

# Table of Contents

<b>About the Author</b> .....	vii
<b>Acknowledgments</b> .....	viii
<b>Foreword</b> .....	ix
<b>Preface</b> .....	xi
<b>Chapter 1</b>	<b>Introduction</b> .....1
	What Is Self Storage? .....1
	History .....2
	Sophistication of the Asset Class .....3
	National Self Storage Trends.....9
	Valuation .....10
	Summary .....12
<b>Chapter 2</b>	<b>Self Storage Economics</b> .....13
	Trade Area Analysis .....15
	Demographic Profile of the Trade Area.....19
	Operational Trends.....25
	Self Storage Economics Summary .....32
	Applying Market Analysis Conclusions in the Highest and Best Use Analysis .....33
	Conclusions .....33

<b>Chapter 3</b>	<b>Self Storage Site and Building Descriptions.....</b>	<b>35</b>
	Sample Analysis .....	38
	Summary .....	48
<b>Chapter 4</b>	<b>The Cost Approach .....</b>	<b>49</b>
	Cost Approach Case Study: Park Self Storage ...	49
	Land Valuation .....	50
	Discussion of Adjustments .....	50
	Replacement Cost.....	53
	Entrepreneurial Incentive .....	55
	Depreciation.....	56
	Remaining Economic Life .....	56
	Cost Approach Conclusion .....	56
<b>Chapter 5</b>	<b>The Sales Comparison Approach.....</b>	<b>59</b>
	Sales Comparison Approach Case Study: Park Self Storage .....	59
	Market Data Summary .....	59
	Discussion of Comparable Sales .....	60
	Elements of Comparison .....	64
	Adjustment Grid.....	66
	Self Storage Listings .....	68
	Sales Comparison Approach Conclusion .....	69
<b>Chapter 6</b>	<b>The Income Capitalization Approach.....</b>	<b>71</b>
	Parameters of the Approach .....	71
	Potential Gross Income Estimate .....	72
	Establishing Market Rent Levels .....	73
	Other Income .....	85
	Vacancy .....	85
	Absorption.....	86
	Revenue and Expense Analysis .....	86
	Discounted Cash Flow Method .....	93
	Effective Gross Income Multiplier .....	98
	Reconciliation within the Income Capitalization Approach .....	99
	Additional Value Scenarios .....	99
<b>Chapter 7</b>	<b>Reconciliation and Reporting .....</b>	<b>101</b>
	Final Reconciliation .....	101
	Reporting .....	103
<b>Chapter 8</b>	<b>Looking Ahead .....</b>	<b>105</b>
<b>Bibliography</b> .....		<b>107</b>