

COLLIERS INTERNATIONAL

# SELF STORAGE

*Specialized Real Estate Services*



Accelerating success.



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# Taking the *self* out of self storage.

## ABOUT US

When it comes to navigating the road of self-storage investment, you're not in it alone—we're here for you.

Colliers International's Self Storage Group is a dominant leader in all things self-storage real estate. Through a culture of service excellence, we've brought together an experienced team of advisors with the shared purpose of accelerating our clients' success. We are strategically located in key markets throughout North America and combine our industry-specific knowledge, local expertise and integrated platform resources to support the strategic real estate objectives of our clients.

We value our clients' needs and are committed to providing the highest level of service—from keeping open and consistent communication throughout all of our dealings to producing quality marketing materials that drive interest in a property. Satisfaction is the name of our game, which is evidenced by the majority of our business stemming from repeat clients and referrals. As such, several of our clients have come to us for their advisory needs for more than 20 years and can count on us to present the facts and provide our honest opinions.

Backed by the global Colliers platform, our team shares information on transaction opportunities, market research, emerging capital sources and a database of active buyers and sellers in order to achieve optimum results that exceed client expectations. This holistic approach, combined with cutting-edge marketing techniques and local real estate knowledge, results in millions of square feet transacted annually.

# OUR SERVICES



## Acquisitions/Dispositions

Our combination of market dominance, expertise and singular focus make us uniquely effective in helping our clients achieve their acquisition and/or disposition objectives.

Whether you are selling a single asset or a national portfolio, utilize our combined resources to obtain the best market information, secure the highest price and complete the sale in the shortest period with the least contingencies. If you are looking to expand your portfolio, our local market relationships can help you identify and acquire properties that fulfill your investment goals.



## Valuation/Advisory Services

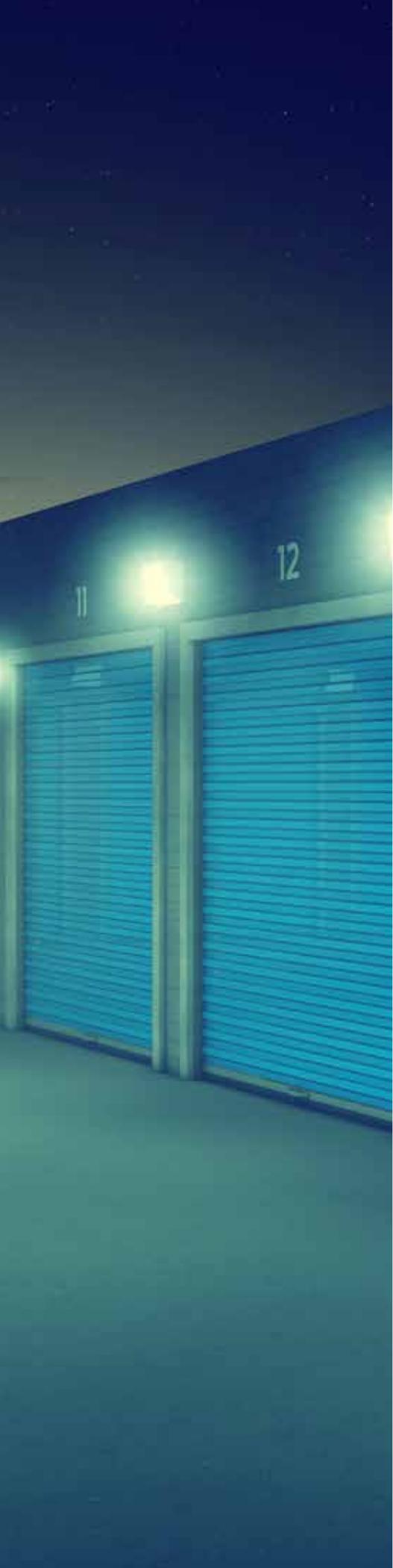
For investors, owners and lenders, a solid valuation report can be a strategic asset and make the difference in reaching a critical goal—whether it's securing a loan, closing a sale, evaluating assets or reporting to investors.

Supported by Colliers' unparalleled market intelligence and resources, our appraisals are designed to deliver insight into a property's fundamentals, its competition and the overall market dynamics affecting its value. Every report is evaluated by an experienced review team to ensure accurate, timely results.

