

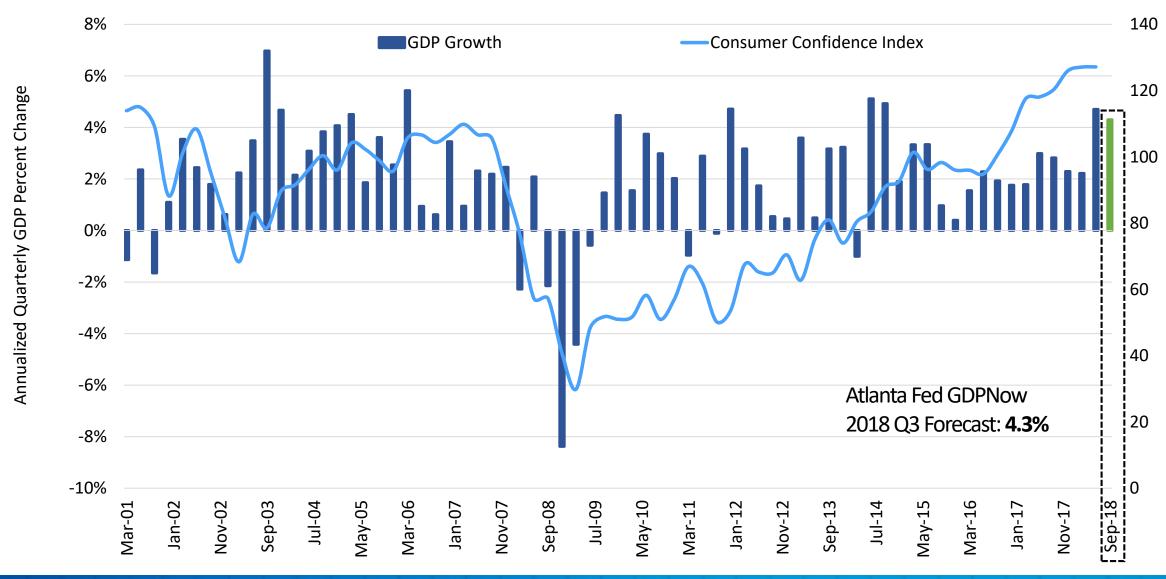
SSA Las Vegas 2018: Self Storage Market Fundamentals & Forecast

Jeff Adler Vice President, Yardi[®] Matrix



Consumer Confidence Index

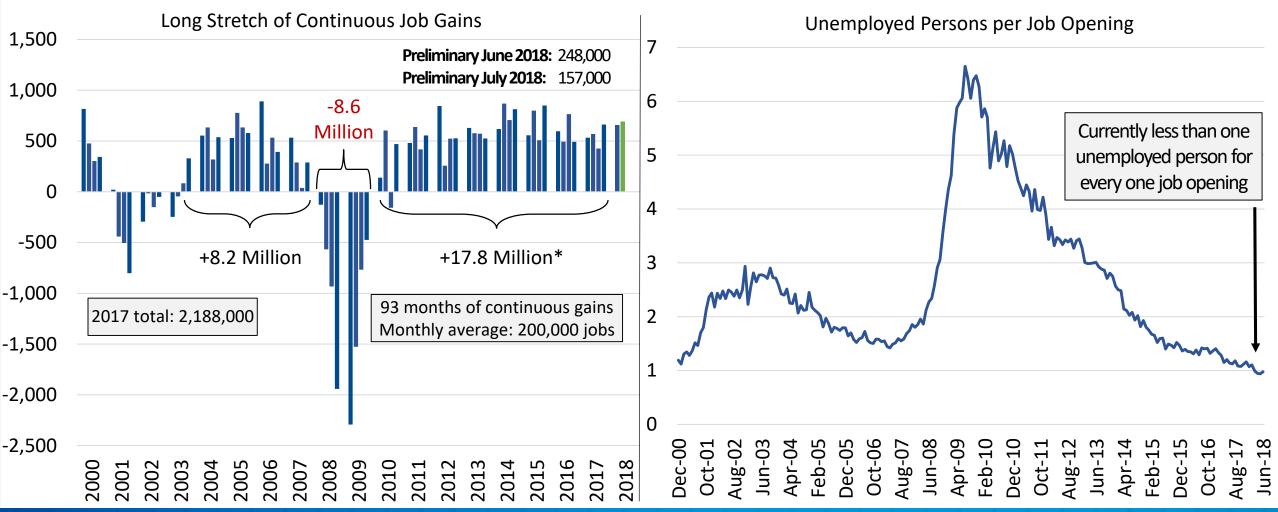
U.S. Economic Growth is Pretty Good





Tight Labor Market, Pulling People off the Sidelines

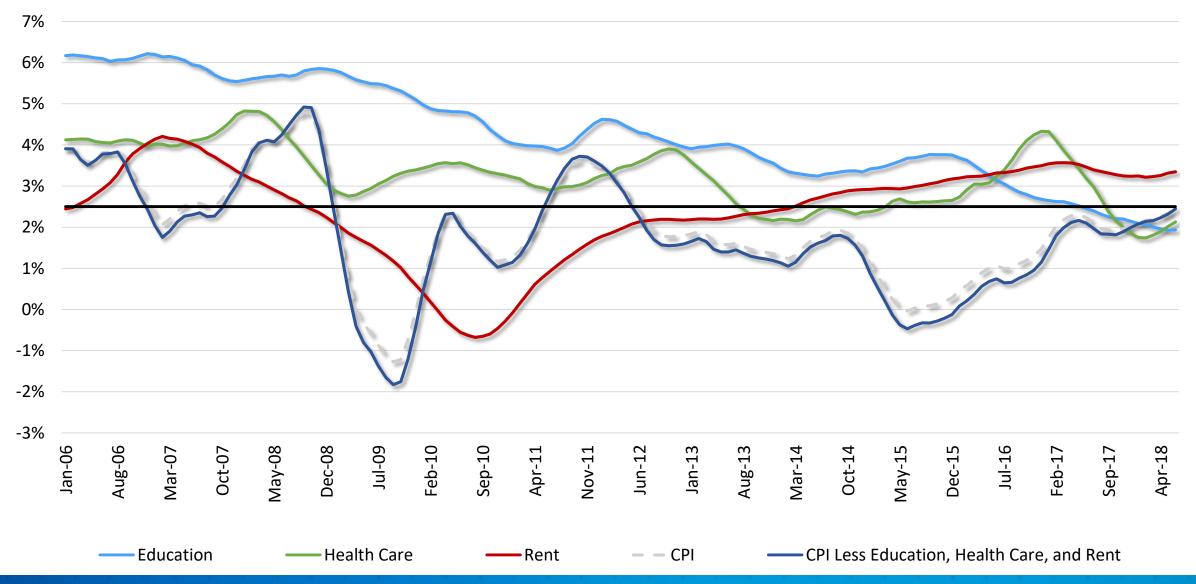
It is difficult to find labor at the right price, with the right skills, in the right city







Inflation Rising, But Unlikely to Break Out >2.5%





U.S. Federal Policy Mix is Mildly Pro-Growth

Pro-Growth

- Tax Reform
- Regulatory Relief
- Executive Orders
 - Energy
 - Finance
 - Labor Costs



Generally Positive Progress

Pro-Growth but Slow

- Infrastructure
- Education Reform
 - German Model
- Healthcare Reform



Progress in Tone, but Not Yet Substantive

Anti-Growth

- Immigration Control
- Trade Renegotiation
 - President Trump
 announced U.S. will
 impose tariffs on
 steel and aluminum
 imports



Recent Tariff Move a Potential

Drag on Growth



Job Growth is Happening in Secondary Cities

At this stage in the economy, companies are relocating and expanding in markets where their money will get them further

Charles Schwab

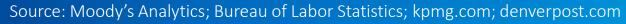
- Relocated jobs from San Francisco to lower-cost states like Texas and Colorado
- Consolidated Denver-area employees and newly relocated employees into a \$230 million campus in Lone Tree, CO
- Light rail currently being extended in part to accommodate employees and other residents drawn to the area

KPMG

- Developing \$400 million, 55-acre learning, development and innovation campus in Lake Nona outside of Orlando
- Create 330 new jobs and 800,000 sq. ft. for meeting, classroom, residential and dining facilities

Market	2016-2017 Emp. Growth	Trend
Reno	5.0%	Accelerating
Boise	4.1%	Accelerating
Nashville	3.2%	Decelerating
Orlando	3.2%	Decelerating
Austin	3.2%	Decelerating
Charlotte	2.9%	Decelerating
Las Vegas	2.9%	Decelerating
Dallas	2.8%	Decelerating
Phoenix	2.8%	Decelerating
Seattle	2.7%	Decelerating
Raleigh	2.6%	Decelerating
Portland	2.5%	Decelerating
South Bay Area	2.5%	Decelerating
Charleston	2.3%	Decelerating
Salt Lake City	2.3%	Decelerating
East Bay Area	2.3%	Decelerating
Atlanta	2.3%	Decelerating
San Francisco	2.3%	Decelerating
Sacramento	2.1%	Decelerating
Tampa	2.1%	Decelerating
Orange County	2.1%	Decelerating

