



Yardi[®] Matrix

National Self Storage Report

February 2021



Monthly Supply and Rent Recap

Self storage begins 2021 on a high note

- As a new year begins, the self storage industry once again proved itself to be a strong performer in a difficult market. Street rates saw significant improvements across the nation in January, with only 12 markets experiencing negative rate performance year-over-year for 10x10 non-climate-controlled units. Development activity also remains stable nationally, with completions still forecast to slow down. These strong fundamentals are helping maintain a positive outlook for the self storage industry as we move into a new year. However, it could face a tough slog in the near term, as we are on shaky economic ground until widespread vaccine adoption helps the nation begin the road to full economic recovery. Furthermore, with such strong street rate performance, interest in self storage may increase quickly, sparking a sudden uptick in storage development, causing the industry to face further elevated new supply levels.

Strong rebound in street rate performance continues

- National street rates for 10x10 non-climate-controlled (NON CC) units increased by 3.5% compared to January 2020, and rates nationwide for 10x10 climate-controlled (CC) units grew by 2.3% year-over-year. While rates did see significant growth on an annual basis, rates for 10x10 NON CC and CC units remained unchanged on a monthly basis.
- Annual street rate performance was positive in roughly 87% of the top markets tracked by Yardi Matrix for 10x10 NON CC units in January. Year-over-year, only one top market saw negative rate performance for this unit type, while rates remained flat in three of the top markets.
- Nationwide, Yardi Matrix tracks a total of 2,154 self storage properties in various stages of development—comprising 591 under construction, 1,157 planned and 406 prospective properties. The national new-supply pipeline as a percent of existing inventory increased by a minor 0.1% month-over-month in January, and the share of existing properties in various stages of development accounts for 8.3% of existing inventory.
- Yardi Matrix also maintains operational profiles for 26,465 completed self storage facilities across the United States, bringing the total data set to 28,619.