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SSA Valuation & Acquisition Course

May 1-3, 2017

Hyatt Regency Atlanta
Perimeter at Villa Christina
Atlanta, Georgia



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.

- Self storage valuation is different than office, industrial, retail or apartments.
- Learn the specifics of self storage valuation and operation. If you're looking to buy, sell, or finance a self storage facility – make sure you're in a position of knowledge by attending this course.
- All attendees receive two customized financial modeling tools.

INFORMATION & REGISTRATION

www.selfstorage.org | 703-575-8000 x 111 | education@selfstorage.org



Participate. Learn. Benefit. Succeed.

If you're looking to buy, sell or finance a self storage facility – BE IN A POSITION OF KNOWLEDGE.

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

- Are you able to react quickly to market changes?
- Do you know the true market value of your property(s)?
 - 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 two actual self storage case studies. Case scenarios apply to expansions, request for financing, and buy or sale property valuations. Property operations are discussed throughout the course including many cost saving suggestions.

WHO SHOULD ATTEND?

The program is designed for experienced industry professionals: self storage owners, investors, CFOs, and other self storage executives with a working knowledge of self storage investment and management. Additional registrants from the same company receive a registration discount. Please see 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 a direct capitalization and discounted cash flow valuation tools.

WHAT YOU WILL TAKE AWAY?

You'll receive two financial modeling tools: a direct capitalization worksheet and a discounted cash flow worksheet, 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 data into the financial models to determine the feasibility of the projects.
- Understand the interrelationship between business plans, acquisitions, financing, and dispositions.
- 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.

HYATT REGENCY ATLANTA PERIMETER AT VILLA CHRISTINA

4000 SUMMIT BOULEVARD | ATLANTA, GA 30319 | (888) 421-1442

SSA discounted Group Rate at The Hyatt Regency Atlanta Perimeter at Villa Christina is only \$189/night if you book by March 30, 2017. Make sure you mention the Self Storage Association meeting to get the group rate.

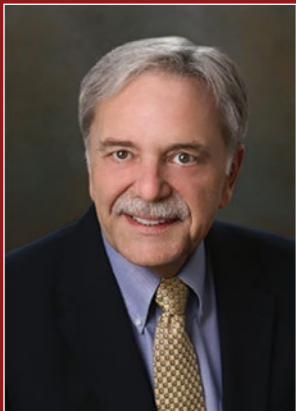
Gracious Southern hospitality defines the welcome you receive at the Hyatt Regency Atlanta Perimeter at Villa Christina. Located inside the Perimeter, in Dunwoody GA, and just minutes from ultra-chic Buckhead, Atlanta's luxury urban hotel offers all the comforts of a resort nestled in the quiet cove of Perimeter Summit.

There's a wealth of things to do in the Atlanta area. You can go shopping at the nearby Perimeter Mall, play a round of golf at Peachtree Golf Club, visit the Atlanta Aquarium or World of Coca-Cola. All these

and many more Atlanta attractions are just minutes away. Or just venture outside for a walk or jog along one of the nature trails surrounding the hotel.



MEET THE FACULTY



**ROBERT FRANCIS,
CPM**

Bob Francis 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 SSA. Francis is currently President of The Heron Group Management and Consulting LLC in Kissimmee, Florida. He holds the Institute of Real Estate Management Certified Property Manager designation and is a licensed real estate broker in Florida.



**JEFFREY 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 designations of ASA and CCRA.

SPRING 2017 SSA VALUATION & ACQUISITION COURSE

Do you really think one size fits all? ***We don't!***

Whether you are looking to acquire a facility, secure financing, review the property tax bill, or value your asset for disposition, this program provides the insight and Excel worksheets to provide 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 financial sense, everything is riding on your next move. When timing is everything the clarity of your projections, anticipating the "what ifs", and overlaying your assumptions with a clearly defined operating plan are critical.

Preliminary Schedule *(Daily Agenda subject to change)*

FINANCIAL MODELING FOR SELF STORAGE: Created specifically for the SSA, the impressive financial modeling tools use detailed valuation methodologies that incorporate a comprehensive array of assumptions unique to the self storage industry.

COURSE MATERIALS: Each attendee will receive a comprehensive set of course materials and two Excel valuation worksheets. Accordingly, each attendee must bring a laptop computer to use at this program (Windows format preferred).

DAY ONE: Monday, May 1

12:30 PM – 1:00 PM

Registration

1:00 PM – 5:00 PM

Industry & Direct Cap Case Study

- Industry Overview
- 10 Practical Valuation Tools
- Good Deals Gone Bad
- Acquisition Actual Case Study
- Understanding Facility Reports
- Direct Capitalization Valuation Model
- Valuation Matrix Tables

5:30 PM – 7:00 PM

Reception and Networking

DAY TWO: Tuesday, May 2

8:00 AM – 12:00 PM

Self Storage Acquisition Case Study

- Financial Modeling Sensitivity
- Actual Case Study
- Discounted Cash Flow Valuation Modeling

12:00 PM – 1:00 PM

Lunch

1:00 PM – 5:00 PM

DCF, Rental Rates & Real Estate Taxes

- Discounted Cash Flow Valuation Modeling (cont'd.)
- Property Taxes Impact on Underwriting & Financing
- Industry Data
- Sales Packages Uncovered

DAY THREE: Wednesday, May 3

8:00 AM – 12:00 PM

Building Your Report

- Wrap Up Discounted Cash Flow Financial Model case
- Adjusting Your Model for the "What-ifs"
- Property Tax Assessment Review and Appeals
- Market Evaluation
- Putting it All Together

REGISTRATION FORM

SSA VALUATION & ACQUISITION COURSE

May 1-3, 2017 | Hyatt Regency Atlanta Perimeter at Villa Christina, Atlanta, Georgia

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 3/30/17	After 3/30/17
<input type="checkbox"/> First Registrant	\$1,500	\$1,650
<input type="checkbox"/> Second Registrant (same company)	\$1,400	\$1,550

Total* : \$ _____

All Others

Payment Received*	By 3/30/17	After 3/30/17
<input type="checkbox"/> First Registrant	\$1,600	\$1,750
<input type="checkbox"/> Second Registrant (same company)	\$1,500	\$1,650

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 March 30, 2017 will be subject to a \$200 processing fee per registrant, with the remainder refunded. For cancellations between March 30 and May 1, 2017, 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 106, Alexandria VA 22311

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



1901 North Beauregard Street
Suite 106
Alexandria, VA 22311
www.selfstorage.org



Hotel discounts end March 30, 2017!

SSA Valuation & Acquisition Course IS BACK!

May 1-3, 2017

Hyatt Regency Atlanta Perimeter at Villa Christina
Atlanta, Georgia

Sign up today to reserve your spot!

- Prepare to quickly react to market changes
- Know the true market value of your assets in a shifting economic environment
- Avoid overpaying for your next acquisition
- Find out what your peers are doing to succeed in today's economy



A special
THANK YOU
to our sponsors:

