THE STORAGE BRIEF

What to Expect When Selling Your Self Storage Facility

A Complete Guide from First Conversation to Final Closing

2026 Edition

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> [!] **Disclaimer:** *This guide is for informational purposes only and does not constitute legal, tax, or financial advice. Consult qualified professionals before making decisions about selling your facility.*

Selling a self storage facility is one of the biggest financial decisions you'll ever make. Whether you built it from the ground up, inherited it, or bought it as an investment years ago, the process of letting go -- and getting the best possible outcome -- is more complex than most owners expect.

This guide walks you through every stage of the sale process, from the moment you start thinking about it to the day you deposit your proceeds. No vague platitudes. Real timelines, real numbers, and the stuff brokers don't always tell you upfront.

The Complete Sale Timeline: What Happens and When

Every deal is different, but based on our team's combined experience across 150+ closings, here's what a typical self storage sale looks like from start to finish. **Plan for 6 to 12 months from first conversation to closing**, with some deals wrapping in as few as 4 months and complicated ones stretching to 14.

Phase 1: Pre-Market Preparation (2-6 Weeks)

This is the phase most sellers rush through -- and the one that has the biggest impact on your final sale price. Before a single buyer sees your property, you need to:

- **Get a professional valuation.** Not a Zillow estimate. A broker or appraiser who specializes in self storage should analyze your trailing 12-month (T-12) financials, occupancy trends, rate history, market comps, and expansion potential. Expect a range, not a single number -- a well-run 200-unit facility in a secondary market might value between $2.8M and $3.4M depending on buyer type and deal structure.
- **Organize your financials.** Three years of profit and loss statements, current rent rolls, and tax returns. If your books are messy -- and experience shows about 40% of sellers' books need work -- budget an extra 2-4 weeks for your CPA to clean them up. Buyers discount what they can't verify.

- **Address obvious issues.** That broken gate motor, the roof leak in Building C, the signage that's been faded since 2019 -- fix them now. Every deferred maintenance item a buyer spots becomes a negotiating chip, and they'll discount it at 2-3x what it would actually cost you to repair.
- **Assemble your team.** Broker, attorney, CPA. More on each of their roles below, but don't wait until you have an offer to hire an attorney. The best deal structures are designed before marketing begins.

Real-world example: A seller came to us with a 200-unit facility in the Southeast doing approximately $300K in effective gross income. The books showed the property netting $195K, but the owner's CPA had been running personal expenses through the business -- truck payments, cell phones, and other non-business items. After normalizing expenses, actual NOI was $230K. That $35K difference, at a 6.5% cap rate, added approximately $540,000 to the sale price. Two weeks of bookkeeping prep generated over half a million dollars in value.

Phase 2: Marketing Period (4-8 Weeks)

Once your property is market-ready, your broker creates a comprehensive offering memorandum (OM) and begins outreach. Here's what a good marketing process looks like:

- **Week 1:** OM distributed to qualified buyer database, listed on commercial platforms (LoopNet, Crexi, industry-specific channels), and targeted outreach to REITs, regional operators, and private equity groups actively acquiring in your market.
- **Weeks 2-4:** Buyer inquiries, NDA execution, and confidential information sharing. Serious buyers will request a property tour. Expect 5-15 tours for a well-priced facility, fewer for rural or tertiary markets.
- **Weeks 4-6:** Initial offers and Letters of Intent (LOIs) begin arriving. A competitive process might generate 3-8 LOIs. Single-buyer negotiations are common for off-market deals.
- **Weeks 6-8:** LOI negotiation, buyer selection, and execution. Your broker should be comparing not just price, but earnest money amounts, due diligence periods, financing contingencies, and likelihood to close.

What affects your marketing timeline:

- **Faster** (3-4 weeks): Facilities in top-50 MSAs, stabilized occupancy above 88%, clean financials, price under $5M (sweet spot for 1031 buyers)
- **Slower** (8-12 weeks): Rural locations, occupancy below 75%, environmental concerns, price above $15M (smaller buyer pool), seller financing required

Phase 3: Letter of Intent & Purchase Agreement (2-4 Weeks)

The LOI is a non-binding agreement that outlines the key deal terms: price, earnest money deposit (typically 1-3% of purchase price), due diligence period, financing contingency timeline, and closing date. Think of it as the handshake before the contract.

