ARGUS
SELF STORAGE ADVISORS
MARKET MONITOR
AMERICA'S PREMIER SELF STORAGE BROKERS
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Valuation Outlook for 2026

by Ben Vestal & Cole Carosella

Self-storage has always been a simple business built on a simple equation. Revenue minus expenses equals net operating income (NOI), and that NOI divided by a capitalization rate (cap rate) determines value. This straightforward formula has anchored the valuation of self-storage for decades and continues to guide the industry today. While the math hasn't changed, the context around it has evolved dramatically over the past several years. The story of valuation in 2026 will be one of both return and refinement with a return to historical norms after the pandemic-era highs, and refinement of how investors analyze markets, risk, and operations within an increasingly mature asset class.

Today, the industry has largely stabilized and re-established rational spreads between asset types and market tiers. In 2026, we predict that Class A institutional-quality assets in major markets will trade in the 5.00% to 5.75% cap rate range. Secondary markets will see roughly a 75 to 100 basis point increase from that range, and tertiary markets are another 100 to 150 basis points higher. This represents a return to historical equilibrium, where pricing appropriately reflects risk, liquidity, and asset quality. The market's renewed stratification is a positive sign, suggesting that investors are once again evaluating deals based on fundamentals, not fear of missing out.

Table I: 2026 Self-Storage Cap Rate Ranges

Market Tier	Cap Rate Range	Characteristics
Major / Institutional	5.00 – 5.75%	Core locations, REIT and fund buyers, negative leverage common
Secondary	6.00 – 6.75%	Regional operators, solid demographics, moderate competition
Tertiary	7.00 – 8.00%	Local ownership, limited liquidity, higher perceived risk

Even with higher interest rates, self-storage remains one of the most attractive income-producing real estate sectors. Institutional capital continues to view it as a "safe income" investment—a stable, inflation-resistant asset class with limited downside. Many of the largest buyers, including REITs and private equity funds, are still acquiring Class A assets at cap rates below their cost of debt. They are not buying for immediate cash flow; they are buying for durability, scalability, and long-term yield. This "flight to safety" underscores a defining feature of the 2026 valuation environment: quality assets in strong markets will remain aggressively priced, even when leverage is negative.

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Valuations, of course, are not driven solely by cap rates. They are equally dependent on the underlying operating fundamentals of occupancy, rental rates, and subsequent NOI. During the pandemic, these fundamentals were at record highs. Since then, they have moderated. The industry has been operating in a softer environment since late 2022, with occupancies averaging between 88% and 92% and rental rates flattening or declining modestly year-over-year, resulting in a decrease in year over year NOI. This normalization was necessary. The pandemic highs were not sustainable, and a reset was overdue. In 2026, we expect the market to be more balanced, and buyers will be underwriting accordingly by assuming modest rent growth of 1% to 4% per year and stabilized occupancy near 90%. While these assumptions produce lower valuations than those seen in 2021, they create a more realistic and sustainable basis for future growth.

Underwriting assumptions in 2026 will reflect a far more disciplined environment than just a few years ago. Buyers are projecting 1% to 4% annual revenue growth, 3% to 5% expense inflation, and economic occupancy two to four points below physical occupancy to account for discounts and concessions. Exit cap rates are typically modeled 25 to 50 basis points above acquisition cap rates to reflect long-term interest rate and liquidity risk. These more conservative assumptions represent a welcome return to data-driven valuation rather than speculative optimism.

After years of record highs, rapid normalization, and structural change, the valuation of self-storage in 2026 comes back to the fundamentals. The math is timeless: Revenue minus expenses equals NOI, and NOI divided by cap rate equals value. The difference between an average and exceptional valuation lies in the details—market selection, operational performance, and asset quality. The industry has matured, investors have become more discerning, and underwriting has become more data-driven. Yet, at its core, the appeal of self-storage remains unchanged: it is a simple, resilient, income-producing business that performs across market cycles.

