

A D V E R A N K <sup>TM</sup>

Everyday, more people are investing in **Self-Storage**, and many of them are using Adverank to manage their marketing because of Adverank's easy to use, A.I driven tools that take the guess work out of PPC and Social Media marketing.

# SIX

REASONS TO  
INVEST  
IN SELF-STORAGE

**If you are looking at storage** as an investment option but are still on the fence: Here are **6 reasons to Invest in Self-Storage.**

SIX REASONS TO INVEST IN SELF-STORAGE



## CONTINUED GROWTH

Smaller urban living spaces, downsized offices, and an increase in renting have led to around one in 10 U.S. homes renting storage spaces in an industry that records 39 billion Dollars in annual revenue and that growth is forecast to continue for the foreseeable future.

2

## LOWER START-UP COSTS

Starting a self-storage business is typically much cheaper than the high upfront costs associated with more traditional real estate rental businesses.

3

## LOW BREAK-EVEN POINT

Storage businesses usually profit from a far lower occupancy rate than other types of rentals, with many owners seeing gains at around 40-45% occupancy.

4

## HIGHER RENTAL RATES

Storage units tend to have higher rental rates per square foot than other types of rental properties, such as multifamily dwellings.



# 5 HIGHER OCCUPANCY RATES

The average occupancy rate of U.S. self-storage businesses is just under 85%, meaning ample profits.



# 6 THE INDUSTRY CAN WITHSTAND ECONOMIC DOWNTURNS

While many businesses suffered during the pandemic, the self-storage industry has proved resilient.

Self-Storage is poised to be a great investment for many years to come. If you decide to be apart of it, be sure to check out Adverank.com. Our online tools give you real time access to the stats you care about most and make it easy to get the most out of your PPC spend with A.I Driven budget recommendations you can easily accept, Modify, or reject from any PC or Mobile Device.

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