

TOP TAKE-AWAYS FROM THE SSA ECONOMIC SUMMIT

The Industry Leaders panel at the Talonvest sponsored Economic Summit during the SSA Spring Conference afforded attendees enormous take-away value provided by five of the best and brightest minds in our industry. We're proud to do business with each of these companies:

"As providers of equity capital to many development partners in varied markets, we're fortunate to be able to view our industry from 60,000 feet. And, the consensus at the Economic Summit matched our belief which is that even though we're currently in a sweet spot in the market, we need to get ready for change in the form of an onslaught of competition over the next few years from the immense volume of deals in the planning stages, many of which will likely start hitting the market in 2016 and 2017, that could result in a potential downturn of some degree by 2018."

- Steve Clark, Principal
Clark Investment Group

"The palpable optimism throughout the Conference, and supporting evidence provided by the Economic Trends Panel that industry prosperity should continue for 3-5 more years, begged the question about anxious new capital and merchant builders entering the fray. While all the chatter about construction starts struck a nervous chord among the Industry Leader panelists, the comment during the Capital Markets Panel about the irony of lenders serving as conservative backstops on the underwriting of some recent projects was the most important takeaway. Disciplined site selection, diligence and feasibility analysis, as such, is as critical as ever to the industry and the best way to steer clear of irrational exuberance."

- Gary Sugarman, Chief Strategy Officer
The William Warren Group

"The industry will be surprised by the amount of Storage that will be coming out of the ground in 2016 -17 within the top 20 markets in the country. We now have some of the Top Real estate funds/Developers in the country wanting to be in the storage space and these guys are well financed and have great teams in place to compete with the REIT's and the regional players for finding and developing the best sites."

- Brian Caster, President & CEO
The Caster Companies

"Despite all the talk and smoke about new construction coming on strong there is still at least a two year lag before any significant new facilities are actually out of the ground and open for leasing. A great deal can happen between now and then, not the least of which is another presidential election and a potential dramatic change in interest rates. The next two years should be very favorable to the self storage industry but it might be a wild ride after that."

- Ken Nitzberg, Chairman & CEO
Devon Self Storage

"The invaluable industry insights, operating data overview, and market observations & trends imparted and disseminated at the SSA / Talonvest Economic Summit are key components of our strategic & operating planning process each year. The industry enjoys an unprecedented period of high occupancies, revenue growth, and access to capital markets. However, we stand on the precipice of major changes that will impact our businesses greatly; the ever-changing capital markets, industry consolidation, web marketing aggregators, virtual brands, new disruptive business models, new supply coming online, expensive large-scale revenue management and dynamic rate engines, and the integration of new products and services. The way we manage and integrate these changes into our businesses will determine our long-term viability as operators."

- Patrick Reilly, President & CEO
Urban Self Storage

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