Market	2016-2017 Emp. Growth	Trend
San Diego	2.0%	Decelerating
Fort Lauderdale	2.0%	Decelerating
Denver	2.0%	Decelerating
West Palm Beach	1.9%	Decelerating
Columbus	1.9%	Decelerating
New York	1.8%	Decelerating
Boston	1.7%	Decelerating
Washington DC	1.6%	Stable
Minneapolis	1.6%	Stable
Kansas City	1.6%	Decelerating
Detroit	1.6%	Decelerating
Philadelphia	1.5%	Stable
Miami	1.4%	Decelerating
ndianapolis	1.4%	Decelerating
os Angeles	1.2%	Decelerating
Newark	1.2%	Stable
Pittsburgh	1.1%	Accelerating
St. Louis	1.0%	Decelerating
Houston	0.9%	Decelerating
Chicago	0.9%	Decelerating
Milwaukee	0.3%	Decelerating





Population Growth is in Secondary Markets

With the exception of Washington DC, secondary and tertiary markets are the only ones seeing stable or rising population growth since 2015

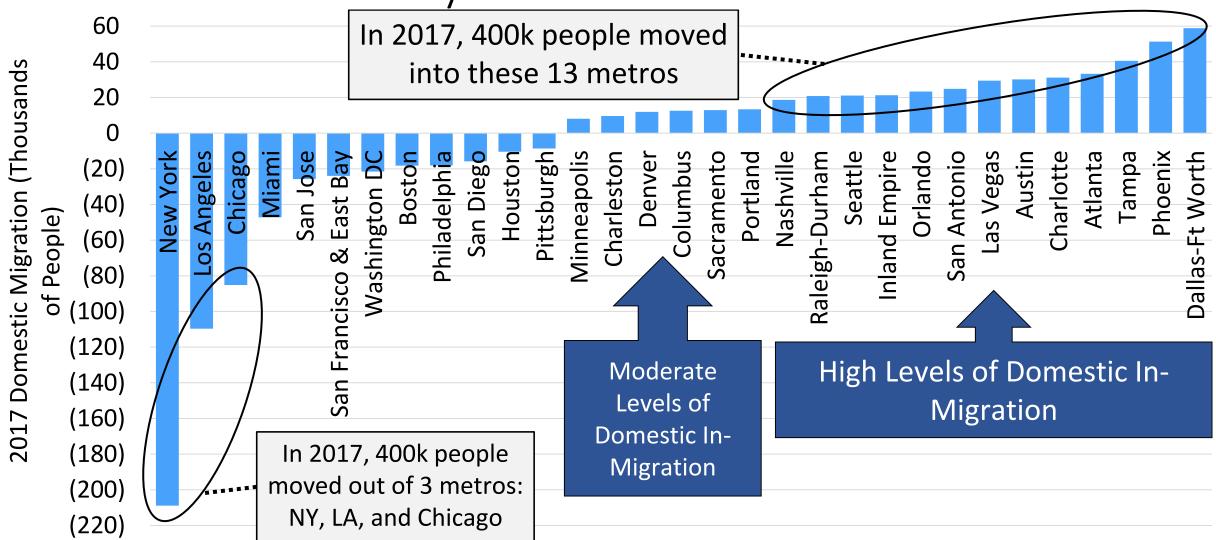
Market	2015 Pop. Growth	2016 Pop. Growth	2017 Pop. Growth	Overall Trend
New York	0.6%	0.4%	0.2%	Decelerating
Los Angeles	0.5%	0.3%	0.1%	Decelerating
Chicago	0.0%	-0.1%	-0.1%	Falling
Houston	2.6%	2.0%	1.4%	Decelerating
Washington DC	1.0%	1.0%	1.1%	Stable
Philadelphia	0.2%	0.2%	0.3%	Stable
Atlanta	1.7%	1.6%	1.5%	Decelerating
Dallas	2.2%	2.2%	2.1%	Decelerating
Boston	0.7%	0.6%	0.6%	Decelerating
Phoenix	2.0%	2.0%	1.9%	Decelerating
San Francisco	1.3%	0.9%	0.6%	Decelerating
Tampa	2.0%	2.1%	1.8%	Decelerating
Seattle	1.7%	1.9%	1.6%	Decelerating

Market	2015 Pop. Growth	2016 Pop. Growth	2017 Pop. Growth	Overall Trend
Denver	2.1%	1.6%	1.3%	Decelerating
Miami	1.2%	1.1%	0.6%	Decelerating
Newark	0.2%	0.3%	0.4%	Rising
Orlando	2.7%	2.6%	2.3%	Decelerating
Portland	1.7%	1.7%	1.2%	Decelerating
Pittsburgh	-0.3%	-0.3%	-0.3%	Steady/Negative
Austin	3.0%	3.0%	2.7%	Decelerating
Columbus	1.2%	1.2%	1.6%	Rising
Indianapolis	0.8%	0.9%	1.1%	Rising
Nashville	2.1%	2.2%	1.8%	Decelerating
Raleigh	2.4%	2.5%	2.3%	Decelerating
Salt Lake City	1.2%	1.6%	1.4%	Decelerating

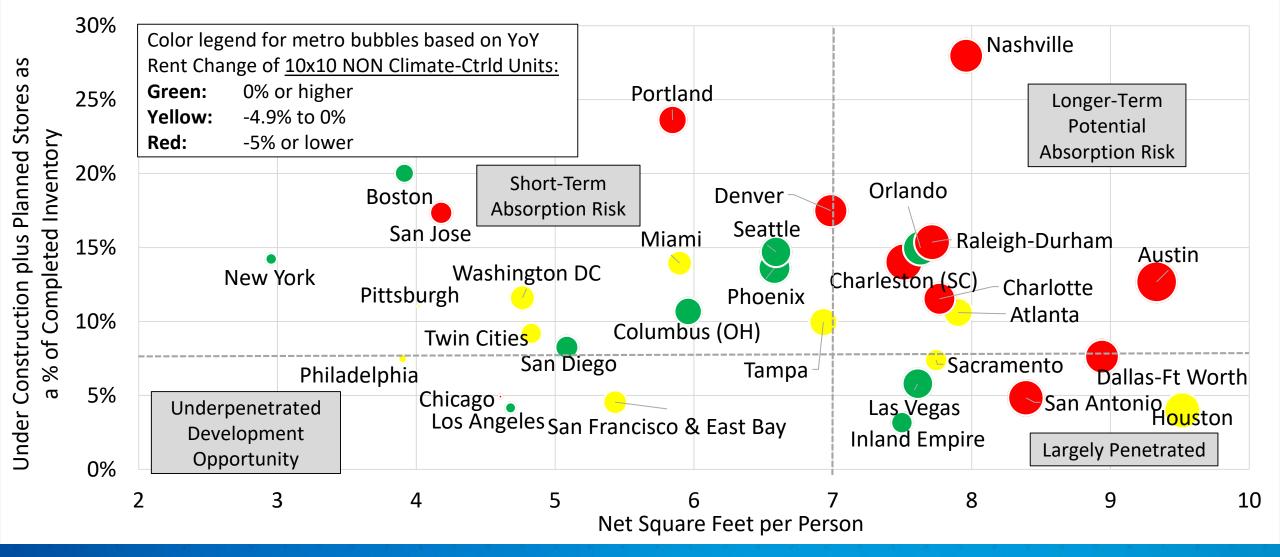
Although population is falling in Pittsburgh, the greater downtown's population expanded by 22% between 2010 and 2016



Domestic Migration Trend is Out of Gateway Metros and Into Secondary Cities



New Supply Pipeline and Completed Inventory per Capita





There is a Playbook Describing How Cities Reach Take-Off Velocity as a Tech Hub

All existing tech markets have these characteristics to some degree

Public and Private Partnerships

Business Friendly Environment

Community and Amenities that Retain and Draw in Talent

Educated Workforce





Columbus, OH

Public and Private Partnerships

- Many public and private entities partnered for massive development along both sides of the Scioto River
 - Columbus Downtown Development Corporation (CDDC), Columbus Center of Science and Industry (COSI), State of Ohio, civic and community leaders
- Public and private entities are also teaming to revitalize the previously struggling Milo-Grogan area

Business Friendly Environment

STATE RANK - #14

 State and city tax credits and incentive packages encouraging retention and expansion of companies in the Columbus area, including Koorsen Fire & Security (25 jobs), Matic Insurance Services (50 jobs), Accenture plc (200 jobs)

Community and Amenities that Retain and Draw in Talent

- Open parks, walkways and bike paths, restaurants, museums, a band shell, fountain, carousel, etc. along both sides of the Scioto River
- Development of an 18-hour mixed-use district, with 1,700 residential units, 800,000 sq. ft. of office, 150,000 sq. ft. of restaurant and retail space, and a 150-room boutique hotel

Educated Workforce

University	Approx. Enrollment 2017
Ohio State University	66,444
Ohio University	29,712
Miami University	19,452
Kent State University	28,972
University of Dayton	10,803



What's Going on in Columbus?

