



Participate. Learn. Benefit. Succeed.

Sponsored by...



Endorsed by...



SSA VALUATION & ACQUISITION COURSE

October 27–29, 2014 | Denver, Colorado

WHAT PAST ATTENDEES SAY ABOUT SSA'S VALUATION & ACQUISITION COURSE

"The best part of the Course was the presenters' enthusiasm and depth of experience. Hearing about the successes and problems they've had using different techniques in valuation, acquisition and tax assessment were invaluable. The financial modeling that is distributed to attendees is exceptionally helpful. The primary take-away from the course is all of it! It was all very relevant to situations I've encountered during my short time in the storage industry as an accounting professional. I could have used this course two years ago, but better late than never." *M. Brant, Controller, Guardian Storage, Pittsburgh, PA*

"The course was very valuable and will help us better learn the value of our properties, as well as assessing our taxes." *A. Volkmann, Vice President, About Space, Cincinnati, OH*

Register
by 9/30/14
for the
best rates!

We want you to have the tools to step up your business! Attend this fast-paced executive education course for self storage real estate investment and management. All attendees receive a customized financial modeling tool.

INFORMATION & REGISTRATION

www.selfstorage.org | 703-575-8000 x111 | education@selfstorage.org

There are so many topics covered in this comprehensive program, many previous attendees take the course again.

FALL 2014 SSA VALUATION & ACQUISITION COURSE PRELIMINARY SCHEDULE

FINANCIAL MODELING FOR SELF STORAGE:

Created specifically for the SSA, the impressive course modeling tools use detailed valuation methodologies that incorporate a comprehensive array of assumptions unique to the self storage business.

COURSE MATERIALS: Each attendee will receive a comprehensive set of course materials in electronic format with Excel files of dynamic, reusable financial models. Accordingly, each attendee must bring a laptop computer to use at this program (Windows format preferred).



DO YOU REALLY THINK ONE SIZE FITS ALL? WE DON'T!

Whether you are appealing real estate taxes, or valuing assets for refinance or acquisition, this program provides the insights and worksheets to provide that clarity. The Self Storage Association's Valuation and Acquisition program is specifically designed to help you make sense of the deal.

In a world where lenders are trying to find solid footing, and it's time to refinance or buy a property for a price that makes sense, everything is riding on your next move. When timing is everything, the clarity of your projections, anticipating the "what ifs", and overlaying your projections with a clearly defined operating plan are more critical than ever.

DAY ONE Monday, October 27

12:30 PM – 1:00 PM

Registration

1:00 PM – 5:00 PM

10 Practical Valuation Tools

- Good Deals Gone Bad
- Acquisition Case Study
- Direct Capitalization Valuation Model
- Valuation Matrix Tables

5:30 PM – 6:30 PM

Reception and Networking

DAY TWO Tuesday, October 28

8:00 AM – 12:00 PM

Self Storage Acquisition Case

- Discounted Cash Flow Valuation Modeling
- Financing
- Financial Modeling Sensitivity
- Assessing Property Returns (group workshop)

12:00 PM – 1:00 PM

Lunch

1:00 PM – 5:00 PM

Case Studies

- Management Turnaround Case Study
- Business Plans, Acquisitions and Group Work

DAY THREE Wednesday, October 29

8:00 AM – 12:00 PM

Building Your Report

- Adjusting Your Model for the "What-Ifs"
- Four Methods of Sales Comps
- Property Taxes and Appeals
- Putting It All Together

Program agenda subject to change



Don't be an outsider on self storage valuation and operations. Sign up today!

SSA VALUATION & ACQUISITION COURSE

Lenders are continually changing underwriting parameters in this economic environment. Financial underwriting and valuation projections for self storage assets have never been more critical.

- Are you able to react quickly to market changes?
- Do you know the true market value of your assets?
- Could you overpay for your next acquisition?
- Do you have a presentation quality analysis available for your lender?

The SSA Valuation & Acquisition Course is a unique, graduate level real estate investment and management course.

In this 16-hour, 3-day course, learn how to apply decision-making financial modeling techniques for potential acquisitions or existing facilities.

Multiple valuation techniques for financial modeling are discussed as are actual self storage case studies within the framework of all cash or financed. Case scenarios apply to expansions, request for financing, distressed properties, and buy or sell property valuations. Property operations are discussed including management turn-around assets coupled with many cost saving suggestions.

WHO SHOULD ATTEND?

The program is designed for experienced industry professionals, self storage owners, investors, CFOs, and other self storage financial executives with a working knowledge of self storage investment and management.

Additional registrants from the same company receive a registration discount. Please see the details on the registration form.

WHAT YOU WILL LEARN

Property valuation based on sound financial modeling enhances negotiations with lenders, buyers, sellers and investors. The SSA Valuation & Acquisition Course discusses multiple valuation topics and teaches you specific techniques for financial modeling using fee simple, discounted cash flow valuation tools and sales comparables.

WHAT YOU WILL TAKE AWAY

You'll receive two financial modeling tools: a direct capitalization worksheet and a discounted cash flow spreadsheet, created specifically for this course. These modeling tools use sophisticated valuation methodologies that incorporate a comprehensive array of assumptions that are unique to the self storage business.

Whether you are interested in property acquisitions, repositioning a property within a market, expanding a facility, or reducing expenses, the SSA's valuation tools can assist you in making sound economic decisions.

