

Time to Look Around the Corner

by Ben Vestal

Over the last 30 days, a sense of cautious optimism has returned to the self-storage industry. Whether it's a seasonal uptick in move-ins, the beginning of what we hope will be a more normal leasing season, or SmartStop CEO Michael Schwartz calling the bottom of the market at this month's SSA meeting in Orlando—there are real signs of improvement. The bottom line is that we are seeing signs that market fundamentals are improving as home loan applications are on the rise, two of the four publicly traded self-storage REITs have increased their street rates, and Argus has listed 14 new properties this month with over \$100 million currently in escrow. Buyer and seller expectations appear to be aligning, and valuations are firming up.

That said, a clear divide is emerging between major and secondary markets—what could be described as the “haves and have-nots.” The cap rate spread between these markets is wider today than it has been in more than 10 years. This is largely due to buyers and investors feeling more comfortable and seeing more compelling opportunities in the major markets than the secondary and tertiary markets today.

Major Markets

Major markets—such as Denver, Miami, Dal-

las, Phoenix, and Chicago—continue to attract institutional capital due to their dense populations, high income levels, barriers to new supply, and robust demand for self-storage. As a result, buyers today are willing to pay lower cap rates in these areas and are willing to accept lower returns due to the perceived stability and lower risk associated with major markets. Institutional buyers like REITs and private equity-backed sponsors are currently dominating these markets. Their lower cost of capital and access to better submarket data allow them to underwrite more aggressively, even in negative leverage scenarios. It is clear that they are very confident in their ability to achieve a meaningful lift in revenues over the next 12-36 months from improving market fundamentals and more sophisticated operating platforms. It also worth noting that major markets are seeing a meaningful slowdown in new supply due to longer and more expensive entitlement processes, further fueling the institutional investors' thesis that we will see improving market fundamentals over the next several years.

Secondary Markets

Secondary markets—such as Albuquerque, Colorado Springs, Boise, and Tulsa—gained popularity over the past decade for their high-

er yields and growth potential, fueled by urban sprawl, lower development costs, and less competition. At one point, the cap rate spread between primary and secondary markets narrowed to less than 25 basis points; in some cases, there was no difference at all. Today we are seeing the cap rate spread meaningfully widen between major markets and secondary markets to account for the risk associated with lower population density, lower income levels, less economic activity, and low barriers to new development. Properties in secondary markets typically offer higher returns (higher cap rates), reflecting the increased risk, lower potential for revenue growth and higher likelihood of more competition compared to major markets. The cost of land, entitlement, and construction is generally lower in secondary markets, making it easier for developers to overbuild the market.

Valuations in secondary markets are also more heavily impacted by debt markets. Buyers in secondary markets tend to rely on CMBS lenders and regional banks—capital sources that currently face tighter lending conditions and higher costs. As a result, cap rates are rising and asset values are adjusting downward. Despite these headwinds, we believe there will be compelling acquisition and value-add opportunities in these markets over the next 12–24

months as the market finds a balance between risk expectations and asset pricing.

Much like the broader U.S. economy, the self-storage investment landscape is shifting rapidly. We expect to see changes in the investment community's risk tolerance that will inevitably affect the value and liquidity of self-storage investments. But one thing is clear: institutional capital is actively "leaning in" to major market investments, signaling confidence in a recovery. While uncertainty remains regarding higher interest rates, higher inflation, or the overall change in fiscal policy (which could limit the banks' willingness to make new loans), the good news is that we still have a window of opportunity to capitalize on this stagnant/volatile economy. This will continue to evolve over the next several months as the new administration, the Fed, and the banking industry continue to try and control inflation and navigate a "soft landing" or not. This has created an opportunity for active investors to push through investments as the landscape is not well-defined and the self-storage market fundamentals are showing signs of improving.

MM

Ben Vestal, CEO of Argus Self Storage Advisors, can be reached at 800-557-8673 or bvestal@argus-realestate.com.