- Accenture Plc named Columbus one of 14 U.S. innovation hubs for the global IT consulting firm
 - Adding 200 jobs by end of 2020
- Koorsen Fire & Security
 - Adding 14,000 sq. ft., 25 jobs, and \$1 million to payroll
 - Ohio Tax Credit Authority approved a 0.991%, five-year tax credit
- Matic Insurance Services Inc.
 - \$400,000 expansion of call center into administrative office 50 new jobs by 2020
 - Utilizing state and city incentive packages
- JP Morgan Chase, Honda, Huntington Bank large employers
- Milo-Grogan area near downtown is emerging thanks manufacturing hub
 - Public-private partnership transforming the neighborhood
 - New housing, improved infrastructure and neighborhood, job training and employment resources
- Development along the Scioto River
 - Accessible urban amenity for Downtown's residents, professionals and visitors
 - Center of Science and Industry and National Veterans Memorial and Museum
 - Scioto Peninsula Park and Garage 6.5-acre park and 600-space underground parking garage
 - 18-Hour Mixed-Use District
 - Planned 1,700 residential units, 800,000 sq. ft. of office, 150,000 sq. ft. of restaurant and retail, hotel
 - Franklintown multimillion-dollar housing, retail and office developments in the works
 - Scioto Mile
 - Reconnected downtown to the Scioto River with parks, boulevards, bikeways, and pedestrian paths
 - John W. Galbreath Bicentennial Park 15,000 sq. ft. fountain, band shell, restaurants
 - Scioto Greenways 33 acres of new urban greenspace
 - Columbus Commons 6 acre park: gardens, performance stage, carousel, outdoor reading room,
 NEOS play system, Bocce ball courts, two cafes



Market	Avg. Rent - Dec 2017	
Columbus	\$919	
Chicago	\$1,429	
Washington DC	\$1,734	

7,576,592 passengers flew in and out of John Glenn Columbus International Airport in 2017

79,828,183 passengers flew in and out of O'Hare International Airport in 2017

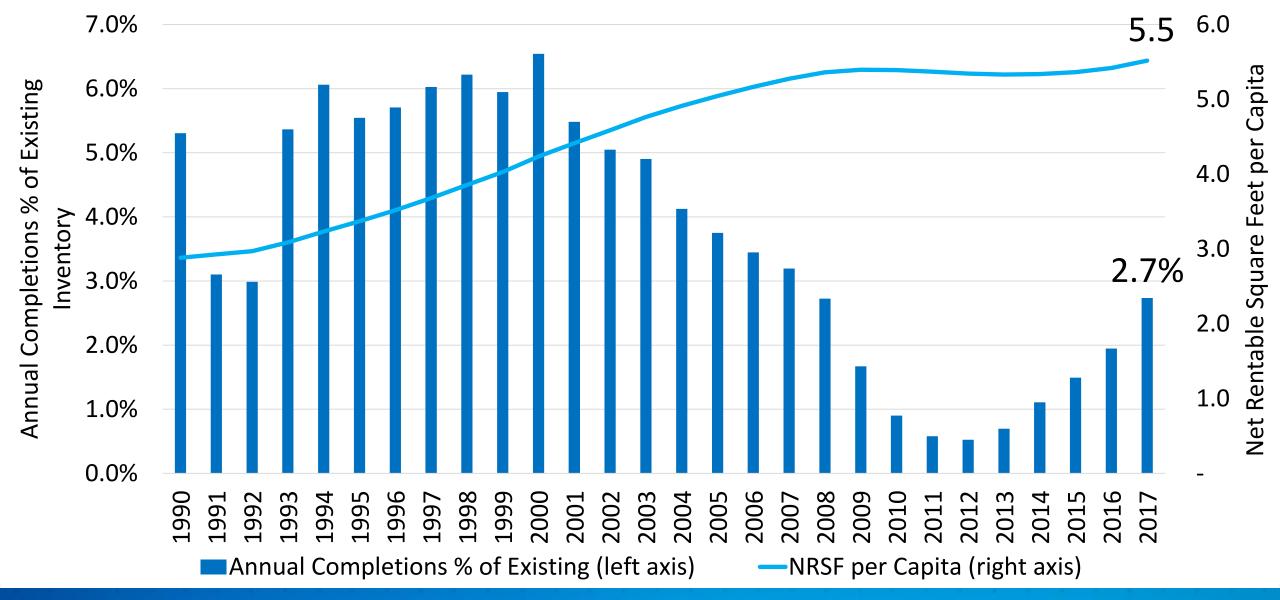
23,928,248 passengers flew in and out of Ronald Reagan Washington National Airport in 2017

35 multi-family transactions valued at \$393 million in 2017



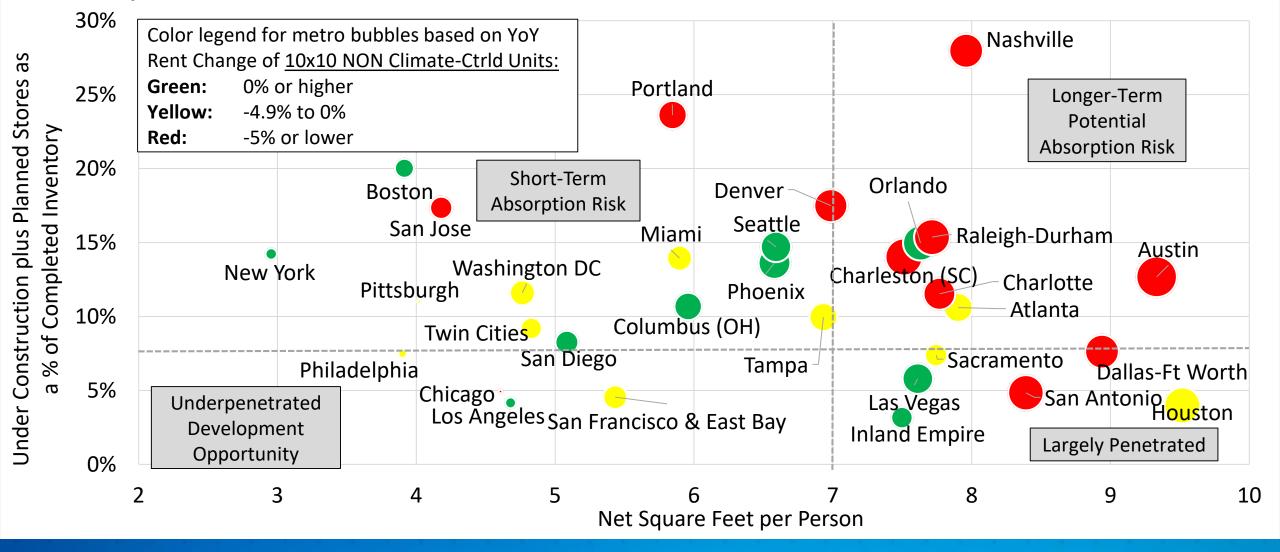


Total US Self Storage Deliveries: 1990 to 2017





New Supply Pipeline and Completed Inventory per Capita





Year-Over-Year Street Rate Summary for Primary Unit Types

Metro	Avg Metro Rent 10'x10' (non cc)	10'x10' (non cc)	10'x10' (cc)
NATIONAL	\$118	-3%	-2%
Las Vegas	\$100	11%	8%
Phoenix	\$104	5%	-1%
New York	\$174	4%	1%
Inland Empire	\$109	3%	7%
Seattle	\$155	2%	-5%
San Diego	\$158	1%	1%
Boston	\$150	1%	3%
Los Angeles	\$182	1%	-1%
Columbus (OH)	\$86	0%	-4%
Orlando	\$105	0%	-2%
Pittsburgh	\$119	-1%	-5%
Tampa	\$115	-1%	0%
Atlanta	\$101	-1%	0%
San Francisco & East Bay	\$193	-2%	2%
Philadelphia	\$121	-2%	1%

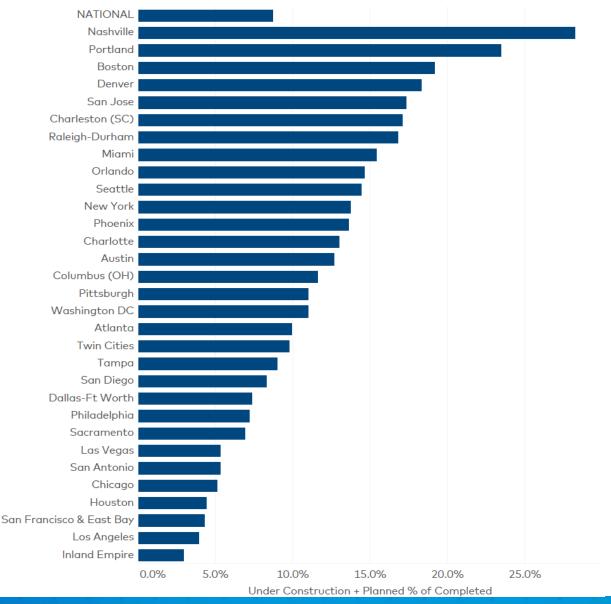
Metro	Avg Metro Rent 10'x10' (non cc)	10'x10' (non cc)	10'x10' (cc)
Miami	\$139	-2%	-4%
Sacramento	\$134	-3%	4%
Washington DC	\$147	-4%	2%
Minneapolis	\$118	-4%	0%
Houston	\$89	-4%	-3%
Chicago	\$102	-6%	-2%
Nashville	\$114	-6%	-2%
Charleston (SC)	\$108	-6%	-9%
Austin	\$101	-6%	-7%
Dallas - Ft Worth	\$99	-7%	-4%
Portland	\$152	-7%	-6%
San Antonio	\$100	-7%	-3%
Raleigh - Durham	\$95	-8%	-12%
Charlotte	\$89	-8%	-3%
San Jose	\$186	-8%	-4%
Denver	\$128	-9%	-6%

