



SELF STORAGE

PRIVATE MONEY & SYNDICATION SUMMIT

Hope all is well with you. Thought you might be interested in this.

Kenneth L. Brown, CCIM

415-258-9777 - office

650-280-0002 - cell



Why This is Important!

Begin forwarded message:

Subject: Client seeking self storage portfolios \$40 mill +

Date: November 11, 2019 at 2:38:54 PM PST

Self-Storage Only in portfolios of \$40mm +

Initial cap while important is not as important as to being able to lift Return on cost (NOI over cost) to over time.

The increase in NOI being the value add component.

Nationwide Everything but the Midwest and East Coast

Major & Secondary markets considered

College towns are a good fit for there program.

All off-market submissions will be kept confidential

The Work Flow – Getting Started

01

Market Research

Alcatraz performs in-depth research to identify markets and sub-markets that support quality self storage investment opportunities.

Potential Acquisitions are sourced directly from sellers, banks, and through a network of commercial real estate brokers specializing in self storage.

07

Offering Memorandum

Alcatraz submits the final Offering Memorandum to the investor(s) for final review



02

Pre-Qualify the Asset

Potential acquisitions are pre-qualified before being underwritten. Potential acquisitions must meet strict due diligence and investor suitability requirements.

Alcatraz's acquisition criteria includes:

- Must have strong historical cash flows
- Must have upside potential to increase value
- Must have a major risk mitigant to protect invested capital
- Must achieve investor return requirements
- Must have strong potential for exit either as a single asset or combined with other properties into institutional grade portfolios

03

Preliminary Numbers

Alcatraz prepares a preliminary pro forma and submits to investors to begin their preliminary review.

The review period is approximately 30 days allowing sufficient time for investors to learn the details of the opportunity, and perform their own due diligence.

08

Documents

Alcatraz produces all documents for the partnership(s):

Documents include:

- Private Placement Memorandum
- Limited Partnership Operating Agreement
- Subscription Agreement

Committed investors execute the investment documents; funds are transferred from the Holding Escrow(s) to the purchase escrow.

04

Assemble Funds

During the acquisition Pre-Qualification and Due Diligence periods, qualified investors reserve positions by depositing funds into individual isolated "Holding Escrow" accounts with "Chicago Title". (see Holding Escrow Agreement)

Funds deposited into "Holding Escrow(s)" with Chicago Title are held in individual investor accounts until the investor authorizes transfer to the property purchase escrow.

Should investor(s) choose to rescind prior to transfer to purchase escrow, investor(s) may cancel and withdraw 100% of their funds without any fees or penalties.

09

Asset Management

The asset management and transition process begins. The property is rebranded under the flag of the operator selected by Alcatraz. ~~Alcatraz places immediate focus on improving operational efficiencies and revenue management.~~

Any existing deferred maintenance or other scheduled improvements are started.

Additional income opportunities that were identified during the due diligence period begin implementation phase.

05

Negotiations

Alcatraz negotiates the preliminary terms, conditions and purchase price of subject property.

10

Distributions

Within 45 days after close of purchase escrow, Alcatraz begins monthly reporting and distributes the partnership's net revenue to the limited partners per the terms of the partnership agreement.

All investor reports are sent via email, and all partner distributions are electronic. Alcatraz Storage also provides yearly tax reporting data to the partners until the partnership is dissolved.

06

Due Diligence

Alcatraz performs all due diligence including auditing all stated incomes through to the seller's bank accounts as well as conducts a detailed examination of the expenses stated by seller.

All onsite third party inspections are performed.

Final purchase price is agreed upon or re-negotiated if necessary.