At Argus Self Storage Advisors, we specialize in helping owners and investors navigate these valuation dynamics on both the buy and sell sides. Whether you are evaluating an acquisition, preparing to bring a property to market, or simply seeking an updated opinion of value, our team is here to be a trusted resource. With offices and affiliates across the country, Argus remains the nation's only self-storage brokerage network dedicated solely to this asset class, combining decades of experience with unparalleled market knowledge to help clients make informed, confident decisions. **MM**

Ben Vestal, CEO, and Cole Carosella, Vice President, of Argus Self Storage Advisors can be reached at 800-55-STORE or bvestal@argus-realestate.com and cole@argus-realestate.com.

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PROPERTY SHOWCASE

NEW

Vail, AZ
Call Broker for Price

- Development Site
- 435,600 Land SF
- 60,057 Building SF
- 252,780 RSF
- Prime Location & Access from I-10
- Diversified Revenue Streams with Approved Entitlements

Darsh Desai
701-405-3665
darsh@gorden-group.com

NEW

Elgin, MN
$1,100,000

- 26,000 RSF
- 178 Units
- 13.02 Acres
- Convenient Location: Easy access to MN-42 and County Road 25; draws tenants from Elgin, Rochester, Plainview, Millville, Eyota, and surrounding towns.

Alex Ihrke & Tom Flannigan
612-394-7553
alex@selfstorage.com

NEW

Colorado Springs, CO
$3,500,000

- Offers Due: 11/11/25
- 37,120 Storage RSF
- 262 Storage Units
- 4,200 Parking RSF
- 21 Parking Units
- 92% Physical Occupancy
- Locally operated self-storage property with significant upside

Cole Carosella & Matthew Cox
720-909-8602
cole@argus-realestate.com

NEW

MN, Rochester
Market Bid

- Institutional-Quality Class A Portfolio – Two modern facilities built within the last five years featuring all-steel buildings, concrete drive lanes, and premium nishes that ensure durability, effciency, and tenant satisfaction

Tom Flannigan
651-269-6307
tom@selfstorage.com

NEW

Saint Johns, FL
$2,800,000

- Development Site
- 83,115 RSF
- 795 Units
- 3.16+/- Acres
- Development of adjacent parcels includes a Boat & RV Facility, School Board, Future Retail and Momentum Apartments with 192 units currently underway

Josh Koerner
904-591-0140
josh@coastalstorage.com

NEW

MN, Willmar
$1,800,000

- 29,084 RSF
- 111 Units
- 5.39 Acres
- Built in 2024
- Expanded in August 2025, the property is already stabilized at 87%+ occupancy.

Matt Haugen & Tom Flannigan
612-852-5048
mhaugen@selfstorage.com

NEW

Lansing, MI
$1,200,000

- Development Site
- 76,143 RSF
- 5.1 +/- Acres
- 100% Single-Story premium access units
- Exceptional Visibility and Frontage along Saginaw Street featuring 24,672 AADT

Kevin Friedman
847-436-5483
kevin@hvstorage.com

NEW

Peculiar, MO
$7,500,000

- 103,230 RSF
- 466 Units
- 4.92 Acres
- Located in the Southeast corner of the Kansas City, MO Metro
- High-quality Class A construction with fully fenced and gated perimeters

Larry Goldman, CCIM
& Derek Arnold
913-707-9030 | lgoldman@selfstorage.com
913-575-4790 | derek@selfstorage.com

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PROPERTY SHOWCASE

Pleasant Hill, MO
NEW

$6,500,000

- 79,627 RSF
- 409 Units
- 6 Acres
- On-site leasing office providing full-time customer service
- Recently expanded and in final phase of full lease-up
- High-quality Class A construction with fully fenced and gated perimeters


Larry Goldman, CCIM
& Derek Arnold
913-707-9030 | lgoldman@selfstorage.com
913-575-4790 | derek@selfstorage.com

Oklahoma City, OK
NEW

Call for Offers

- Offers Due 11/11/25
- 68,560 RSF
- 701 Units
- 1.40 Acres
- REIT managed, institutional property, located in Oklahoma City, a top 50 MSA
- 2025, year to date, revenue has outperformed the forecast by 20%


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

Burlington, NC
NEW

$395,000

- 7,535 RSF
- 65 Units
- 0.79 Acres
- Ground floor units and wide, paved driveways
- Fenced and gated with security enhancements
- Owner operated facility
- The population has increased over 12.5% since 2010.


