



Premier Data Services to be Provided by STR in the Self Storage Industry Inaugural STR Market Profile: Nashville, TN

STR, the leading information provider in the hotel industry, is launching its data benchmarking platform in the self storage sector. Products will include information on existing self storage facilities in markets, development activity in the industry and, ultimately, performance information to enable operators to benchmark their operating performance against their competition. STR currently works with more than 52,000 hotels worldwide to provide similar information that enables operators to drive their revenue, understand how their business decisions impact their market share and prevent overbuilding in areas.

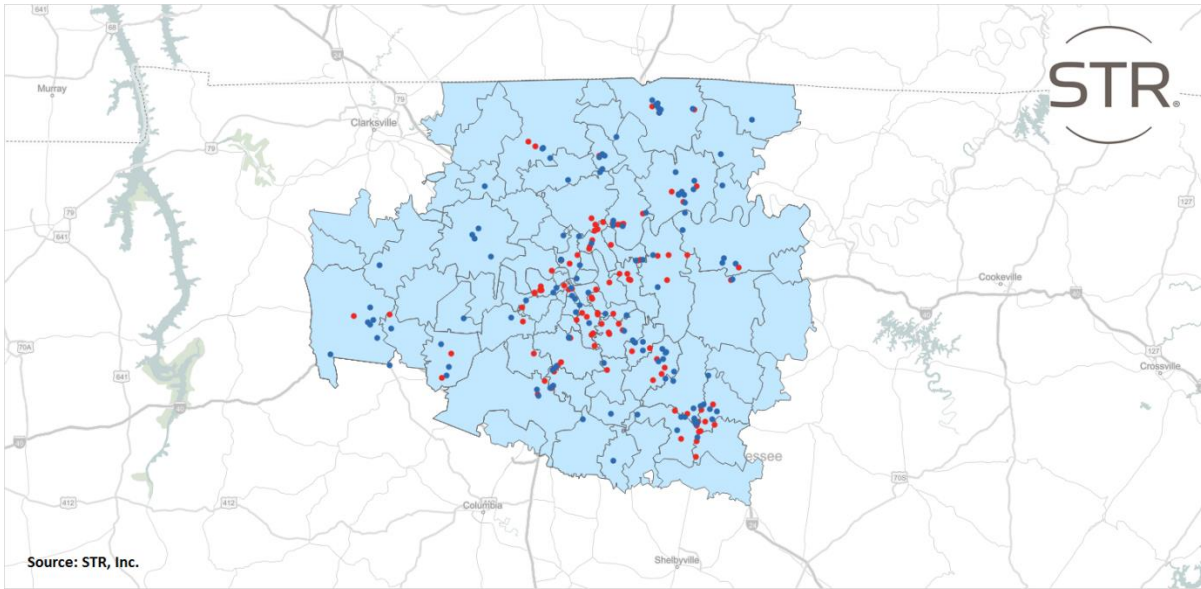
STR is debuting its platform with a snapshot of the current state of the Nashville market. Key takeaways include:

- Chains and independents have nearly equal presence in the market
- Average unit count is 359 across all facilities, however chain stores average over 200 units more than independents
- The most popular facility size in the market is 400-449 units

The Nashville Market

The self storage industry is entering a development cycle, and operators and developers are actively assessing markets for growth opportunities. High on the list of markets being evaluated is Nashville, Tennessee. STR, which tracks the area closely in its growing Facilities Database, recently examined the Nashville self storage market to determine the current dynamics. For operators, this information gives an overview of the competitive landscape and insight into which competitors are marketing to your same customers. For developers, this provides an overview of existing supply and specific locations for each facility in the Nashville market. Additionally, if an operator is evaluating using a management company or selling a facility, this provides operators with information on which chain might be a logical branded management company with a presence in the market or which chain might realize economies of scale through an acquisition.

The Nashville market, which is defined roughly as the metropolitan statistical area (“MSA”) as determined by the U.S. government, has 222 self storage facilities based on STR’s research parameters. Below is a map of the market and the location of each facility with chains (defined as two or more facilities with a common “brand” name) represented by red points and independents by blue.



Independent facilities comprise 55% of the facilities in the market. Chains make up the remaining 45% of the facilities. Despite the seemingly high representation of chains in the market, only two brands have more than 10 facilities in the Nashville market, and the third largest player has seven stores. Local chain StorPlace has the greatest presence in Nashville with 16 locations. Of the national real estate investment trusts that operate in the self storage industry, Public Storage has the largest presence in the Nashville market with 13 stores; Extra Space and CubeSmart have seven and six facilities, respectively, and Sovran/Uncle Bob’s does not have a facility in the area.

