

DATA DEPOT

This month the Data Depot will focus on regional data from our Reis / SSA data surveys. To purchase a report or to participate in our study, please go to www.selfstorage.org.

Here is a snapshot of the **West Region** which currently consists of Arizona, California, Colorado, Nevada, Oregon, Utah and Washington. We look at 3Q 2014 data as it pertains to asking rent by size of unit, asking rent per square foot and vacancy rate trends. We compare this region with the U.S. average and show you a sample of metro area data from **Los Angeles, California**.



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| | 5' x 5' | 5' x 10' | 10' x 10' | 10' x 15' | 10' x 20' | 10' x 10' PSF* | |
|------------------------|---------|----------|-----------|-----------|-----------|----------------|--|
| Non-Climate Controlled | | | | | | | |
| U.S. Average | \$54 | \$76 | \$120 | \$155 | \$188 | \$1.20 | |
| West Region | \$58 | \$84 | \$137 | \$179 | \$219 | \$1.37 | |
| Climate Controlled | | | | | | | |
| U.S. Average | \$68 | \$97 | \$153 | \$199 | \$244 | \$1.53 | |
| West Region | \$66 | \$97 | \$151 | \$194 | \$236 | \$1.51 | |

Monthly Rent by Size of Unit (Third Quarter 2014)

* per square foot

Vacancy Rate Trends

| Quarterly: | 3Q14 | 2014 | YTD Avg | Annualized 1 Year |
|---------------|-------------|---------|---------|-------------------|
| U.S. Average | 11.3% | 10.9% | 11.9% | 14.2% |
| West Region | 11.4% | 11.3% | 12.2% | 14.4% |
| Period Ending | 9/30/14 | 6/30/14 | 9/30/14 | 12/31/13 |

Metro Area: Los Angeles, California

| Quarter/Year | Vacancy Rate | Asking Rent 10'x10' Non-Climate Controlled | Asking Rent % Chg | Asking Rent 10'x10' Climate Controlled | Asking Rent % Chg |
|--------------|-----------------|---|----------------------|---|----------------------|
| Y / 2011 | 16.7% | \$149.62 | n/a | \$181.30 | n/a |
| Y / 2012 | 12.7% | \$155.10 | 3.7% | \$187.39 | 3.4% |
| 1Q / 2013 | 12.7% | \$156.70 | 1.0% | \$189.92 | 1.4% |
| 2Q / 2013 | 10.9% | \$156.44 | -0.2% | \$190.86 | 0.5% |
| 3Q / 2013 | 11.7% | \$157.50 | 0.7% | \$191.88 | 0.5% |
| 4Q / 2013 | 12.4% | \$156.24 | -0.8% | \$191.04 | -0.4% |
| Y / 2013 | 12.4% | \$156.24 | 0.7% | \$191.04 | 1.9% |
| 1Q / 2014 | 12.4% | \$160.48 | 2.7% | \$194.30 | 1.7% |
| 2Q / 2014 | 9.4% | \$165.34 | 3.0% | \$197.75 | 1.8% |
| 3Q / 2014 | 9.5% | \$167.36 | 1.2% | \$198.77 | 0.5% |

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