Jamey Cox
704-995-9168
jcox@selfstorage.com

Crandall, TX
NEW

Call Broker for Price

- Offers Due 11/7/25
- 92,475 RSF
- 764 Units
- 13 Acres
- New Class 'A' Facility in Crandall, TX (East Dallas)
- Submarket Population Growth over 41% since 2010
- Multiple Master Planned Communities Delivering in 3-mile radius


Tyler Trahant & Chad Snyder
917-901-7600
ttrahant@dominuscommercial.com
csnyder@dominuscommercial.com

Henniker, NH
NEW

$3,335,000

- 30,300 RSF
- 221 Units
- 3.30 Units
- Built in 2022
- Strategically positioned along Route 202 with easy access to Interstate 89, the property benefits from steady traffic counts and excellent exposure, ensuring brand presence and convenient access for customers.


Joe Robinson, CCIM
& Jessie Gilton
603-714-4019 | jrobinson@nainorwoodgroup.com
617-820-8443 | jessie@nainorwoodgroup.com

Ashland, WI
NEW

$1,600,000

- Two-Property Portfolio
- 30,597 RSF
- 158 Units
- Consistently high occupancy demonstrates tenant demand in a market with limited competition.
- Expansion potential at the 3rd Street location allows for additional buildings or portable units.


Alex Ihrke & Tom Flannigan
612-394-7553
alex@selfstorage.com

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CURRENT LISTINGS

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

Loxley	$3,800,000	Bill Barnhill/Sharon Wright	251-432-1287

Arizona

Surprise	$17,999,999	Jeff Gorden	480-331-8880
Tucson	$2,400,000	Jeff Gorden	480-331-8880
Vail	Call Broker	Darsh Desai	701-405-3665

Arkansas

Highland	$1,300,000	Larry Goldman/Derek Arnold	913-707-9030
Little Rock	$1,200,000	Larry Goldman/Derek Arnold	913-707-9030
Pine Bluff	$600,000	Larry Goldman/Derek Arnold	913-707-9030

Colorado

CO & TX Portfolio	Call Broker	Cole Carosella/Faith Pate	720-909-8602
Colorado Spgs	$3,500,000	Cole Carosella/Matthew Cox	720-909-8602
Golden	Call Broker	Cole Carosella/Matthew Cox	720-909-8602

Connecticut

Brookfield	$995,000	Guy Blake	845-522-5900

Florida

Arcadia	$1,950,000	Josh Koernerr	904-594-0140
Belleview	Call Broker	Josh Koerner	904-594-0140
Cocoa	$1,800,000	Josh Koerner	904-594-0140
Deltona	$1,550,000	Josh Koerner	904-594-0140
Fort Pierce	Call Broker	Josh Koerner	904-594-0140
Holly Hill	$2,400,000	Josh Koerner	904-594-0140
Mims	$1,500,000	Josh Koerner	904-594-0140
Ocala	$1,380,000	Josh Koerner	904-594-0140
Palm Coast	Call Broker	Josh Koerner	904-594-0140
Port Charlotte	$1,500,000	Josh Koerner	904-594-0140
Saint Johns	$2,800,000	Josh Koerner	904-594-0140
Titusville	$3,300,000	Josh Koerner	904-594-0140
Williston	$1,450,000	Josh Koerner	904-594-0140

