

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

by Ben Vestal

**A**s 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 defendable 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

**NEW**

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

- 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](mailto:darsh@gorden-group.com)



**NEW**

**Marianna, FL**  
\$2,000,000

**NEW**

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

- 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](mailto:josh@coastalstorage.com)



**NEW**

**Macon, GA**  
\$199,900

**NEW**

**Eastham, MA**  
Call Broker for Price

- 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](mailto:ryan@coastalstorage.com)



- 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](mailto:jrobinson@nainorwoodgroup.com)

**NEW**

**Hastings, MN**  
\$1,000,000

**NEW**

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

- 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**

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

**NEW**

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

- Two-Property Portfolio
- 23,089 RSF
- 183 Units
- Turnkey ownership with attractive cash flow 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**

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

**NEW**

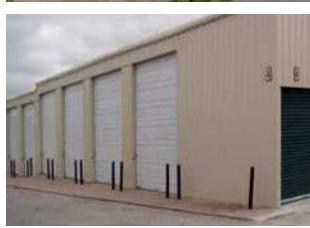
**Amarillo, TX**  
Call for Offers

- 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



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
<b>Arizona</b>			
Benson	\$1,570,000	Jeff Gorden	480-331-8880
Lake Havasu City	<b>SOLD</b>	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 Bahrmasel	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	<b>SOLD</b>	Nathan Gottlieb/Tom Flannigan	612-790-3747
Clara City/Willmar	\$850,000	Nathan Gottlieb/Tom Flannigan	612-790-3747
Elgin	<b>SOLD</b>	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	<b>SOLD</b>	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	<b>SOLD</b>	Cole Carosella/Chuck Shields	720-909-8602

**South Carolina**

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

**Tennessee**

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

**Texas**

Amarillo	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Atlanta	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Bay City	<b>SOLD</b>	Faith Pate/Bill Brownfield	713-805-2907
Brownsville	Call Broker	Chad Snyder/Tyler Trahant	817-813-5642
Chappell Hill	Call Broker	Faith Pate/Bill Brownfield	713-805-2907
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
Denison	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

**Wisconsin**

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

**Wyoming**

Cheyenne	<b>SOLD</b>	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 n 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 Bahrmasel  
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