- > **Single asset & portfolio valuations**
- > **Appraisal review & management**
- > **Lease & cost analysis**
- > **Insurance valuation**
- > **Feasibility studies**
- > **Tax appeals**
- > **Discounted cash flow analysis**
- > **Investment analysis**
- > **Highest & best-use studies**
- > **Litigation support**



# PURPOSE



## Capital Markets

We deliver real-time capital markets intelligence and financing opportunities for our clients in order to diversify risk and maximize return.

Whether your need is to buy, sell or finance, we deliver an integrated package of investment sales, debt and equity services. We work with institutional investors, property companies, asset managers, private equity firms and wealth entities to fulfill buy and sell side investment sales in addition to debt and equity placements for all asset classes.

- › Investment sales
- › Debt & equity placement
- › Market research
- › Acquisition advisory
- › Valuation & appraisal services
- › Transaction management



## Integrated Marketing

Working together, we develop targeted marketing strategies that best suits our clients' specific needs. We then call upon our innovative marketing capabilities and national database of active leads to maximize the value and accelerate the sale of each property.

- › Targeted & creative marketing
- › Print & electronic media
- › In-depth research
- › Broker/referral marketing
- › Mapping services
- › Social media
- › Mobile marketing

# PURPOSE

## OUR COMMITMENT

Your needs are our priority—we put you first.

With a combined 50 years of qualified experience in self-storage investment sales, our team has developed the market knowledge and track record to accurately price and sell each asset within 96 percent of its original list price. When you partner with the Colliers Self Storage Group, you are not only gaining exposure to the extensive database we've amassed through long-standing relationships with active buyers and sellers, but also a network of nearly 6,000 investment brokers around the country.

At the onset, we work with you to devise a customized plan of action. We then get to work in truly understanding the strengths of your property and its surrounding submarket, taking care to identify any possible challenges that may arise during the sale process. Keeping the lines of communication open, we ensure that you are kept up-to-date on all activity every step of the way.

In the fast-paced environment of self storage, your needs may quickly change from acquisition to ownership to disposition, and our experts can keep pace. We adapt to your requirements for value, security and speed, and connect across service lines to provide the right team of specialists that collaborate to achieve your goals. We work with you to preserve confidentiality, minimize disruption to tenants and prevent surprises in the due diligence process.





Colliers delivers customized, accountable and innovative solutions that result in the best customer experience.

## RECESS STORAGE

### Challenge

Recess Storage had spent more than two years working through the complex maze of entitling six self-storage sites. At a deflection point, Recess Storage was faced with the decision to build these projects or promptly take them to market while the demand for storage projects was still strong.

### Strategy

Taking the time to wholly understand the assets, the Colliers Self Storage Group developed a plan to offer the properties on the market as a single portfolio to be sold per location upon receipt of entitlements. Pricing was established that would allow experienced self-storage developers to attain a 10% yield on development after a 3-year lease-up to its fully stabilized value.

### Results

Colliers introduced the Recess Storage portfolio to the market and developed a customized marketing campaign to meet the unique needs of each asset. The team capitalized on its extensive database of self-storage contacts, creating awareness of the opportunity on both a regional and national level. Upon launching the marketing campaign, self-storage developers from across the U.S. soon began to show a strong interest.

Based on interviews conducted to determine buyer qualifications and ability to perform, Colliers advised the sellers on the optimal deal structure to ultimately ensure a successful closing.

## CIP SELF STORAGE

### Challenge

In the state Colliers found it, CIP Self Storage had been listed on the market for more than two years with another brokerage firm. The 27,450-square-foot asset was overpriced, under-marketed and in need of expert analysis that would bring to light its value and significant upside potential.

### Strategy

Equipped with a dynamic value-add proposal for the asset, the Colliers Self Storage Group propositioned the owner with the idea: an aggressive marketing campaign backed by a strategic price point could attract a buyer to the potential for higher returns.

### Results

After Colliers creatively returned CIP Self Storage to the market, the property spent just 33 days from initial campaign launch there—Trojan Storage recognized the value-add opportunity and quickly went into contract on the asset. Under new ownership, the facility was expanded to 66,000 square feet with the addition of a two-story climate-controlled building, ultimately resulting in a successful lease-up.

## EUCLID SELF STORAGE

### Challenge

The Seller of Euclid Self Storage was an out-of-state owner/operator from Atlanta, GA with minimum time to devote to management due to his many other businesses ventures. Listed on the market for two years with another brokerage firm, the property was not able to secure any legitimate offers. Storage operators were not willing to pay market value for a low performing asset. The high tenancy turnover and 60% economic occupancy was hurting performance but the property was consistently collecting more than \$30,000 annually in lien, late and administrative fees.

