

# SSAA Convention 2009



Blackwell Storage Indices

*An ongoing study of Self Storage Industry performance*

**Blackwell Consulting**  
Property Advisory Services

---

---

---

---

---

---

---

---

# Oh NO!!!!!!

- Valad Property Group
  - June 2007 - \$2.00
  - October 2009 - **\$0.14**

**Blackwell Consulting**  
Property Advisory Services

---

---

---

---

---

---

---

---

# Oh NO!!!!!!

- Australia Unemployed People
  - June 2008 – 468,700
  - June 2009 – **655,800**

**Blackwell Consulting**  
Property Advisory Services

---

---

---

---

---

---

---

---

# Oh NO!!!!

AFR 8 April 2008 - CB Richard Ellis's Kevin Stanley estimates the 'peak-to-trough' decline in values could reach **40%**

Blackwell Consulting  
Property Advisory Services

---

---

---

---

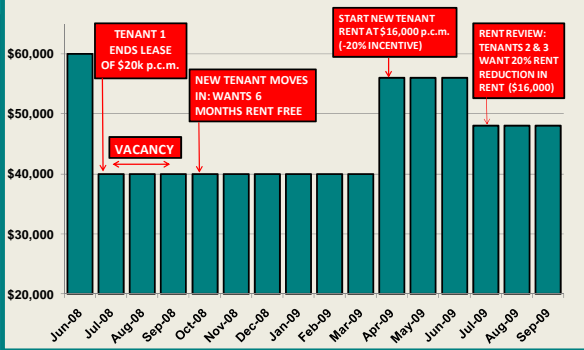
---

---

---

---

WAREHOUSE INVESTMENT INCOME: 3 TENANTS



Blackwell Consulting  
Property Advisory Services

---

---

---

---

---

---

---

---

# WHY DO WE NEED A STORAGE INDEX??

The Self Storage Industry in Australia and U.S. has promoted itself as "RECESSION PROOF" or "RECESSION RESISTANT"

Blackwell Consulting  
Property Advisory Services

---

---

---

---

---

---

---

---

# FACTS NOT FANTASY



Blackwell Consulting  
Property Advisory Services

---

---

---

---

---

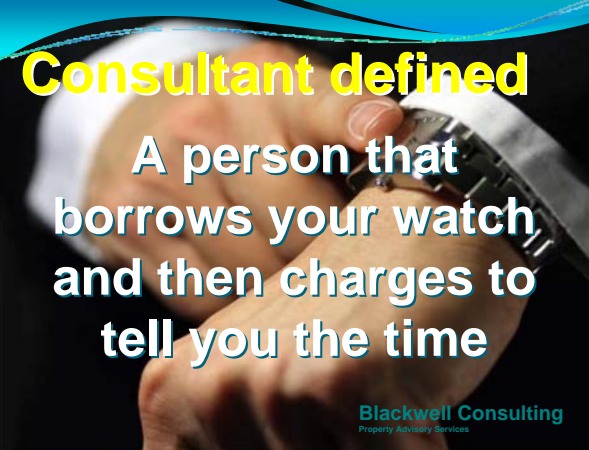
---

---

---

## Consultant defined

A person that borrows your watch and then charges to tell you the time



Blackwell Consulting  
Property Advisory Services

---

---

---

---

---

---

---

---

### 61 Australian facilities plus 11 Auckland




---

---

---

---

---

---

---

---

## Overview of BSI Report

- 61 facilities in Australia
- 11 facilities in Auckland, NZ
- Average of 24% of each location in study

Blackwell Consulting  
Property Advisory Services

---

---

---

---

---

---

---

---

## Overview of BSI Report

- Storage Fee Rate (SFR) Index
- Area Occupied (AO) Index
- Monthly Revenue (MR) Index
- Each BSI base point is 100 as at 30 June 2008

