

## *Competition and Feasibility Study*

Self-Storage- Average cost \$7,500 plus travel.

This is a comprehensive project analysis for developers that provides reliable underwriting for serious investors and lenders.

This narrative analysis includes:

- **Site Assessment**
  - Zoning review
  - Existing site condition review
  - Recommended facility layout- cost effective optimization
- **Trade Area Demographics**
  - Population- numbers and characteristics.
  - Existing facilities in trade area.
  - Facility in development in trade area – municipal review
  - Target market evaluation
    - Supply and demand – saturation / underserved
  - Traffic data
  - Municipal information
- **In-Depth Competition Analysis**
  - Facility – size, condition, amenities, rates
- **Unit Mix Recommendation** – based on demographics and market demand
  - Unit mix matrix, counts, rates
- **Economic Analysis – Proforma**
  - Rental rate summary
  - Projected income and expenses
  - Projected development and construction costs
  - Project valuation
- **Executive Summary and Recommendations**