11

Exit

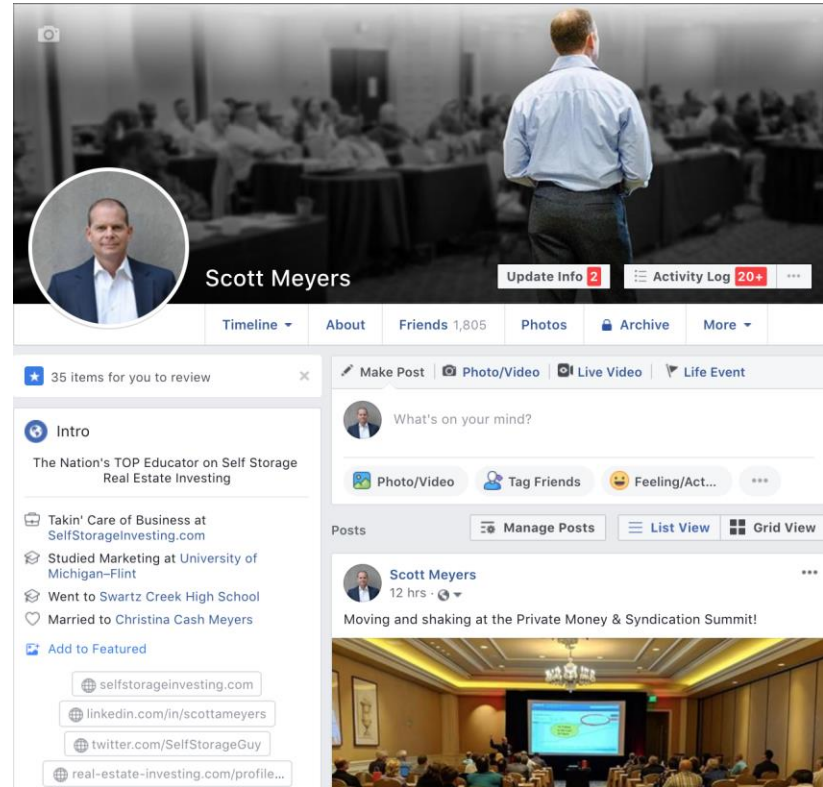
During the acquisition due diligence period, Alcatraz develops and analyzes potential exit strategies to optimize the investment. The hold period of the investment is approximately 5-7 years. The property is positioned to reach stabilization and allow revenues to become seasoned approximately 2 years in advance of the exit.

Must Have.....

- **90 second - 3 Minute “elevator pitch”**
- **2 Page Marketing Brochure**
- **Multiple Page (14-15) Detailed Executive Summary**
- **PowerPoint presentation**
- **Private Placement Memorandum**

Authority/Credibility

- A Business Plan
- Credibility Website
- Youtube, Twitter, Facebook, LinkedIn
- Online Forums
- Establish Authority



Credibility Website

- Buy “Your Name” Domain and build Your Credibility Site: Godaddy
- ScottMeyers.com
- SumEffectInvestments.com
- LandBaron.com
- We’ll do this for you



TM

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JimWeisert.com

jimweisert.com is available Call 480-505-8877 for buying assistance

Starter Plan
 jimweisert.com + 1-Page Site
 Fully protected domain and a secure 1-page website.

\$2.50/mo [?]
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Essentials Plan
 jimweisert.com + Website
 Fully protected domain, a secure website with unlimited pages, SEO and marketing tools.

\$10.00/mo [?]
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 Save 56%
 Plus! 1 year of Professional Email and SmartLine

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Ecommerce Plan
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 Fully protected domain, a secure Ecommerce website with unlimited pages, SEO and marketing tools.

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Convert Your ROTH/IRA



solo
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Write and Memorize your



ELEVATOR PITCH

What is it you do?

“I’m in the Self Storage Business (Oh Yeah, like on tv...) No, we’re on the other side.. We actually buy the whole Self Storage Facility for Cash, and some with loans, and we use private lenders who become equity partners in our deals. They share in the Cash Flow and the profits when we sell, so When we find a deal that we are considering, we call them and offer a share of the ownership secured by the property. (Really.....) Yeah, our partners love this because our returns are generally higher than the stock market, and less risky because they actually own a percentage of an asset that they can see, and touch, unlike anything they buy on Wall Street”

Create Your Offering Brochure





The IEC Storage Center, 55 South State St. Indianapolis, IN 46201 USA



Property Information

Purchase Price:	\$750,000
Cap. Rate (on T - 12 NOI):	0%
Rentable Sq. Ft. (approx.):	188,000
Economic Occupancy (at Purchase):	65%
Number of Spaces:	
Land Area (approx. acres):	6.69 ac
Year Built:	1935
Construction:	Brick/Concrete

