



Yardi Matrix

National Self Storage Report

September 2020



Monthly Supply and Rent Recap

Self storage continues to demonstrate its resilient nature

- The real estate industry has had a tough year as COVID-19 continues to weigh on the economy. However, the self storage sector has demonstrated its resiliency to overcome economic disruptions. Street rate performance across the nation continued to improve in August, with more markets seeing positive growth on both an annual and monthly basis. While there does appear to be a slowdown in new storage development activity, this may be a welcome relief for many in the storage sector, especially in markets that have been hit heavily with new supply in recent years.

National street rate performance shows further improvement

- Despite the current COVID-19 crisis and the subsequent economic downturn, the self storage industry continues to hold its own, and street rate performance improved in August. While national street rates did contract compared to August 2019, the downward trend in annual rates slowed, and national rates saw positive growth on a month-over-month basis. Year-over-year, national street rates for 10x10 non-climate-controlled (NON CC) units decreased 0.9%, while rates for 10x10 climate-controlled (CC) units fell 3.0% compared to last year.
- Annual street rate performance was negative in roughly 61% of the top markets tracked by Yardi Matrix for 10x10 NON CC units. Year-over-year, eight markets saw positive rate growth for 10x10 NON CC units, while rates for this same unit type stayed level in four markets.
- On a national level, Yardi Matrix tracks a total of 2,163 self storage properties in various stages of development—comprising 594 under construction, 1,167 planned and 402 prospective properties. The national new-supply pipeline as a percent of existing inventory increased by 0.2% month-over-month in August, and the share of existing projects in planning and construction stages accounts for 8.8% of existing inventory.
- Yardi Matrix also maintains operational profiles for 26,167 completed self storage facilities across the United States, bringing the total data set to 28,330.