Blackwell Consulting  
Property Advisory Services

---

---

---

---

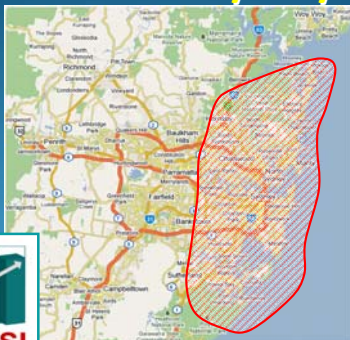
---

---

---

---

## BSI Zones - Sydney



Blackwell Consulting  
Property Advisory Services

---

---

---

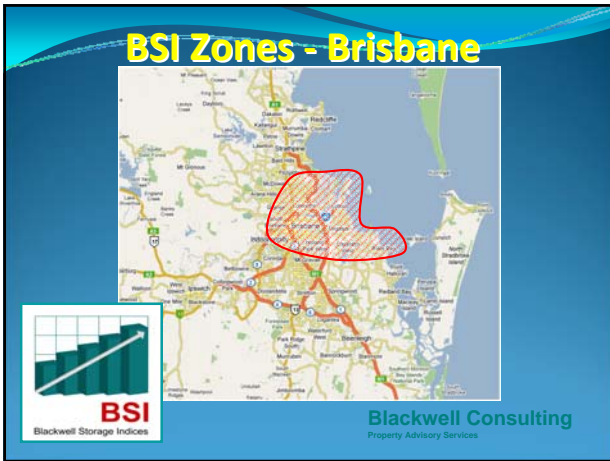
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

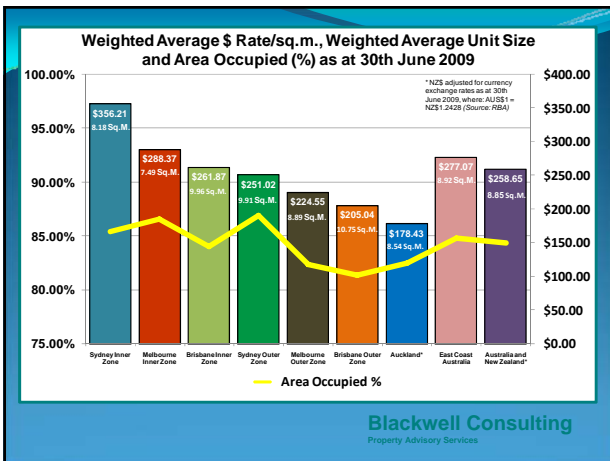
---

---

---

---

---




---

---

---

---

---

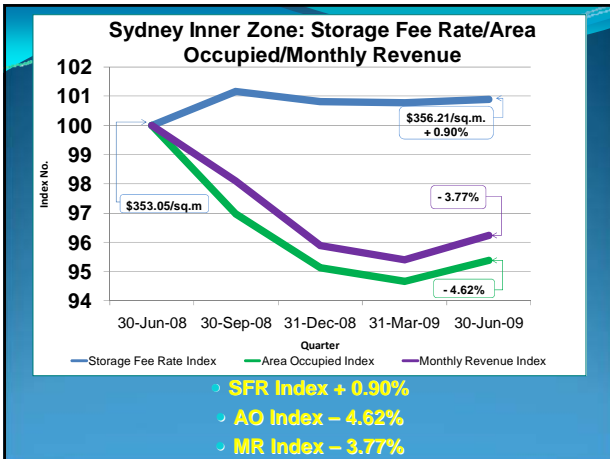
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

*“Class stereotypes are being turned on their head, as traditionally wealthy areas bear the brunt of shrunken share portfolios and superannuation nest eggs, while the so-called “mortgage belt” enjoys lower petrol proves and the lowest interest rates in more than four decades.”*