Property Highlights

Temperature Controlled:	Yes
Security:	Video Surveillance
Onsite Manager:	Yes
5 Mile Population	104,483
Traffic count	9,000/Day

Current Property Financials (Un-audited)

Potential Income:		\$590,000
Vacancy:	34%	(\$200,600)
Effective Gross Income:		\$389,000
Operating Expenses:	104%	(\$404,725)
Net Operating Income:		(\$15,725)



This information is preliminary only and subject to change after verification. This information is deemed to be reliable, however, the accuracy and completeness of this information is not quarantined. It is intended to provide general information only. Neither the information nor any opinion constitutes an offer or invitation to buy or sell any shares, securities or other investment. Any offer of preferred shares can only be made through a Private Placement Memorandum inclusive of the Operating Agreement of the Issuer. This information is not intended to provide personal investment advice and it does not take into consideration the specific investment objectives, financial situation, and the particular needs of any specific person. Investors should understand that statements regarding future prospects may not be realized. Investors should note that income from such shares, securities or other investments, if any, may fluctuate and that the price or value of such shares, securities or investments may rise or fall. Accordingly, investors may receive back less than originally invested. Past performance is not necessarily a guide to future performance.

Office: 317-506-4900 • Fax: 317-770-1938 • 15570 Stoney Creek Way • Noblesville, IN 46060
WWW.SELFSTORAGEINVESTING.COM

EXECUTIVE SUMMARY CUBESMART - FISHKILL 1574 RT 52 FISHKILL, NY 97,000 SF - PHASE ONE



OVERVIEW

- Phase One - Under Construction for +97,000 Gross (72,000 NRSF).
- Phase One Completion in Fall 2019
- Phase Two - Fully Approved 18,000 Gross (14,000 NRSF) For Future Expansion.
- 2.8 Acres
- Under Supplied Market
- 18,350 Cars Per Day (ADT) at Traffic Light
- Phase One Bank Appraisal at CO - \$14,170,000
- Phase One Bank Appraisal at Stabilization - \$17,470,000.0

PROPERTY DESCRIPTION

Class A three story climate control self-storage facility in Fishkill - NY. The site is approximately 2.8 acres and will include an inventory of newly-developed climate controlled and Drive up Storage units.

The Parcel is located at the busy intersection of NY RT 82 and NY RT 52 at a traffic light. Project approval is for Phase One 97,000 Gross SF with 72,000 Net Rentable SF, and Phase Two with 18,000+ Gross SF with 14,000 Net Rentable SF. Current Construction, Appraisal and Bank loan are for Phase One Only.

A feasibility study was completed by an independent, industry leading self storage expert who found a shortfall of self-storage supply of 111,000 + NRSF in a three mile trade area (3.8 SF per capita) and a shortfall of 222,000 + NRSF in a 4 mile trade area.

Sample Plan – 45 Pages



September 15, 20XX

This is a Business Plan only and not an offer of securities.
Any offer of securities will be pursuant to a written private placement memorandum.

This information has been prepared by the Directors, Officers, Advisors, and consultants of For questions regarding this Business Plan or accompanying SS information please contact: Scott Meyers, (217) XXX-XXXX, email at ss@XXX.com

PRIVILEGED AND CONFIDENTIAL

This Business Plan is for the exclusive use of Black Gold Storage, its Partners, its Officers, and Directors. This document may contain proprietary, confidential, or privileged information. Any use, copying, disclosure, dissemination, or distribution is strictly prohibited.

1234 Main St. Anywhere, IN 55555 U.S.A.

Mission Statement

The Mission of Black Gold Storage is to acquire strong cash flowing self-storage facilities with the potential to increase future performance and Value. Black Gold Storage and its owners are a team of veteran Self Storage Owners and Operators that strive to be the premier Self Storage Providers in the Markets they serve.



The Business Plan / Powerpoint

- The Deal (Value Add)
- The Market
- Revenue Model
- Business Model
- Competition
- The Team
- Appropriate Funding/Valuation
- Exit Strategy
- Understandable

Explain The Deal: Class A Development..

