



Yardi[®] Matrix

National Self Storage Report

October 2025



Self Storage Supply and Rent Recap

September brings Top 30 Markets update, stronger advertised rates

- Our October report introduces an updated Top 30 Markets list, expanding our monthly coverage to align with the nation's largest and most institutional self storage markets. Markets are ranked by total population, total properties and net rentable square footage (including pipeline), as well as inventory owned or managed by the top 30 owners and operators. Based on these rankings, we've added Detroit, Indianapolis, Salt Lake City and Sarasota–Cape Coral. We've also combined several key areas—such as the New York Suburbs (now encompassing Central and Northern New Jersey, Long Island and White Plains), the San Francisco Bay Area (now including San Jose) and Seattle–Tacoma—to provide a more comprehensive view of these gateway markets. Smaller markets including Charleston, Columbus, Sacramento and Raleigh–Durham will transition to secondary market coverage in our presentations and webinars.

Annual rates rise nationwide

- Asking rates and demand trends continued to show improvement in September, marking the first month of incremental growth after nearly three years of rate declines. National advertised rates were up 0.9% year-over-year in September, with an annualized average rent per square foot of \$16.80 for the combined mix of unit sizes and types. This compares to 0.3% in August and 0.1% in July.
- Nearly all of Yardi Matrix's new top 30 metros posted stronger annual rate growth in September than in August. Same-store advertised rates for non-climate-controlled (NCC) units increased in 19 of the top 30 metros. For climate-controlled (CC) units, rates increased in 24 of the top 30 metros year-over-year.
- Nationally, Yardi Matrix tracks a total of 2,969 self storage properties in various stages of development, including 702 under construction, 1,909 planned and 358 prospective properties. The share of projects (net rentable square feet) under construction nationwide was equivalent to 2.6% of existing stock through the end of September, a 10-basis-point decrease from August.
- Yardi Matrix also maintains operational profiles for 31,728 completed self storage facilities in the U.S., bringing the total dataset to 34,697. We are happy to announce the release of our new storage markets of Wausau, Wis.; Jackson, Tenn.; and Bowling Green, Ky. All of them are now available to Yardi Matrix customers on the subscriber portal.