



Yardi Matrix

National Self Storage Report

April 2023



Self Storage Supply and Rent Recap

Demand remains steady as self storage enters spring leasing season

- Self storage street rates continued to normalize during the first quarter as demand held steady. Street rates have come down from last year's record highs, but rates are staying firm and even increased in some markets in March. This demonstrates that the self storage industry continues to follow normal seasonal patterns and that rates will likely undergo modest gains as the typically busier leasing season gets further underway. Operators largely remain optimistic about demand despite the volatility in the financial markets because storage performance has repeatedly proven to be stable during times of economic volatility.

Street rates continue to normalize

- Year-over-year street rate growth was negative again in March, with national average rates for standard-size 10x10 units down 2.3% year-over-year for non-climate-controlled (NON CC) units and 3.4% for climate-controlled (CC) units. Although street rates are negative on an annual basis, rates remain relatively steady sequentially, with some unit types and sizes registering increases on a month-over-month basis. While the sequential rate increases for both 10x10 NON CC and CC units were small at less than 1%, it is a positive sign that rates are not experiencing a hard landing.
- Most of Yardi Matrix's top 31 metros recorded negative street rate growth this month compared to March 2022, trending down to longer-term averages from last year's standout performance. Year-over-year, rates for 10x10 NON CC units were again negative in the majority of the top metros, with 25 experiencing decreases. In addition, all but one of the 31 top metros had a drop in rates for 10x10 CC units.
- Nationally, Yardi Matrix tracks a total of 4,735 self storage properties in various stages of development, including 817 under construction, 1,896 planned and 656 prospective properties. The share of projects under construction was equivalent to 3.7% of existing stock in March, up a slight 10 basis points from February.
- Yardi Matrix also maintains operational profiles for 29,299 completed self storage facilities across the U.S., bringing the total data set to 34,034.