



SELF STORAGE ADVISORS

Market Monitor

America's Premier Self Storage Brokers

Issue XII-2021

2022 Market Outlook

by Ben Vestal

Without question, 2021 proved to be one of the best years ever for self-storage owners. The industry experienced very strong and improving market fundamentals, historically high transaction volume, immeasurable amount of new equity looking to be placed in the space, and a very fluid and robust debt market.

Argus is the only national full service self-storage advisory firm comprised of third-party management, investment sales, and advisory services, which allows us a unique, all-encompassing perspective as we advise self-storage owners. One thing that I have learned in our 27+ year history of covering the self-storage industry is that as owners you must be looking around the corner and positioning your self-storage assets correctly, because a few decisions along the way will make a big difference in the profitability of your investment. Below I have outlined some market predictions for 2022 that will help you start the new year off on the right foot.

Happy Holidays from all of us here at Argus!

2022 Market Outlook:

- Self-storage NOI growth will be robust in 2022 with NOI growth in the 4%-7% range, plus inflation. With November 2021 inflation coming in at 6.8% this puts NOI growth in the 10%-12%+ range in 2022.
 - Physical occupancies will reach an all-time high by summer 2022, peaking north of 95%.
 - Self-storage valuations will continue to grow in 2022 and cap rates will remain flat or slightly compressed. Improving market fundamentals will push valuations to all-time highs.
 - Growing operating costs such as payroll and real estate taxes will be controlled by a reduction of advertising spend, reduced office hours, and a major push to contactless rentals.
 - New supply will be slow in coming in 2022, but be aware that the development pipeline is being loaded and we are going to see a large amount of new supply hit the market in 2023 and 2024.
 - Transaction velocity will remain elevated in 2022 as equity continues to pour into the space. We will see less \$1B+ type transactions in 2022 due to lack of availability of portfolios of this size.
 - Secondary market performance will start to flatten while major market assets will outperform as people start to head back to the city centers as the Covid concerns fade away.
 - Self-storage assets will continue to achieve CORE asset pricing and the resilience of the asset class will continue to be the best of any CRE.
 - We will see more CORE and CORE Plus equity providers looking to deploy capital into the space. However, frustration due to a lack of scale and small investments will lead to some equity providers exiting the space before getting started.
 - Debt markets for self-storage assets will remain aggressive and fluid in 2022. Short term and variable rates will likely tick up a bit as the Fed ends bond-buying and clicks up the Fed Funds Rate in 2022. Long term rates in 2022 are anybody's guess, but there is upward pressure. Inflation/supply-chain and Omicron are at the forefront of known major issues that the market may strongly react to in the coming months. **MM**
- Ben Vestal, CEO of Argus Self Storage Advisors, can be reached at 800-557-8673 or bvestal@argus-realestate.com.



Property Showcase

Greenville, AL

\$663,000

- 133 Units
- 13,565 RSF
- 1.14 +/- Acres
- Excellent location in downtown Greenville
- Includes vacant 10,000 SF building for future expansion
- Facility offers U-Haul truck rentals, UPS drop off, and additional revenue streams

NEW!



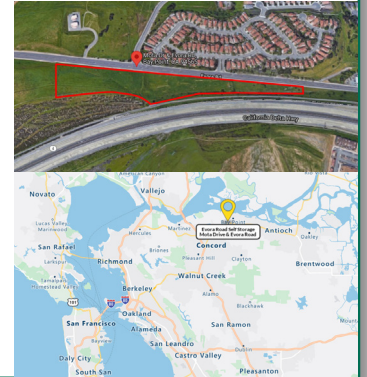
Stuart LaGroue & Bill Barnhill
251-432-1287
stuart@selfstorage.com

Bay Point, CA

Call Broker for Price

- Development Site
- 60,000 RSF
- 7.75 Acres
- Site plan approved development opportunity for 80,000 GSF / 60,000 NRSF
- High barriers to entry self storage development opportunity
- Great visibility from Evora Rd.

