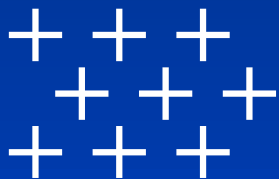


Self-Storage Investing 101: The Foundation You Need to Succeed

Presented by:

Cameron Barsanti, CEO/Founder, StorageLife



Education: April 7-10, 2026 · **Exhibits:** April 8-9, 2026
Caesars Forum Conference Center · Las Vegas

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Overtime With the Experts

If you have questions and would like to speak to the presenter(s) at the end of this seminar, please follow them over to Room 305 for “Overtime With the Experts.”

This will help us clear the stage and set the room for the next presenter. Plus, you’ll have 30 minutes to converse in an open, roundtable format.

THANK YOU!

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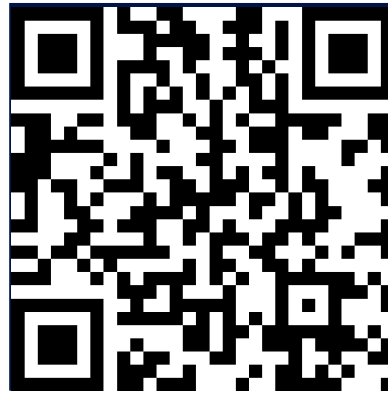




Your Feedback Is Important!

We'd love to hear about your experience with this seminar. If you scan the QR code below, you can complete a very short and simple feedback survey, so we know how you feel about this topic, presenter, PowerPoint presentation, etc. (You'll see this code again at the end of the seminar, too.)

We appreciate your input!










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What You'll Learn

How to:

-  Hunt off-market deals like a pro
-  Build a deal funnel that produces results
-  Solve where most people get stuck
-  Negotiate smarter and analyze deals faster
-  Solve seller problems with win-win offers
-  Create accountability and real momentum
-  Bonus giveaway

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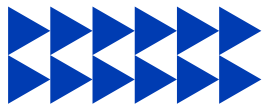




Today's Goal

To prioritize and simplify your process:

“The lifeline of your storage journey hinges upon one thing and one thing only: your ability to find your next opportunity.”



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4 Keys to the Acquisition Framework



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Self-Storage Buy Box



Name: Cameron Barsanti

Criteria: Value-add

Size: More than one garage door

Price: Cheaper the better

Location: Earth

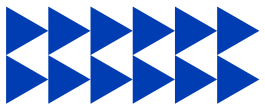
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My Personal Criteria

- More than 30,000 square feet
- In a market that's not significantly shrinking
- Ideally a growing population
- Discounted
- Preferably in a city over 20,000 population
- Ideally less than 30 miles from a larger city
- A familiar market



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Why Would You Buy in That Market?

\$1 million of upside ... Would you buy it?



Don't limit yourself!

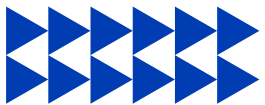
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How to Choose a Market

- Demographics
- Population size
- Proximity to you
- Household median income
- Job growth
- Market trends



