

## 2026 Self Storage Forecast: Soft Fundamentals, Strong Liquidity

by Ben Vestal

As we enter 2026, the self-storage industry finds itself in a familiar, but evolving position. Transaction activity remains fluid and buyer interest is deep, while fundamentals continue to face stubborn pressure. Occupancy and rental rate growth have not yet returned to the “normal” levels experienced in the 2015–2020 pre-Covid run up, and many operators are still navigating the realities of a more competitive leasing environment. Industry-wide, the story continues to be one of pricing discipline, submarket selectivity, and operational execution, as the gap widens between facilities that can push rate and those that must defend occupancy.

Market fundamentals remain soft by recent standards. REIT reporting and third-party data sources continue to point toward a sector working through a slower demand cycle and rate resistance, particularly in metros with elevated new supply. While certain markets have begun to show stabilization, the broader trend suggests that 2026 will likely remain a year where operators need to earn performance, rather than rely on natural rent tailwinds. Yardi Matrix's early 2026 reporting shows only modest year-over-year movement in advertised rents, reinforcing the view that rent growth is improving slowly, but not accelerating meaningfully across the board. The discounted pricing models that the REITs and other operators have adopted are starting to show signs of inaccuracy. This is largely due to the algorithms not having enough historical data to adjust appropriately for the current market conditions, and many of the brightest minds in the business are starting to develop theories around why the algorithm pricing models are not producing the results everyone was hoping for. This is leading to conversations about the discounted rate strategy and the desire to be highly occupied, and whether this strategy is really working.

At the same time, self-storage remains one of the most liquid and proven property types in commercial real estate. Despite muted fundamentals, the investment market is still very active because capital continues to view self-storage as a durable, needs-based asset class with strong long-term demand drivers. The Argus network successfully closed approximately \$500 million in self-storage investment sales volume last year alone, demonstrating that there are plenty of qualified buyers and motivated sellers when pricing is aligned and expectations are realistic. The key takeaway is simple: the deal market is open and capital is still flowing, just with sharper pencils and a greater attention to operational runway.

Supply is still one of the primary factors keeping fundamentals

muted and more new supply is coming. While some regions have experienced a slowdown in starts compared to peak development years, new construction deliveries remain elevated in many markets, creating ongoing pressure on both occupancy and street rates. Recent Yardi Matrix supply forecasts reflect a larger-than-expected construction pipeline and increased estimates for completions in 2025 and 2026, underscoring that new supply will remain a key theme in the year ahead. This is particularly important because self-storage is a hyper-local business and even if national averages begin to stabilize, individual submarkets can remain challenged for extended periods of time when supply outpaces demand. Several well-capitalized owners who have properties in oversupplied markets are considering a sale today at or below their basis. These sophisticated owners feel the extended period of downward pressure on occupancy and rates will outweigh the cost of taking their lumps now and recycling the capital.

Because of this, we continue to see what many investors are now calling a “price reset” environment. The 2021–2023 valuation era set a high-water mark across most markets, and the industry has spent the last two years recalibrating cap rates, underwriting assumptions, and buyer expectations. In 2026, we believe this reset will continue, but with more clarity and confidence. In many cases, sellers are becoming more realistic, not because they lack conviction in the long-term value of storage, but because today's buyer pool is underwriting real cash flow, real competition, and real friction in the leasing environment. The result is a market where deals are getting done, but success depends on accuracy, transparency, and pricing that reflects current performance, not yesterday's pro formas.

At Argus, we believe 2026 will be another year where the best opportunities will be created, not given. Facilities with clear operational upside, professional revenue management, strong visibility, and defensible trade areas will command premium interest. Meanwhile, assets in competitive supply environments will still trade, but pricing will reflect execution risk and a slower recovery timeline. Ultimately, self-storage remains one of the most resilient and defensible sectors in commercial real estate, and we expect the coming year to reward owners and investors who stay disciplined, stay market-aware, and stay ahead of the curve. **MM**

*Ben Vestal, President, of Argus Self Storage Advisors can be reached at 800-55-STORE or [bvestal@argus-realestate.com](mailto:bvestal@argus-realestate.com).*

**NEW**

## Thatcher, AZ \$925,000

- 12,982 RSF
- 91 Units
- 1.57 Acres
- Seller Financing Available
- Stabilized, High-Occupancy Storage Asset with Immediate Value-Add Opportunities
- Prime Highway 70 Location with Excellent Visibility and Access
- Multiple Income Streams Beyond Traditional Storage

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



**NEW**

## LA & MS Portfolio \$2,190,000

- Two Properties in Hammond, LA and one property in Pass Christian, MS
- Pass Christian location can be sold by itself
- Includes climate control, regular, drive-up storage units, open boat/rv parking, commercial spaces, and a residential duplex

**Bill Barnhill, CCIM  
& Stuart P. LaGroue, Sr.**  
251-432-1287  
stuart@selfstorage.com



**NEW**

## Marianna, FL \$2,000,000

- 22,605 GSF
- 22,480 RSF
- 195 Units
- Fully Stabilized Self Storage Facility situated on 6.3+/- acres
- Fully fenced and secure, featuring keypad-controlled access and video surveillance
- Remotely managed with strong historical performance and

