



NEW YORK
SELF STORAGE
ASSOCIATION

Thursday, May 5, 2022

Fireside Chat with Cris Burnam
Chief Operating Officer of Storage-Mart
On their recent acquisition of Manhattan Mini
Storage

Moderated by Nick Malagisi, SIOR
SVN Commercial Real Estate Advisors



NYSSA Investment Forum

- I. **Who first approached you on the pending listing of the Manhattan Mini portfolio sale?**

- II. **What intrigued you most about owning such a portfolio?**

- III. **What were some of the initial challenges that you needed to overcome?**

What were some of your perceived risks in acquiring such an Iconic Brand name?

NYSSA Investment Forum

- IV. Storage-Mart also operates a Canadian portfolio and a Great Britain portfolio of self storage facilities somewhat separate and distinct from your US Operations.**
- V. Are you going to keep the Manhattan Mini operation as a separate entity within the Storage-Mart operations OR, like your Canada or Great Britain operations, leave it as a stand-alone entity and build off their Trade Name?**

Are you going to keep the name, “Manhattan Mini Storage”?

NYSSA Investment Forum

- VI. What are some of the things Manhattan Mini does so well that you would consider incorporating them into your US, Canada and/or Great Britain operations?**
- VII. For many years, people in the self storage business in the US never thought that self storage would be a success over in Canada or in Europe because people there moved so infrequently; that their families lived for generations in the same housing unit; and that the Europeans just didn't change jobs as frequently as did the Americans.**

Why were we so wrong about the success and failure of the European self storage market?

**I STORED THE “TOYS”
UNTIL THE BABY
STOPS TEETHING.**



manhattan mini storage®

SPACE FOR ALL™





NYSSA Investment Forum

**Spacious 2BR with
4 huge closets.
Fake news!**

**#Storage
Guru**

Mini storage. Maximum you.™

manhattan mini storage®





NYSSA Investment Forum

**Boldly go into your closet
for the first time since you
moved in.**

Ready to declutter your atmosphere?
ManhattanMiniStorage.com

**manhattan
mini storage**





NYSSA Investment Forum

**DON'T TRUST
THE CLOUD.**

STORAGE AS LOW AS \$29 | FREE MOVE

**Manhattan[®]
Mini Storage.com
212-storage[™]**





NYSSA Investment Forum



**DON'T HAVE
A DOORMAN?**

FREE PACKAGE ACCEPTANCE.

**FREE MOVE
LOW PRICE - \$29**

Reservations apply

107th STREET @ COLUMBUS

**Manhattan[®]
Mini Storage.com 212-storage[™]**



VIII. What are some of the differences in the self storage businesses between:

United States;

Canadian;

European Customers

NYSSA Investment Forum

- IX. Storage Mart is now entering its 3rd generation of family ownership. I'm sure our audience would like to hear your opinion on several trends in our Industry.**
- A. Valet Storage**
 - B. Mixed-use self storage centers, such as the Dymon Storage centers in Canada?**
 - C. Condominium self storage – Are the rental rates high enough for a developer to create such a financial model?**
 - D. Colliers Appraisal has created a Rating System for different types of facilities and Travis Morrow recently wrote an article in the Messenger Magazine on the subject.**