



CREATING WEALTH
THROUGH SELF-STORAGE

Business Design Planning Form



CreatingWealthThroughSelfStorage.com



Business Design Planning Form

Why Self Storage?

What are your strengths?

(what expertise do you bring, construction ability, money, financial investment knowledge, etc.)

What are your weaknesses?

(What expertise do you not have that will have to be provided by someone else such as, construction ability, money, financial investment knowledge, etc.)

How will self-storage fit into Your investment goals?

(Is self-storage part of an overall investment strategy? Is it going to be your sole business and source of income?)

Where do you want to be in the next 5 to 10 Years?

How will you acquire facilities?

(will you find them yourself, use real estate agents, what websites will you use to find opportunities, etc.)



Business Design Planning Form

How much money do you have?

How much money do you think you can borrow?

(If you don't know, ask a broker)

Are you going to use other people's money?

Yes

No

If yes, what will you give them in return for their money?

(usually a return on the money, percentage ownership in the facility, a percentage of the cash flow, a percentage of the sales proceeds when sold, and/or a combination of all the above)



Business Design Planning Form

What does your facility or portfolio look like?

How many facilities will you own in 5 years?

10 Years?

What do you say the value of your portfolio is going to be?

What is your exit strategy?

(When you decide to get out of the business how will you do it, sell portfolio, sell individual facilities, give to next generation? This informs you as you acquire and re-position what to do and why)

Given the above, what is the acquisition strategy of your first self-storage facility?

What is the size and price range of your first facility?

From _____ To _____



Business Design Planning Form

What is the geographical area of your first facility?

How much down payment are you putting down on your first facility?

What are the loan terms?

What type of return are you seeking?

Cash on Cash?

IRR?

Equity Created in

time period?

Other?



Business Design Planning Form

What are your key benchmarks in the financial analysis you are seeking that will inform you what you can pay?

(What are the cash on cash returns, or what is the IRR, or how much equity will be created in what time period, etc.)

How will you manage your self-storage?

Self manage?

Yes

No

3rd party manage?

Yes

No

Business Design Planning Form

If self managed, how many employees and what are their roles?

If 3rd party managed, what are key services you will be looking for?

Other strategic notes, systems, or questions to be answered?



CREATING WEALTH
THROUGH SELF-STORAGE



CREATING WEALTH
THROUGH SELF-STORAGE