**Josh Koerner & Carrie Stowell**  
904-591-0140  
josh@coastalstorage.com  
carrie@coastalstorage.com



**NEW**

## Clara City & Willmar, MN \$850,000

- Two-Property Portfolio
- 20,630 Total RSF
- 115 Total Units
- 78% Unit Occupancy
- Facilities are steel construction, supporting long-term ownership with lower ongoing capital requirements.
- Limited Local Competition

**Nathan Gottlieb  
& Tom Flannigan**  
612-930-6614  
nathan@storage-advisors.com



**NEW**

## Macon, GA \$199,900

- 7,500 RSF
- 60 Units
- 0.47 Acres
- Lease Up Self-Storage Facility on .47 acres in Macon, Georgia
- Total of 3 Buildings with block construction and metal roofing
- Surrounded by residential neighborhoods and businesses with easy access to Highway 41

**Ryan Haney & Josh Koerner**  
904-591-1556  
ryan@coastalstorage.com



**NEW**

## Eastham, MA Call Broker for Price

- 11,000 RSF Existing Storage
- 94 Units
- 0.74 Acres
- 3.74 Acres Developable Land
- Valid permit for 9,990 SF footprint for self-storage expansion
- Developable land on Cape Cod is scarce, and finding a storage facility with permitted expansion is nearly nonexistent.

**Joe Robinson, CCIM  
& Jessie Gilton**  
603-714-4019  
jrobinson@nainorwoodgroup.com





**NEW**

## Hastings, MN \$1,000,000

- Development Site
- 40,000 +/- RSF
- 436 Units
- Combined 3 +/- Acres
- Two parcels with tentative approvals for up to 40,000 RSF of climate-controlled storage
- Plans completed for proposed 218 climate-controlled units on one of the parcels

**Nathan Gottlieb  
& Tom Flannigan**

612-930-6614

nathan@storage-advisors.com



**NEW**

## South Carolina Portfolio \$3,700,000

- Three-Property Portfolio
- Development Site Opportunity
- 42,800 Total RSF
- 378 Total Units
- 9.01 Total Acres
- All single-story non-climate drive-up storage units
- Locations fully-fenced with 24 hour access via electronic gates with individual gate codes

**Josh Koerner & Ryan Haney**

904-591-0140 | josh@coastalstorage.com

**Jamey Cox**

704-995-9168 | jcox@selfstorage.com



**NEW**

## Apple Creek/Wooster, OH Call Broker for Price

- Two-Property Portfolio
- 23,089 RSF
- 183 Units
- Turnkey ownership with attractive cash ow base
- Facilities located within 10-minute drive time
- Potential to convert 11,424 SF of RV/Boat space into traditional self storage

**Kevin Friedman**

847-436-5483

kevin@hvstorage.com



**NEW**

## Smyrna, TN \$1,300,000

- Development Site
- 1.45 Acres
- 78,277 GSF
- 54,794 RSF
- 380' of frontage along S Lowry St/US Highway 41 with 18,224 AADT
- 2 access points- one on Stewart Drive and an additional on Southside Drive

**Josh Koerner & Ryan Haney**

904-591-0140

josh@coastalstorage.com

ryan@coastalstorage.com



**NEW**

## Tulsa, OK \$2,100,000

- 27,050 RSF
- 126 Units
- 1.9 Acres
- Offers investors a well-located, infill self-storage facility in the strong Tulsa MSA, a Top 55 market. The property provides efficient site design and solid operational fundamentals to accommodate on-site, remote, or hybrid management.

**Jared Jones, CCIM**

918-948-3941

jjones@selfstorage.com



**NEW**

## Amarillo, TX Call for Offers

- Offers Due 1/30/26
- 78,325 RSF
- 474 Units
- 4.03 Acres
- Class A climate and non-climate controlled storage
- Stabilized property opened in December 2022
- ~44,000 people within 3-mile radius and Medium Household Income of \$119,000

**Tyler Trahant & Chad Snyder**

817-901-7600

ttrahant@dominuscommercial.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

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

## Arizona

Benson \$1,570,000 Jeff Gorden 480-331-8880  
Lake Havasu City **SOLD** Jeff Gorden 480-331-8880  
Thatcher \$925,000 Jeff Gorden 480-331-8880  
Tucson \$1,850,000 Jeff Gorden 480-331-8880

## Arkansas

Highland \$1,100,000 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

Colorado Spgs \$3,500,000 Cole Carosella/Matthew Cox 720-909-8602

## Connecticut

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

## Florida

Arcadia \$1,950,000 Josh Koerner 904-594-0140  
Bellevue Call Broker Josh Koerner 904-594-0140  
Boynton Beach Call Broker Josh Koerner 904-594-0140  
Bradenton \$3,250,000 Josh Koerner 904-594-0140  
Cocoa \$1,800,000 Josh Koerner 904-594-0140  
Fort Pierce Call Broker Josh Koerner 904-594-0140  
Holly Hill \$2,400,000 Josh Koerner 904-594-0140  
Marianna \$2,000,000 Josh Koerner 904-594-0140  
Miami Call Broker Josh Koerner 904-594-0140  
Mims \$1,500,000 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  
Sarasota Call Broker Josh Koerner 904-594-0140  
Titusville \$3,300,000 Josh Koerner 904-594-0140  
Williston \$1,450,000 Josh Koerner 904-594-0140