- Learn how to make sense of today's property values by replicating an actual acquisition by inputting property data into the financial models to determine the feasibility of the project
- Understand the interrelationship between business plans, acquisitions, and turn around facilities through a management plan case study
- Exchange ideas throughout the class in an open format with students and instructors
- Learn how to review, control, and negotiate property taxes and insurance—two of the largest and least understood expenses

FACULTY



Robert Francis, CPM

Bob Francis is operating partner of The Heron Group Management and Consulting, LLC., in Kissimmee Florida. He has been active in the operation and management of investment real estate for the past thirty-five years. For two decades, Francis has specialized in the management and operation of self storage facilities throughout the U.S. and Ontario, Canada. A frequent columnist in industry publications, Francis is editor of SSA's Financial and Operational reports. An active leader in the industry, he is past chairman of the SSA Board of Directors and a former trustee of the Florida Self Storage Association. Francis holds the Institute of Real Estate Management Certified Property Manager designation and is a licensed real estate broker in Florida.



Jeff Humphrey, ASA

Jeff Humphrey is Senior Vice President of Asset Management for Devon Self Storage Holdings (US) LLC. Humphrey is responsible for financial underwriting (acquisitions), risk management (insurance), financing, property tax appeals and dispositions. Prior to joining Devon he was director of Acquisition Audit and Property Taxes for Equitec Properties Company with holdings of 26 million square feet of office, industrial, retail and apartments located in 30 states. He has authored several articles for real estate publications. Humphrey is a member of the American Society of Appraisers and holds the senior appraisal designation of ASA.



Hilton Garden Inn Denver / Cherry Creek

600 S. Colorado Blvd., Denver, Colorado 80246

Call today to book your room: (303) 754-9800

The hotel is located just ten minutes from downtown Denver. The Hilton Garden Inn Denver/Cherry Creek hotel is situated moments from Cherry Creek Mall with numerous shops, restaurants and a cinema.

Find everything you need to stay productive at this hotel in Denver. Take advantage of complimentary internet access and spacious work desk in all guest rooms, and a 24-hour business center with an array of useful professional services and equipment. Stay active at the complimentary fitness center and wind down after hectic days with a swim in the indoor pool or a soak in the whirlpool.

The hotel is approximately 20 miles from the Denver International Airport (\$27 on the Super Shuttle). For those attendees with a car, there is free covered parking. Things to do in the area include: Cherry Creek Mall, Infinity Park, Downtown Denver and the Denver Museum of Nature and Science.



**Book Your Hotel Reservation
Now for an SSA Discounted Rate
Only \$123/night!**

For reservations, call the Hilton Garden Inn at (303) 754-9800 and tell them you're with the Self Storage Association meeting.

**Discounted room rates are available for
the nights of October 26–28.
Reservations must be made by
September 30, 2014 to guarantee this rate.**

Call early—only a limited number of rooms are available at this rate.

When you're in Denver ... adventure awaits. From downtown amusement parks to fascinating museums and beautiful scenery, Denver's attractions deliver unique and unforgettable experiences. From the 16th Street Mall to the Red Rocks Amphitheatre & Park to the great Rocky Mountains, Denver has something for everyone.



Registration Form

SSA VALUATION & ACQUISITION COURSE • October 27–29, 2014 • Denver, Colorado

PRINT CLEARLY or TYPE (Copy form for three or more registrants. Send all forms and payment together.)

SSA Member number (if known): _____

First Registrant Name: _____ Badge nickname: _____

Title: _____

Second Registrant: _____ Badge nickname: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Office email required for registration confirmation and any Course preliminary correspondence. Print clearly:

Email (1st Registrant): _____

Email (2nd Registrant): _____

SSA Direct Members & Affiliate Members

Payment Received*	By 9/30/14	By 10/24/14
<input type="checkbox"/> First Registrant	\$1,400	\$1,550
<input type="checkbox"/> Second Registrant (same company)	\$1,300	\$1,450
Total* : \$		

All Others

Payment Received*	By 9/30/14	By 10/24/14
<input type="checkbox"/> First Registrant	\$1,500	\$1,650
<input type="checkbox"/> Second Registrant (same company)	\$1,400	\$1,550
Total* : \$		

* SSA reserves the right to charge the correct amount.

Please check here if you are disabled and require special assistance. Attach a description of your needs.

Cancellation Policy: If you are unable to attend, you may substitute a person from your company.

Cancellations faxed or postmarked by September 30, 2014 will be subject to a \$200 processing fee per registrant, with the remainder refunded. For cancellations between October 1 and October 17, 2014, a 50% refund will be made. No refunds granted thereafter, but substitutions are accepted.

Payment: Registration and program seating reservation will not be processed without full payment. Enclose a check payable to SSA in U.S. funds, or credit card information:

Visa MasterCard American Express

Card # _____ Exp Date: _____

Cardholder's Name (print): _____

Signature: _____

TO REGISTER: Fax with credit card information to SSA at 703-575-8901 or mail registration form with check to Self Storage Association, 1901 North Beauregard Street, Suite 450, Alexandria VA 22311

ADDITIONAL INFORMATION: Phone (703) 575-8000 ext. 111 | email: education@selfstorage.org | www.selfstorage.org