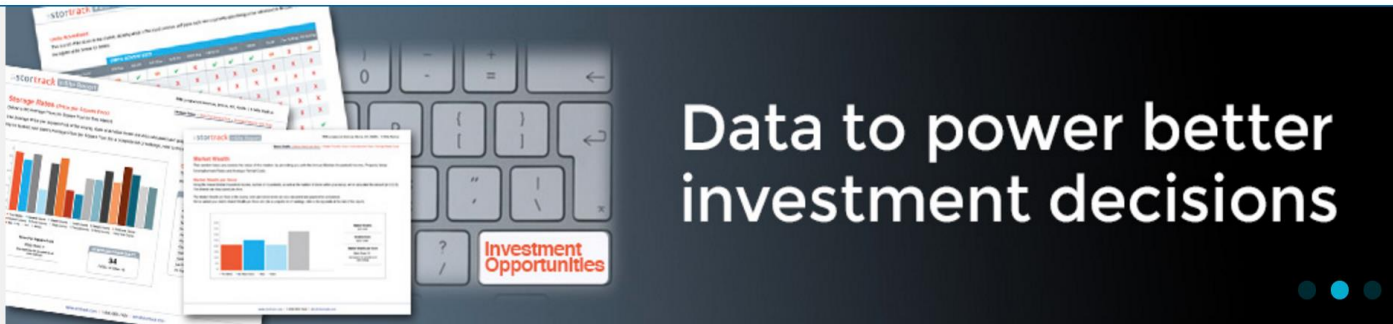




The Market

- Main Road?
- Placement of Buildings
- Competition
- Neighborhoods
- Multi-Family
- Growth...





Online

Immediate insight into local market pricing conditions with our dashboard

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DataStream

Flexible data services that can be easily integrated into revenue management and property management systems for self-storage companies

[Learn More](#)



InSite Reports

Single market reports, custom reports and research for owners, investors and managers in self-storage


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Clermont, NJ

Go

Jump to a detailed profile, search site
or try  advanced city search

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Welcome to City-Data

By collecting and analyzing data from numerous sources, we're able to create detailed, informative profiles of all cities in the United States. From crime rates to weather patterns, you can find the data you're looking for on City-Data.com.

Our website receives 18 million unique visitors per month (August 2015) and has been featured in 121 books, on CNN, WABC in New York, Bay News 9 in Tampa Bay and USA Today's Hot Sites, among others.

Quick navigation

By category

What is TownCharts?

TownCharts.com is **data about every city in the United States**, easily searchable and beautifully portrayed in clear charts. You'll find reliable and illustrated data on [demographics](#), [housing](#), [local economy](#), [education](#), and more.

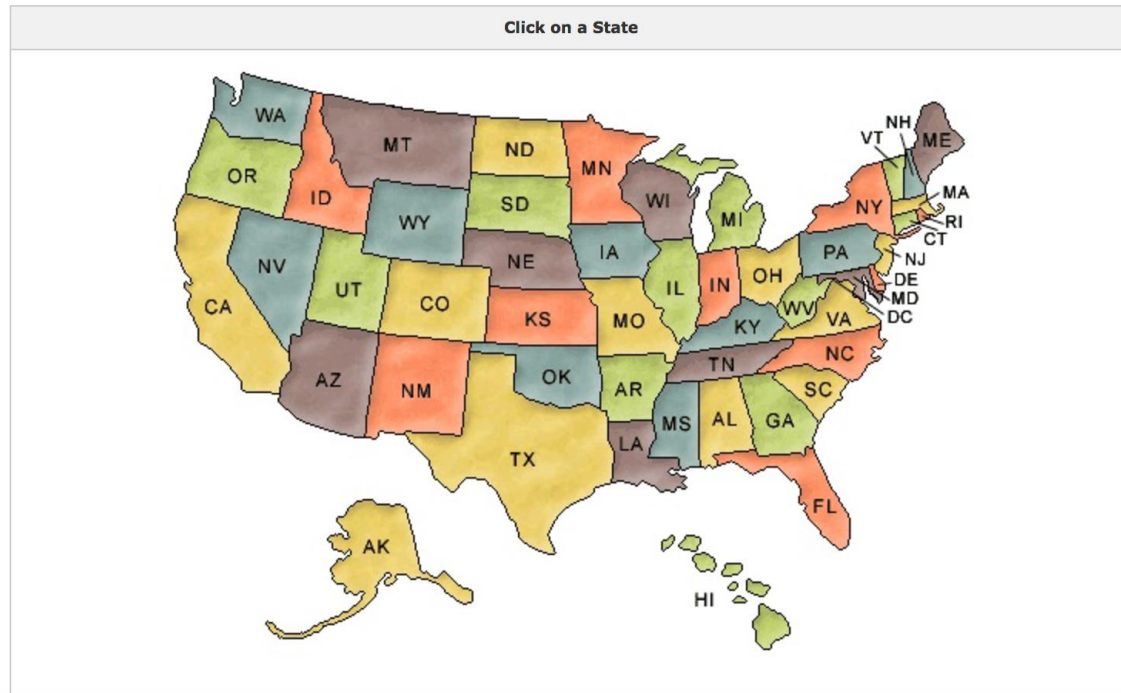
Data on Towncharts includes: cities, towns, zip codes, counties, states, and more.

