

## **STR: Bringing Actionable Data to Arizona**

Self storage is a local business, and data is critical in understanding local market dynamics. The data needed to provide this meaningful perspective in the self-storage industry falls within three distinct areas: existing supply, pipeline development and performance. STR is uniquely situated to bring together these elements of the self-storage industry in order to provide a holistic view of the sector.

Founded in 1985, STR has a clear vision: shape the future of industries through the highest quality data. Some 30-plus years later after our founding, we are driving toward that vision with a presence in 15 countries and through our work with 60,000 data-reporting clients.

STR's core business helps hoteliers make smarter operational decisions to drive performance. Our nearly 100% retention rate reflects the value that clients derive from our data, and our experience dealing with owners, operators and government entities has positioned us to expand our solutions into the self-storage industry.

STR has compiled an industry leading database of existing self-storage supply for more than 60 of the top metropolitan statistical areas (MSAs) in the nation. This database, which accounts for approximately 17,500 facilities, contains key information on each facility, including square footage, number of units and number of buildings per property. Each property is reviewed on an annual basis to ensure its data fields and status as an open facility remain accurate.

Monitoring pipeline activity and tracking new developments in the top MSAs requires a rigorous and well-executed methodology. STR captures the most up-to-date and accurate property-level detail through researching publicly available records, such as websites and press releases, as well as communicating with local government planning and zoning offices. Through this process, we are able to keep updated development details on more than 2,000 individual pipeline projects currently being tracked while uncovering new projects as they enter the development pipeline.

STR's confidential and high-quality performance data is the fundamental element that has set the company apart from other data providers. STR collects five key pieces of information directly from operators on a monthly basis: supply (units available or square footage available), demand (units sold or square footage sold), total rental revenue, move-ins and move-outs.

From these figures, we are able to calculate a range of key performance indicators (KPIs) that provide our customers with unmatched visibility into market performance. Occupancy, rate and yield are essential KPIs to track performance and benchmark a facility against the wider industry.

In late 2018, STR will begin to collect and report on self-storage data for MSAs within Arizona. STR has a unique legacy as a family-owned business boasting an exceptional track record as a leading source for premium global data benchmarking, analytics and marketplace insights.

For years, the self-storage sector has lacked reliable and consistent data that is actionable, thorough and timely. Our comprehensive performance data platform, combined with a robust database of development projects, will inform better decision-making for self-storage operators—particularly in a time when rampant development is thickening the competitive landscape.

STR looks forward to working with the Arizona Self Storage Association and Arizona operators to bring better data to the self-storage sector. And we are excited to earn the mantle as your resource and partner of choice in strategic and operational decision making. Contact them at (615) 824-8664, x3160, or [coeser@str.com](mailto:coeser@str.com).