


Refined Information for Self Storage REIT



PRODUCT BRIEF

BABEL STREET DATA

The Babel Street Data Refined Information Self-Storage REIT (Real Estate Investment Trusts) product provides insights across the self-storage market. By leveraging our library of raw data collections comprised of multiple self-storage company datasets with historical data dating back to 2018, users gain a better understanding into market demand, pricing, and locational footprint of storage REIT facilities throughout the United States. Delivered data products are pre-processed and readily available for easy analysis.

Product Details

The Refined Information Self-Storage REIT product reduces the effort associated with preparing and combining multiple data sources. Our skilled analysts begin by identifying data collections from individual storage company brand websites that contain pricing, location, and promotional data related to storage unit sizes, locations, and features. These identified raw self-storage data collections, which have been cleansed, curated, and enriched for Babel Street Data Raw Collection products, are then normalized and aggregated by week, month, quarter, or year to provide a single data source for analysis.

The Refined Information Self-Storage REIT data includes many collected fields that provide valuable insights into company and product performance. The ability to filter data according to company, state, metro area, price, and promotional price offerings allows users to analyze the data to answer specific questions.

Benefits

The Refined Information Self-Storage REIT product provides a cost-effective alternative to purchasing multiple raw data sets. While purchasing raw storage data may allow more flexibility to utilize and analyze all underlying data to answer a multitude of questions, it is often expensive and requires significant effort from data analysis teams. Refined Information products provide ready-to-use combined data, freeing up resources to focus on making quick, informed decisions. Accessing data from all leading self-storage companies helps users discover additional raw collections that are valuable for future detailed analysis.

Uses for Self Storage REIT Data

Market Opportunity

Aggregated self-storage REIT data products can be used to identify new and existing locations across multiple self-storage company brands. Users can identify high-traffic and in-demand state and metro areas to assess the need for market expansion.

Competitive Analysis

Companies can leverage combined self-storage REIT company data to understand competing brands and benchmark their own performance and pricing strategies.

Investment Insights

Self-storage REIT industry data spans multiple companies and locations, providing investors with valuable insights into the overall market. The ability to identify pricing trends, patterns, and promotional activity helps to infer company sales, revenue growth, area relocation trends, and market projections.

Product Methodology

FIELD	DESCRIPTION	EXAMPLE
start_date	Earliest observation date for data included in the aggregation period. For a weekly period, this is a Monday. For a monthly or quarterly period, it is the first day of the respective month.	2023-06-01
end_date	Latest observation date for data included in the aggregation period. For a weekly period, this is a Sunday. For a monthly or quarterly period, it is the last day of the respective month.	2023-06-30
brand	Name of the self-storage brand	
ticker_symbol	The symbol or identifier of the tradable company that owns or operates the brand	
exchange_code	The code for the exchange where the tradable asset is listed	US
exchange_country	The name of the country where the exchange described in exchange_code is located	United States
ticker_as_of_date	The date on which a change in ticker information occurred within the respective exchange and country, or the first published ticker_knowledge_date	2024-01-01
ticker_knowledge_date	The date ticker information for this record was last reported by Babel Street Data. It will always be the same or later than ticker_as_of_date.	2024-01-08
CBSA_name	Name of the MSA or μ SA where the brand's storage facilities are located, or a "Non-CBSA" area for the state where they are located	Chicago-Naperville-Elgin, IL-IN-WI
price	The average per month rate in USD to rent a 10-foot by 10-foot unit at the brand's facility	166.84
sale_price	The average discounted per month rate in USD to rent a 10-foot by 10-foot unit at the brand's facility	121.48

A second file provides information on the number of locations for each brand per CBSA. The last two data points on the previous table are substituted with:

FIELD	DESCRIPTION	EXAMPLE
all_locations	The total number of distinct storage facilities Babel Street observed for that brand in that CBSA	108
locations_10x10_unit_available	The number of distinct storage facilities Babel Street observed for that brand in that CBSA that had a 10-foot by 10-foot unit available	92



Aggregation Procedure

The Refined Self-Storage REIT product aggregates raw data into geographic areas and standard calendar periods. The refinement averages the standard and discounted prices across the locations within each area and the dates within each time period. For example, a specific refinement may be grouped by Core Based Statistical Areas (CBSA), including Metropolitan Statistical Areas (MSA) and Micropolitan Statistical Areas (μ SA), as defined by the United States Office of Management and Budget, and by calendar month, or by calendar week. The average price for a specific brand in that CBSA may be based on numerous locations within the CBSA and numerous observation dates within the calendar period.

For each brand, Babel Street identifies every physical location across all U.S. regions. For each location, we observe the full monthly prices listed on the brand's website, as well as any discounted prices stated for the same unit at that physical location at the time of observation. Prices are for ongoing, month-to-month rentals without commitments or contracts and exclude any administrative fees, move-in fees, or other surcharges.

The physical address of each brand's location is mapped to its corresponding MSA or μ SA. If the address is not located within a CBSA, the location is grouped under a "Non-CBSA" label for the state where it is located. This refinement is for 10-foot by 10-foot storage units. It does not differentiate units based on additional features such as climate control, vehicular access, floor level, or other location-specific offerings. Within an aggregation period, all prices and sale prices for the selected storage units for each brand within each CBSA are averaged.

Based on observations made during the time period, the total number of locations for a brand within a CBSA, and the number of locations with an available 10-foot by 10-foot unit, are reported in the analysis.

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