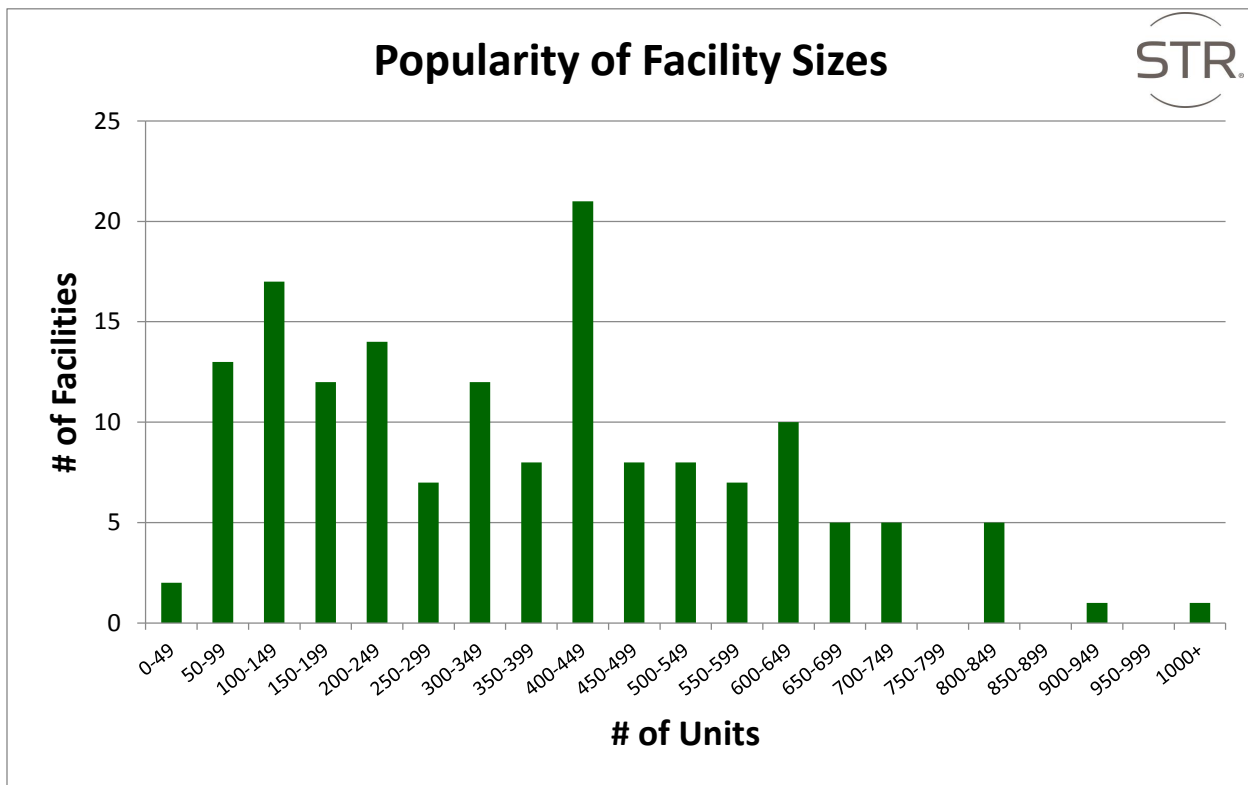
Largest Chains (Based on Number of Facilities)

Company	# of Facilities
StorPlace	16
Public Storage	13
Extra Space Storage	7
Simply Self Storage	7
A+ Storage	6
CubeSmart Self Storage	6
Storage Pros	6
U-Haul	6
BgS America Storage	4
Mallory Storage Station	4

Source: STR, Inc.

Examining unit counts, Nashville facilities average 359 units per store across STR’s sample. Facility sizes range between 24 units at the smallest and 1,100 units at the largest. The chains in the market have a higher average unit count (481), while independent facilities average 277 units per facility. The most popular facility size is in the 400- to 449-unit range, as shown in the chart below.

Popularity of Facility Sizes



Source: STR, Inc.

Given the wide variance in facility sizes, it is difficult to accurately extrapolate market data to determine the total unit counts across Nashville; STR estimates the market to contain approximately 79,600 units. This equates to approximately one unit available for every 8.4 households in the market, or one unit available for every 20 people (based on 2010 census data).

Dean Jernigan, Chairman and CEO of Jernigan Capital and former CEO of CubeSmart, commented on the development cycle and stressed the need for information in the sector, saying, “We believe that Nashville occupancy levels are some of the highest in the U.S., thus the market is generating a lot of interest from developers. It is absolutely essential for a self storage developer to have accurate information on supply when considering where to develop in a particular market. In a market as dynamic as Nashville, supply information like STR’s facility listings is paramount to understanding an area and developing a project that will be successful for many years to come.”

Please [CLICK HERE](#) for more information regarding purchasing the complete listing of self storage facilities in the Nashville market. Stay tuned for future information on occupancy and rates as well as additional market profiles and development information from STR.

About STR:

STR, Inc., the leading provider of information services to the hotel industry, is expanding the company’s operations into new industry verticals, including the self storage market. In self storage, STR offers comprehensive listings of facilities in North American markets and is developing information on development activity and performance data. In hotels, the company has a 30-year track record and currently offers the most robust and comprehensive database covering more than 160,000 hotels worldwide, which is used to provide competitive benchmarking, aggregated market segment data, industry forecasts and construction pipeline reports. For more information, visit www.str.com.