

**Welcome!**  
**SSA's VALUATION & ACQUISITION COURSE**  
**April 28-30, 2025**  
**Westgate Hotel • San Diego, CA**

**A G E N D A**

**DAY ONE: Monday, April 28**

12:30 PM – 1:00 PM - **Registration**

1:00 PM – 6:00 PM

- Course Overview & Storage Industry Trends
- Intro to Valuation – Buy to Sell
- Understanding the Value: Assessing the Market
- Understanding Facility Reports & Excel Practical Valuation Tools
- Direct Capitalization Valuation Model – Case Study #1

6:00 PM – 7:30 PM - **Reception and Networking**

**DAY TWO: Tuesday, April 29**

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:00 PM

- Complete Case Study #1 (continued)
- The 'Big 8' Self Storage Expenses
- Discounted Cash Flow Financial Modeling & Case Study #2

12:00 PM – 1:00 PM – **Lunch**

1:00 PM – 5:00 PM

- Discounted Cash Flow Financial Modeling (continued)
- Industry Data
- Understanding the Value: Site Assessment
- Property Tax Overview – Questions, Review, Appeals

**DAY THREE: Wednesday, April 30**

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:30 PM

- Wrap Up Discounted Cash Flow Financial Model – Case Study #2 (continued)
- Understanding the Value: Rental Rate Assessments
- Arthur's Self Storage – Group Project - Case Study #3
- Putting it All Together – Key Takeaways
- Open Forum - Q&A

