



Rob Cassam
MBA, CCIM
Owner-Broker (NC, SC)
704-533-3074



1001 East Blvd. Suite B • Charlotte NC 28203
Phone: 704-442-1774 Ext.100
Efax: 800-571-7536
rob@charlotteNCproperty.com
www.charlottencproperty.com/commercial

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The Self-Storage Unit Demand

One in ten U.S. households now rent a self-storage unit. The growing demand for self-storage in the U.S. is created by people moving (some 40 million people move each year according to U.S. Census data), and by various lifestyle transitions, such as marriage, divorce, retirement, a death in the family, etc. Recent surveys of self-storage companies indicate a positive trend in market demand and occupancy rate. The increased demand for storage space outside the home include the larger number of apartment dwellers who do not have any storage space for their increasing amount of possessions—usually household goods, and outdoor recreational equipment. For many years, facilities functioned as transitional solutions to moving, marrying or divorcing, or a death in the family. Now the self storage units are used to store not only household items but cars, RV's, motorcycles, snowmobiles, boats and trailers, and all kinds of recreation equipment. Many areas do not allow

recreation equipment to be parked in driveways and yards, so the self storage units are the perfect solution to this problem.

Self-storage facilities rent space on a short-term basis (often month-to-month, though options for longer-term leases may be available). Nearly all jurisdictions prohibit the space from being used as a residence or business. Businesses use self storage usually for storing excess inventory, equipment or archived records that would normally occupy high-cost retail space.

Some facilities offer packing boxes, locks, and packaging supplies for sale to assist tenants in packing and safekeeping of their goods.

The rented spaces are secured by the tenant's own lock and key. Self-storage facility employees do not have casual access to the contents of the space (and, thus, the facility is generally not liable for theft). A self-storage facility does not take possession or control of the contents of the space unless a lien is imposed for non-payment of rent, or if the unit is not locked. The facility may lock

the unit until the tenant provides his/her own lock.

It wasn't until the 1960's that storage facilities really took off in the United States. The first facility using garage-style doors was built in Odessa, Texas in 1964. The building was created for the oil industry, so that they could have quick access to tools and supplies. Soon after, the whole country followed suit and facilities began popping up all over.

Self-storage facilities (originally known as mini-warehouses) are relatively new investments compared to apartments, office buildings, retail or industrial. There has been a big demand for space in recent years, with the increased number of people using self-storage units.

Demand

For these reasons, the percentage of the population using self-storage is likely to rise, perhaps substantially. If the percentage of the population that uses self-storage increases by only one tenth of a percent per year, an additional 30 million square feet will be required each year.

(continued)

Costs

The high profit margins for self-service storage operations result from minimal operating expenses—the units require practically no maintenance. It is not as vulnerable to depreciation as other real estate because of the simplicity of design.

Negatives

One large negative for investors is the ease of getting into the business. Self-storage is relatively inexpensive and easy to build. While overall supply-demand is favorable, certain areas may have excessive supply.

The average tenant in self-storage stays for a shorter time than tenants in other rentals. It can be good in a strong economy but can cause sharp drops in cash flow during recessions.

A Typical Self-Storage Unit

The typical self-storage facility usually has several rows of single-story buildings containing individual units of different sizes with roll-up doors. Unit sizes range from five feet by five feet (like a walk-in closet) to ten feet by 30 feet, enough space for several rooms of furniture or a car. The average unit size is about 100 square feet and the average property contains about 350 units. It is difficult to give average income per square foot because it will vary so much across the country.

Multi-Story Units

Many buildings are more than one story. About ten percent of the units are two-story or higher, usually in dense urban areas where land costs are high and sites are scarce. The advantage of more units on less land is offset in part by the need to make all units

inside ones, requiring elevators, freight lifts and stairways. Inside units do provide added security and also permit climate control of all units. The outside units have the benefit of drive-up access.

Security

There is usually a metal fence or concrete wall around single-story facilities. Modern facilities have advanced security systems including video surveillance, individual door alarms and some means of electronic gate access such as a keypad or proximity card.

Management

Effectiveness of management is most important to the success of the facility. Most have full-time resident managers overseeing operations. They usually live on the grounds of the facility and have an office on the premises. □

Financing A New Development

When an investor purchases land to build on, the next step is land development and financing. "Land development" cannot be precisely defined; generally, it refers to the physical, legal, and engineering processes needed to convert raw land to land (or lots) on which buildings can be placed. Land development can be classified into the following six stages:

- **Annexation.** Taking the necessary steps to have land included within the boundaries of a municipality so that it can be eligible for municipal services.
- **Zoning.** Taking the necessary steps to obtain a zoning classification that permits the proposed use of the land.
- **Surveying.** Preparing an accurate and detailed survey

of the land, showing not only the boundaries but also grades, drainage, topography, and other features of the land.

- **Land planning.** Drawing up a plan for the use of the land that is consistent with its physical characteristics, applicable zoning and land use regulations, and projected demand for types of land use.
- **Subdividing.** Platting (mapping) the land into blocks and lots in compliance with local laws and subdivision control ordinances.
- **Physical improvements.** Changing or improving the land by grading; landscaping; installation of streets, sidewalks, and sewer, water, electric, and other utility lines, drainage and retention basins, and similar physical improvements.