Once you accept an LOI, attorneys on both sides draft and negotiate the Purchase and Sale Agreement (PSA). This is where the details get hammered out:

- Representations and warranties
- What's included in the sale (equipment, software, existing tenant agreements)
- Prorations for rent, taxes, and insurance
- Conditions for the earnest money going "hard" (non-refundable)
- Post-closing transition obligations

Pro tip: Don't let the PSA drag on. Every week of negotiation is a week the buyer can find another deal or get cold feet. A good attorney familiar with self storage transactions can turn a PSA in 5-7 business days. If your attorney is taking 3 weeks, they're either unfamiliar with the asset class or over-lawyering the deal.

Phase 4: Due Diligence (30-60 Days)

This is where deals live or die. The buyer and their team will crawl through every aspect of your facility. The standard due diligence period is 30 days for smaller deals (under $3M) and 45-60 days for larger or more complex transactions.

During this phase, expect:

- Physical property inspection (structural, mechanical, electrical, roofing)
- Environmental assessment (Phase I, and Phase II if flags arise)
- Title search and survey review
- Financial audit of your books and records
- Tenant and lease verification
- Zoning and permit confirmation
- Insurance review
- Market analysis and rent comparisons

We cover the full document checklist in the next section. The key thing to understand: **due diligence is not a formality.** Roughly 15-20% of self storage deals fall apart during due diligence. The sellers who survive this phase are the ones who prepared in Phase 1.

Phase 5: Financing & Appraisal (Runs Parallel, 3-6 Weeks)

If the buyer is using debt financing (most are), their lender will order an independent appraisal and may require additional documentation from you. SBA loans take longer -- expect 60-90 days from application to funding. Conventional commercial loans typically close in 30-45 days. All-cash buyers can close in as few as 14-21 days after due diligence.

Watch out for: Appraisal gaps. If the lender's appraiser values the property at $3.6M and the purchase price is $4.0M, the buyer either needs to bring the difference in cash or renegotiate. This happens in roughly 10-15% of financed deals and is one of the most common sources of late-stage renegotiation.

Phase 6: Closing (1-2 Weeks)

Once due diligence is cleared and financing is in place, closing is largely a paperwork exercise. The title company or closing attorney coordinates:

- Final title insurance policy
- Deed transfer
- Bill of sale for personal property
- Assignment of tenant agreements
- Prorated adjustments (rents collected, property taxes, insurance)
- Wire transfers

Total timeline summary:

Phase	Typical Duration
Pre-market preparation	2-6 weeks
Marketing period	4-8 weeks
LOI & PSA negotiation	2-4 weeks
Due diligence	30-60 days
Financing & appraisal	3-6 weeks (parallel)
Closing	1-2 weeks
Total	**4-9 months typical**

Your Sale Options: Choosing the Right Path

Not every sale needs to follow the same playbook. Here are your four primary options, with honest pros and cons.

Option 1: Broker-Represented Sale

How it works: You hire a commercial real estate broker specializing in self storage to manage the entire process -- valuation, marketing, buyer qualification, negotiation, and closing coordination.

Typical commission: 4-6% of sale price for facilities under $5M; 2-4% for larger deals; sometimes tiered or with a minimum fee of $75K-$150K.

Pros:

- Maximum market exposure drives competitive bidding
- Experienced negotiation typically yields 8-15% higher sale price than FSBO
- Broker handles buyer qualification (weeds out tire-kickers)
- Confidentiality managed through NDA process
- You stay focused on running the business during the sale

Cons:

- Commission cost (though net proceeds are typically higher)
- You're sharing control of the process
- Some brokers overpromise on pricing to win the listing

Best for: Most sellers. Especially those selling for the first time, facilities valued over $2M, or owners who want to maximize price.

Expected price impact: +8-15% vs. FSBO on average, net of commission.

Option 2: Off-Market / Direct Sale

How it works: You sell directly to a known buyer -- a neighboring operator, a REIT that's been sending you letters, or a buyer sourced through industry relationships -- without publicly marketing the property.

Typical cost: You may still use an attorney and possibly pay a reduced broker fee (1-2%) for deal advisory. Some sellers negotiate with no intermediary at all.

Pros:

- Speed -- can close 30-60 days faster without a marketing period
- Confidentiality -- tenants, employees, and competitors don't know you're selling
- Simplicity -- one negotiation track, not multiple competing offers

Cons:

- No competitive tension means you'll almost certainly leave money on the table
- Studies suggest off-market deals close at 5-12% below fully marketed deals
- You may not know the true market value of your facility
- Higher risk of unfavorable deal terms (longer due diligence, more contingencies)

Best for: Sellers who prioritize speed and privacy over maximizing price, or when you already have a strong relationship with a motivated buyer.