Source: Yardi® Matrix



New Supply Heaviest in Domestic Migration Favorites

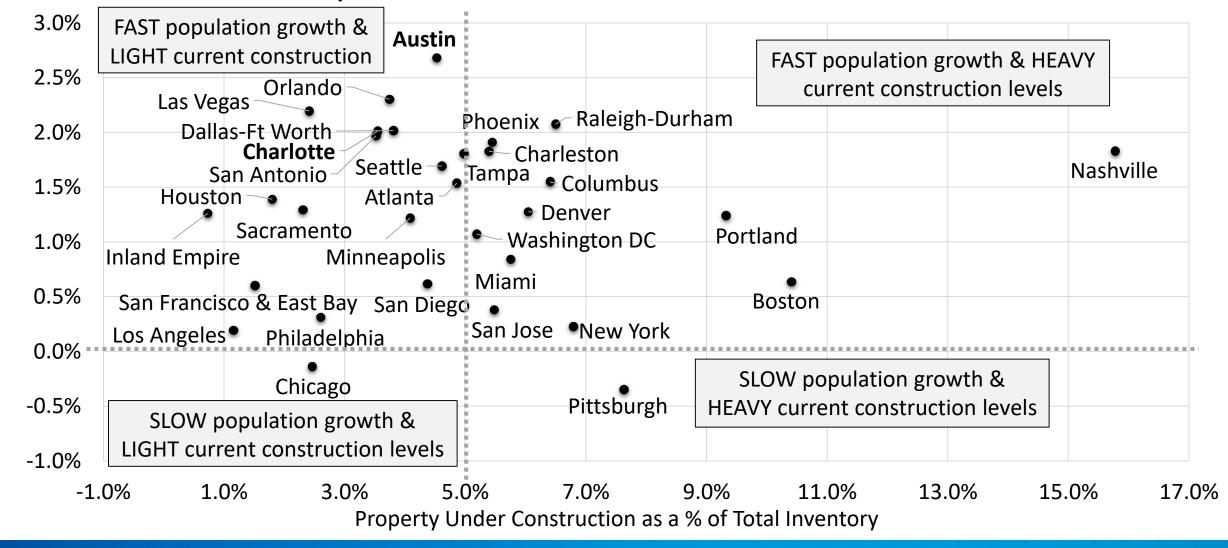






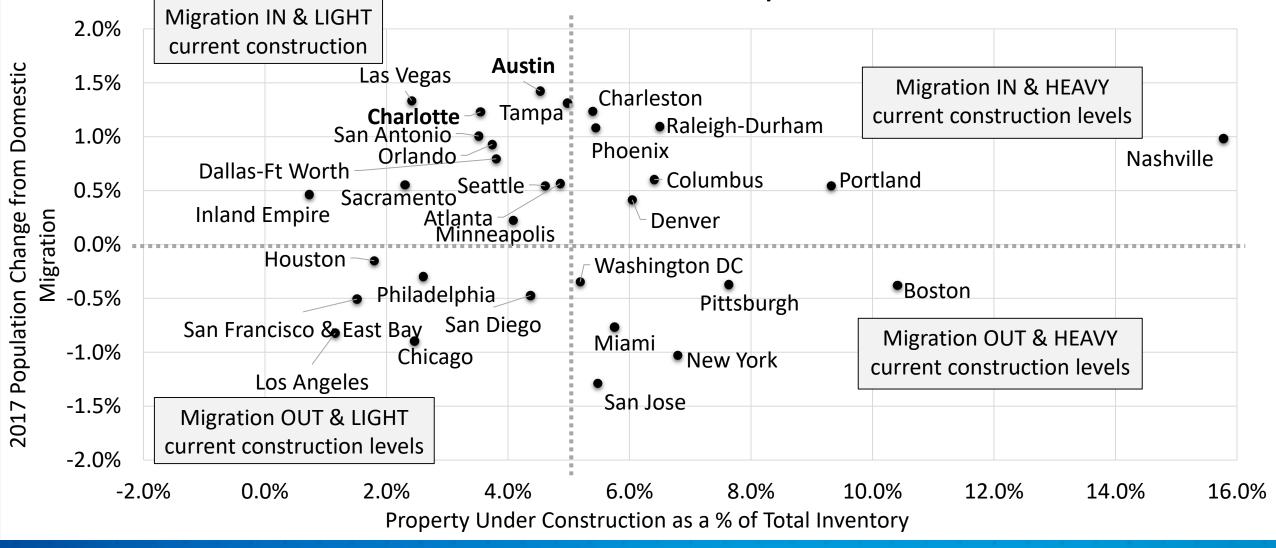


2017 Population Growth vs. Under Construction % of Total Inventory





2017 Domestic Migration Growth vs. Under Construction % of Total Inventory





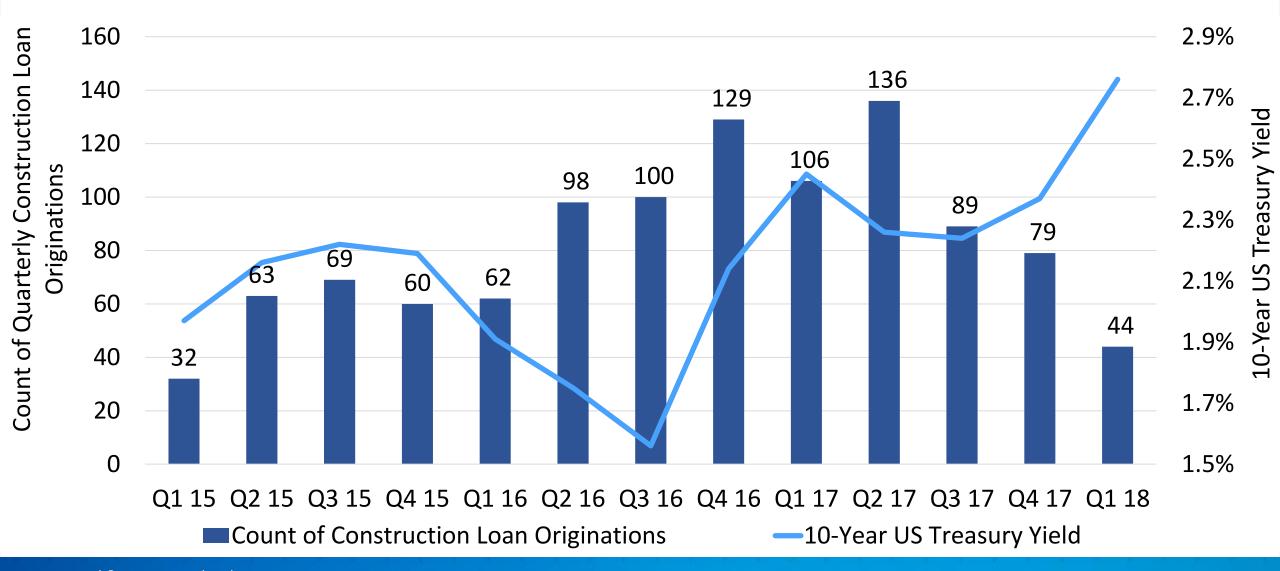
Today's Most Attractive Metros & Current Self Storage Drivers

- The most attractive self storage metros currently are:
 - 1. Las Vegas (2017 tax changes are moving Californians to Nevada in accelerating numbers)
 - 2. Tampa
 - 3. Phoenix
 - 4. Orlando
 - 5. Columbus
- Domestic migration is accelerating out of New York, California, and Chicago toward secondary cities in the West and South (2017 tax law changes are driving domestic migration)