**Sydney Morning Herald**  
11.09.2009

**Blackwell Consulting**  
Property Advisory Services

---

---

---

---

---

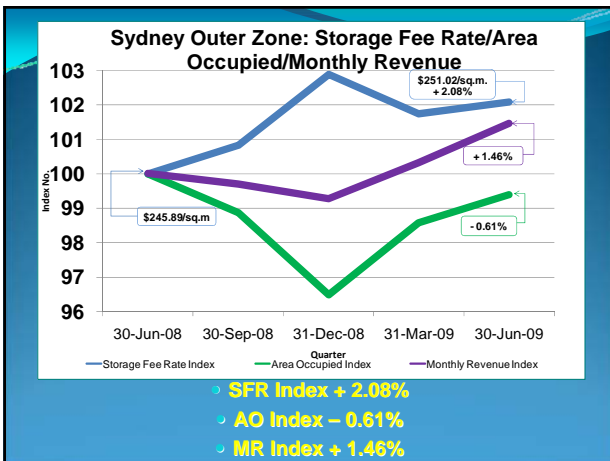
---

---

---

---

---




---

---

---

---

---

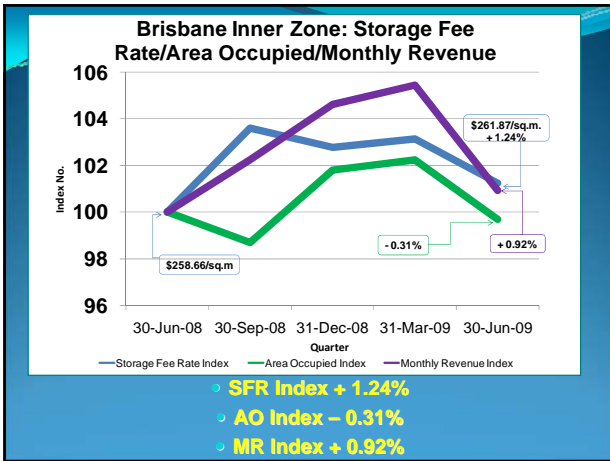
---

---

---

---

---




---

---

---

---

---

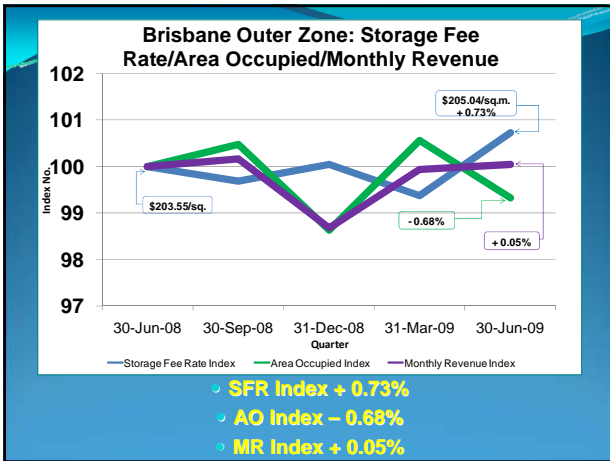
---

---

---

---

---




---

---

---

---

---

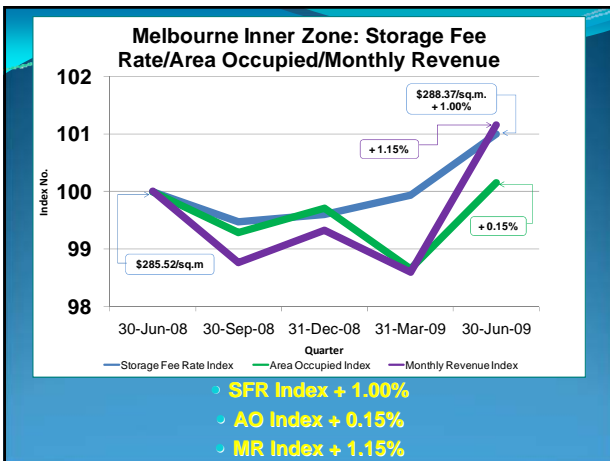
---

---

---

---

---




---

---

---

---

---

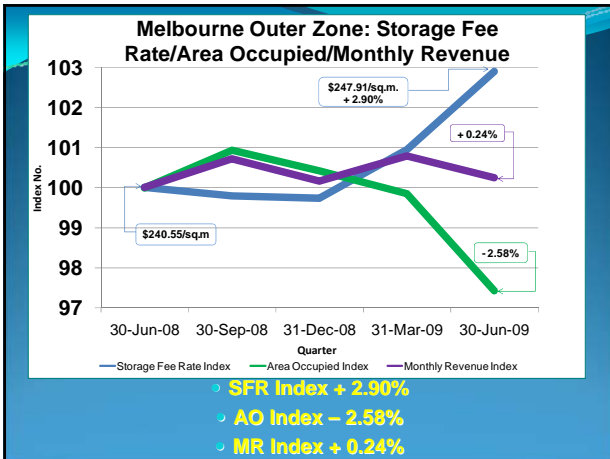
---

---

---

---

---




---

---

---

---

---

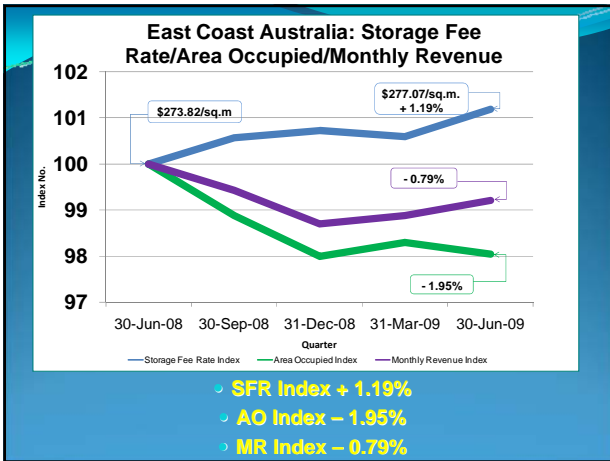
---

---

---

---

---




---

---

---

---

---

