



Seal the Deal: What You Need to Do to Attain Assets in Today's Ruthless Self-Storage Market

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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.

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Agenda

- How to make compelling offers, and why it isn't just price that indicates a qualified bid
- The fundamentals needed to compose a winning offer
- How to develop relationships to gain a competitive advantage
- The art of negotiation and when to get creative with certain deal terms
- How to identify potential deal-killers early in the diligence process



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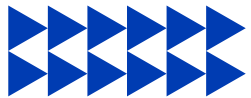




Compelling Offers

What makes a compelling offer?

- As mentioned previously, it isn't just the price.
- A compelling offer starts with an in-depth analysis of the opportunity before the offer is ever put together.



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Compelling Offers

In-depth analysis of the opportunity:

- Review the offering memorandum in its entirety.
- Review the financial reports provided in the deal room put together by the broker.
- Analyze the asset's location by using Google Maps and Google Earth to understand traffic patterns, visibility, ingress, egress, etc.
- See the real estate in person if able.
- Gather information on the residential, commercial and self-storage development pipelines.
- Put together a rental-rate comparisons list and do your homework on where rents are in the market today as well as where they've been historically.

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Compelling Offers

- While the initial screening of a deal in determining whether you should spend time and resources on the opportunity can be done on the “back of a napkin,” you should fully underwrite and model any deal on which you write an offer.
- Have a game plan in place for what happens post-closing.
 - How will you manage the facility?
 - What capital improvements do you plan to make in the near term?
 - Have you put together a capital-expenditure budget?



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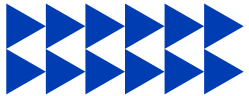




Compelling Offers

Putting together the letter of intent:

- Price
- Earnest money deposit
- Due-diligence timeline
- Closing timeline



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The Fundamentals

Have a process and stick to it.

- Financing
 - Lender?
 - Debt agent?
 - Have realistic assumptions.
- Equity
 - Self-funded?
 - Partnership?
 - Syndication?

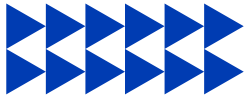
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Developing Relationships

- Reliability
- Responsiveness
- Respect
- Sense of urgency
- Effort



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Negotiations

- The right approach from start to finish
- Prevent over-negotiating
- Get creative with deal terms when appropriate
 - Seller financing
 - Seller equity piece



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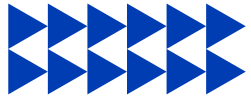




Deal-Killers

Know your own deal killers and ensure the deal checks all your boxes.

- Environmental issues
- Property conditions
- Macroeconomic factors



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Questions?



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Contact the Presenter



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