## Georgia

Alma \$350,000 Ryan Haney/Josh Koerner 904-591-1556  
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  
Macon \$199,900 Ryan Haney/Josh Koerner 904-591-1556

## Idaho

McCall Call Broker Ben Vestal/Ryan Layton 509-435-2424

## Illinois

Peoria Call Broker Alex Ihrke/Tom Flannigan 612-790-3747  
Rantoul \$2,500,000 Bruce Bahrmassel 312-518-3550  
Springfield \$1,400,000 Larry Goldman/Derek Arnold 913-707-9030

## Iowa

Newton \$2,500,000 Nathan Gottlieb/Alex Ihrke 612-790-3747  
W. Burlington \$875,000 Alex Ihrke/Tom Flannigan 612-790-3747

## Kansas

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

## Louisiana

Hammond \$2,190,000 Stuart LaGroue/Bill Barnhill 251-432-1287

## Massachusetts

Eastham Call Broker 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 **SOLD** Nathan Gottlieb/Tom Flannigan 612-790-3747  
Clara City/Willmar \$850,000 Nathan Gottlieb/Tom Flannigan 612-790-3747  
Elgin **SOLD** Alex Ihrke/Tom Flannigan 612-790-3747  
Hastings \$1,000,000 Nathan Gottlieb/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  
Pass Christian \$240,000 Bill Barnhill/Stuart LaGroue 251-432-1287  
Radiant Portfolio \$3,566,000 Bill Barnhill/Stuart LaGroue 251-432-1287

## Missouri

Carrollton \$400,000 Larry Goldman 913-707-9030

## Montana

Billings **SOLD** Kim Van Delinder 406-698-6850

## New Hampshire

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

## New Jersey

Egg Harbor \$950,000 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  
Greensboro \$6,100,000 Jamey Cox 704-995-9168

## Ohio

Wooster Call Broker Kevin Friedman 847-436-5483

## Oklahoma

Broken Arrow \$6,400,000 Jared Jones 918-948-3941  
Collinsville \$4,600,000 Jared Jones 918-948-3941  
Moore \$600,000 Jared Jones 918-948-3941  
Oklahoma City \$8,000,000 Jared Jones 918-948-3941  
Stillwater \$3,200,000 Jared Jones 918-948-3941  
Tulsa \$2,100,000 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 **SOLD** Cole Carosella/Chuck Shields 720-909-8602

## South Carolina

Portfolio \$3,700,000 Josh Koerner & Jamey Cox 904-591-0140

## Tennessee

Smyrna \$1,300,000 Josh Koerner/Ryan Haney 904-591-0140

## Texas

Amarillo Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Atlanta Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Bay City **SOLD** Faith Pate/Bill Brownfield 713-805-2907  
Brownsville Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Chappell Hill Call Broker Faith Pate/Bill Brownfield 713-805-2907  
Conroe \$1,450,000 Chad Snyder/Tyler Trahan 817-813-5642  
Crandall Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Dallas Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Denison Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Odessa Call Broker Chad Snyder/Tyler Trahan 817-813-5642  
Weatherford Call Broker Chad Snyder/Tyler Trahan 817-813-5642

## Wisconsin

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

## Wyoming

Cheyenne **SOLD** Cole Carosella/Matthew Cox 720-909-8602

## RECENT SALES

Congratulations to **Ben Vestal, Cole Carosella & Matthew Cox of Argus Self Storage Advisors** who sold Diamond Self Storage in Cheyenne, WY!  
Contact the team at 720-909-8602 for details.

Congratulations to **Cole Carosella of Argus Self Storage Advisors & Chuck Shields of Beacon Commercial Real Estate** who sold Route 10 Storage in Reading, PA!  
Contact Cole at 720-909-8602 for details.

Congratulations to **Faith Pate & Bill Brownfield of MLB Commercial Real Estate** who sold World Wide Storage in Bay City, TX!  
Contact Faith at 713-805-2907 for details.

Congratulations to **Ryan Layton of AREA Commercial RE** who sold Reata Self Storage in Richland, WA!  
Contact Ryan at 509-435-2424 for details.

Congratulations to **Jeff Gorden, CCIM of KW Commercial** who sold London Mini Storage in Lake Havasu City, AZ!  
Contact Jeff at 480-331-8880 for details.

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

Congratulations to **Tom Flannigan, Alex Ihrke & Nathan Gottlieb** who sold Wild Rose Storage in Bemidji, MN, Northside Mini Storage in Elgin, MN and Premier RV & Boat Storage in Pleasant Hill, IA. 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  
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  
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 Van Delinder  
Scott King  
Ryan Layton  
Ken Miller

Argus Self Storage Advisors  
KW Commercial  
The Gorden Company  
Van Delinder 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