Who Needs TownCharts?

Anyone! Whether you're a **realtor**, a **family** looking to move, a **business** deciding on a new property location, or you're working on a [complex market research project](#), you'll find everything here you

United States Data: Powerfully Illustrated and Interactive

Demographics	Housing	Economy	Education	Healthcare
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See Biggest in U.S.:

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Select a Zipcode

Select a County

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[-Failure to Lunch](#)

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COMPARE CITIES



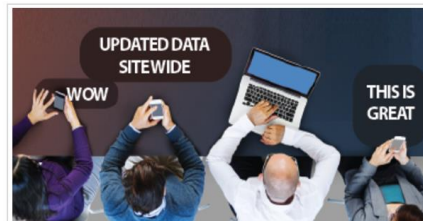
Compare Cities Side-by-Side

[Compare Cost Of Living](#)

[Compare Schools](#)

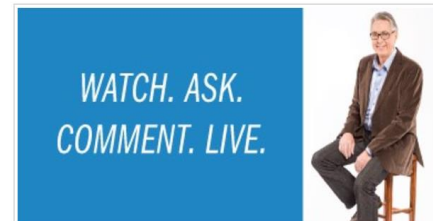
[Compare Crime Rates](#)

NEW DATA SITE WIDE

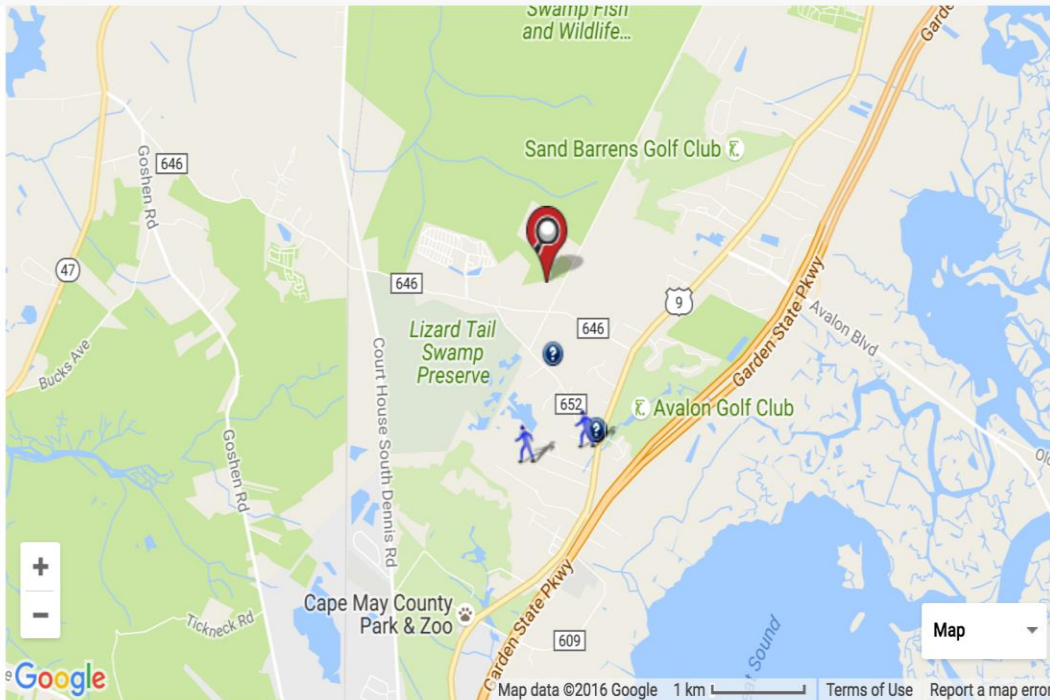


Our Spertling's Best Places team has been working on getting New Data Site Wide to provide you with the best and latest information. [Find A Place](#) and

BEST PLACES TOWN HALL



Join founder Bert Spertling for a live video Q&A the first Tuesday of every month at 12 PM PST/3 PM EST. The next is Tuesday, Feb. 7th - here's the link



Burglary



Robbery



Shooting



Theft



Vandalism



Other

records (court records of driving citations, speeding tickets, **felonies**, misdemeanors, offenses, mugshots, etc.), background reports, court documents, address info, phone numbers and much more. Please **BE CAREFUL** when searching.

Learning the truth about the history of your family and friends can be shocking, so please be cautious when using this tool.

Enter



Other

08/02/16 12:00 AM

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Web Only \$69

Reserve



5'x10'

Inside Climate 2nd Floor

First Month's Rent \$41.00

Web Only \$89



Feasibility Study Conclusions

PRE-DEVELOPMENT SELF-STORAGE SITE & MARKET FEASIBILITY STUDY



Site Location:
+/-1577 Route 52
Fishkill, NY 12524

Client: Mutassem Khleifat

Market and Feasibility Analysis performed by: Self Storage 101



CONCLUSIONS AND RECOMMENDATIONS

On or about June 6, 2018, the partners of Self Storage 101 conducted a Self-Storage Market Study for a specific potential development opportunity in the Fishkill, NY market. The study included an onsite examination of the subject property, a review of the self-storage competitors in the market and the demographic profile of the subject market.