Option 3: Auction

How it works: A commercial auction company markets your property and conducts a structured bidding event -- either live, online, or a hybrid. Most self storage auctions use an "absolute" or "reserve" format.

Typical cost: 5-10% buyer's premium (paid by buyer) plus potential seller commission of 1-3%.

Pros:

- Creates urgency and competitive tension
- Defined timeline (typically 45-60 days from listing to close)
- Attracts cash buyers comfortable with speed

Cons:

- Attracts bargain hunters -- auction buyers expect a discount
- Less control over buyer quality and closing certainty
- Stigma -- some buyers assume auction properties are distressed
- Final prices can be unpredictable; you might be disappointed

Best for: Distressed properties, estate sales, partnership dissolutions, or situations where speed and certainty of sale outweigh price maximization.

Expected price impact: Typically 10-20% below broker-marketed comparable sales.

Option 4: For Sale By Owner (FSBO)

How it works: You handle everything yourself -- pricing, marketing, buyer screening, negotiation, and closing coordination.

Typical cost: $0 in commissions, but you'll still pay for legal, title, and potentially marketing.

Pros:

- No broker commission
- Full control over the process

Cons:

- Limited buyer exposure (you don't have access to institutional buyer databases)
- Pricing mistakes are common -- overpricing leads to stale listings, underpricing leaves money on the table
- Negotiating against professional buyers without representation is risky
- Time-intensive -- expect 15-25 hours per week during active marketing and due diligence
- Statistically lower sale prices: FSBO commercial properties sell for 10-20% less on average

Best for: Experienced real estate investors selling smaller facilities (under $1M) where the commission savings are meaningful relative to deal size.

The Due Diligence Document Checklist

When a buyer enters due diligence, they'll request a mountain of paperwork. Having these ready before you go to market saves weeks and signals to buyers that you're a serious, organized seller.

Financial Documents

- Profit & Loss statements -- trailing 3 years (annual) plus current YTD (monthly)
- Balance sheets -- trailing 3 years
- Tax returns -- trailing 3 years (entity and personal if pass-through)
- Current rent roll with unit numbers, sizes, rates, move-in dates, and payment status
- Historical rent rolls -- monthly for trailing 12 months minimum
- Accounts receivable aging report
- Revenue breakdown by unit type (standard, climate-controlled, drive-up, vehicle/RV)
- Utility bills -- trailing 12-24 months (electric, water, sewer, gas, trash)
- Insurance policies and claims history -- trailing 3 years
- Property tax bills -- trailing 3 years
- Capital expenditure history -- trailing 5 years
- Ancillary income documentation (tenant insurance, retail sales, truck rentals, late fees)

Operational Documents

- Sample lease/rental agreement (current template)
- Tenant correspondence templates (lien notices, rate increase letters)
- Management agreements (if third-party managed)
- Vendor contracts (pest control, landscaping, security monitoring, software)
- Employee information (roles, compensation, benefits -- if staff on-site)
- Standard operating procedures documentation
- Software/technology inventory (management software, access control system, website)

Property Documents

- Original purchase documentation
- Current survey or as-built site plan
- Title commitment or preliminary title report
- Environmental reports (Phase I ESA, and Phase II if applicable)
- Building permits and certificate of occupancy
- Zoning verification letter or documentation
- Flood zone determination

- Roof inspection reports or warranty documentation
- HVAC maintenance records (for climate-controlled facilities)
- Gate and security system maintenance records
- ADA compliance documentation
- Any existing appraisals (within last 2 years)
- Site plans showing easements, setbacks, and expansion potential
- Engineering or structural reports (if any)

Legal Documents

- Entity formation documents (Articles of Organization, Operating Agreement)
- Lien search results
- Pending or historical litigation documentation
- Non-compete or exclusivity agreements currently in force
- Any government notices, violations, or compliance orders

Pro tip: Create a secure digital data room (Dropbox, Google Drive, or a purpose-built platform like Ansarada) and have every document uploaded before you sign the first NDA. Buyers who request documents and receive them within 24 hours move faster and negotiate less aggressively. Delays breed suspicion.

Common Deal-Killers (and How to Avoid Them)

After seeing hundreds of deals, these are the issues that most frequently blow up a transaction -- and what you can do to prevent them.