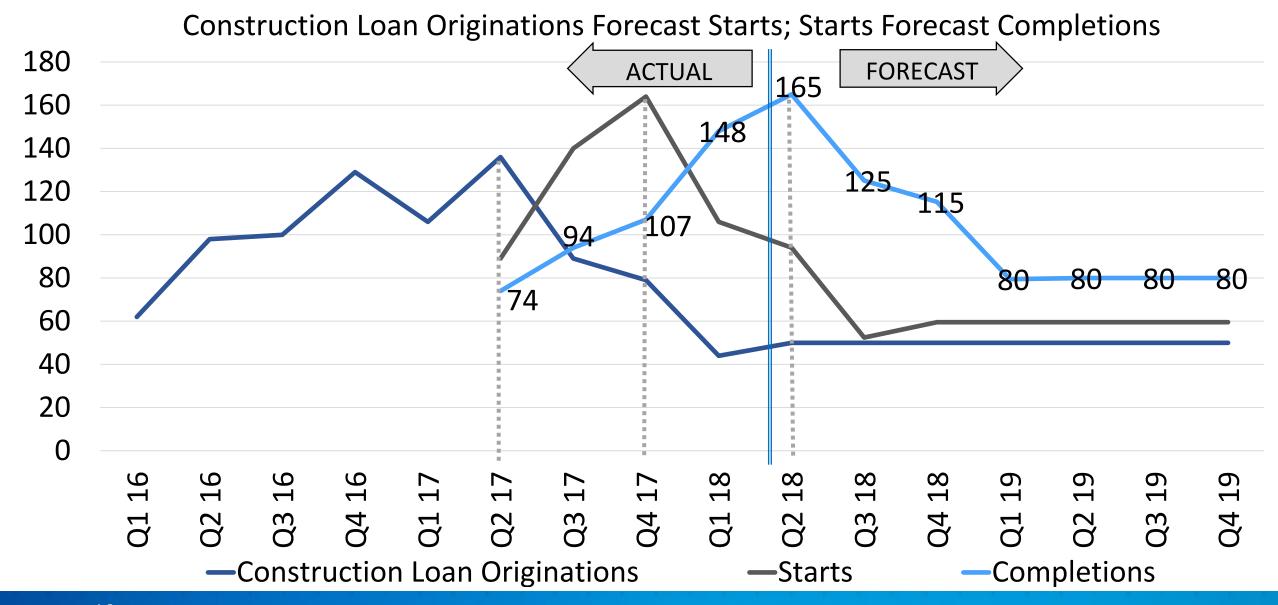


New Loans Peaked in Q2 2017 as Interest Rates Increased

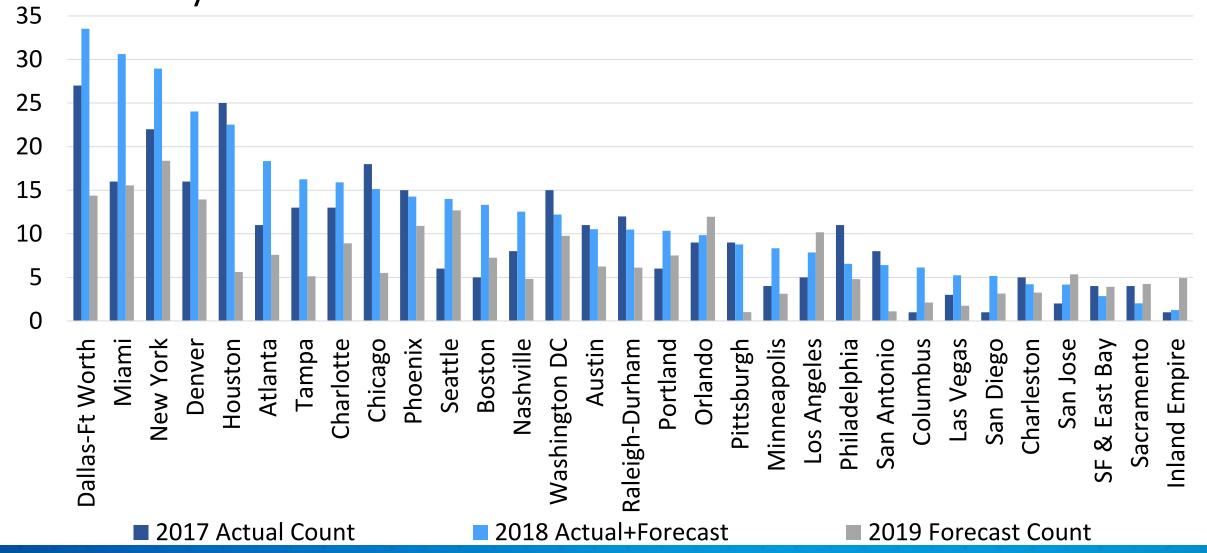




Self Storage Investment Cycle

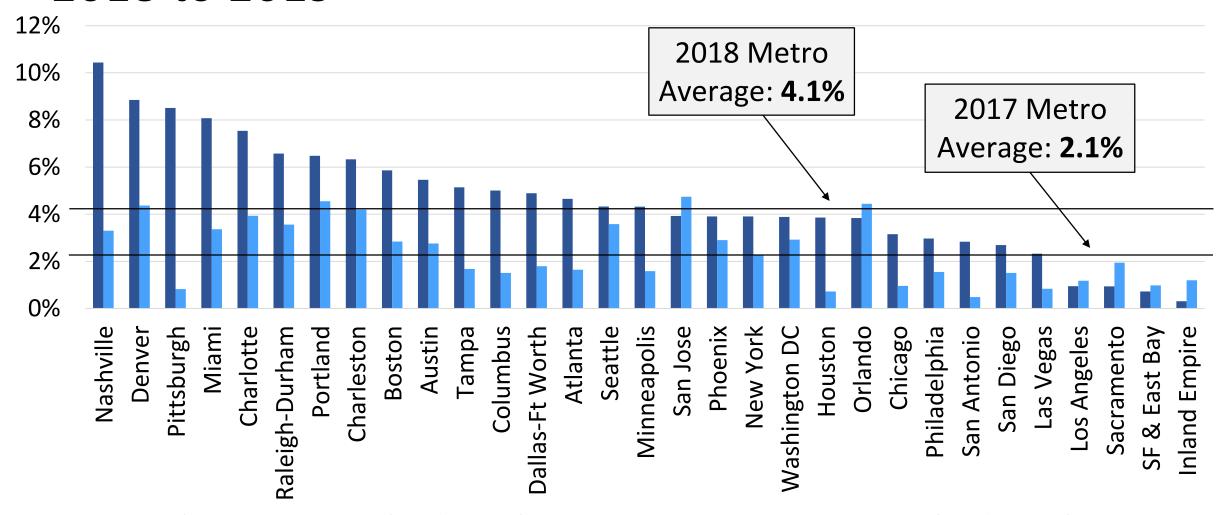


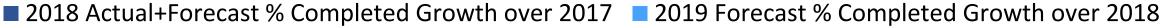
2019 Store Completions Forecasted to Decrease Notably in Texas Metros





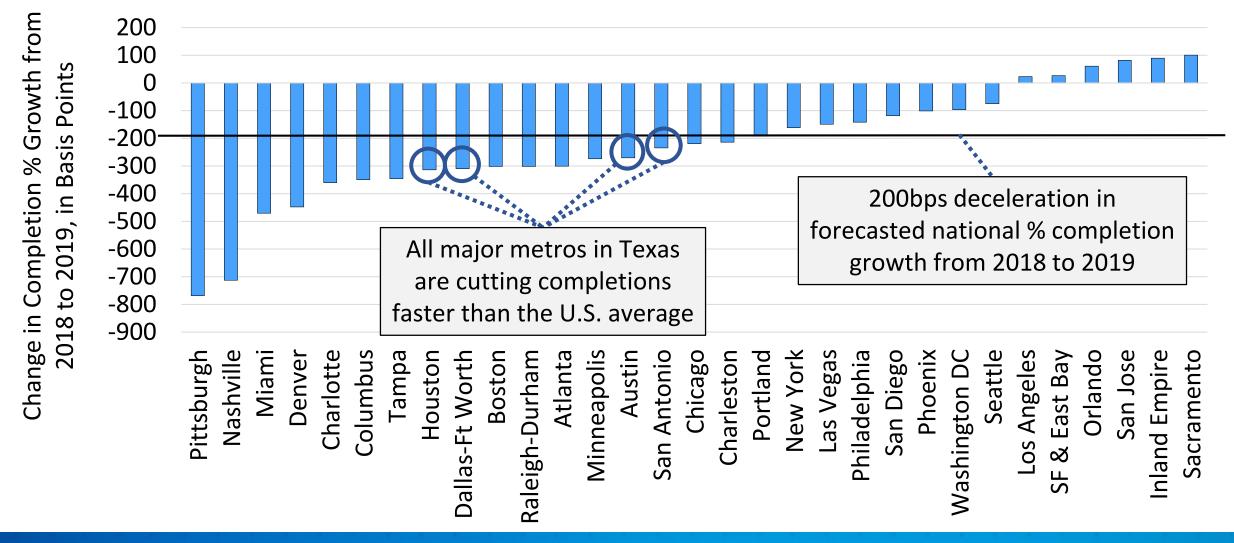
Completion Growth % Forecasted to Decrease from 2018 to 2019







Completion Growth as a % of Existing Inventory Decelerates from 4.1% in 2018 to 2.1% in 2019



