

## New Year, New Outlook

by Ben Vestal

As we do every year in January, top executives from around the industry gathered in New York City and Big Sky, Montana to discuss industry trends, market fundamentals, and the overall market outlook for 2025. The consensus this year is that the industry continues to feel the effects of a slower housing market, volatile debt markets, downward pressure on unit pricing driven by REIT unit pricing models, and lower occupancies across the board. These current headwinds have kept investor sentiment in check. As we head into 2025, the market outlook remains realistic yet cautiously optimistic. We hope the market has bottomed out and that valuations and fundamentals will improve throughout the year.

Without question, 2024 proved to be a challenging year. In 2024 there was anxiety related to soft market fundamentals led by downward pressure from REIT unit pricing models, elevated interest rates which made most investment reports irrelevant, and pricing discovery was present on every deal. Despite these challenges, the buyer pool and our bid sheets were deeper than expected and self-storage pricing held stronger than anticipated throughout 2024. In many ways, the self-storage market was very steady but hindered by the aforementioned market pressures.

With renewed optimism in 2025, the transaction market seems to be picking up steam. Entering 2025, investor sentiment remains realistic yet positive, as signs indicate that interest rates are stabilizing and market fundamentals are improving. We are optimistic that self-storage valuations will continue to improve as we head in to 2025. There is a tremendous amount of new and existing equity looking to be placed in the self-storage industry and many of the large equity providers to our space feel 2025 is the year to buy back in as we expect to see improving market fundamentals that will lead to outsized returns over the life of the investment.

Now more than ever, you need to take steps to understand your property's value - **IT HAS CHANGED**. Year-1 cap rates for stabilized, institutional-quality assets in major markets (top 50 MSAs) are still strong and in the 5%-6.25% range (probably lower than they should be). Secondary and tertiary market cap rates are meaningfully higher as investors look for compelling risk-adjusted rates of return outside the major markets. We anticipate renewed interest in C of O and lease-up deals, as new development deliveries will remain slow due to challenging construction financing, soft market fundamentals, lower rental rates, and persistently high construction costs. However, C of O and lease-up deals will remain very difficult to value and finance as the most difficult task in today's market is to pin down what market rents really are.

To realize maximum valuation for your self-storage investment, you must understand what is creating value today and also be looking around the corner to make sure you are protecting your value as the market continues to improve in 2025. Argus has inventoried more than 2,000 self-storage sales transactions for 2024 and Argus Broker Affiliates were recently involved in more than 100+ transactions nationwide. This real-time information puts us in a unique position to advise our clients for whatever your plans may be, both now and in the future. Please reach out to your local Argus broker to request a copy of your market's **2024 Sales Comp Report**, discuss the current self-storage financing market, and get an update on what we are seeing in the self-storage investment market. You will be thankful that you are in the self-storage business and pleasantly surprised at how optimistic the self-storage investment market is today! **MM**

*Ben Vestal, CEO of Argus Self Storage Advisors, can be reached at 800-557-8673 or [bvestal@argus-realestate.com](mailto:bvestal@argus-realestate.com).*

**NEW**

## Ft Collins & Loveland, CO

Call for Offers

- Offers Due 2/11/25
- 96,700 Storage RSF
- 2,820 Office RSF
- 785 Units
- Two-property portfolio strategically located in Fort Collins and Loveland, Colorado

**Cole Carosella & Matthew Cox**

720-909-8602

cole@argus-realestate.com

matthew@argus-realestate.com



**NEW**

## Vinita, OK

\$1,500,000

- 32,440 RSF
- 181 Units
- 98% Unit Occupancy
- Attractive price point
- Minimal competition within 5 miles
- On-site security cameras

**Jared Jones, CCIM**

918-948-3941

jjones@selfstorage.com



**NEW**

## Jesup, GA

\$2,550,000

- Offers Due 2/4/25
- 36,000 RSF
- 292 Units
- 2.43 Acres
- Two-property portfolio
- Mix of climate and non climate-controlled storage