NEW!



Ken Miller
530-768-1650
kenmiller@ncp-cre.com

Alachua, FL

\$575,000

- 124 Units
- 11,00 RSF
- 1.01 Acres
- Excellent reputation in the market area
- Rental rates below market averages
- Newly painted exterior and doors

NEW!



Josh Koerner & Frost Weaver
904-591-0140

jkoerner@weaver-realty.com

Fort Pierce, FL

Call Broker for Price

- Conversion Opportunity
- 141,894 +/- GRSF
- 11.93 Acres
- 100% climate-controlled bldg
- Proximity to Interstate 95 and Florida's Turnpike Interchanges

NEW!



Josh Koerner & Frost Weaver
904-591-0140

jkoerner@weaver-realty.com

Ocala, FL

\$3,900,000

- Development site
- 150,000 GRSF
- 4.59 Acres
- No self storage competition within 1 mile
- Excellent location with 565 ft of frontage along SW College Road

NEW!



Josh Koerner & Frost Weaver
904-591-0140

jkoerner@weaver-realty.com

Pensacola, FL

\$948,000

- 116 Units
- 24,200 RSF
- 2.03 +/- Acres
- Excellent location
- High traffic count
- 11,200 SF outside boat/rv parking
- Room for expansion
- 10,600 RSF of non-climate self storage

NEW!



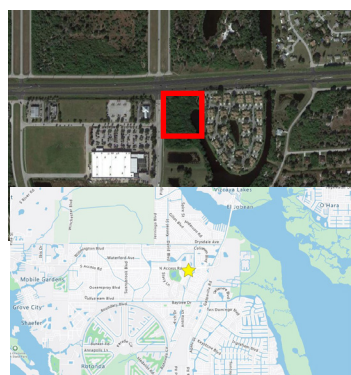
Stuart LaGroue & Bill Barnhill
251-432-1287
stuart@selfstorage.com

Port Charlotte, FL

\$4,500,000

- Development Site
- 150,000 GRSF
- 2.76 +/- Acres
- Fully entitled for self storage
- Next to Home Depot with proximity to Publix shopping center, Dollar Tree, Rotonda Golf Center

NEW!



Josh Koerner & Frost Weaver
904-591-0140

jkoerner@weaver-realty.com

St. Johns, FL

Call Broker for Price

- RV & Boat Storage
- 358 Units
- 11.07 Acres
- 100% Occupied
- Phase II expansion opportunity underway, increasing spaces from 358 to 500+.

NEW!



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



Property Showcase

Seneca, IL

\$1,200,000

- 131 Units
- 16,500 RSF
- 3.28 Acres
- Great visibility
- Very high historical occupancy
- Additional land for expansion beyond its current capacity
- Great upside potential
- Located on main thoroughfare in town

NEW!



Bruce Bahrmassel
312-518-3550
bruce@selfstorage.com

Noblesville, IN

Call Broker for Price

- 484 Units
- 76,854 RSF
- 5.9 Acres
- Built in 2020
- State-of-the-art facility in rapidly growing, affluent submarket of Indianapolis
- Owner operated facility with significant opportunity for improved management
- In the heart of a high-end residential area

NEW!



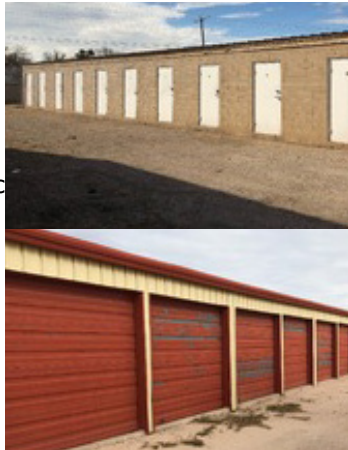
Rob Schick
317-403-1205
rschick@revelunderwood.com

Odessa, TX

\$2,300,000

- 317 Units
- 50,000 RSF
- 2.67 Acres
- Value-add opportunity with management upside
- Currently at 57% unit occupancy with 54% economic occupancy
- Priced well below replacement cost

NEW!



