



Yardi Matrix

# National Self Storage Report

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July 2021



# Monthly Supply and Rent Recap

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## Self storage fundamentals remain strong

- The self storage industry has continued to prove its resilience over the past 16 months, even amid the pandemic's challenges. Property fundamentals remained strong through the first half of the year, with June seeing an acceleration in street rates and steady development activity across the nation. With national street rates reaching prices not seen in years and new supply forecasted to moderately slow through 2026, the outlook for storage remains positive. Self storage has been one of the best-performing real estate sectors—if not the best performing—in the last 18 months. However, if short-term demand drivers sparked by the pandemic dissipate, the industry may return to pre-COVID growth levels.

## National street rate performance continues positive momentum

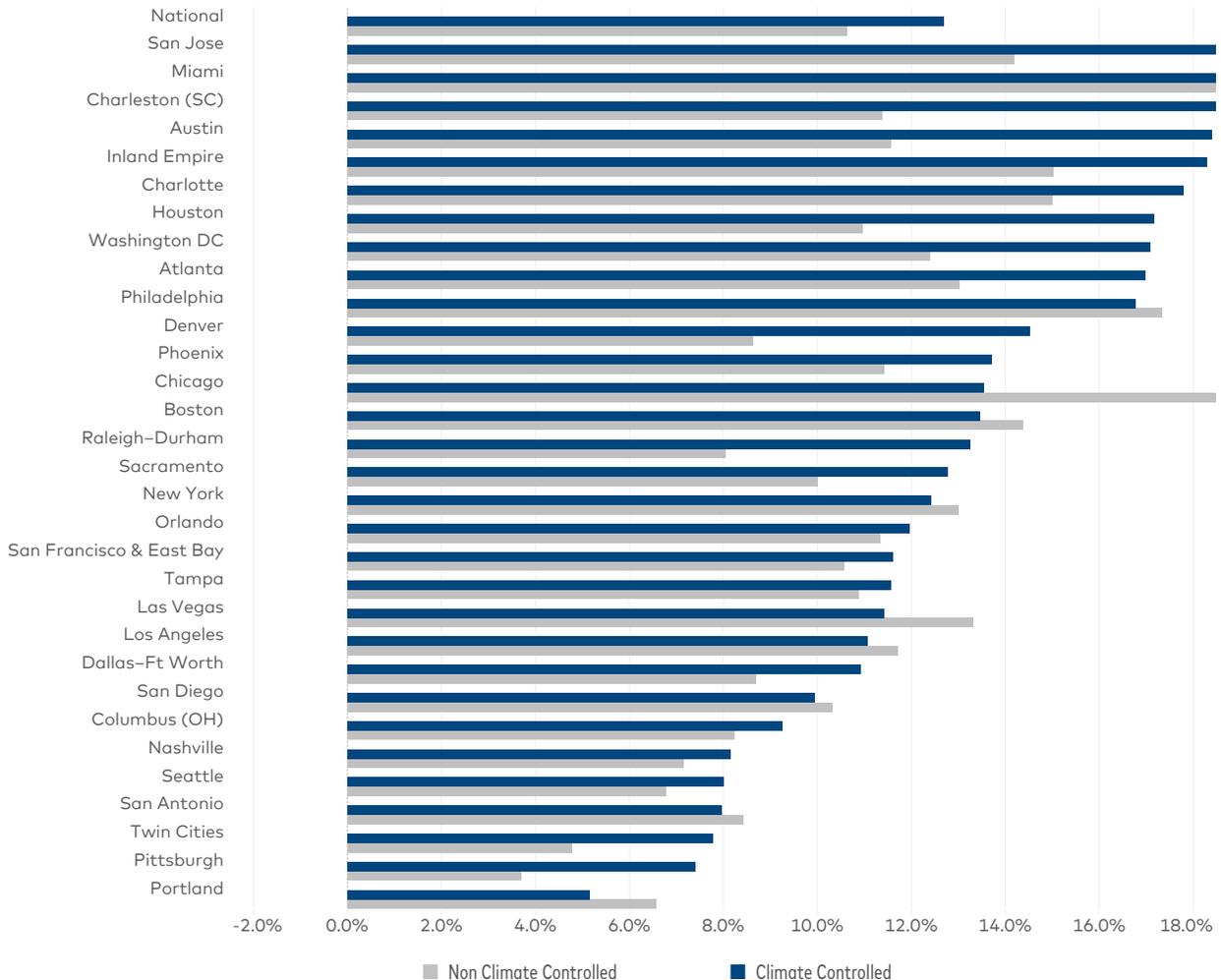
- Across the nation and in most markets, street rates continued to jump in June. On a national level, street rates for 10x10 non-climate-controlled (NON CC) units rose 10.6% compared to June 2020, while national rates for 10x10 climate-controlled (CC) units saw an uptick of 12.7% year-over-year. This marks some of the best annual rate performance both unit types have experienced since Yardi Matrix began tracking storage rates, falling only slightly below the record year-over-year growth seen in May 2021. Month-over-month, national street rates also saw positive growth, increasing 80 basis points for 10x10 NON CC units and 70 basis points for CC units of the same size.
- Annual street rate performance was positive in all of the top markets tracked by Yardi Matrix for 10x10 NON CC and 10x10 CC units in June. Minneapolis (4.4%) and Pittsburgh (3.2%) were the only top markets that saw rates for 10x10 NON CC units grow less than 5% year-over-year.
- Nationwide, Yardi Matrix tracks a total of 2,303 self storage properties in various stages of development—including 564 under construction, 1,261 planned and 478 prospective properties. The national new-supply pipeline as a percent of existing inventory increased by a slight 0.2% month-over-month in June, and the share of existing projects in planning and under construction stages accounted for 8.3% of existing inventory.
- Yardi Matrix also maintains operational profiles for 26,815 completed self storage facilities across the United States, bringing the total data set to 29,118.