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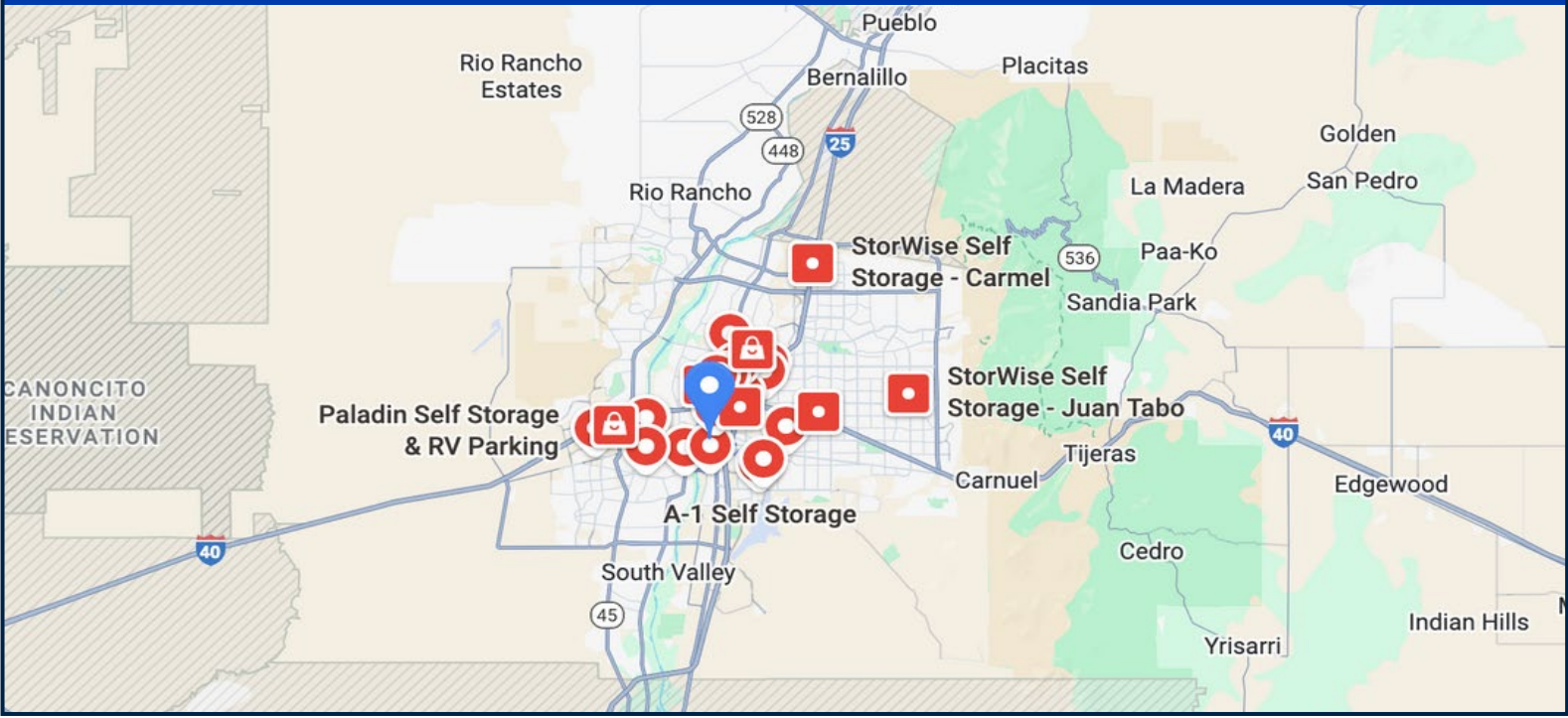


