

Strategic Assessment of the National Self-Storage Market

Background & Objectives

- The Client was an opportunistic real estate equity investor evaluating a large-scale investment in a national builder of self-storage properties across the U.S.
- The Client had limited underwriting experience in the self-storage space, and required a strategic, go-forward (5- and 10-year) outlook on the scale of the US self-storage market and evaluation of metro areas that were poised for outsized growth.

Results

- With little quality secondary market data focused on the self-storage space, TCG compiled its own database of self-storage properties across the country, characterized by size and vintage.
- TCG created a forecast model based on projected housing deliveries and job growth, both nationally and in major metropolitan areas, and identified base, downside and upside self-storage demand.
- The Client leveraged TCG's demand outlook to forecast self-storage revenue growth in support of their underwriting of the investment.

LOCATION

United States

PRODUCT

Self-Storage

CLIENT

Capital Provider