It is our opinion that the market is favorable for the development of the amount of self-storage space contemplated by the developer. We do believe it is likely that acceptable financial assumptions and returns can be met, assuming the land and development costs are not overly burdensome, and that the return calculations would be impacted by what we would calculate to be an acceptable lease-up period and moderately high rental rates.

Our opinion is based on the following:

- The square foot demand calculations would appear to indicate that the subject market up to the five-mile demographic profile is under-developed by a substantial amount of storage space and there is a sufficient amount of unmet self storage space demand for the contemplated development.
- The subject site's financial viability is impacted by the moderate to moderately high rental rates for storage space in place at the market competitors.
 - The average rental rate for a 10x10 non climate unit is \$103 per month while the average rental rate for a 10x10 climate unit is \$155 per month.
 - The 'blended' rental rate for the recommended unit mix is \$17.49 per square foot (per year), a rental rate generally found to be high enough to warrant new development and a rate that is likely to produce sufficiently high enough financial returns to warrant the investment risk associated with the asset class.
 - The financial viability of the subject project will be dependent on the developer's securing reasonable development costs.
 - The stabilized income statement would indicate an asset value of +/- \$17,149,000 (assuming a 6.5% cap rate).
- The financial analysis indicates that the development may be refinanced at stabilization, allowing for a full return of invested capital and therefore a recalculation of infinite cash-on-cash returns.
 - Our calculations also indicate an Internal Rate of Return (unlevered) of 15.1%, Levered of 25.18% and a Developer's Yield of 10.65%.
 - The estimated development budget was supplied by the developer.

We believe this potential development is represented as a 'B+' market and the site is a 'B+' site.

“It is our opinion that the market is favorable for the development of the amount of self-storage space as contemplated by the developer.”

