

3

Issues Critical to Your Self-storage Business Today



Risk; Every business has Associated Risk. Yours Does Too!

Mom would have asked, "Are all your eggs in one basket"? Mom would have never thought of all the risk associated with the storage business: the Risk of occupancy, regulations, interest rates, property tax changes, new competition, staff turnover, capital gains rate changes, and a multitude of other risks associated with owning a business. The answer may be Diversification



When Planning Your Future; Knowing **WHEN** to Sell Should NOT be an Accident

Many owners we talk with are busy running their business and continue to avoid thinking about the tomorrow, while having all their investments in "one basket" Just consider one risk... Interest Rates and the impact they could have on the value of their facility. We remind them that 10 year Government Issued T-Bills, which are an indicator of investors mindset, are always changing. If investor CAP rate expectations change even .25%, the impact on a facility with \$600k NOI can be as much as \$400,000. The important point here is that Rates and Values are changing every day.



When Selling; Your **BEST Value** Is Most Likely **NOT** Your Competitor

Your Facility's Maximum Value is determined by ensuring that your facility is presented to the largest number of qualified buyers. We talk to dozens of investors every month, and each of them has a different "target" return they are willing to pay based upon geography and property. It's a moving target daily. Your Maximum Value comes from putting your facility in front of dozens or hundreds of them, large and small. The best buyer for your facility may come from the East Coast or California. We will present your facility to buyers nationwide.

One LAST thing... Selecting the **RIGHT** Broker makes **ALL** the Difference. Choose someone **LOCAL** who knows Your Business and Has National Reach to find the **RIGHT** Buyer for the business you have Successfully Built.

To learn MORE on these and other issues? Call a Storage Professional listed below; we can help.



Mark J. Van Heuvel

Direct - 503.897.0740
Mark@BrokersNW.com
Principal Broker Licensed in Oregon
Laren Group LLC
32549 Arbor Lake Drive
Wilsonville, OR 97070



J. Dwaine Rhea

Direct - 503.636-1234
Dwaine@BrokersNW.com
Principal Broker Licensed in Oregon
Managing Broker | Washington
CENTURY 21 COMMERCIAL, Cascade
12901 SE 97th Ave.
Clackamas, OR 97015



What should I be thinking about Now?

1. Inevitable Increase in Interest Rates...
How will rising rates impact value?
2. It's a Seller's Market, demand is HIGH
3. Life Changes, when is MY Right Time?

Call today, we're local... Let's Talk

Alliance members are independently licensed professionals. Not intended as a solicitation of currently listed properties. Information is assumed to be accurate but not guaranteed. Always consult your Tax, Accounting, and Legal Professionals. Not intended as a solicitation of currently listed property.