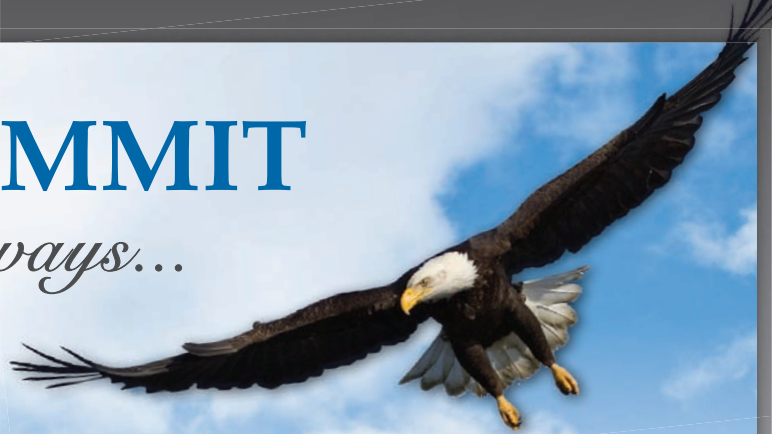


OWNERS SUMMIT

Top 10 Takeaways...



1. Self storage is now a marketing business as much as a real estate development and ownership business. **Adapt or risk extinction!**
2. Current knowledge about self storage loans results in choices for owners, and choices bring power. Right now, there are more financing options than ever available to storage owners.
3. Aggressive rate increases, as much as 8% - 10%, can be passed along to existing tenants.
4. Life companies will lend in secondary markets, offer early rate locks, and provide the opportunity for a second funding/mortgage at a later date.
5. After a new tenant moves in, their elasticity changes dramatically. There is no meaningful statistical impact on a tenant's choice to move out until their rent is about 20% above the street rate.
6. CMBS lending for self storage is back with leverage up to 75%...even 80% for some additional rate!
7. The bid-ask gap is widening. Anonymous audience responses revealed that 68% of willing sellers require a sales cap rate below 7%. However, only 22% of the audience would buy at those cap rates.
8. About 60% of CubeSmart's rentals come from its website, and 22% of their web traffic is from mobile devices. Yet, over half the audience doesn't have a dedicated mobile website.
9. You can get a fixed rate loan without a prepayment penalty...when you sign recourse to a credit union.
10. The new entrepreneurial frontier for the storage industry is 'conversion' - getting the prospective tenants, who shop in a whole new way, to commit to a unit.

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