Bob Copper
Self Storage 101



STRONG MARKET RENTAL RATES

NON CLIMATE CONTROL								
PROPERTY	Map #							
		5 x 5	5 x 10	10 x 10	10x15	10 x 20		
Public Storage	1	\$ 72.00	\$ 0.00	\$ 103.00	\$ 212.00	\$ 246.00		
Ramsey Mini Storage	2	\$ 45.00	\$ 60.00	\$ 120.00	\$ 140.00	\$ 159.00		
Anoka Mini Storage	3	\$ 45.00	\$ 60.00	\$ 120.00	\$ 140.00	\$ 159.00		
Gopher State Storage	4	\$ 0.00	\$ 69.00	\$ 95.00	\$ 150.00	\$ 190.00		
Midwest Mini Storage	5	\$ 0.00	\$ 50.00	\$ 75.00	\$ 98.00	\$ 120.00		
Average		\$ 54.00	\$ 59.75	\$ 102.60	\$ 148.00	\$ 174.80		
CLIMATE CONTROL								
PROPERTY	Map #							
		5 x 5	5 x 10	10 x 10	10x15	10 x 20		
Public Storage	1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00		
Ramsey Mini Storage	2	\$ 60.00	\$ 75.00	\$ 155.00	\$ 170.00	\$ 190.00		
Anoka Mini Storage	3	\$ 60.00	\$ 75.00	\$ 155.00	\$ 170.00	\$ 190.00		
Gopher State Storage	4	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00		
Midwest Mini Storage	5	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00		
Average		\$ 60.00	\$ 75.00	\$ 155.00	\$ 170.00	\$ 190.00		

5 Year Operating Projections

	Year 1	Year 2	Year 3	Year 4	Year 5
	Construction	Operations	Operations	Operations	Operations
Blended Rate/SF	-	19.98	20.78	21.61	22.47
Gross Potential Income	-	1,343,460	1,397,198	1,453,086	1,511,210
Gross Rental Income	-	218,312	646,204	1,107,978	1,360,089
Discount %	0.0%	12.0%	12.0%	12.0%	5.0%
Discount	-	26,197	77,545	132,957	68,004
Achieved Rate/SF	-	17.58	18.28	19.02	21.35
Bad Debt %	0.0%	2.5%	2.5%	2.5%	2.0%
Bad Debt	-	5,458	16,155	27,699	27,202
NET RENTAL INCOME	-	186,657	552,505	947,321	1,264,883
TOTAL OTHER INCOME	-	10,973	27,081	44,546	55,555
TOTAL REVENUE	-	197,630	579,585	991,868	1,320,438
TOTAL OPERATING EXPENSES	-	260,636	282,080	335,887	377,408
NET OPERATING INCOME	\$ -	\$ (63,006)	\$ 297,505	\$ 655,981	\$ 943,030
DEBT SERVICE	-	-	-	530,572	530,572
NET CASH FLOW	\$ -	\$ (63,006)	\$ 297,505	\$ 125,409	\$ 412,458

8% Preferred Return* and 50% Equity

EXIT SUMMARY	Year 3	Year 4	Year 5
SALE OF PROPERTY			
Projected Gross Sales Price	\$10,498,616	\$11,944,100	\$12,302,435
Disposition Costs (2%)	\$209,972	\$238,882	\$246,049
Loan Pay-Off (Approx. from Valuator)	\$6,907,577	\$6,779,652	\$6,644,848
LP Pay-Off	\$1,700,000	\$1,700,000	\$1,700,000
NET PROCEEDS FROM SALE	\$1,681,067	\$3,225,566	\$3,711,538
LIMITED PARTNER(S) SUMMARY			
Preferred Return	\$133,585	\$188,224	\$201,769
Returns from previous years	\$10,398	\$143,983	\$332,207
Share of Sales Proceeds	\$840,534	\$1,612,783	\$1,855,769
TOTAL RETURN ON INITIAL INVESTMENT	\$984,516	\$1,944,990	\$2,389,745
Limited Partner(s) Period Simple Rate of Return:	58%	114%	141%