**Ryan Haney, Josh Koerner & Frost Weaver**

904-591-1556

ryan@coastalstorage.com



**NEW**

## Weatherford, TX

Call Broker for Price

- 3,200 RSF
- 34 Units
- 1.19 Acres
- 1 warehouse building with commercial tenant
- Room for expansion
- Remote managed

**Tyler Trahant & Chad Snyder**

817-242-2361

ttrahant@dominuscommercial.com

csnyder@dominuscommercial.com



**NEW**

## Moberly, MO

\$1,350,000

- 18,120 RSF
- 7,500 Boat/RV RSF
- 121 Units
- 7-acre site with room for expansion
- 1,500 SF Office/Warehouse building with two drive-in bays on-site—currently available

**Larry Goldman, CCIM & Derek Arnold**

913-707-9030

lgoldman@selfstorage.com



**NEW**

## Walla Walla, WA

\$7,500,000

- 66,075 +/- RSF
- 463 Units
- 3.29 +/- Acres
- Secure Gated Hydraulic Lift Access
- Newly Built, Opened Aug 2023
- 3rd Party Professional Management In Place

**Ryan Layton**

509-435-2424

rlayton@areanw.com



**NEW**

## Bismarck, ND

\$1,365,000

- Development Site
- 92,938 Proposed RSF
- 739 Proposed Units
- 3.24 Acres
- Great visibility on Bismarck Expressway
- Fully-entitled, permit ready site
- Strong rental rates in market

**Tom Flannigan**

612-790-3747

tom@selfstorage.com



**NEW**

## Wenatchee, WA

\$4,950,000

- 21,144 RSF
- 236 Units
- 0.77 Acre
- Fully remodeled 4-story building
- (7) Retail Spaces -100% occupied
- 20,000 SF of expansion self storage NRSF
- Fenced with full security camera system and building alarms

**Ryan Layton**

509-435-2424

rlayton@areanw.com



Our complete list of available properties is detailed below. For additional information, visit [www.argus-selfstorage.com](http://www.argus-selfstorage.com) or contact your local Argus Broker Affiliate.