Chad Snyder & Tyler Trahant
817-813-5642
csnyder@dominuscommercial.com
ttrahant@dominuscommercial.com

Cutoff, LA

\$1,193,000

- 3-property portfolio
- 241 Units
- 27,450 RSF
- 2.4 +/- Acres
- Main location has expansion opportunity (0.5 +/- acre)
- Well maintained properties with concrete drives
- Great value-add opportunity
- Low cost per square foot
- Facilities built between 2000 to 2006



Jeremy Milling & Bill Barnhill
251-694-5050
jeremy@selfstorage.com

Aransas Pass, TX

\$1,200,000

- Development Site
- 9.653 Acres
- High visibility
- Located at major access roads near the intersection of Hwy 188 and Hwy 35 Access Rd
- 9.6 Acres of land near two major boat ramps close to prime fishing spots of Redfish Bay, Conn-Brown Harbor and Cover Harbor



Chad Snyder & Tyler Trahant
817-813-5642
csnyder@dominuscommercial.com
ttrahant@dominuscommercial.com

Airway Heights, WA

\$4,250,000

- 297 Units
- 43,140 RSF
- 4.67 Acres + 4.5 Acres for Expansion
- Near Boat Launch/Recreation and Air force Base
- Apartment On-site
- Site Surveillance Manager Office/Software In Place (Storage)



Ryan Layton & Thomas Wolter
509-435-2424
rlayton@areanw.com
tom@thomaswolter.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

Greenville	\$663,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Thomasville	\$1,173,000	Bill Barnhill/Stuart LaGroue	251-432-1287

Arizona

Flagstaff	SOLD	Jeff Gorden	480-331-8880
Fort Mohave	\$6,700,000	Jeff Gorden	480-331-8880

Arkansas

Magnolia	\$810,000	Larry Goldman	913-707-9030
Walnut Ridge	\$5,800,000	Larry Goldman	913-707-9030

California

Bay Point	Call Broker	Ken Miller	530-768-1650
Yreka	\$1,650,000	Ken Miller	530-768-1650

Colorado

Brighton/CoSpgs	Call Broker	Joan Lucas	720-855-6587
Denver MSA	Call Broker	Joan Lucas	720-855-6587
Lakewood/Parker	Call Broker	Joan Lucas	720-855-5487

Florida

Alachua	\$575,000	Josh Koerner/Frost Weaver	904-594-0104
Apopka	Call Broker	Josh Koerner/Frost Weaver	904-594-0104
Cape Coral	\$3,896,000	Josh Koerner/Frost Weaver	904-594-0104
Delray Beach	\$4,800,000	Josh Koerner/Frost Weaver	904-594-0104
Englewood	\$3,145,000	Josh Koerner/Frost Weaver	904-594-0104
Ft. Myers	\$3,750,000	Josh Koerner/Frost Weaver	904-594-0104
Ft. Myers	\$4,500,000	Josh Koerner/Frost Weaver	904-594-0104
Ft. Pierce	Call Broker	Josh Koerner/Frost Weaver	904-594-0104
Jacksonville	\$1,500,000	Josh Koerner/Frost Weaver	904-594-0104
Lake Wales	\$1,150,000	Josh Koerner/Frost Weaver	904-594-0104
N. Ft. Myers	\$3,900,000	Josh Koerner/Frost Weaver	904-594-0104
Ocala	\$3,900,000	Josh Koerner/Frost Weaver	904-594-0104
Ocala	\$3,100,000	Josh Koerner/Frost Weaver	904-594-0104
Pensacola	\$948,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Port Charlotte	\$3,900,000	Josh Koerner/Frost Weaver	904-432-0140
Port Charlotte	\$2,200,000	Josh Koerner/Frost Weaver	904-432-0140
Port Charlotte	\$2,000,000	Josh Koerner/Frost Weaver	904-432-0140
Port Charlotte	\$4,500,000	Josh Koerner/Frost Weaver	904-432-0140
Port St. Lucie	\$3,250,000	Josh Koerner/Frost Weaver	904-594-0140
St. Johns	Call Broker	Josh Koerner/Frost Weaver	904-594-0140
Venice	\$3,900,000	Josh Koerner/Frost Weaver	904-594-0104
W. Palm Beach	SOLD	Josh Koerner/Frost Weaver	904-591-0140