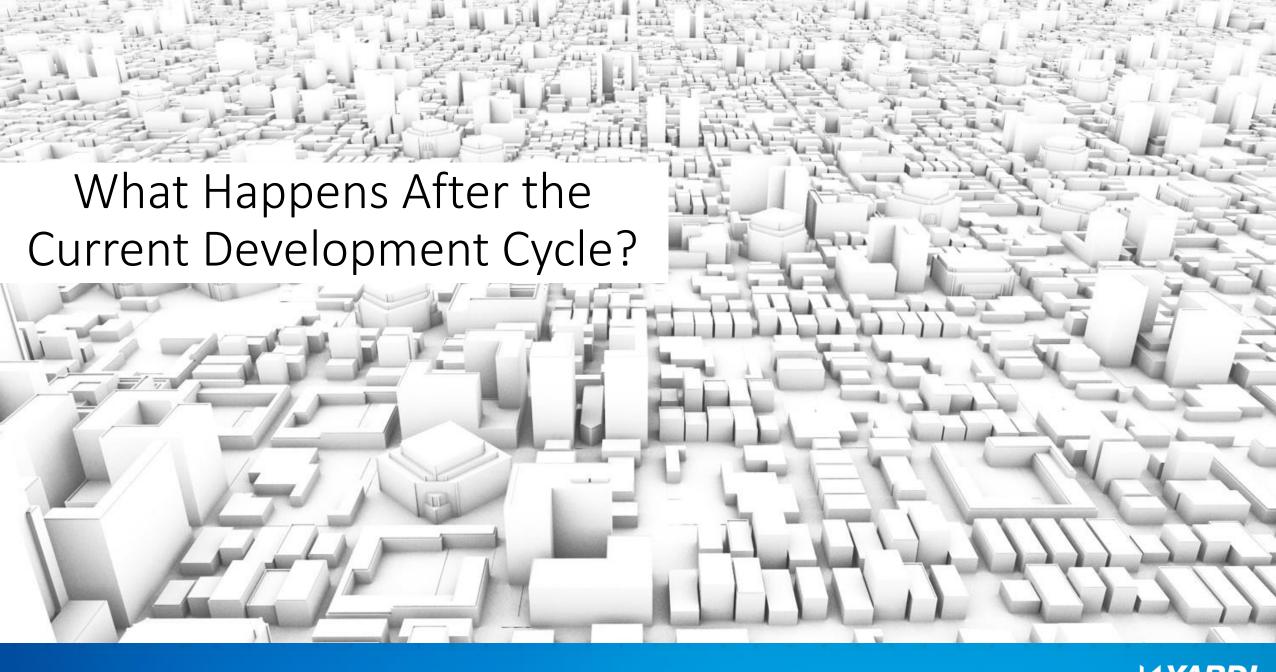




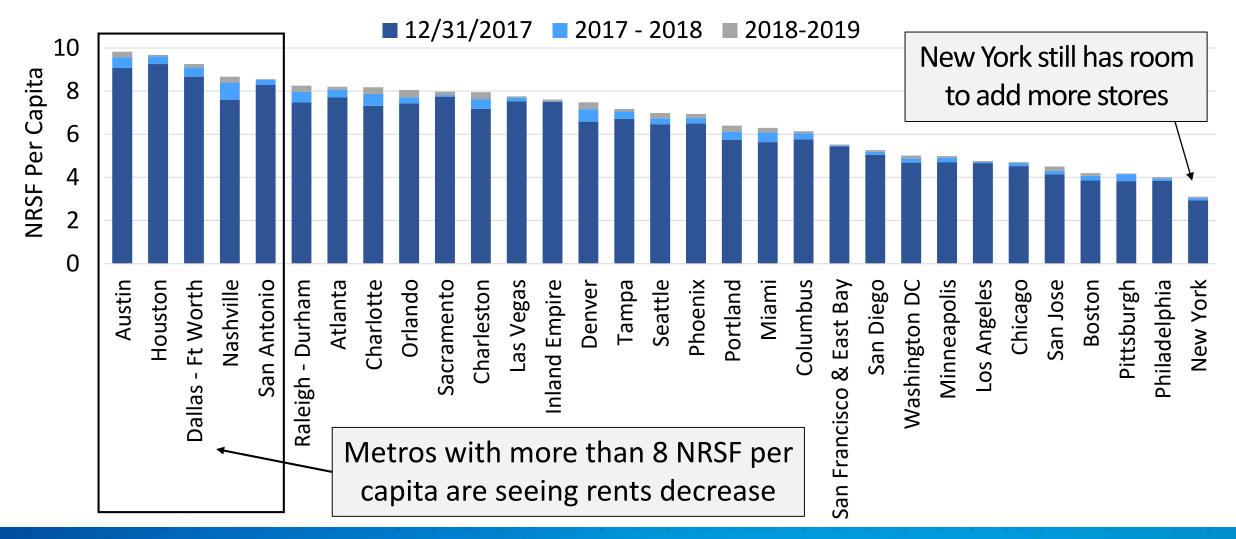
New Store Deliveries are Currently Peaking and Will Decrease by Late 2019

- Construction Loans and Starts Are Past Peak:
 - The number of construction loan originations in self storage peaked during Summer 2017 (for reference, multifamily construction loan originations peaked in Fall 2016)
 - Storage construction starts peaked in Fall 2017
 - Storage completions are currently peaking and will decrease notably between now and the end of 2019
- Metros have already started reducing the number of new Planned stores:
 - Miami and Pittsburgh are cancelling new projects because domestic outmigration is accelerating
 - Texas, Nashville, and Denver are reducing future projects because of heavy current deliveries and fully-penetrated storage statistics





Where Do We Go From Here? Forecast of NRSF per Capita at Year-End 2017, 2018 & 2019



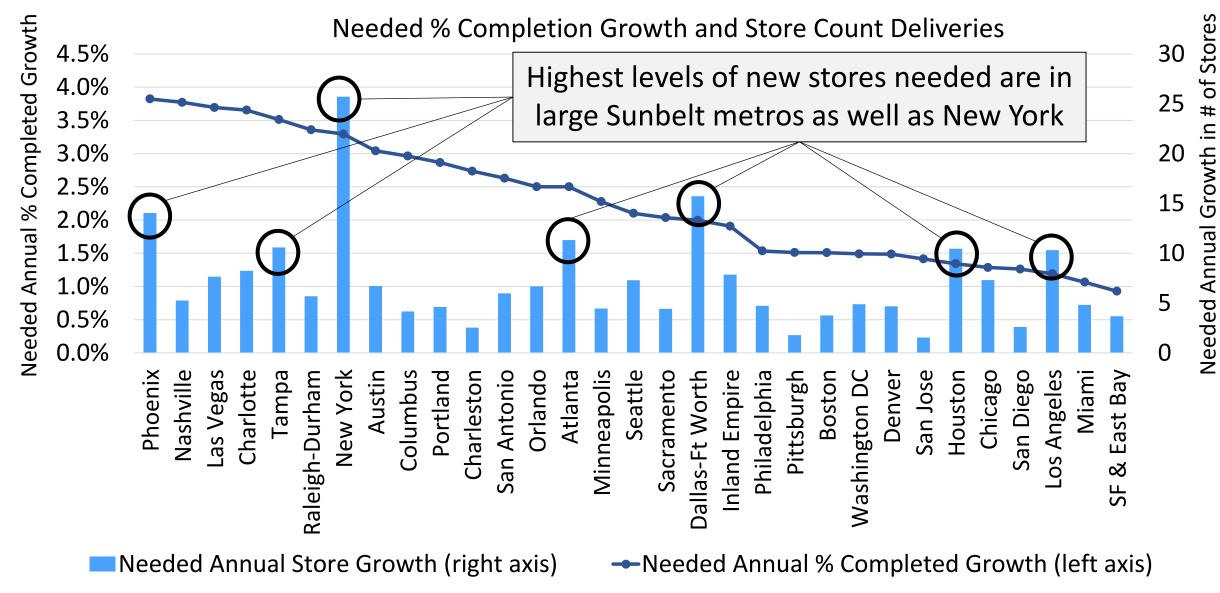


Estimating Average Demand based on Metro Population and Domestic Migration

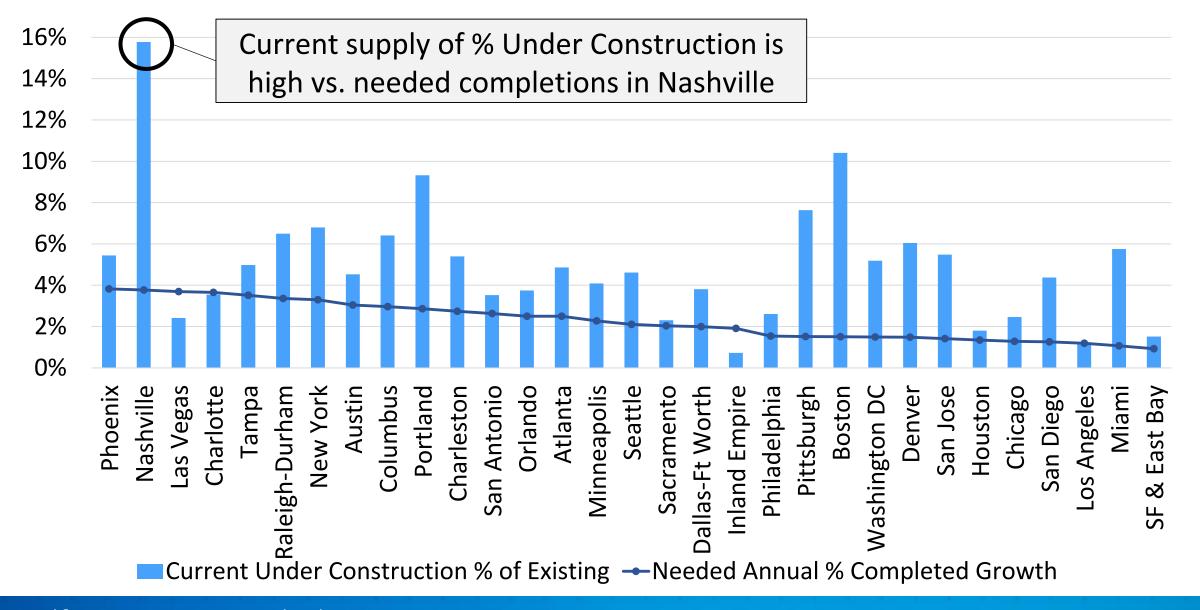
- Approximately half of storage customers are in the process of moving while the other half are longer-term users
 - Approximately 5,000 new movers to an area will necessitate the building of one new storage facility per year to meet demand from domestic migration
 - Total metro population of 1.0 to 1.5 million will necessitate the building of one new store per year to meet needs for replacement and upgrade of older existing inventory
- Austin is a simple example needing around 7 new stores per year
 - 2 million in metro population need about 2 new replacement stores per year
 - Austin is averaging about 25,000 domestic migrants per year, which will require
 5 additional new stores annually to meet demand from movers



Long-Run Annual New Store Demand – First Cut



Long-Run Annual % Demand vs. % Under Construction





Self Storage Investment Outlook in One Slide:

- New supply levels are currently at peak completions for this cycle. New store deliveries will peak in 2018 or early 2019 and decrease notably by late 2019
- Heavy new supply pressure is causing owners to discount street rates in order to meet occupancy targets
- Metros in Texas, North Carolina, and Tennessee are reducing the number of future stores for delivery due to rent discounting and slow lease-up—but after the current development wave ends these metros could see rents improve due to demand from strong domestic in-migration
- The most attractive metros currently tend to be retirement destinations in the Desert Southwest (e.g., Las Vegas), coastal areas of Florida and the Southeast (e.g. Tampa to Daytona), and smaller mountain metros in the Appalachians and Rockies (e.g., Boise)



Next Steps with Yardi® Matrix

Want to explore deeper? Call us:

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APPENDIX





Yardi® Matrix Self Storage Coverage Statistics



133 US Markets
Covered (top ~100 US metros)

> 85% of US pop.