NEW

Southern Maine
\$45,000,000

- 8-Property Portfolio
- 322,384 RSF
- 2,121 Units
- Strategic locations in growing Southern Maine markets with strong demographics
- Combination of climate and non-climate controlled facilities

Joe Robinson, CCIM
603-714-4019
jrobinson@nainorwoodgroup.com



NEW

Texas & Colorado
Call for Offers

- 9-Property Portfolio
- 524,122 RSF
- 4,268 Units
- 7 Texas Locations
- 2 Colorado Locations
- Institutional-Quality Assets with Limited Competition

Cole Carosella & Faith Pate
720-909-8602
cole@argus-realestate.com



NEW

Bellevue, FL
Call Broker for Price

- Development Site
- 85,425 RSF
- 571 Units
- 7.79 +/- Acres
- Permit Ready
- All Single-Story with mix of indoor climate and drive-up storage

Josh Koerner & Frost Weaver
904-591-0140
josh@coastalstorage.com



NEW

Post Falls, ID
\$8,500,000

- 97,286 RSF
- 183 Units
- 5.5 Acres
- Premium Boat/RV facility
- Built in 2020, 2022, 2023
- Seller to provide up to (1) year rent guarantee +\$735,000

Ryan Layton & Greg Meager
509-435-2424
rlayton@areanw.com
greg@areanw.com



NEW

Palm Coast, FL
Call Broker for Price

- Development Site
- 84,200 RSF
- 677 Units
- 23.3 +/- Acres
- Boat/RV consists of 224 Covered and 62 Uncovered Parking Spaces
- 55% of the drive-up units (36% of the total NRSF) are climate-controlled units

Josh Koerner & Frost Weaver
904-591-0140
josh@coastalstorage.com



NEW

Rockford, IL
\$3,500,000

- 43,035 RSF
- 2,000 Parking SF
- 353 Units
- 84% Occupancy
- Expansion land included
- Strong management upside due to low in place rental rates

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



NEW

Alma, GA
\$350,000

- 5,600 RSF
- 59 Units
- 0.73 Acre
- Drive-up Non-Climate Storage Built in 1994
- Significant lease-up with 90% occupancy in 8 months

Ryan Haney, Josh Koerner & Frost Weaver
904-591-1556
ryan@coastalstorage.com



NEW

Gardner, KS
\$1,600,000

- Development Site
- 5.06 Acres
- Fastest growing city in Kansas City Metro, 5th fastest growing in the state
- Close to Walmart Supercenter, hotels and other retail amenities

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

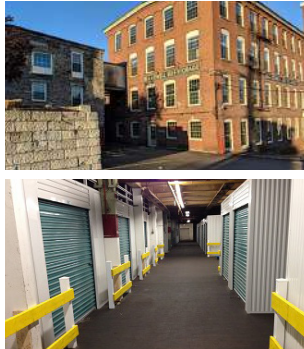


NEW

Dracut, MA
\$11,000,000

- 50,135 RSF
- 407 Units
- 2 +/- Acres
- SF per Capita of storage is 5.54 in the 5-mile radius
- Mixed-use Tenant base allows for diversity of income on rent roll

Joe Robinson, CCIM
& Joe Mendola, CCIM
603-714-4019
jrobinson@nainorwoodgroup.com



NEW

Atlanta, TX
Call Broker for Price

- 19,300 RSF
- 184 Units
- 1.22 Acres
- Climate and non-climate controlled facility built in 2022
- 82% Unit Occupancy (Feb. 2025)

Tyler Trahant & Chad Snyder
817-242-2361
ttrahant@dominuscommercial.com
csnyder@dominuscommercial.com

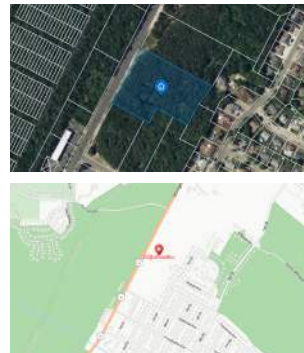


NEW

Waretown, NJ
\$1,650,000

- Development Site
- 79,025 RSF
- 636 Units
- 3.52 Acres
- Positioned in high-demand area with strong population growth
- Located in redevelopment zone

Jim Remler
973-936-8250
jremler@1906propertygroup.com



NEW

Texarkana, TX
Call for Offers

- 2-Property Portfolio
- 47,730 RSF
- 366 Units
- 3.24 Acres
- Fully fenced and gated facilities
- 76.7% and 75.5% Occupied

Tyler Trahant & Chad Snyder
817-242-2361
ttrahant@dominuscommercial.com
csnyder@dominuscommercial.com



NEW

Mesquite, NV
\$15,250,000

- 3-Property Portfolio
- 177,236 RSF
- 882 Units
- 93% Occupancy
- Professionally managed by Extra Space Storage
- Consistent, high physical and economic occupancy rates

Jeff Gorden, CCIM
702-643-1000
jeff@gorden-group.com



NEW

Ellensburg, WA
\$3,350,000

- 18,058 RSF
- 189 Units
- 1.24 Acres
- Ability to increase rents with physical occupancy at 95%
- Built in 2004
- High rent per square foot market