Google Maps



Google Maps

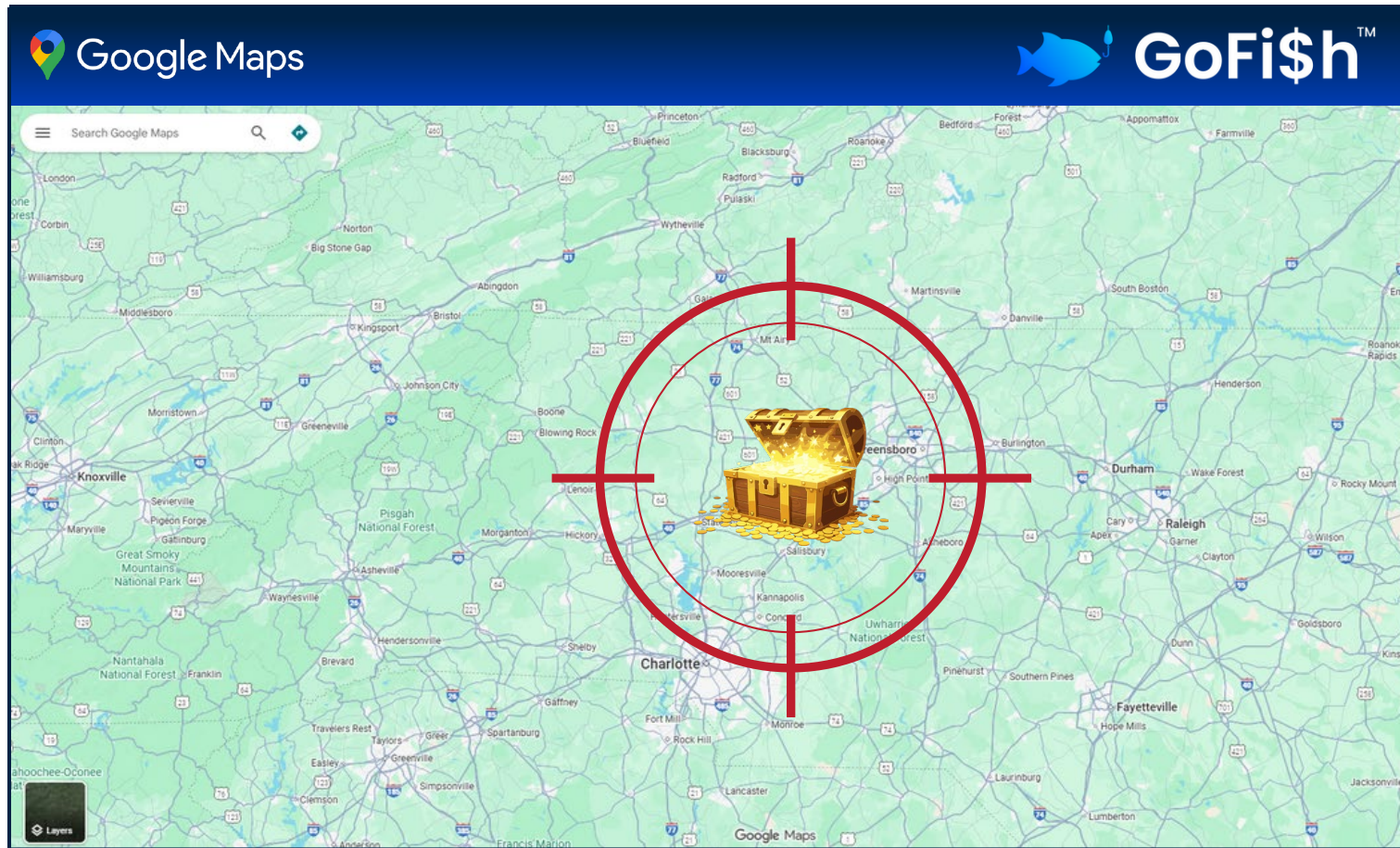
GoFi\$h™



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Let the Hunt Begin



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What Are We Seeking?







- Owners ready to sell or willing to hear an offer
- Upside (value add)
- Room for expansion
- No Google My Business page
- Bad or no website
- Few or no Google reviews
- Bad business photos
- Below market rates
- Low supply in the market vs. the demand
- Discount
- Open to seller financing

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All Businesses Survive Off of Marketing and Sales

-  Search for deals
-  Skip-trace owner contact info
-  CRM: Organization and follow up
-  Build rapport and sell ourselves
-  Educate and negotiate
-  Marketing that drives opportunities