## Alabama

Robertsdale \$99,900 Bill Barnhill & Sharon Wright 251-432-1287

## Arizona

Tucson \$2,825,000 Jeff Gorden 480-331-8880

## Colorado

Brighton & Evans Call Broker Cole Carosella & Matthew Cox 720-909-8602

Colorado Springs \$1,800,000 Cole Carosella & Matthew Cox 720-909-8602

Ft. Collins/Loveland Call Broker Cole Carosella & Matthew Cox 720-909-8602

## Florida

Cocoa \$1,800,000 Josh Koerner/Frost Weaver 904-594-0140

Deltona \$1,550,000 Josh Koerner/Frost Weaver 904-594-0140

Fort Myers \$3,250,000 Josh Koerner/Frost Weaver 904-594-0140

Holly Hill \$2,400,000 Josh Koerner/Frost Weaver 904-594-0140

Palmetto Call Broker Josh Koerner/Frost Weaver 904-594-0140

Pensacola Call Broker Bill Barnhill/Stuart LaGroue 251-432-1287

Port St Lucie **SOLD** Josh Koerner/Frost Weaver 904-594-0140

Williston \$1,450,000 Josh Koerner/Frost Weaver 904-594-0140

## Georgia

Albany \$2,400,000 Ryan Haney/Josh Koerner 904-591-1556

Brunswick **SOLD** Ryan Haney/Josh Koerner 904-591-1556

Brunswick Call Broker Ed Nicholson 757-474-5365

Cataula Call Broker Brooks Dove 678-439-8441

Douglas \$2,400,000 Ryan Haney/Josh Koerner 904-591-1556

Jesup \$2,550,000 Ryan Haney/Josh Koerner 904-591-1556

## Idaho

Paul \$1,400,000 Ryan Layton 509-435-2424

Post Falls **SOLD** Ryan Layton 509-435-2424

## Illinois

Antioch \$2,450,000 Bruce Bahmasel/Cole Carosella 312-518-3550

Springfield \$1,400,000 Larry Goldman & Derek Arnold 913-707-9030

## Indiana

Elkhart \$980,000 Rob Schick 317-403-1205

Hartford City \$2,475,000 Rob Schick 317-403-1205

Lafayette \$8,900,000 Rob Schick 317-403-1205

## Iowa

Des Moines MSA Call Broker Tom Flannigan 612-790-3747

Des Moines MSA Call Broker Tom Flannigan 612-790-3747

Iowa Falls \$425,000 Tom Flannigan 612-790-3747

## Kansas

Park City Call Broker Larry Goldman 913-707-9030

## Minnesota

Elk River **SOLD** Tom Flannigan 612-790-3747

Mankato \$835,000 Tom Flannigan 612-790-3747

Rockford \$3,400,000 Tom Flannigan 612-790-3747

St. Cloud **SOLD** Tom Flannigan 612-790-3747

Walker \$2,300,000 Tom Flannigan 612-790-3747

## Mississippi

Greenwood \$5,400,000 Bill Barnhill & Stuart LaGroue 251-432-1287

## Missouri

Fenton Call Broker Larry Goldman 913-707-9030

Harrisonville \$1,740,000 Larry Goldman 913-707-9030

Moberly \$1,350,000 Larry Goldman 913-707-9030

Sedalia Call Broker Larry Goldman 913-707-9030

## Nevada

Mesquite \$16,700,000 Jeff Gorden 480-331-88801

## New Jersey

Egg Harbor Call Broker Linda Cinelli 908-722-5661

## New Mexico

Las Cruces \$9,000,000 Sam Livingston 915-497-4054

## New York

Yonkers Call Broker Linda Cinelli 908-722-5661

## North Dakota

Bismarck \$1,365,000 Tom Flannigan 612-790-3747

## Ohio

Toledo \$900,000 Paul DiVincenzo 440-382-5700

## Oklahoma

Bixby/Catoosa Call Broker Jared Jones 918-948-3941

Broken Arrow Call Broker Jared Jones 918-948-3941

Moore \$697,851 Jared Jones 918-948-3941

OKC/Mustang \$18,750,000 Jared Jones 918-948-3941

Vinita \$1,500,000 Jared Jones 918-948-3941

## Oregon

Ashland \$2,850,000 Scott King 541-890-6708

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

## Pennsylvania

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

## Texas

Bay City \$4,900,000 Faith Pate/Bill Brownfield 713-805-2907

Bridgeport-Chico Call Broker Chad Snyder/Tyler Trahant 817-813-5642

Conroe \$1,650,000 Chad Snyder/Tyler Trahant 817-813-5642

Dallas Call Broker Chad Snyder/Tyler Trahant 817-813-5642

Denison Call Broker Chad Snyder/Tyler Trahant 817-813-5642

Eagle Pass Call Broker Chad Snyder/Tyler Trahant 817-813-5642

Fort Worth Call Broker Chad Snyder/Tyler Trahant 817-813-5642

La Marque \$895,000 Faith Pate/Bill Brownfield 713-805-2907

Weatherford Call Broker Chad Snyder/Tyler Trahant 817-813-5642

## Washington

Colville \$849,000 Ryan Layton/Greg Meager 509-435-2424

Walla Walla \$7,500,000 Ryan Layton/Greg Meager 509-435-2424

Wenatchee \$4,950,000 Ryan Layton/Greg Meager 509-435-2424

## Wyoming

Cheyenne Call Broker Cole Carosella/Matthew Cox 720-909-8602



## RECENT SALES



Congratulations to **Cole Carosella and Matthew Cox of Argus Self Storage Advisors** who sold a Cubesmart-managed facility in Washington, D.C. ! Contact the team at 720-909-8602 for details.