Ryan Layton & Greg Meager
509-435-2424
rlayton@areanw.com
greg@areanw.com



NEW

Ardmore, OK
Call for Offers

- Offers Due 3/31/25
- 80,446 RSF
- 539 Units
- 9.2 Acres
- Flexibility to be operated with an on-site manager or remotely managed
- Expansion Land

Jared Jones, CCIM
918-948-3941
jjones@selfstorage.com



NEW

Dallas, TX
Call Broker for Price

- 17,290 RSF
- 158 Units
- 1.44 Acres
- Drive up units, open parking with asphalt drives
- Room for expansion
- 5 commercial unit/spaces on adjoining acreage

Tyler Trahant & Chad Snyder
817-242-2361
ttrahant@dominuscommercial.com
csnyder@dominuscommercial.com



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

Silverhill \$1,750,000 Bill Barnhill 251-432-1287

Arizona

Apache Junction \$9,150,000 Jeff Gorden 480-331-8880

Tucson \$2,400,000 Jeff Gorden 480-331-8880

Colorado

Brighton & Evans **SOLD** Cole Carosella & Matthew Cox 720-909-8602

CO & TX Portfolio Call Broker Cole Carosella & Faith Pate 720-909-8602

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

Lakewood Call Broker Cole Carosella & Matthew Cox 720-909-8602

Longmont \$1,375,000 Cole Carosella & Matthew Cox 720-909-8602

Florida

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

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

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

Saint Johns Call Broker Josh Koerner/Frost Weaver 904-594-0140

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

Georgia

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

Alma \$350,000 Ryan Haney/Josh Koerner 904-591-1556

Brunswick Call Broker Ed Nicholson 757-474-5365

Cataula Call Broker Brooks Dove 678-439-8441

Douglas \$2,200,000 Ryan Haney/Josh Koerner 904-591-1556

Idaho

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

Post Falls \$8,500,000 Ryan Layton 509-435-2424

Illinois

Rockford \$3,500,000 Bruce Bahrmassel 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

Kansas

Gardner \$1,600,000 Larry Goldman & Derek Arnold 913-707-9030

Maine

Southern ME \$45,000,000 Joe Robinson & Joe Mendola 603-714-4019

Massachusetts

Dracut \$11,000,000 Joe Robinson & Joe Mendola 603-714-4019

Minnesota

Albert Lea \$549,000 Tom Flannigan 612-790-3747

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

Mississippi

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

Missouri

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

Missouri Cont.

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

Nevada

Mesquite \$15,250,000 Jeff Gorden 480-331-88801

New Jersey

Egg Harbor Call Broker Linda Cinelli 908-722-5661

Waretown \$1,650,000 Jim Remler 973-936-8250

New Mexico

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

New York

Yonkers Call Broker Linda Cinelli 908-722-5661

Ohio

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

Oklahoma

Ardmore 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

Tulsa MSA \$975,000 Jared Jones 918-948-3941

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

Oregon

Ashland \$2,750,000 Scott King 541-890-6708

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

Pennsylvania

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

Texas

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

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

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

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

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

Von Ormy \$1,750,000 Chad Snyder/Tyler Trahant 817-813-5642

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

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

Washington

Airway Heights \$1,900,000 Ryan Layton/Greg Meager 509-435-2424

Colville \$775,000 Ryan Layton/Greg Meager 509-435-2424

Ellensburg \$3,350,000 Ryan Layton/Greg Meager 509-435-2424

Mead \$5,100,000 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 **SOLD** Cole Carosella/Matthew Cox 720-909-8602

RECENT SALES



Congratulations to **Cole Carosella and Matthew Cox** of **Argus Self Storage Advisors** who sold a portfolio in Brighton & Evans, CO and a portfolio in Cheyenne, WY! Contact the team at 720-909-8602 for details.



Congratulations to **Ryan Haney, Josh Koerner & Frost Weaver** of **Coastal Storage Group** who sold MCM Mini-Storage in Albany, GA! Contact the team at 904-591-1556 for details.



It is time once again to cast your vote for the self-storage industry's best suppliers and service providers. Argus has been honored to receive this award for 14 straight years and we couldn't do it without your help!

Please click the link below to vote
Argus Self Storage Advisors
the BEST Real Estate Brokerage Company for 2025!

[Click Here to Vote](#)

Thank you so much for your continued support!

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
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
Scott King
Ryan Layton
Ken Miller

Argus Self Storage Advisors
KW Commercial
The Gorden Company
Van Deliner Realty LLC
Merit Commercial Real Estate
American Real Estate Associates
Northstate Commercial Partners

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

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