1. Title Issues

The problem: Liens, unrecorded easements, boundary disputes, or clouds on title discovered during the title search. This kills or delays roughly 8% of deals.

How to avoid it: Order a preliminary title report during your pre-market preparation. Address liens and encumbrances before you list. If there's a boundary dispute with a neighbor, resolve it -- or at minimum, disclose it upfront and price accordingly.

2. Environmental Red Flags

The problem: A Phase I Environmental Site Assessment reveals recognized environmental conditions (RECs) -- former gas station nearby, evidence of underground storage tanks, soil contamination, or asbestos-containing materials in older buildings.

How to avoid it: Commission your own Phase I before marketing. If issues are found, get remediation estimates. Buyers can handle known environmental issues with defined costs. What terrifies them is *unknown* environmental risk. A clean Phase I in your data room is one of the most powerful confidence-builders you can offer.

Cost: Phase I ESAs typically run $2,500-$5,000. Phase II testing (soil borings, groundwater sampling) can cost $8,000-$25,000+ depending on scope.

3. Declining Occupancy

The problem: Buyer reviews historical rent rolls and sees occupancy trending downward -- 92% a year ago, 85% six months ago, 79% today. This suggests a market problem, management problem, or new competition, and it tanks your valuation.

How to avoid it: If occupancy is declining, understand why before you go to market. New competitor opened down the road? Rates too high? Marketing nonexistent? If you can stabilize or reverse the trend for 3-6 months before listing, you'll sell at a materially higher price. A facility at 85% and trending up is worth significantly more than the same facility at 85% and trending down.

4. Deferred Maintenance

The problem: Inspection reveals a roof that needs replacement ($80K-$150K), failing pavement ($40K-$75K), outdated electrical ($30K+), or non-functioning security systems. Buyers deduct 1.5-3x the actual repair cost from their offer.

How to avoid it: Get a pre-listing property inspection. Fix what's reasonable. For major items you can't afford to fix, get contractor bids so you can present accurate costs rather than letting the buyer's imagination (and their contractor's inflated estimates) control the narrative.

5. Unrealistic Pricing

The problem: The most common deal-killer of all. Seller believes the property is worth $5M based on "what the guy down the road got," but trailing financials support $3.8M. The property sits on the market for 6 months, gets stale, and eventually sells at $3.5M -- less than if it had been priced correctly from day one.

How to avoid it: Trust the math, not the emotion. Your property is worth a multiple of its net operating income, adjusted for market conditions, physical condition, and growth potential. If three qualified buyers are all offering within 5% of each other and it's below your expectation, the market is telling you something. Listen.

The Emotional Side: What Sellers Wish They'd Known

Nobody talks about this part, but it's real. Selling a self storage facility -- especially one you built or operated for years -- is emotionally harder than most owners expect.

Decision Fatigue Is Real

From the moment you decide to sell, you'll face hundreds of decisions: Which broker? What price? Accept this offer or wait? Counter at what number? Approve this repair or leave it? Every decision feels consequential because it is. By month three, you'll be exhausted by choices. **Build a team you trust so you can delegate.** You don't need to make every decision alone.

You'll Second-Guess the Timing

"Should I have waited until occupancy hit 95%?" "What if rates go up next year?" "Did I sell too early?" Every seller has these thoughts. Here's the truth: **you'll never sell at the perfect top.** The best time to sell is when it aligns with your life goals, financial needs, and market conditions that are in your favor. Don't let the hypothetical perfect deal prevent you from closing a great one.

Attachment Runs Deeper Than You Think

That facility might represent 15 years of your life. Early mornings cleaning units, the pride of your first expansion, the relationships with long-term tenants. When a buyer's inspector starts pointing out flaws in "your baby," it stings. When they try to negotiate down, it can feel personal.

Experienced advice: Separate your identity from the asset. You built something valuable -- that's proven by the fact someone wants to buy it. The sale isn't a judgment of your work. It's a transition.

The Limbo Period Is Stressful

The 45-60 days of due diligence are the worst. You've mentally moved on, but you're still operating the facility, still paying the bills, still not sure if the deal will actually close. Continue running the property as if the sale isn't happening. Maintain occupancy, keep up appearances, and don't let staff or tenants sense uncertainty.

What Helps

- **Talk to someone who's been through it.** Another owner who's sold, a mentor, your broker.