Congratulations to **Larry Goldman, CCIM of Goldman Investment Advisors** who sold a 3-Property Portfolio in Fenton, MO! Contact Larry at 913-707-9030 for details.



Congratulations to **Josh Koerner, Ryan Haney and Frost Weaver of Coastal Storage Group** who sold a development site in Port St. Lucie, FL and Coastal Boat & RV Storage in Brunswick, GA! Contact the team at 904-591-0140 for details.



Congratulations to **Ryan Layton of American Real Estate Associates** who sold Boulder Storage Solutions in Post Falls, ID! Contact Ryan at 509-435-2424 for details.



Congratulations to **Chad Snyder and Tyler Trahant of Dominus Commercial** who sold Bunker Hill Storage in Mabank, TX and Athens Personal Storage and Athens Central Storage in Athens, TX! Contact Chad and Tyler at 817-980-7276 for details.



Congratulations to **Tom Flannigan, Alex Ihrke, Matt Haugen and Nathan Gottlieb of Area CRE Services** who sold Self Storage MN in Elk River, MN and TCJ Storage Solutions in St. Cloud, MN ! Contact the team at 612-790-3747 for details.

### CONTACT AN ARGUS BROKER AFFILIATE

#### NORTHEAST

Guy Blake, CCIM  
Jim Remler  
Joseph Mendola  
Chuck Shields

#### Company

Pyramid Brokerage Company  
Coldwell Banker Commercial  
NAI Norwood Group  
Beacon Commercial Real Estate

#### Phone

845-522-5900  
973-936-8250  
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  
Ed Nicholson  
Josh Koerner & Frost Weaver  
Josh Koerner & Ryan Haney

Omega Properties, Inc.  
Percival Partners  
The Nicholson Companies  
Coastal Storage Group  
Coastal Storage Group

251-432-1287  
704-995-9168  
757-474-5364  
904-591-0140  
904-591-1556

FL Panhandle  
NC, SC  
MD, VA  
FL (except Panhandle)  
GA

#### NORTH CENTRAL

Bruce Bahrmassel  
Tom Flannigan  
Kevin Friedman  
Alec Pacella, CCIM  
Larry Goldman, CCIM  
Rob Schick

Area CRE Services / KW Integrity Lakes  
Hayes Ventures, LLC  
NAI Pleasant Valley  
Goldman Investment Advisors  
Schick & Associates

312-518-3550  
612-790-3747  
847-436-5483  
216-831-3310  
913-707-9030  
317-403-1205

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

#### SOUTH CENTRAL

Bill Barnhill, CCIM  
Larry Goldman, CCIM  
Mike Helline & Aaron Willis  
Jared Jones, CCIM  
Samuel Livingston & Jacob Livingston  
Faith Pate  
Chad Snyder & Tyler Trahant

Omega Properties, Inc.  
Goldman Investment Advisors  
Column Realty  
Jones Investment Properties  
Livingston Brokerage LLC  
MLB Commercial Real Estate  
Dominus Commercial

251-432-1287  
913-707-9030  
502-296-4586  
918-948-3941  
915-581-8754  
713-805-2907  
817-980-7276

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

#### WEST

Cole Carosella & Matthew Cox  
Jeff Gorden, CCIM  
Jeff Gorden, CCIM  
Kim VanDelinder & Larry Hayes  
Scott King  
Ryan Layton  
Ken Miller  
Tenere Williams

Argus Self Storage Advisors  
KW Commercial  
The Gorden Company  
Hayes & Associates  
Merit Commercial Real Estate  
American Real Estate Associates  
Northstate Commercial Partners  
Douglas Elliman Real Estate

720-909-8602  
480-331-8880  
702-643-1000  
406-698-6850  
541-890-6708  
509-435-2424  
530-768-1650  
626-788-7774

CO  
AZ, UT  
NV  
MT  
OR  
WA, Northern ID  
Northern CA  
Southern CA