-557-8673 or bvestal@argus-realestate.com.



Property Showcase

Siloam Springs, AR

\$1,950,000

- 327 Units **NEW!**
- 48,725 RSF
- 3.47 Acres
- Fenced with electronic gate access
- U-Haul dealership on site
- Excellent track record of high occupancy
- Office/apartment on site
- Dynamic northwest Arkansas location



Larry Goldman, CCIM
913-707-9030
 lgoldman@selfstorage.com

Vero Beach, FL

\$4,425,000

- 633 Units **NEW!**
- 63,325 GSF
- 4.68 Acres
- Significant upside potential with below market rental rates
- Overall market occupancy is 85-95%
- Close proximity to US-1, I-95 and the West Vero Corridor



**Josh Koerner
& Frost Weaver**
 904-591-0140
 jkoerner@weaver-realty.com

Marana, AZ

\$6,100,000

- **Under Contract**
- 465 Units
- 191,432 RSF
- 9.2 Acres
- RV & Boat storage facility
- High occupancy with minimal competition in the area
- High income growth area
- Excellent freeway visibility and access
- Well-positioned for significant revenue increases



Jeff Gorden, CCIM
 480-331-8880
 jgorden@selfstorage.com

Tifton, GA

\$2,700,000

- 431 Units **NEW!**
- 76,800 RSF
- 6.17 Acres
- Two well-maintained and clean sites in Tifton, GA
- Fenced with access control gates
- Main location is in an Opportunity Tax Zone
- High visibility locations



**Jane H. Sauls
& Luke Sauls**
 770-328-2379
 janehsauls@gmail.com

St. Petersburg, FL

\$4,700,000

- 345 Units **NEW!**
- 46,422 GSF
- 4.06 Acres
- Fully climate controlled building with 40+/- outdoor parking spaces
- Upside potential with remainder of lease up
- High growth market with high occupancy at nearby facilities
- Room to expand



**Josh Koerner
& Frost Weaver**
 904-591-0140
 jkoerner@weaver-realty.com

North Ridgeville, OH

\$1,500,000

- 162 Units **NEW!**
- 31,600 RSF
- 4.74 Acres
- 3 locations
- Low maintenance buildings with metal roofs
- Historically high occupancy levels
- Land available for expansion
- Owner prefers to sell as portfolio but would consider individual offers



Alec Pacella, CCIM
 216-455-0925
 apacella@naipvc.com



Sells Self Storage Nationwide!

Our complete list of available properties is detailed below. For additional information, visit www.argus-selfstorage.com or contact your local Argus Broker Affiliate.