*Preferred Return on Cash Flow

Equity Partner Projected Returns / Class A

PROJECTED RETURNS ON \$100,000 INVESTMENT

Year 1	Year 2	Year 3	Year 4	Year 5
\$0	\$0	\$9,917	\$5,225	\$229,110

PROJECTED RETURNS IN %

Year 1	Year 2	Year 3	Year 4	Year 5
0%	0%	9.9%	5.2%	229.1%

2.4x

TOTAL EQUITY
MULTIPLE

20.1%

TOTAL IRR OVER 5
YEARS

\$244,252

TOTAL 5 YEAR
PROJECTED RETURNS

Equity Multiple

- **Equity Multiple is the amount of equity received as compared to that invested upon asset disposition.**
- **Equity Multiple is evaluated side by side with IRR and is sometimes deemed a more pure result of profitability – “*You Cannot Eat IRR*”**
- **i.e. if you invested \$300,000, and after disposition had \$600,000 in equity, you would have a 2.0x equity multiple. *Obviously, deals with equity multiples under 1.0x do not justify investment**

Management

- **Focus on Management Team**
 - **CEO - prior experience**
 - **CTO - proven know-how**
 - **CMO - proven knowledge/Key relationships**
 - **CFO - Prior acquisition experience**
- **Part-time vs full-time**
- **Board of Directors/ Board of Advisors**

Private Placement Memorandum

- States the offering price, the type of offering, allowed investors, minimum amount to invest, and a summary. Business Plan in action
- Required legal language by the securities boards and SEC
- Accredited Investors, Unaccredited, and/or Sophisticated

Private Placement Memorandum

- **What the investors will get, what to expect, what the company is all about**
- **What the risks are related to investing in the securities, the company, management, the industry**
- **How the investors' money will be spent, what percentages will be spent where, whether or not commissions/due diligence fees will be paid**

Private Placement Memorandum

- How the security might be effected by both internal and external circumstances – “Risks”
- Description of the Company, its core business, the plan and its management
- Who the officers and directors are, their experience, and their compensation may be

Private Placement Memorandum

- **Type of tax treatment investors may expect;**
- **Any litigation or other controversy effecting the company or the asset**
- **How investors may expect to be paid back and redeem their interests**
- **Any Exhibits information or Disclosures**
- **Up to 75 Pages – Between \$12,000 - \$25,000**

“Other” Forms

- Non-Disclosure Agreement
- Accredited Investor Questionnaire

Investor Qualification Form

Please fill out, Scan, and email to Scott@SelfStorageInvesting.com

To: **Black Gold Storage** From: _____
55 South State Avenue Address: _____
Indianapolis, IN 462101 _____
Scott@SelfStorageInvesting.com City State Zip
Email: _____

I am interested in exploring real-estate opportunities. I understand I must meet at least one of the following qualifications. I have significant investment, business and/or financial experience.

Please check the option that applies to you.

A. Income: My annual net income was at least \$200,000 in each of the last two years, or my joint income with my spouse was in excess of \$300,000 in each of those years, and I have reasonable expectation of the same income level in this year.

B. Assets: My current individual net worth or joint net worth with my spouse is at least \$1 million excluding the value of my personal residence.

Amount interested in investing – choose one:

\$ 50,000 - \$ 100,000
 \$100,000 - \$ 500,000
 \$500,000 - \$1,000,000
 \$1,000,000 +

*This is not an offer to sell or solicitation of an offer to purchase an investment or security. This information relates to possible real estate opportunities for qualified purchasers who have established an existing substantive relationship with **Alcatraz Storage**. Natural persons qualify as investors by virtue of such pre-existing relationships and by proof of business experience, income and net worth.*

I/we hereby certify the above is true and correct.

Signature

Date

The “Other” Forms

- **Earnest Money/Escrow Agreement**
- **Articles of Organization – LLC, LLP**
- **Subscription Agreement**
- **Operating Agreement**
- **Property Management Agreement**
- ***You Will all be given the link After the Event**

Do I Need an Attorney?

- If you needed surgery you would not do it by yourself; same goes for law.
- You can't possibly know all the rules for every state.
- Securities laws are complicated and hard to read – Leave it to the Professionals
- Concentrate on your core business.

Question

A 3D rendered image of the word "Question" in a light blue, sans-serif font. The letters are thick and have a slight shadow underneath. At the end of the word, a large, vibrant red question mark is positioned, appearing to be part of the word's structure. The entire scene is set against a plain white background.