# Monthly Rate Growth Update

## National street rates see more positive growth in June

- As the economy reopens, the self storage industry continues to ride demand tailwinds and experience significant positive street rate momentum. In June, national street rates increased 10.6% year-over-year for 10x10 NON CC units, while similar-size CC units fared even better, rising 12.7% compared to June of last year.
- In June, national average rates for 10x10 CC units rose to \$142, a value not seen since September 2017. The average rate for 10x10 NON CC units on a national level increased to \$125, falling only slightly below the historical high of \$126 last seen in August 2016.
- Miami led the top markets in annual street performance in June for standard-size 10x10 NON CC units, up a significant 21.4% year-over-year. Miami also led all of the storage markets nationwide, including both the top markets and all smaller markets, in month-over-month rate growth for this unit type, realizing a 3.4% increase on a monthly basis.

## June 2021 Year-over-Year Rent Change for 10'x10' Units



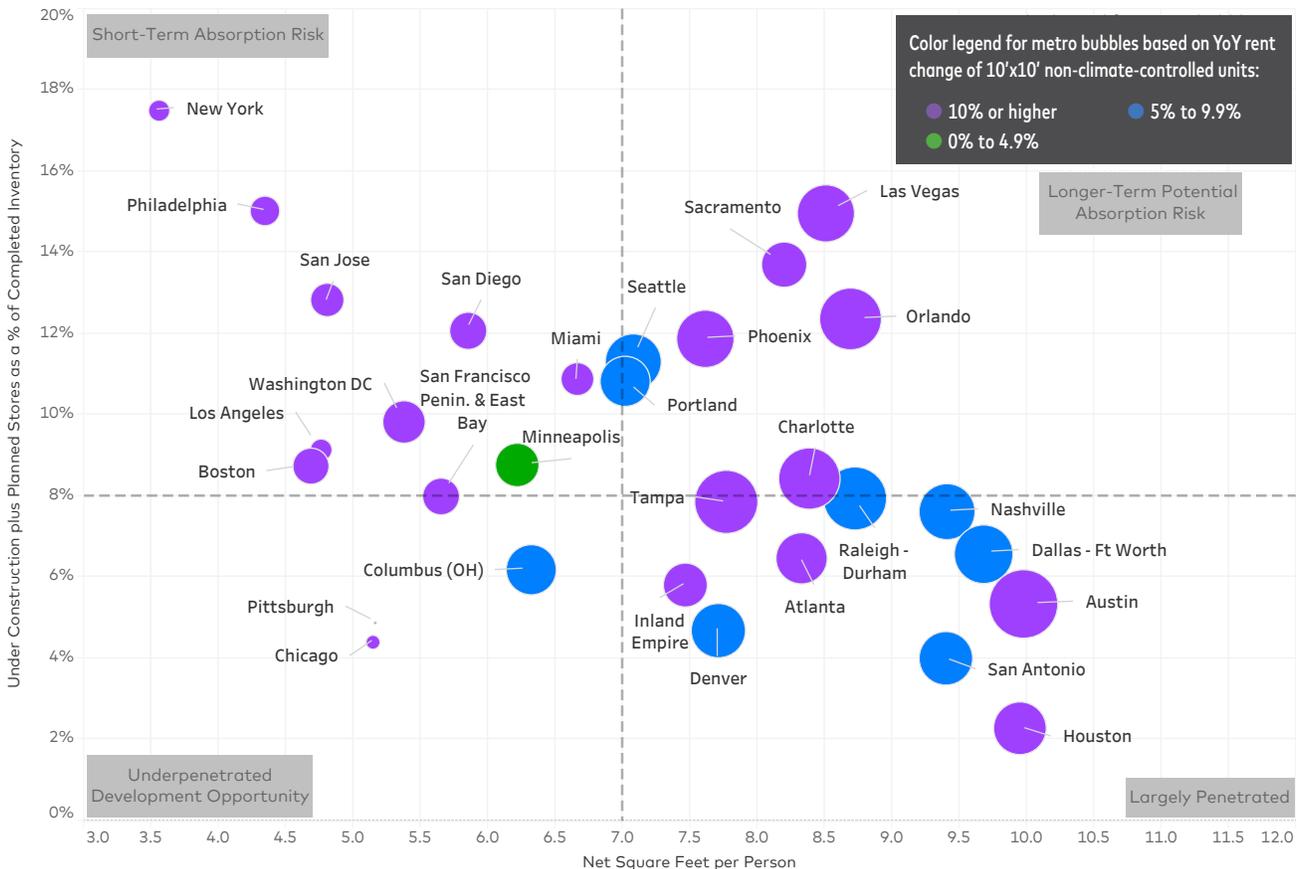
Source: Yardi Matrix. Street rate data as of July 13, 2021