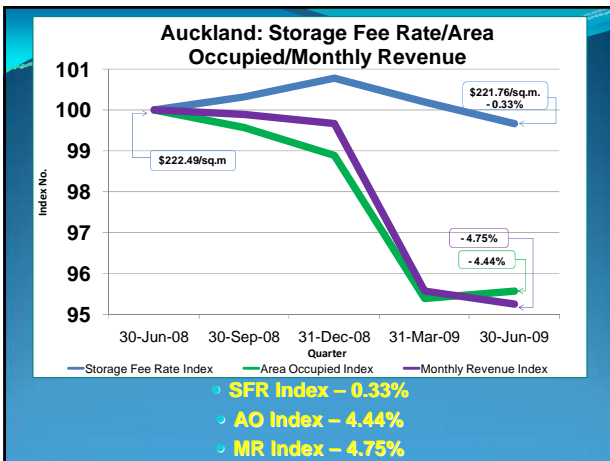
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---



# IS THERE A RELATIONSHIP??



**Blackwell Consulting**  
Property Advisory Services

---

---

---

---

---

---

---

---

## Demand Study Highlights

- Typically 85.89% of self storage users are private individuals.
- The three primary reasons for self storage use within the private user sector were;
  - Temporary storage while away from residence (12.0%)
  - Temporary storage while changing address (19.5%)
  - No room for items at residence (28.2%).
- Flat, unit or apartment dwellers are more than twice as likely to use self storage compared with separate house dwellers