### Strategy

By increasing the listing price and promoting the additional income from fees and other revenue enhancers, Colliers was able to market the stabilized value add benefits to the investor. Colliers also structured a marketing campaign focused on introducing the property to investors within their national database of current owners and buyers of value add opportunity assets.

### Results

The targeted marketing campaign along with several follow-up phone calls to qualified prospects resulted in the property being sold at a 7.89% cap rate and \$1,625,000, thus exceeding the client expectations on the original listing price of \$1,575,000.

# EXPERIENCE

“ Colliers took the time to understand our goals, analyze the assets and make solid pricing recommendations that were both satisfactory and achievable in today's highly-competitive self-storage market. ”

- **Reid Hamilton, Founder**  
**RECESS STORAGE**

“ I didn't know if my self-storage property was ever going to sell until Colliers came along. Within a short time on the market, they were able to identify the right buyer who closed all cash with no financing contingency and within 2% of the list price. Thank you Colliers! ”

- **Craig Troyer, Vice President**  
**TROYER FARMS, INC.**

“ Colliers hung in through the marketing process to find the right buyer and did a beautiful job in getting the maximum price for my property. ”

- **Dennis Jasinski, Owner/Seller**  
**EUCLID SELF STORAGE**

# COLLIERS

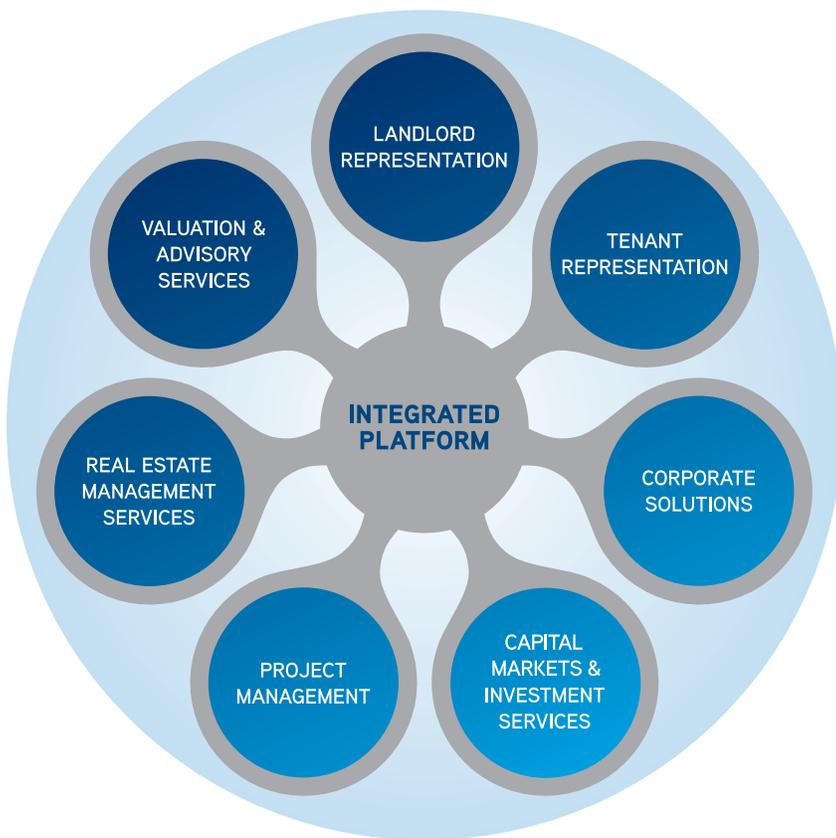
We've got you covered.



## OUR DIFFERENCE

We are enterprising. As an industry-leading global real estate company with more than 15,000 skilled professionals operating in 68 countries, what sets Colliers International apart is not what we do, but *how we do it*.