Georgia

Augusta	Call Broker	Jane H. Sauls/Luke Sauls	770-328-2379
Blairsville	Call Broker	Jane H. Sauls/Luke Sauls	770-328-2379
Loganville	Call Broker	Mike Patterson	770-301-1886
Monticello	\$2,000,000	Luke Sauls/Jane H. Sauls	770-841-4591
Riverdale	\$422,500	Luke Sauls	770-841-4591
Toccoa	\$950,000	Luke Sauls	770-841-4591

Idaho

Post Falls	\$9,200,000	Ryan Layton	509-435-2424
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Iowa

Davenport	\$1,200,000	Tom Flannigan	612-790-3747
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Illinois

Belvidere	\$599,000	Bruce Bahrmassel	312-518-3550
East Moline	\$1,750,000	Tom Flannigan	612-790-3747
Seneca	\$1,200,000	Bruce Bahrmassel	312-518-3550

Indiana

Anderson	SOLD	Rob Schick	317-922-1225
Noblesville	Call Broker	Rob Schick	317-922-1225

Louisiana

Cut Off	\$1,193,000	Bill Barnhill/Jeremy Milling	251-421-0919
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Minnesota

Inver Grv. Hts	\$1,800,000	Tom Flannigan	612-790-3747
Motley	\$325,000	Tom Flannigan	612-790-3747
Red Wing	\$2,650,000	Tom Flannigan	612-790-3747

Mississippi

Portfolio	\$4,500,000	Stuart LaGroue/Bill Barnhill	251-432-1287
Vanceave	\$585,000	Jeremy Milling	251-694-5050

New Hampshire

Concord	\$11,000,000	Joseph Mendola	603-668-7000
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New Jersey

Lopatcong	\$3,995,000	Linda Cinelli/Edan Cohen	908-722-5661
Ringoes	\$3,800,000	Linda Cinelli/Edan Cohen	908-722-5661

New York

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

Broken Bow	\$1,600,000	Jared Jones	918-609-0541
OKC Portfolio	SOLD	Jared Jones	918-609-0541
Tulsa	\$3,700,000	Jared Jones	918-609-0541

Oregon

Lakeview	\$798,000	Scott King	541-890-6708
Medford	\$375,000	Scott King	541-890-6708
Medford	\$11,500,000	Scott King	541-890-6708

Pennsylvania

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

Aransas Pass	\$1,200,000	Chad Snyder/Tyler Trahant	817-813-5642
Lewisville	\$1,200,000	Chad Snyder/Tyler Trahant	817-813-5642
Odessa	\$2,300,000	Chad Snyder/Tyler Trahant	817-813-5642
Tomball	SOLD	Faith Pate	713-805-2907
TX/NM Portfolio	SOLD	Faith Pate	713-508-2907

Virginia

Lawrenceville	\$1,150,000	Ed Nicholson	757-280-1738
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Washington

Airway Hts.	\$4,250,000	Ryan Layton	509-435-2424
Davenport	\$1,885,145	Ryan Layton	509-435-2424
Newport	\$475,000	Ryan Layton	509-435-2424
Ravensdale	\$469,950	Thomas Wolter	206-200-3325
Woodland	Call Broker	Thomas Wolter	206-200-3325

Wisconsin

Prescott	SOLD	Bruce Bahrmassel	312-518-3550
Wild Rose	\$1,200,000	Bruce Bahrmassel	312-518-3550

Congratulations to our Argus Broker Affiliates on their recent sales!