Georgia

Cataula	Call Broker	Brooks Dove	678-439-8441
Douglas	$2,200,000	Ryan Haney/Josh Koerner	904-591-1556
Douglasville	Call Broker	Ryan Haney/Josh Koerner	904-591-1556
Dublin	$2,400,000	Ryan Haney/Josh Koerner	904-591-1556
Kingsland	$3,100,000	Ryan Haney/Josh Koerner	904-591-1556
Macon	$289,000	Ryan Haney/Josh Koerner	904-591-1556

Illinois

Rantoul	$2,500,000	Bruce Bahrmasel	312-518-3550
Rockford	**SOLD**	Bruce Bahrmasel	312-518-3550
Springfield	$1,400,000	Larry Goldman/Derek Arnold	913-707-9030

Kansas

Gardner	$1,600,000	Larry Goldman/Derek Arnold	913-707-9030
Sterling	$750,000	Larry Goldman/Derek Arnold	913-707-9030

Louisiana

Hammond	$1,950,000	Stuart LaGroue/Bill Barnhill	251-432-1287

Massachusetts

Dracut	$11,000,000	Joe Robinson/Joe Mendola	603-714-4019
Eastham	$2,550,000	Joe Robinson/Jessie Gilton	603-714-4019

Michigan

Allen Park	$975,000	Kevin Friedman	847-436-5483
Lansing	$1,200,000	Kevin Friedman	847-436-5483

Minnesota

Bemidji	$950,000	Nathan Gottlieb/Tom Flannigan	612-790-3747
Elgin	$1,100,000	Alex Ihrke/Tom Flannigan	612-790-3747
Rochester	Call Broker	Tom Flannigan	612-790-3747
Willmar	$1,800,000	Matt Haugen/Tom Flannigan	612-790-3747

Mississippi

Madison	$2,600,000	Bill Barnhill/Stuart LaGroue	251-432-1287
Radiant Portfolio	$3,566,000	Bill Barnhill/Stuart LaGroue	251-432-1287

Missouri

Harrisonville	Call Broker	Larry Goldman	913-707-9030
Moberly	$1,350,000	Larry Goldman	913-707-9030
Peculiar	$7,500,000	Larry Goldman	913-707-9030
Pleasant Hill	$6,500,000	Larry Goldman	913-707-9030

Montana

Billings	$1,750,000	Kim Van Delinder	406-698-6850
Helena	**SOLD**	Kim Van Delinder	406-698-6850

New Hampshire

Henniker	$3,335,000	Joe Robinson/Jessie Gilton	603-714-4019

New Jersey

Egg Harbor	Call Broker	Linda Cinelli	908-722-5661
Waretown	$1,650,000	Jim Remler	973-936-8250

Nebraska

S. Sioux City	$495,000	Cole Carosella	720-909-8602

North Carolina

Burlington	$395,000	Jamey Cox	704-995-9168

Oklahoma

Moore	$600,000	Jared Jones	918-948-3941
Muskogee	$675,000	Jared Jones	918-948-3941
Oklahoma City	$8,000,000	Jared Jones	918-948-3941
Stillwater	$3,400,000	Jared Jones	918-948-3941

Oregon

Grants Pass	$600,000	Scott King	541-890-6708
Medford	$375,000	Scott King	541-890-6708

Pennsylvania

Bechtelsville	$1,350,000	Chuck Shields	610-828-0100
Reading Portfolio	Call Broker	Cole Carosella/Chuck Shields	720-909-8602

Texas

Atlanta	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Bay City	$4,500,000	Faith Pate/Bill Brownfield	713-805-2907
Brownsville	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Burleson	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Conroe	$1,450,000	Chad Snyder/Tyler Trahant	817-813-5642
Crandall	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Dallas	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Odessa	Call Broker	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

Wisconsin

Ashland	$1,600,000	Alex Ihrke/Tom Flannigan	612-790-3747

Wyoming

Cheyenne	Call Broker	Cole Carosella/Matthew Cox	720-909-8602
Cheyenne	$3,950,000	Cole Carosella/Matthew Cox	720-909-8602

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RECENT SALES

Congratulations to **Kim Van Delinder of Van Delinder Realty** who sold Security Storage in Helena, MT! Contact Kim at 406-698-6850 for details.