# Monthly Rate Growth Update

## Storage markets in Las Vegas and Orlando remain resilient

- Las Vegas saw the largest increase in development activity in June, up 0.8% month-over-month. While Las Vegas' economy took a blow from the COVID-19 health crisis, its steady population growth and in-migration trends create strong absorption potential for the local storage market. According to U.S. Census estimates, between July 2019 and July 2020, roughly 28,500 new residents moved to Las Vegas. The demand created by the influx of new residents has helped the metro maintain strong street rate performance. In June, the average rate was \$119 for 10x10 NON CC units and \$117 for 10x10 CC units, the highest prices ever recorded in Las Vegas for both unit types.
- Orlando's economy also took a major hit due to the pandemic. However, similar to Las Vegas, strong demographic trends have helped Orlando's storage industry remain resilient. Year-over-year in June, street rates for 10x10 NON CC units rose 11.3% and rates for 10x10 CC units increased 12.0%. With average rates at historical highs (\$108 for 10x10 NON CC and \$131 for 10x10 CC), developers continue to be interested in Orlando, with development activity increasing 0.6% month-over-month.

**Self Storage Major Metro Summary**  
**New-Supply Pipeline (y-axis) & Completed Inventory Per Capita (x-axis)**  
 (bubble size represents 2019 population growth rate, three-mile radius)