- **Keep a "why I'm selling" note.** When doubt creeps in at 2 AM, read it. Remember your reasons.
- **Set a decision framework early.** With your broker and attorney, decide in advance: "We'll accept any offer above $X with these terms." This eliminates emotional negotiating in the moment.

Working With Your Team: Attorney, CPA, and Broker

You wouldn't perform surgery on yourself. Don't try to sell a multimillion-dollar asset alone, either. Here's who you need and when.

Your Broker

What they do: Market the property, qualify buyers, negotiate offers, coordinate the transaction from listing to close. A good self storage broker brings a buyer database, market expertise, and deal structure creativity that directly impacts your sale price.

When you need them: From the very beginning. Engage a broker 2-4 months before you want to be on the market. They'll help you optimize pricing, timing, and presentation.

What to look for: Self storage transaction experience (ask for a list of closed deals), a clear marketing plan specific to your property, transparent communication style, and references from past seller clients.

Red flags: Brokers who quote the highest price to win your listing (then reduce it later), those without specific self storage experience, or anyone who can't explain their buyer outreach strategy in detail.

Your Attorney

What they do: Review and negotiate the PSA, advise on deal structure and tax implications, handle title issues, draft or review closing documents, and protect your legal interests throughout the transaction.

When you need them: Before you accept an LOI. Ideally, engage an attorney during pre-market preparation so they can advise on entity structure, identify potential legal issues early, and be ready to move fast when an offer comes in.

What to look for: Commercial real estate experience, ideally with self storage or net-leased asset transactions. They should understand 1031 exchanges, entity structuring, and commercial closing procedures in your state.

Cost: Expect $5,000-$20,000 in legal fees depending on deal complexity and your market.

Your CPA / Tax Advisor

What they do: Structure the sale to minimize tax liability, advise on 1031 exchange timing and requirements, normalize your financials for maximum valuation, and help you plan for the proceeds.

When you need them: 6-12 months before the sale if possible. Tax planning after you've signed a contract is like buying car insurance after the accident. For detailed strategies, see our Tax Strategies guide.

What to look for: Experience with commercial real estate dispositions, understanding of 1031 exchanges, installment sales, and opportunity zone reinvestment.

Critical coordination: Your attorney, CPA, and broker need to communicate with each other. The best deal structure considers price, tax implications, and legal risk simultaneously. Introduce them early and encourage collaboration.

After the Sale: Transition, Non-Competes, and Your Proceeds

The closing isn't the end. Here's what comes next.

The Transition Period

Most PSAs include a transition period of 15-60 days during which you assist the buyer with operational handoff. This may include:

- Introducing the buyer to key vendors, tenants, and local contacts
- Training on management software and access control systems
- Providing historical context on problem tenants, seasonal patterns, and market dynamics
- Transferring utilities, insurance, and vendor accounts
- Handing over all keys, codes, and passwords

Expect to be available by phone for 30-90 days post-closing for questions. Build this expectation into your transition plan, and set boundaries. "I'm available by phone during business hours for 60 days" is reasonable. "Call me whenever for the next year" is not.

Non-Compete Agreements

Most buyers will require a non-compete clause preventing you from developing or operating a self storage facility within a defined radius (typically 5-25 miles) for a specified period (typically 2-5 years).

Negotiate carefully:

- **Radius:** Push for the smallest reasonable radius. 10 miles in a dense urban market is very different from 10 miles in a rural area.
- **Duration:** 3 years is standard. 5 years is aggressive. Anything beyond 5 years may not be enforceable in some states.
- **Scope:** Ensure it covers only self storage, not all commercial real estate activities. You don't want a non-compete preventing you from developing a retail center across town.

What to Do With the Proceeds

The day after closing, you'll have a large wire in your account. Before you do anything impulsive, have a plan.

1031 Exchange: Defer capital gains tax by reinvesting proceeds into a "like-kind" property within strict IRS timelines -- 45 days to identify replacement properties, 180 days to close. You must designate a Qualified Intermediary (QI) *before* closing. This is not something you can decide after the fact. For tax planning details, see our Tax Strategies guide.

Installment Sale: Structure the sale so you receive payments over time, spreading out the tax liability. Common in seller-financed deals. Useful when the buyer needs seller financing to bridge a gap and you want to reduce your tax hit in the sale year.

Diversification: Many operators who sell a facility have 70-90% of their net worth concentrated in that single asset. Post-sale is an opportunity to diversify into a mix of real estate, equities, bonds, and other investments. A financial advisor experienced with business owners can help you build a portfolio that matches your risk tolerance and income needs.