> 26k stores



26,600 properties total

24,500 completed stores

2,100 facilities tracked through development process



1.5 billion net square feet

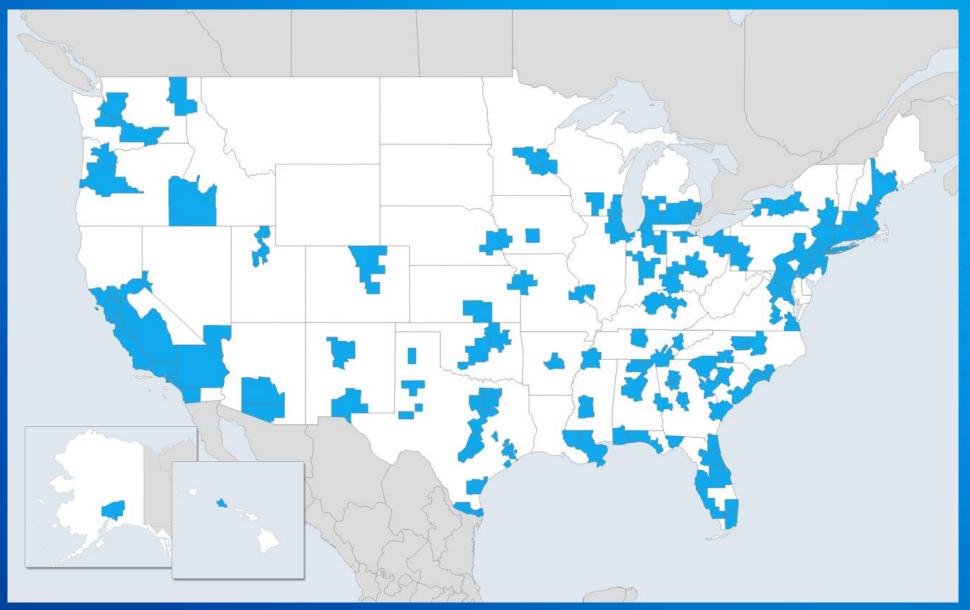
Completed inventory of 1.3 billion net square feet and 160 million square feet under construction, planned and prospective



Institutional Research

~45 full-time staff dedicated to surveying, analyzing and publishing on self storage

Yardi® Matrix Self Storage Covers 133 Urban Markets



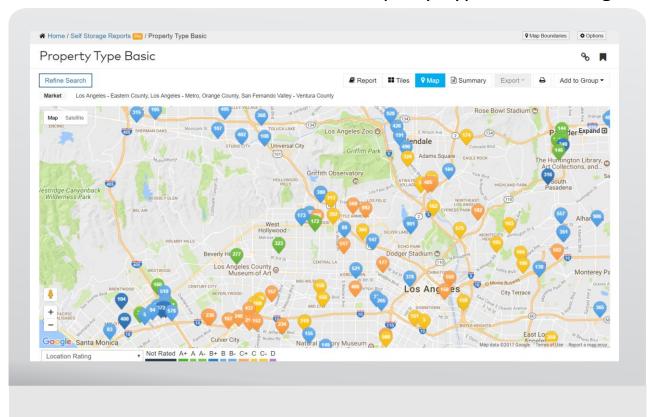


Yardi® Matrix Self Storage: Bringing Big Data to You

Complete survey of US self storage

- True ownership and contact information
- New supply tracking of under construction, planned and prospective stores
- Rent comps and sales transaction data
- In-place loans, maturity dates, lender and originator
- Total finished inventory >25,000 sq. ft.
- Demographic data in 1, 3 & 5 mile radii
- Fully interactive search functionality and reporting capabilities

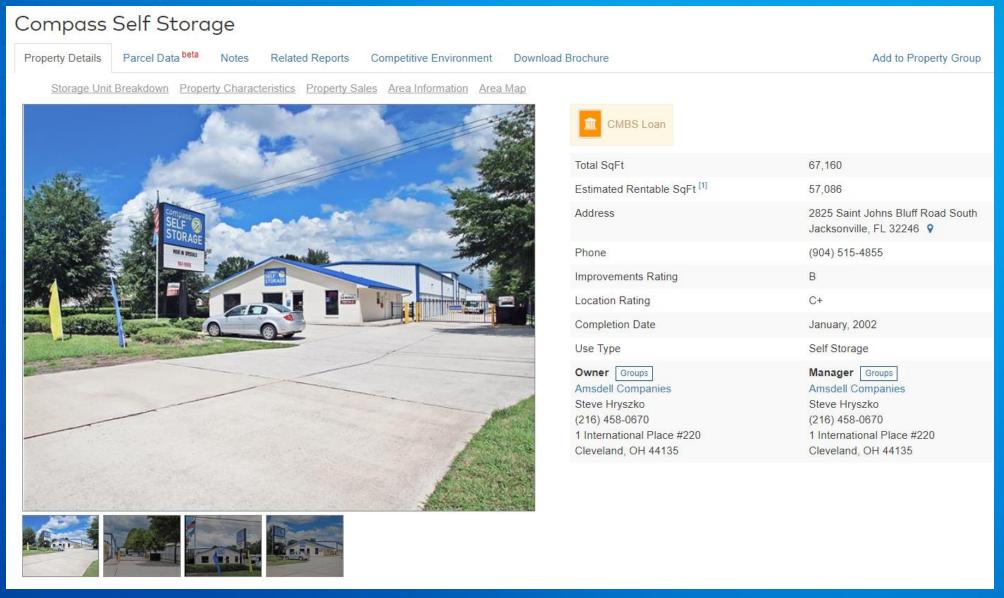
Visit us at: www.YardiMatrix.com/Property-Types/Self-Storage





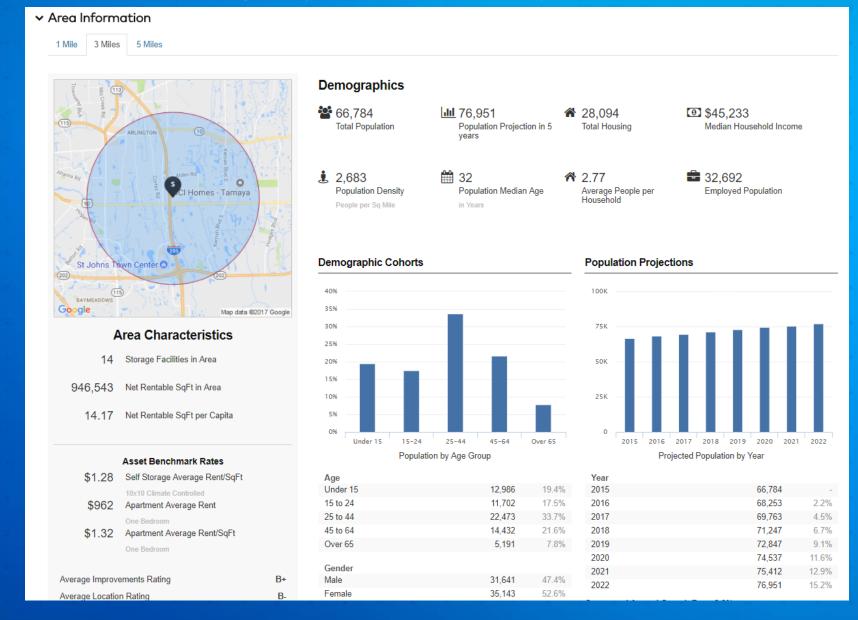


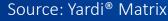
Typical Property Record (Partial)





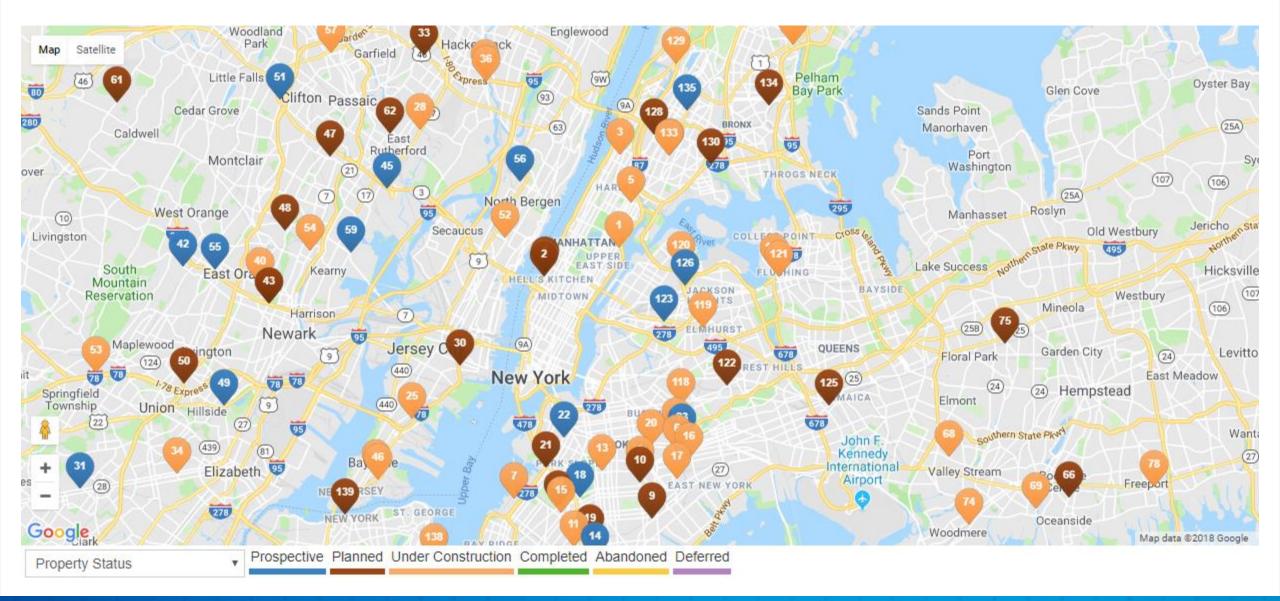
Submarket Demographics: Complete and Interactive