Sources: Yardi Matrix; U.S. Census Bureau. Supply data as of July 13, 2021

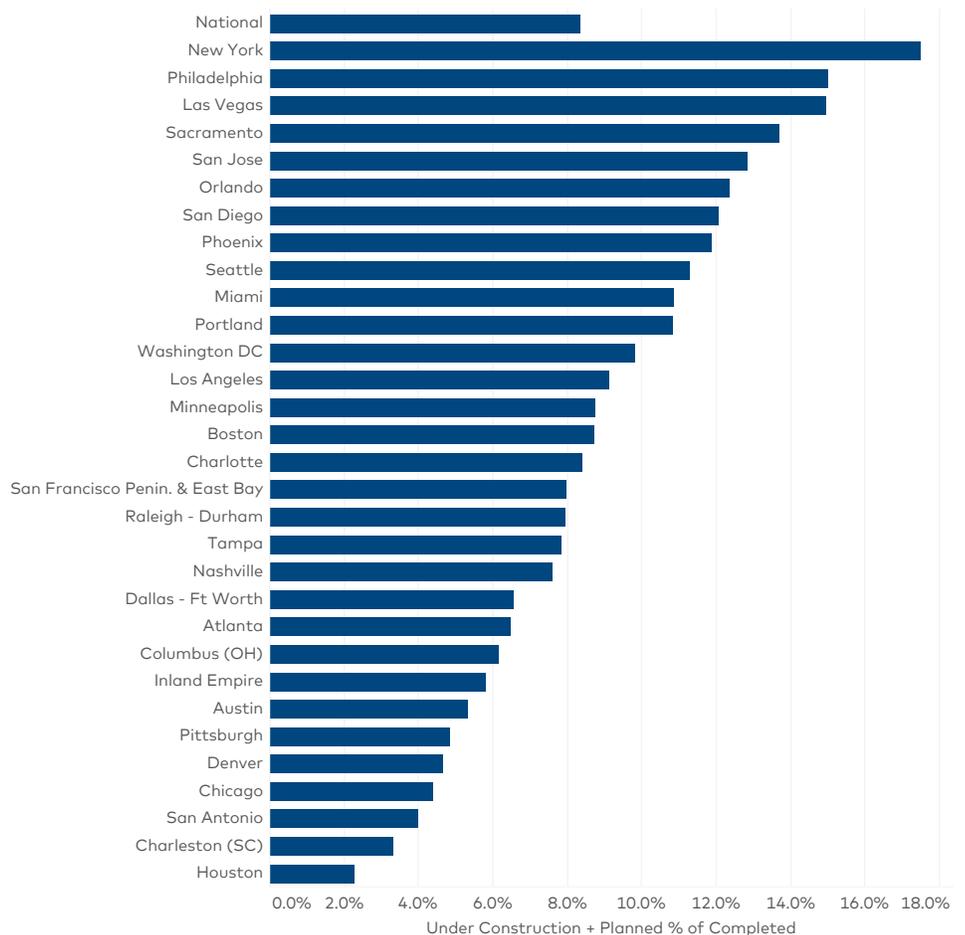
# Monthly New Supply Update

## New supply forecasted to moderate over the next several years

- In June, self storage properties under construction or in the planning stages across the nation accounted for 8.3% of existing inventory, marking a 20-basis-point increase from May. Development activity has remained relatively unphased through the pandemic despite rising construction costs. However, we do expect to see some slowing of new supply over the next several years. According to the latest forecast by Yardi Matrix, the new-supply pipeline is projected to moderate slightly through 2026. Last year saw completions totaling 3.9% of existing stock, with deliveries forecasted to drop to 3.3% of total stock in 2021. By 2026, new supply completions are projected to slow even further, down to 2.5% of existing stock.
- After years of trailing other metros in construction activity, New York once again led the top markets in development activity in June, with projects under construction or in the planning stages equal to 17.5% of existing stock.

## Under Construction & Planned Percent of Existing Inventory

Metro	May-21	Jun-21	Change
NATIONAL	8.1%	8.3%	↑
New York	16.9%	17.5%	↑
Philadelphia	14.4%	15.0%	↑
Las Vegas	14.2%	15.0%	↑
Sacramento	13.4%	13.7%	↑
San Jose	12.8%	12.8%	▬
Orlando	11.8%	12.4%	↑
San Diego	12.1%	12.1%	▬
Phoenix	11.5%	11.9%	↑
Seattle	11.4%	11.3%	↓
Miami	10.6%	10.9%	↑
Portland	10.8%	10.8%	▬
Washington DC	9.3%	9.8%	↑
Los Angeles	9.1%	9.1%	▬
Minneapolis	8.4%	8.8%	↑
Boston	8.3%	8.7%	↑
Charlotte	7.9%	8.4%	↑
San Francisco Penin. & East Bay	7.8%	8.0%	↑
Raleigh-Durham	8.0%	7.9%	↓
Tampa	7.9%	7.9%	▬
Nashville	7.6%	7.6%	▬
Dallas-Ft Worth	6.4%	6.6%	↑
Atlanta	6.5%	6.5%	▬
Columbus (OH)	6.2%	6.2%	▬
Inland Empire	5.8%	5.8%	▬
Austin	5.3%	5.3%	▬
Pittsburgh	4.9%	4.9%	▬
Denver	4.7%	4.7%	▬
Chicago	4.2%	4.4%	↑
San Antonio	4.0%	4.0%	▬
Charleston (SC)	3.3%	3.3%	▬
Houston	2.3%	2.3%	▬



\* Drawn from our national database of more than 29,118 stores, including some 2,303 projects in the new-supply pipeline as well as 26,815 completed stores.