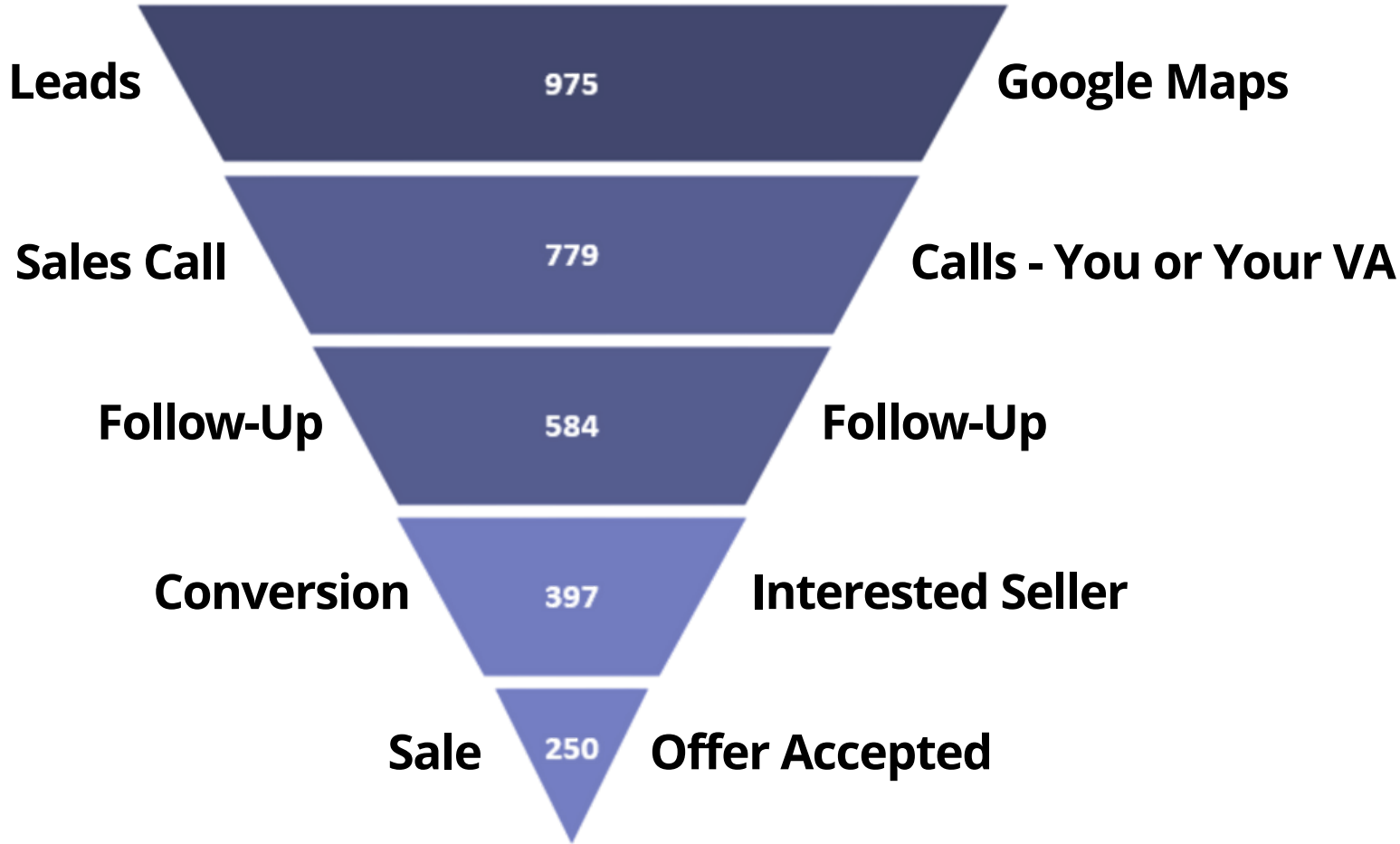
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SALES FUNNEL






STORAGE DEAL FUNNEL



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Where Everyone Fails: The Follow-Up

-  Seven to 12 times before a seller remembers you
-  Think like a broker – 300 calls a week
-  Consistency
-  Would a new coffee shop start slinging coffee for a month and then take a month off?
-  Act like a business, not like an investor.

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Taking Your Negotiations to the Next Level

- Your job is to gather information, educate the seller and solve the seller's problems.
- Offer range
- Find out what they want (cash flow vs. cash out).
- Prove you're their best buyer.
- Paint the picture.
- Solve their problem.
- Creative finance
- Three-option offer

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Offer-Range Calculator

OFFER CALCULATOR			
UNDER 30K sq/ft			
MONTHLY - Gross Revenue		ANNUAL - Gross Revenue	
\$10,000	◀ PUT IN GROSS HERE	\$120,000	◀ PUT IN GROSS HERE
\$866,667	\$1,114,286	\$866,667	\$1,114,286
9 CAP	7 CAP	9 CAP	7 CAP
OFFER RANGE		OFFER RANGE	
\$870,000	\$1,120,000	\$870,000	\$1,120,000
BASED ON 35% EXPENSE RATIO			

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Vegas, Baby!



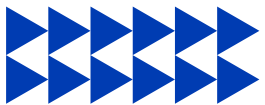
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Organization and Accountability

- Who's holding you accountable?
- Mentors? Masterminds? Conferences? Accountability partners?
- "X" amount of calls per week; make a promise
- I know what my wife and I did; we invested in mentors.
- Mentors come with guidance, clarity, focus, support and community.