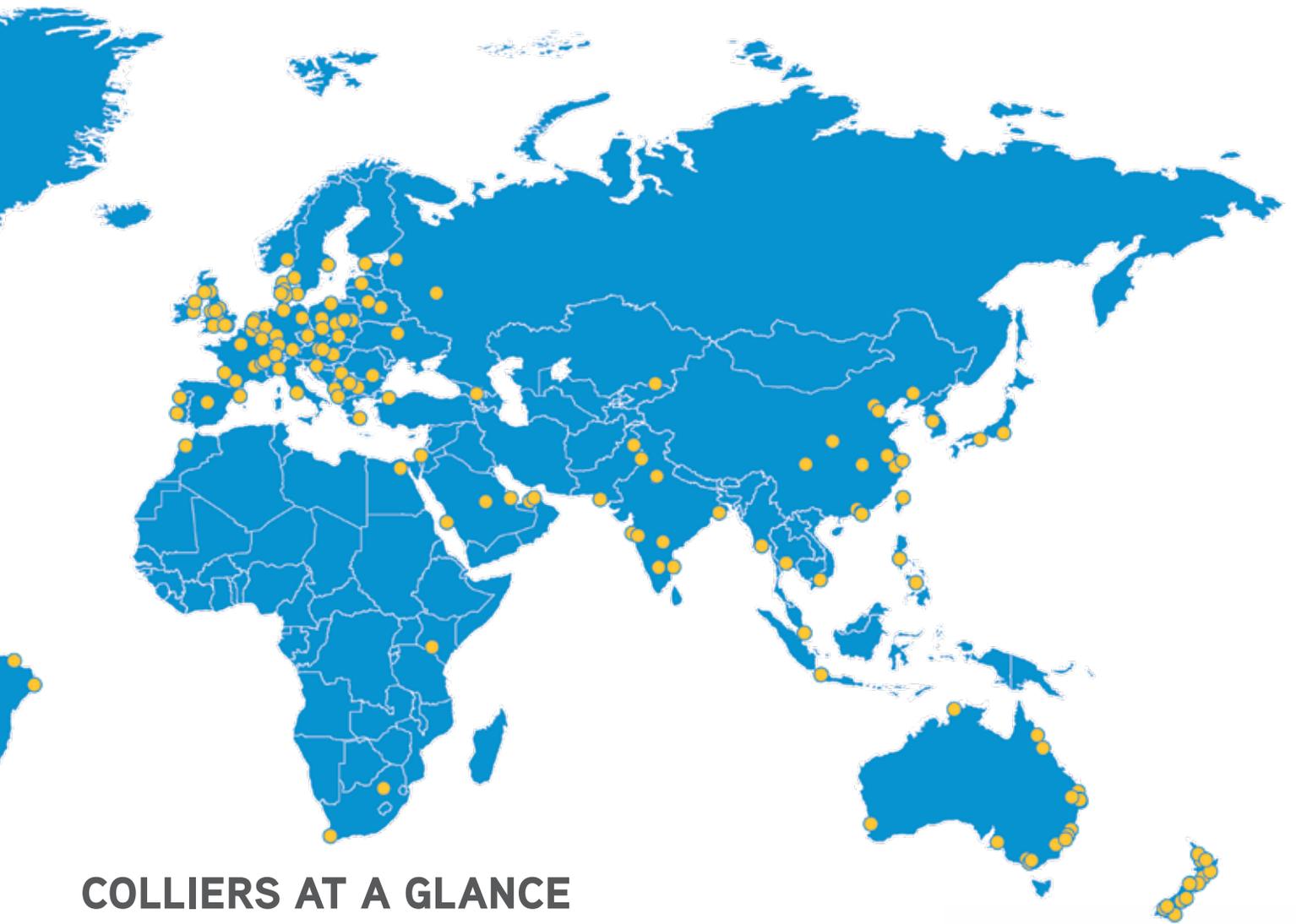
Our unique culture encourages our people to think differently, to share innovative ideas and to create effective solutions that accelerate our clients' success. Many of the world's most innovative and successful companies choose us when they need trusted, expert advice.



## OUR SERVICES

The foundation of our service is the strength and depth of our specialists. Our clients depend on our ability to draw on years of direct experience in their local markets. Our professionals know their communities and the industry inside and out. Whether you are a local firm or global organization, we provide creative solutions for all of your real estate needs.

We deliver a comprehensive portfolio of real estate services to occupiers, owners and investors across all sectors worldwide. In addition to these sectors, we provide our clients with a deep level of knowledge in specialized industries and product types including law, technology and logistics.



## COLLIERS AT A GLANCE



Comprised of  
**15,000**  
professionals



Revenue  
**\$2.6B**  
(US\$)



Managing  
**2B**  
(square feet)



Founding member of  
the World Green  
Building Council



Established in  
**68**  
countries



Lease/sale transactions  
**72,000**



Transaction value  
**\$105B**  
(US\$)



Recognized and  
ranked 12 consecutive  
years, more than any  
other real estate firm

All statistics are for 2016, are in U.S. dollars and include affiliates.



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[colliers.com/selfstorage](https://colliers.com/selfstorage)