Source: Yardi Matrix. Supply data as of July 13, 2021

# Monthly Rate Recap

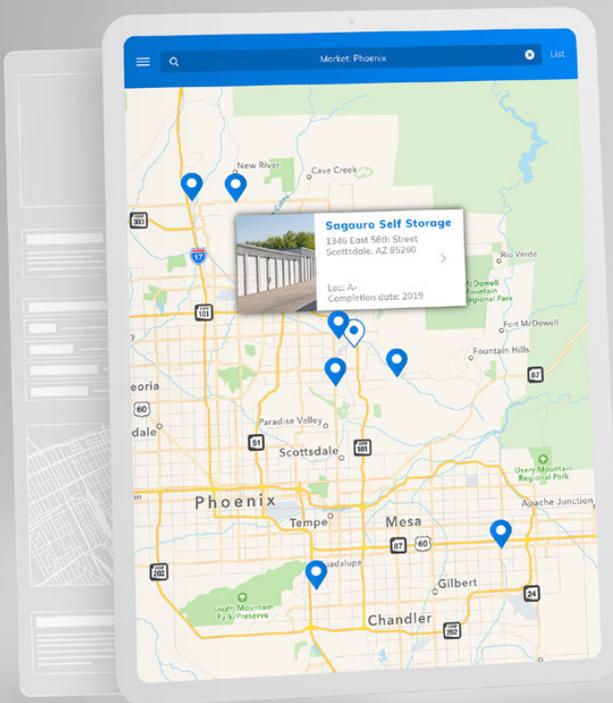
Market	Avg Metro Rate 10'x10' (non cc)	June 2021 YoY Rate Performance				
		5'x5' (non cc)	5'x10' (non cc)	10'x10' (non cc)	10'x10' (cc)	10'x20' (non cc)
National	\$125	10%	10%	11%	13%	12%
San Jose	\$185	13%	17%	14%	19%	15%
Miami	\$153	23%	24%	21%	19%	26%
Charleston (SC)	\$98	14%	13%	11%	19%	13%
Austin	\$106	10%	10%	12%	18%	11%
Inland Empire	\$130	15%	16%	15%	18%	13%
Charlotte	\$92	13%	13%	15%	18%	11%
Houston	\$91	9%	12%	11%	17%	12%
Washington DC	\$154	9%	13%	12%	17%	15%
Atlanta	\$104	10%	10%	13%	17%	14%
Philadelphia	\$142	20%	17%	17%	17%	15%
Denver	\$126	8%	7%	9%	15%	9%
Phoenix	\$117	10%	10%	11%	14%	14%
Chicago	\$117	21%	19%	19%	14%	21%
Boston	\$159	13%	14%	14%	13%	13%
Raleigh–Durham	\$94	5%	7%	8%	13%	8%
Sacramento	\$143	11%	14%	10%	13%	12%
New York	\$191	12%	14%	13%	12%	14%
Orlando	\$108	8%	10%	11%	12%	12%
San Francisco Penin. & East Bay	\$209	9%	12%	11%	12%	11%
Tampa	\$112	10%	10%	11%	12%	14%
Las Vegas	\$119	14%	15%	13%	11%	15%
Los Angeles	\$200	9%	12%	12%	11%	11%
Dallas–Ft Worth	\$100	8%	7%	9%	11%	9%
San Diego	\$171	9%	8%	10%	10%	9%
Columbus (OH)	\$92	6%	5%	8%	9%	10%
Nashville	\$105	0%	3%	7%	8%	9%
Seattle	\$158	5%	8%	7%	8%	8%
San Antonio	\$103	7%	8%	8%	8%	10%
Minneapolis	\$110	5%	6%	5%	8%	9%
Pittsburgh	\$113	6%	6%	4%	7%	9%
Portland	\$146	7%	7%	7%	5%	6%

Source: Yardi Matrix. Sorted according to 10x10 CC rent performance.



# Yardi<sup>®</sup> Matrix

Power your business with the industry's leading source for originating, pre-underwriting and managing assets for profitable loans and investments.



Yardi Matrix Self Storage provides accurate data on storage facilities in 133 markets covering more than 29,000 properties nationwide.

## Key features

- Gain new supply pipeline information at the asset, competitive set and market level
- Find acquisition prospects based on in-place loans, maturity dates, lenders and originators
- Pierce the LLC with true ownership and contact info
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## Contacts

### **Jeff Adler**

Vice President & General Manager,  
Yardi Matrix  
Jeff.Adler@Yardi.com  
(303) 615-3676

### **Isaac Hiatt**

Product Specialist  
Isaac.Hiatt@Yardi.com  
(800) 866-1124 x3912

### **Claire Anhalt**

Senior Research Analyst  
Claire.Anhalt@Yardi.com  
(800) 866-1124 x2151

### **Chris Nebenzahl**

Editorial Director  
Chris.Nebenzahl@Yardi.com  
(800) 866-1124 x2200

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