Alabama

Spanish Fort \$890,000 Bill Barnhill/Shannon Barnes 251-432-1287

Arizona

Marana Call Broker Jef Gorden 480-331-8880

Arkansas

Cabot \$429,000 Larry Goldman 913-707-9030

Hot Springs Vlg \$1,600,000 Larry Goldman 913-707-9030

Siloam Springs \$1,950,000 Larry Goldman 913-707-9030

West Memphis \$9,645,000 Larry Goldman 913-707-9030

Wynne \$5,172,000 Larry Goldman 913-707-9030

California

Marysville \$695,000 Jim Rueter 805-815-8105

Placerville \$895,000 Jim Rueter 805-815-8105

Colorado

CO Portfolio Call Broker Joan Lucas 720-855-6587

Colo. Springs \$8,700,000 Joan Lucas 720-855-6587

Florida

Jacksonville \$750,000 Frost Weaver/Josh Koerner 904-591-0140

Macclenny **SOLD** Frost Weaver/Josh Koerner 904-591-0140

Melbourne \$1,800,000 Frost Weaver/Josh Koerner 904-591-0140

Pensacola **SOLD** Bill Barnhill/Stuart LaGroue 251-432-1287

St. Petersburg \$4,700,000 Frost Weaver/Josh Koerner 904-591-0140

Stuart \$2,500,000 Frost Weaver/Josh Koerner 904-591-0140

Vero Beach \$4,425,000 Frost Weaver/Josh Koerner 904-591-0140

Georgia

Canton \$4,850,000 J.Kris Knowles 720-323-2055

Cumming \$950,000 Mike Patterson 770-301-1886

Lithia Springs \$950,000 Jane Sauls 770-328-2379

Mableton \$895,000 Jane Sauls 770-328-2379

Mableton **SOLD** Jane Sauls 770-328-2379

Tifton \$2,700,000 Jane Sauls 770-328-2379

Illinois

Bloomington \$2,350,000 Bruce Bahrmassel 312-518-3550

Indiana

Terre Haute \$1,100,000 Paul Grisanti/Mike Helline 502-296-4586

Iowa

Altoona Call Broker Corly Wilkerson 612-282-2670

Kansas

Manhattan \$5,400,000 Larry Goldman 913-707-9030

Maine

Naples \$850,000 Joseph Mendola 603-668-7000

Massachusetts

Methuen **SOLD** Joseph Mendola 603-668-7000

Michigan

Eagle \$580,000 Jim Soltis 810-494-2062

Minnesota

Columbus \$2,200,000 Tom Flannigan 612-790-3747

Forest Lake \$2,800,000 Tom Flannigan 612-790-3747

Two Harbors \$1,200,000 Tom Flannigan 612-790-3747

Mississippi

Canton \$850,000 Bill Barnhill/Stuart LaGroue 251-432-1287

Missouri

Jefferson City \$599,000 Larry Goldman 913-707-9030

Montana

Billings \$1,490,000 Kim Vandelinder 406-544-1921

New Hampshire

Enfield \$6,700,000 Joe Mendola 603-668-7000

New Jersey

Sparta \$7,450,000 Linda Cinelli 908-722-5661

Ventnor City \$1,725,000 Linda Cinelli 908-722-5661

West Berlin \$5,400,000 Linda Cinelli 908-722-5661

New York

Islip \$5,700,000 Linda Cinelli 908-722-5661

North Carolina

Hickory \$750,000 Jamey Cox 704-632-1030

North Dakota

Bowman \$950,000 Tom Flannigan 612-790-3747

Ohio

Empire \$1,500,000 Alec Pacella 216-455-0925

N. Ridgeville \$1,500,000 Alec Pacella 216-455-0925

Oklahoma

Broken Bow \$1,650,000 Jared Jones 918-583-3483

Commerce \$390,000 Larry Goldman 913-707-9030

Tulsa \$1,780,000 Jared Jones 918-583-3483

Oregon

Central Point \$1,875,000 Scott King 541-890-6708

Lakeview \$835,000 Scott King 541-890-6708

Medford \$375,000 Scott King 541-890-6708

Vale \$1,600,000 Scott King 541-890-6708

Pennsylvania

Albion \$450,000 Alec Pacella 216-455-0925

Bechtelsville \$1,350,000 Chuck Shields 610-828-0100

Tennessee

Afton **SOLD** Paul Grisanti/Mike Helline 502-296-4586

Texas

Anna Call Broker Richard Minker/Chad Snyder 817-335-5600

Katy Call Broker Richard Minker/Chad Snyder 817-335-5600

Rockwall Call Broker Richard Minker/Chad Snyder 817-335-5600

Seminole Call Broker Richard Minker/Chad Snyder 817-335-5600

Washington

Sedro-Woolley \$385,000 Thomas Wolter 206-200-3325

ARGUS SALES



Congratulations to **Bill Barnhill, CCIM** and **Stuart LaGroue** of Omega Properties, Inc. who sold Storage Stop Mini Storage in Pensacola, FL! Contact Bill and Stuart at 251-432-1287 for details.



Congratulations to **Jane H. Sauls** and **Luke Sauls** of Commercial Realty Services of West Georgia who sold Hillcrest Storage in Mableton, GA! Contact Jane and Luke at 770-328-2379 for details.



Congratulations to **Mike Helline** and **Paul Grisanti, CCIM** of Grisanti Group Commercial Real Estate who sold Afton Chuckey Mini Storage in Afton, TN! Contact Mike and Paul at 502-253-1811 for details.



Congratulations to **Joe Mendola** of NAI Norwood Group who sold a self-storage conversion site in Methuen, MA! Contact Joe at 603-668-7000 for details.



Congratulations to **Josh Koerner** and **Frost Weaver** of Weaver Realty Group who sold All Safe Mini Storage in Macclenny, FL! Contact Josh and Frost at 904-591-0140 for details.

Contact an Argus Broker Affiliate

NORTHEAST

Guy Blake, CCIM
Linda Cinelli, CCIM, CEA
Joseph Mendola
Chuck Shields

Company

Pyramid Brokerage Company
LC Realty
NAI Norwood Group
Beacon Commercial Real Estate

Phone

845-522-5900
908-722-5661
603-668-7000
610-862-1645

Territory

Upstate NY, Western CT
Northern NJ, NY (NYC, Long Island)
MA, ME, NH, VT, Eastern CT
Eastern PA, Southern NJ, DE

SOUTHEAST

Bill Barnhill, CCIM
Jamey Cox
Mike Patterson, CCIM
Stuart Wade
Frost Weaver

Omega Properties, Inc.
SVN Percival Partners
Commercial Realty Services of West Georgia
The Nicholson Companies
Weaver Realty Group, Inc.

251-432-1287
704-632-1030
770-301-1886
757-618-3597
904-733-0039

FL Panhandle
NC, SC
GA
MD, VA
North, Central & South FL

NORTH CENTRAL

Bruce Bahrmassel
Tom Flannigan
Alec Pacella, CCIM
Larry Goldman, CCIM
Mike Helline & Paul Grisanti, CCIM
Jim Soltis

KW Commercial
NAI Pleasant Valley
RE/MAX Commercial
Grisanti Group Commercial Real Estate
Preview Properties.com

312-518-3550
612-790-3747
216-831-3310
913-707-9030
502-253-1811
810-494-2062

Northern IL, Northern IN, WI
MN, ND, IA
OH, Western PA
KS, MO, Southern IL
KY, Southern IN
MI

SOUTH CENTRAL

Bill Barnhill, CCIM
Bill Brownfield, CRE, CCIM & Faith Pate
David Etzold & Avi Kotkowski
Larry Goldman, CCIM
Mike Helline & Paul Grisanti, CCIM
Jared Jones, CCIM
Richard D. Minker, CCIM & Chad Snyder

Omega Properties, Inc.
Brownfield & Associates, LLC
Etzold & CO LLC
RE/MAX Commercial
Grisanti Group Commercial Real Estate
Jones Investment Properties
Colliers International

251-432-1287
713-907-6497
915-845-6006
913-707-9030
502-253-1811
918-948-3941
817-335-5600

AL, MS, LA
Central & South TX
West TX
AR
TN
OK
North TX

WEST

David Etzold & Avi Kotkowski
Jeff Gorden, CCIM
Larry Hayes
Scott King
Joan Lucas
James Rueter
Doug Shea & Peter Pappageorge
Thomas Wolter

Etzold & CO LLC
Eagle Commercial Realty Services
Hayes & Associates
Merit Commercial Real Estate
Joan Lucas Real Estate Services, LLC
Grand Ave. Realty
Centennial Advisers
RE/MAX Commercial

915-845-6006
480-331-8880
406-544-1921
541-890-6708
720-855-6587
805-815-8105
562-269-4844
206-200-3325

NM
AZ, NV
MT
OR
CO
Northern CA
Southern CA
WA