Loans for land development are

usually obtained from the same institutional sources that provide land acquisition loans. One important source of financing for land loans, the seller that takes back a purchase money mortgage or sells on an installment basis, is unavailable for development loans because these require the provision of actual cash rather than merely the extension of credit on the sale of the land. Thus, if institutional financing for land development is not available, the developer must seek other non-institutional sources. One possible source is a syndicate of private investors that puts up capital either in the form of equity or a participating mortgage. Another source is a loan from a real estate investment trust or pension fund, which sees land development financing as a way of providing above-average returns from real estate investments. □

The Marketing Of A Commercial Or Apartment Building

A new tenant and an investor share the same first impression of a commercial building or an apartment property. That first impression is crucial. Before marketing the property, think about the outside appearance. The "look" affects both tenants and buyers.

The following is a checklist of first-impression items that a good property manager must use:

- How does the entryway sign look? Are all signs in good shape? Do any need to be repaired or painted? Are they well lighted?
- How is the landscaping? Does the ground cover have any bare spots? Do the shrubs need trimming or cultivating? Have animals fouled any areas? Are gravel-filled areas well maintained?
- Are the walkways in good repair? Are they well lighted and free of cracks and debris?
- How does the building look? Does it need painting? Do any windows need to be replaced? In what condition are the drains, gutters and awnings?
- Is the parking lot well maintained? Is it kept clean and free of litter? In winter, are snow and ice quickly removed? Are there potholes?

Is the lot well lighted?

- Is the entrance clean, well lighted, and free of debris, dirt, etc.?
- Are tenant's mailboxes well maintained? Uniform lettering on all boxes looks best.
- Are the hallways clean, neat, and well lighted? Do any light bulbs need to be replaced? Are any carpets stained? Are the walls, ceilings, and doors clean and in good repair? Do all doors close properly? Are numbers or letters on the doors? Are there adequate locks on all doors in the building? Are hallway mirrors clean? Are elevators and stairwells clean and adequately lighted?
- If there are garbage and trash disposal areas, are they clean and orderly? No litter should be lying around.
- Do any fire extinguishers or exit signs need to be replaced?
- How does the on-site manager's office look? Is it neat and clean? Does it reflect an orderly run building?
- Does the unit being shown look as if a willing tenant could move in immediately? If the unit has a kitchen area it should be neat and clean. Are the cupboards bare and spotless? Is the sink clean and stainless?

Faucets should be shining.

- Are there smoke alarms and carbon monoxide detectors? Are they in good working order?
- What is the condition of the bathroom? Is the sink stain free? Are the faucets and other hardware polished and sparkling? Is the whole room scrubbed?
- Do the walls and ceilings need repair or painting? What is the shape of the floors and floor coverings? Do all of the doors work well? Does the entire unit smell clean and fresh? Are all windows clean and clear?
- Do all lights and outlets work? Do bulbs need to be replaced? Do any light fixtures need to be replaced?
- Is there anything that needs electrical or plumbing work?

If you are not getting the top dollar per square foot for your units, here are some things that can be done to improve the picture and first impression that your potential tenant sees at your building. The first impression that you get of anything or any product means a lot. It is the reason that packaging plays such a vital role in the marketing of everything that we buy. Real estate is no exception. If your tenant doesn't get inside, there is no sale. □

Your Commercial Real Estate Brokers

How can we be of service to you? When you are buying or selling a commercial property, of course. At other times, we can handle property management for any properties you might own. Let us help in determining the value of your investment, anytime you need to know.

Call this office when you need services of an expert in this community's real estate. We have the records of all properties for sale at all times. Today's interest rates, availability of loans, and any other financial information that can affect your property is as close as your phone.

Keep our newsletter as a file of useful real estate information and to remind you to call us whenever you need "Professional Service".

An Appropriate Management Plan

Real estate investments can be set up to generate one or more types of returns:

- Cash flow to owners (yield or return on investment).
- Appreciation of owner's capital (capital appreciation).
- Shelter of cash flow and/or other income from taxation (tax benefits).
- Preservation of capital (safety).

Once the owner specifies the

type(s) of return desired, the mix of returns, and expected timing, the property manager can develop an appropriate management plan. Planning, with its resulting control, is the foundation of effective property management.

If, for example, the owner wants to maximize cash flow for a two-year period, the property manager would probably plan to defer as much maintenance and repair as possible. Considering

the short time period, the manager can reasonably assess that deferring certain maintenance and repair would have only a limited effect on the property's resale value. If, instead, the property was expected to be held over a long term, the property manager would probably design a strong preventive maintenance program and give corrective maintenance high priority, thus preventing significant deterioration of the investment over time. □

Help With Investment Real Estate

When you have searched for new real estate investment opportunities, with values that have been changing, you know that finding and evaluating them is becoming more sophisticated and complex. More investors are turning to real estate consultants as a means of providing a sounding board for their ideas as well as expertise in the plan-

ning and construction stages for their projects.

Feasibility studies are essential for commercial office, industrial, resort and hotel investors. With this kind of information, planning is better and there is less chance for error.

Our office is open and ready to assist you. We have been experts in property values in this area for a long time. We can

help you with enough information so that you can make your own decisions on the value of property either in listing your present property for sale or in purchase of another. If you wish to consider structuring a tax deferred exchange into that next property, we can guide and aid you with that transaction.

Let us guide you in your investments. □



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Phone: 704-442-1774 Ext.100

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rob@charlotteNCproperty.com

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A CCIM is a professional real estate practitioner with proven technical expertise in commercial property. A CCIM is a person truly committed to the fundamentals of effective commercial-investment brokerage. The CCIM has completed a full schedule of Post Graduate Level Courses in investments, taxation, development and marketing all types of commercial-investment properties. The designation of Certified Commercial-Investment Member is unquestionably the highest degree awarded in the commercial-investment real estate practice.