---

---

---

---

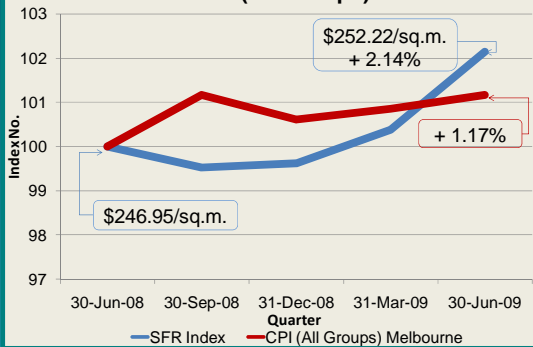
---

---

---

---

**Melbourne: CPI (All Groups) to SFR Index**



---

---

---

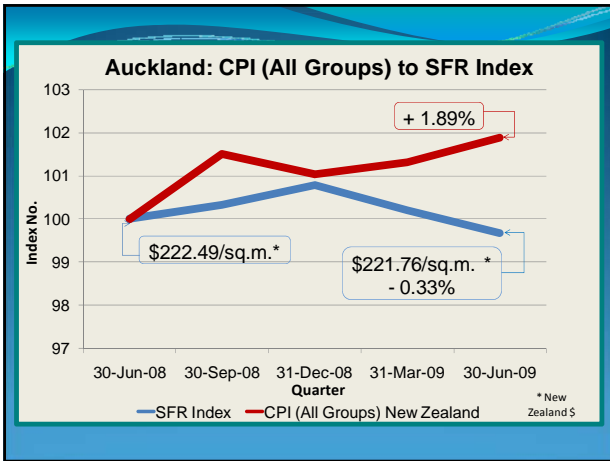
---

---

---

---

---




---

---

---

---

---

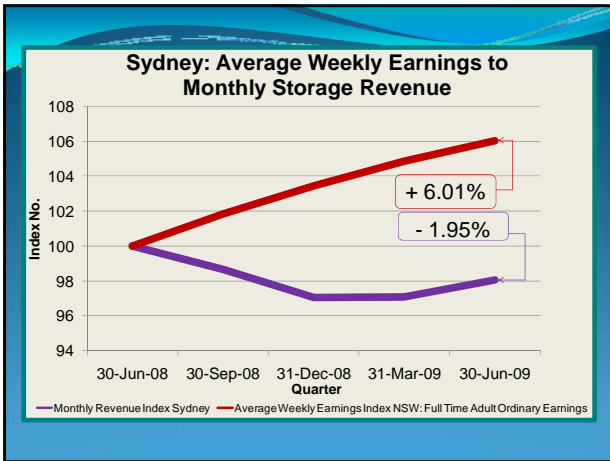
---

---

---

---

---




---

---

---

---

---

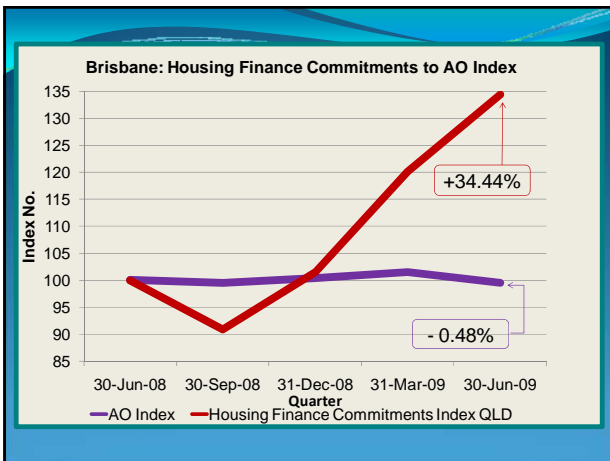
---

---

---

---

---




---

---

---

---

---

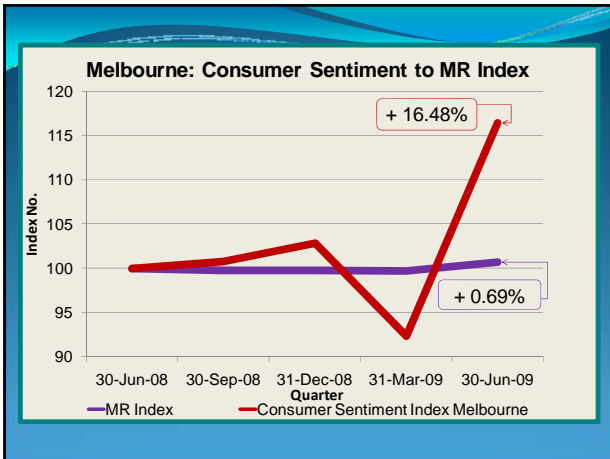
---

---

---

---

---




---

---

---

---

---

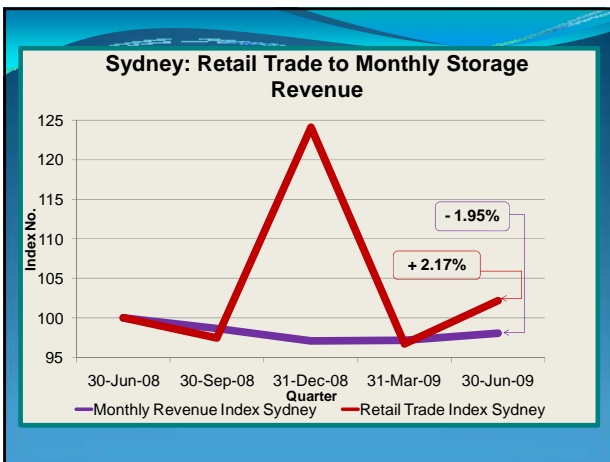
---

---

---

---

---




---

---

---

---

---


---

---

---

---

---



## In Summary...

- No immediate short term correlation is evident
- Medium to longer term (3-5 years) correlations are expected to emerge
- Blackwell Consulting have committed to longer term view so we can continue to monitor this relationship

---

---

---

---

---

---

---

---

---

---



## Conclusion

- The complete BSI report is available on our website: [www.blackwellstorage.com.au](http://www.blackwellstorage.com.au) or [www.blackwellconsulting.com.au](http://www.blackwellconsulting.com.au)
- Blackwell Consulting needs Self Storage Industry support to continue this project
- Everyone in the Self Storage Industry will benefit from the long term BSI results

---

---

---

---

---

---

---

---