Congratulations to **Bruce Bahrmasel** who sold U Stor Self Storage in Rockford, IL! Contact Bruce at 312-518-3550 for details.

Congratulations to **Josh Koerner of Coastal Storage Group** who sold a CubeSmart Managed Facility in Jacksonville, FL and a development site in Miami Gardens, FL! Contact Josh at 904-591-0140 for details.

UPCOMING EVENTS

TSSA Big Ideas Storage Conference
October 29-31, 2025
JW Marriot - Austin, TX

NCSSA Convention & Trade Show
November 3-4, 2025
Embassy Suites Raleigh-Durham - Cary, NC

OKSSA 2025 Conference & Trade Show
November 11-12, 2025
Osage Casino Hotel - Tulsa, OK

SSAM Conference & Trade Show
November 17-18, 2025
MGM Grand Detroit - Detroit, MI

CONTACT AN ARGUS BROKER AFFILIATE

NORTHEAST	Company	Phone	Territory
Guy Blake, CCIM	Pyramid Brokerage Company	845-522-5900	Upstate NY, Western CT
Jim Remler	Coldwell Banker Commercial	973-936-8250	Northern NJ, NY (NYC, Long Island)
Joseph Mendola	NAI Norwood Group	603-668-7000	MA, ME, NH, VT, Eastern CT
Chuck Shields	Beacon Commercial Real Estate	610-862-1645	Eastern PA, Southern NJ, DE
SOUTHEAST			
Bill Barnhill, CCIM	Omega Properties, Inc.	251-432-1287	FL Panhandle
Jamey Cox	Percival Partners	704-995-9168	NC, SC
Ed Nicholson	The Nicholson Companies	757-474-5364	MD, VA
Josh Koerner & Frost Weaver	Coastal Storage Group	904-591-0140	FL (except Panhandle)
Josh Koerner & Ryan Haney	Coastal Storage Group	904-591-1556	GA
NORTH CENTRAL			
Bruce Bahrmasel		312-518-3550	Northern IL, WI
Tom Flannigan	Area CRE Services / KW Integrity Lakes	612-790-3747	MN, ND, IA
Kevin Friedman	Hayes Ventures	847-436-5483	MI, OH
Alec Pacella, CCIM	NAI Pleasant Valley	216-831-3310	OH
Larry Goldman, CCIM	Goldman Investment Advisors	913-707-9030	KS, MO, Southern IL
Rob Schick	Schick & Associates	317-403-1205	IN
SOUTH CENTRAL			
Bill Barnhill, CCIM	Omega Properties, Inc.	251-432-1287	AL, MS, LA
Larry Goldman, CCIM	Goldman Investment Advisors	913-707-9030	AR
Mike Helline & Aaron Willis	Column Realty	502-296-4586	TN, KY
Jared Jones, CCIM	Jones Investment Properties	918-948-3941	OK
Samuel Livingston & Jacob Livingston	Livingston Brokerage LLC	915-581-8754	West TX & NM
Faith Pate	MLB Commercial Real Estate	713-805-2907	Central & South TX
Chad Snyder & Tyler Trahant	Dominus Commercial	817-980-7276	North TX
WEST			
Cole Carosella & Matthew Cox	Argus Self Storage Advisors	720-909-8602	CO
Jeff Gorden, CCIM	KW Commercial	480-331-8880	AZ, UT
Jeff Gorden, CCIM	The Gorden Company	702-643-1000	NV
Kim Van Delinder	Van Delinder Realty LLC	406-698-6850	MT
Scott King	Merit Commercial Real Estate	541-890-6708	OR
Ryan Layton	American Real Estate Associates	509-435-2424	WA, Northern ID
Ken Miller	Northstate Commercial Partners	530-768-1650	Northern CA