Contact the broker for more details.

Tom Flannigan, Alex Ihrke & Matt Haugen - KW Commercial

- Fargo Space center in Mapleton, ND
- Balmsam Self Storage in Bovey, MN
- Big Door Storage in Eagle River, WI

Josh Koerner & Frost Weaver - Weaver Realty

- Adult Toy Storage in Altamonte Springs, FL
- Conversion Site in Pensacola, FL
- High Springs Boat & RV Storage in High Springs, FL
- Development Site in West Palm Beach, FL

Jeff Gorden, CCIM - KW Commercial

- Development Site in Fort Pierce, FL
- Hanes Storage in Flagstaff, AZ

Bill Barnhill & Stuart LaGroue - Omega Properties Inc.

- All American Self Storage in Tuscaloosa, AL

Rob Schick - Revel & Underwood

- Development Site in Anderson, IN

Faith Pate - MLB Commercial Real Estate

- Tomball Parkway Self Storage in Tomball, TX

Jared Jones - Jones Investment Properties

- Arnold Brothers Storage in Okmulgee, OK

Joan Lucas - Joan Lucas Real Estate Services, LLC

- 3-Property Portfolio in Fort Collins & Littleton, CO

Bruce Bahrmassel

- St. Croix Storage in Prescott, WI

Chad Snyder & Tyler Trahant

- Land in Wylie, TX

Contact an Argus Broker Affiliate

NORTHEAST

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

Company

Pyramid Brokerage Company
LC Realty
Hanna Lanholtz Wilson Ellis
NAI Norwood Group
Beacon Commercial Real Estate

Phone

845-522-5900
908-722-5661
412-261-2200
603-668-7000
610-862-1645

Territory

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

SOUTHEAST

Bill Barnhill, CCIM
Jamey Cox
Stuart Wade, Jr. & Ed Nicholson
Josh Koerner & Frost Weaver

Omega Properties, Inc.
SVN Percival Partners
The Nicholson Companies
Weaver Realty Group, Inc.

251-432-1287
704-632-1030
757-618-3597
904-591-0140

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

NORTH CENTRAL

Bruce Bahrmassel
Tom Flannigan
Alec Pacella, CCIM
Larry Goldman, CCIM
Rob Schick
Jim Soltis

KW Commercial
NAI Pleasant Valley
Goldman Investment Advisors, Inc.
Revel & Underwood, Inc.
Preview Properties.com

312-518-3550
612-790-3747
216-831-3310
913-707-9030
317-922-1225
810-494-2062

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

SOUTH CENTRAL

Bill Barnhill, CCIM
Bill Brownfield, CRE, CCIM & Faith Pate
David Etzold
Larry Goldman, CCIM
Mike Helline & Aaron Willis
Jared Jones, CCIM
Chad Snyder & Tyler Trahant

Omega Properties, Inc.
Brownfield & Associates, LLC
Etzold & CO
Goldman Investment Advisors, Inc.
Column Realty
Jones Investment Properties
Dominus Commercial

251-432-1287
713-907-6497
915-845-6006
913-707-9030
502-296-4586
918-948-3941
817-980-7276

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

WEST

David Etzold
Jeff Gorden, CCIM
Jeff Gorden, CCIM
Larry Hayes
Scott King
Ryan Layton
Joan Lucas
Ken Miller
Doug Shea
Thomas Wolter

Etzold & CO
KW Commercial
The Gorden Company
Hayes & Associates
Merit Commercial Real Estate
American Real Estate Associates
Joan Lucas Real Estate Services, LLC
Northstate Commercial Partners
Centennial Advisers
RE/MAX Commercial

915-845-6006
480-331-8880
702-643-1000
406-544-1921
541-890-6708
509-435-2424
720-855-6587
530-768-1650
562-773-4000
206-200-3325

NM
AZ
NV
MT
OR
Eastern WA, Northern ID
CO
Northern CA
Southern CA
Western WA