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Financial freedom + building long-term wealth = more time with your loved ones and the strength to help others

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Your 90-Day Action Plan



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Step 1

Surround yourself with others who've accomplished what you're trying to accomplish. DON'T try and do this alone.



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Step 2

Find an accountability partner and implement three non-negotiable acquisition habits.



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Step 3

Get good at underwriting and familiarize yourself with the range-offer technique.

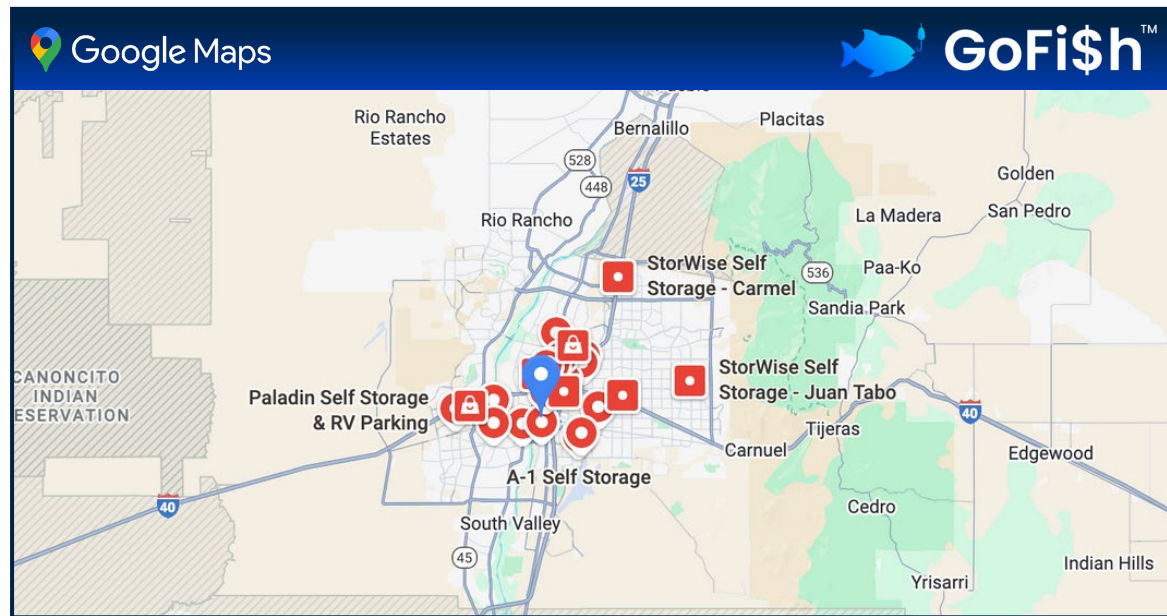
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Step 4

Establish your target list, decide on a CRM and start making calls.



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Step 5

Start making offers and remember: It's a game of FOLLOW-UP!

Letter of Intent to Purchase Real Estate

Date: 5/18/2023 Buyer: LLC, TBD Property:

Dear Jose,

This letter will confirm the following offer to purchase one hundred percent (100%) of the fee simple interest of the above referenced property ("Property").

1. Purchase Price and Terms:

OPTION 1 - Purchase Price: \$1,500,000 - Cash/Conventional loan

OPTION 2 - Purchase Price: \$1,800,000 - Seller finance terms:






- Down Payment: \$200,000
- Amortization period: 40 years
- Interest rate: 4%
- Monthly principal and interest payments: \$15,217.62
- Option of 5 or 10 year balloon:

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5 Bonus Tips

-  Utilize a VIRTUAL ASSISTANT or assistance.
-  Track your KPIs.
-  Don't wait for capital. Find a good deal and the capital will come.
-  Don't wait, there will never be a perfect time to chase your freedom.
-  Expand your knowledge with creative financing.

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Tools Behind Our Deals

I'm sharing the resources I use inside my own operation.
Scan the QR code to download.



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Contact the Presenter



SUBMIT
FEEDBACK!



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