New York Metro: Current New Supply Pipeline









Where Do We Get Our Data? Original Research Sources and Methods: 100% of Stores Confirmed

PRIMARY:
Plans directly
from builders
and
municipalities

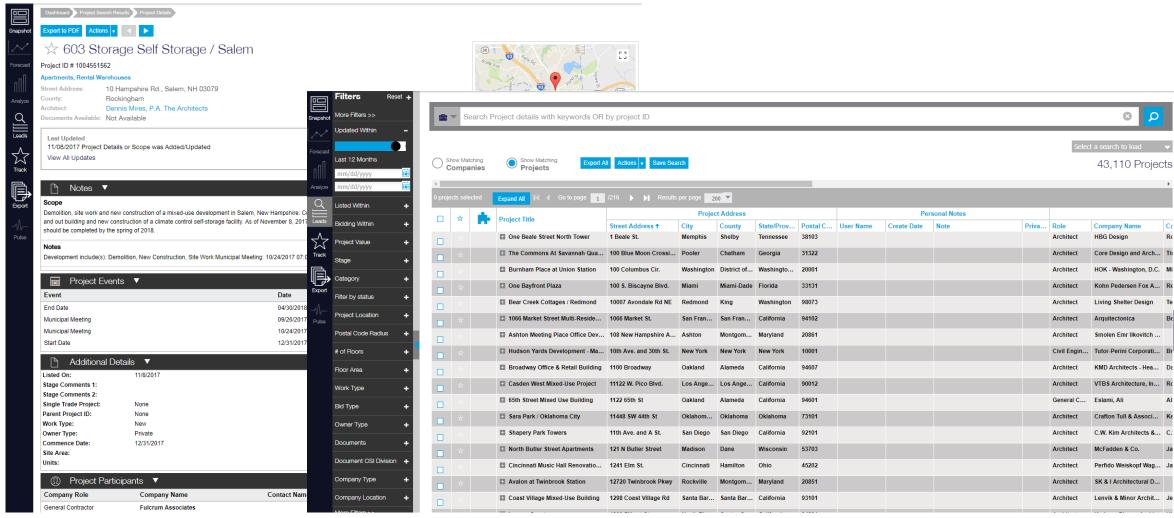
SECONDARY:
Published news
about developments

Exhaustive Sourcing & 100% Confirmed

TERTIARY:
Direct updates
from
properties

Generating Leads - Primary Sources

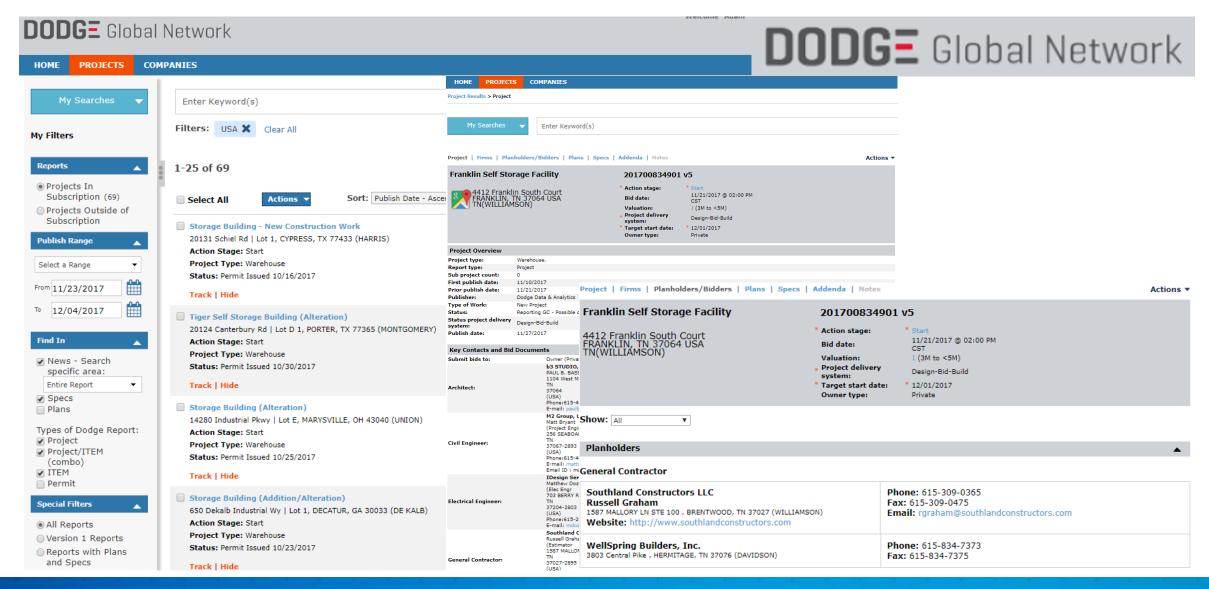








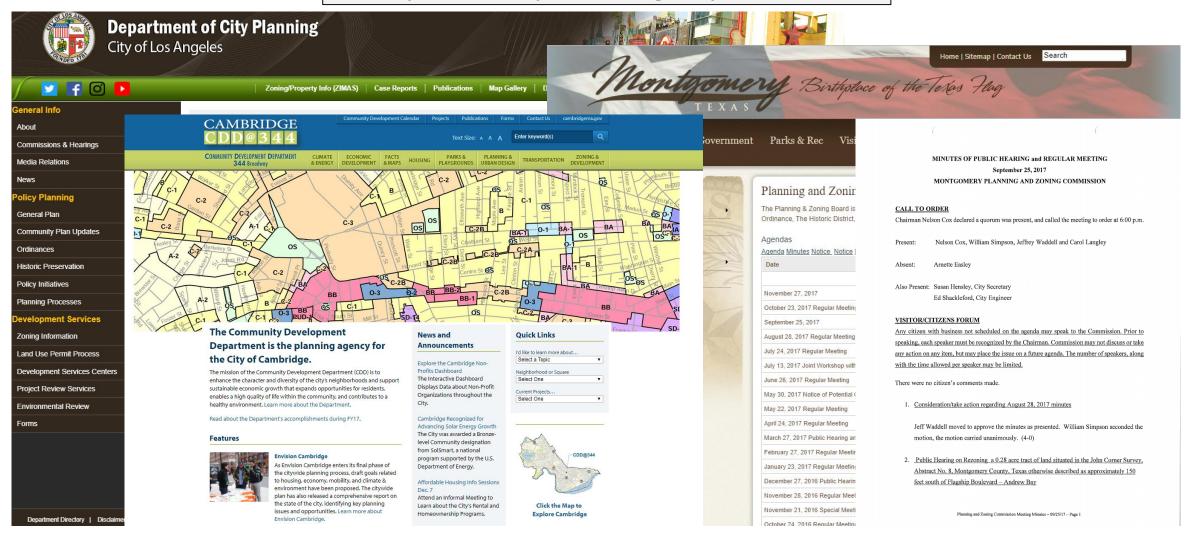
Generating Leads - Primary Sources





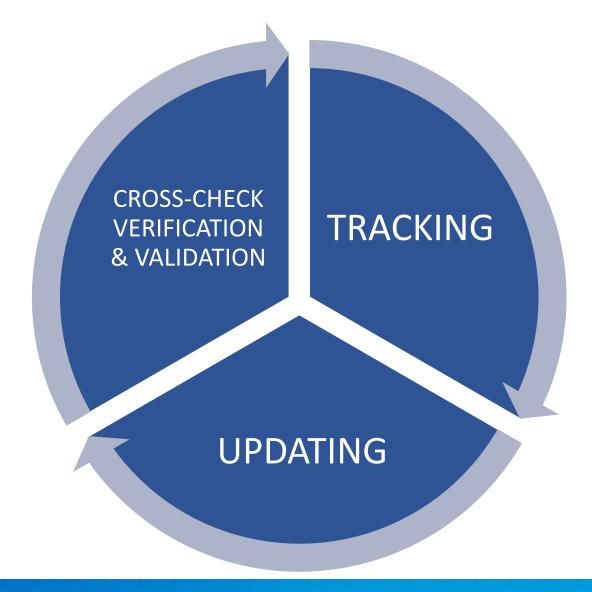
Generating Leads - Primary Sources

City & County Planning Departments





Commitment to Constant Curation: Cycling the Updates





Cycling Timelines:

Under Construction 30 Days

Planned 60 Days

Prospective 90 Days

Deferred As Needed

Pending As Needed

Quality Assurance Cross-Checks:

- 1) Validate status with Stakeholder
- 2) Validate supporting documents
- 3) Visual validation (e.g., maps)