Reinvestment into Self Storage: Some sellers take their proceeds and buy a larger facility, develop a new property, or invest as a limited partner in a self storage fund. If you love the industry but want less operational involvement, passive investment options exist.

Tax planning is not optional. Federal capital gains rates of 15-20%, plus state taxes, plus depreciation recapture at 25%, can eat 30-40%+ of your gain. Plan for this with your CPA well before closing.

Frequently Asked Questions: 10 Honest Answers

1. How much is my self storage facility worth?

It depends on net operating income, cap rate, market location, physical condition, and growth potential. As a rough guide, stabilized facilities in decent markets trade at 5.5%-8% cap rates, which translates to 12.5x-18x net operating income. A facility with $200K NOI might be worth

$2.5M-$3.6M depending on these factors. For a more specific estimate, use our free calculator.

2. How long will it take to sell?

Most deals close 4-9 months from listing. A well-priced facility in a strong market with clean financials can close in as few as 90 days. Complex deals, overpriced properties, or challenging locations can take 12+ months.

3. Should I keep operating at full speed during the sale?

Absolutely. Declining performance during the sale process will spook buyers, trigger re-trades (price reductions), or kill the deal entirely. Run the facility as if you're keeping it forever -- until the wire hits your account.

4. Do I need to tell my tenants I'm selling?

Not until after closing, in most cases. Tenant leases transfer with the property. Premature disclosure can cause tenant anxiety, move-outs, and revenue loss. Your broker should manage confidentiality through the NDA process.

5. What's earnest money, and how much should I expect?

Earnest money (also called a deposit) is the buyer's good-faith commitment. Expect 1-3% of the purchase price. For a $4M deal, that's $40K-$120K. Push for the earnest money to go "hard" (non-refundable) at the end of the due diligence period -- this is your protection against a buyer walking away for no reason after you've taken the property off the market.

6. What if the buyer tries to renegotiate after due diligence?

It happens in roughly 25-30% of deals. Buyers discover issues and request a price reduction or credit. Your options: negotiate, hold firm, or walk away and re-market. This is where having competitive backup offers (even if expired) gives you leverage. A good broker helps you evaluate whether the re-trade is legitimate or opportunistic.

7. Should I make improvements before selling?

Focus on high-ROI improvements: fresh paint, clean landscaping, functional gates and lighting, and fixing obvious maintenance issues. Don't undertake major capital projects (new buildings, climate-control conversions) unless you'll operate long enough to see the return. Buyers generally prefer to make major improvements themselves.

8. Can I sell my facility if it has debt on it?

Yes. The loan is paid off from sale proceeds at closing. Contact your lender early to understand any prepayment penalties, defeasance requirements, or yield maintenance

provisions. Some loans have prepayment penalties of 1-5% that significantly impact your net proceeds. Factor this into your pricing strategy.

9. What are the tax consequences of selling?

Substantial, if you don't plan ahead. You'll owe federal capital gains tax (15-20% depending on income), state income tax (varies by state, 0-13%+), and depreciation recapture at 25% on previously claimed depreciation. A facility purchased for $1.5M and sold for $4M, with $600K in accumulated depreciation, could face a tax bill north of $600K-$800K. A 1031 exchange can defer this entirely. Consult your CPA 6-12 months before selling. For detailed strategies, see our Tax Strategies guide.

10. How do I pick the right broker?

Interview at least three brokers who specialize in self storage. Ask each: How many self storage facilities have you sold in the last 24 months? What's your average marketing time? What's your average sale price to listing price ratio? Can I speak with three past seller clients? The right broker will have specific answers, not generic pitches. And they'll be honest about your property's challenges -- not just tell you what you want to hear.

You've Earned This Moment

Selling your self storage facility is a milestone. It represents years of work, risk, and commitment coming to fruition. Whether you're retiring, reinvesting, or simply moving on to the next chapter, you deserve a process that's transparent, well-managed, and optimized for your financial outcome.

The sellers who get the best results are the ones who prepare thoroughly, build the right team, and approach the process with clear eyes and realistic expectations.

You don't have to navigate this alone.

Cross-Reference Guides

- For the complete sale process from market timing to closing, see *The 2026 Self Storage Seller's Playbook*
- For understanding what institutional buyers evaluate, see *What PE Buyers Actually Look For: An Insider's Guide*
- For tax planning strategies to protect your proceeds, see *Tax Strategies for Self Storage Facility Sales*

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