MARKET REPORT

Self Storage Market Report

1234 Sample Road
Kelowna, BC

SAMPLE REPORT · ILLUSTRATIVE DATA

Prepared for	**Sample client**
Report type	**Self storage**
Trade area	**3, 5 and 10 km rings · 5, 10 and 15 minute drive times**
Prepared	**October 2026**
Report no.	**MR-2026-S001**

1-844-484-2929 · info@cssvs.ca · Canadian Self Storage Valuation Services

At a glance

Your trade area in numbers

This report compiles demographic, supply, demand and rental rate data for the trade area around 1234 Sample Road, Kelowna, BC. Figures below are for the 10 km ring unless noted. Every table in the report also shows the 3 and 5 km rings, the 5, 10 and 15 minute drive times, and provincial and national benchmarks.

FACILITIES	NET RENTABLE AREA	SUPPLY PER CAPITA	10×10 CLIMATE-CONTROLLED
21	888,800	5.27	$218
within 10 km	sq. ft.	sq. ft. · BC 4.20	12-month average / month
POPULATION	**ANNUAL GROWTH**	**RENTER HOUSEHOLDS**	**NEW SUPPLY PIPELINE**
168,700	2.0%	33.1%	164,000
2026 estimate	2021 to 2026	BC 33.3%	sq. ft. in 3 projects

What's in this report

01	**Trade area**	Subject site, radius rings and drive-time areas, with maps
02	**Demographics**	Population, growth, households, age, housing, income and property values
03	**Supply**	Facilities, net rentable area, operator mix, unit types and the new development pipeline
04	**Demand**	Rental households, population per facility, availability, promotions and recent openings
05	**Rental rates**	12-month averages, rates by operator type, rate history and volatility
06	**Parking at self storage facilities**	Vehicle, RV and boat parking offered by self storage operators
A	**Facility list**	Every facility in the 10 km ring, with operator type, size, year built and distance
B	**Methodology and limiting conditions**	Definitions, data sources and the terms that apply to this report

What this report is, and isn't

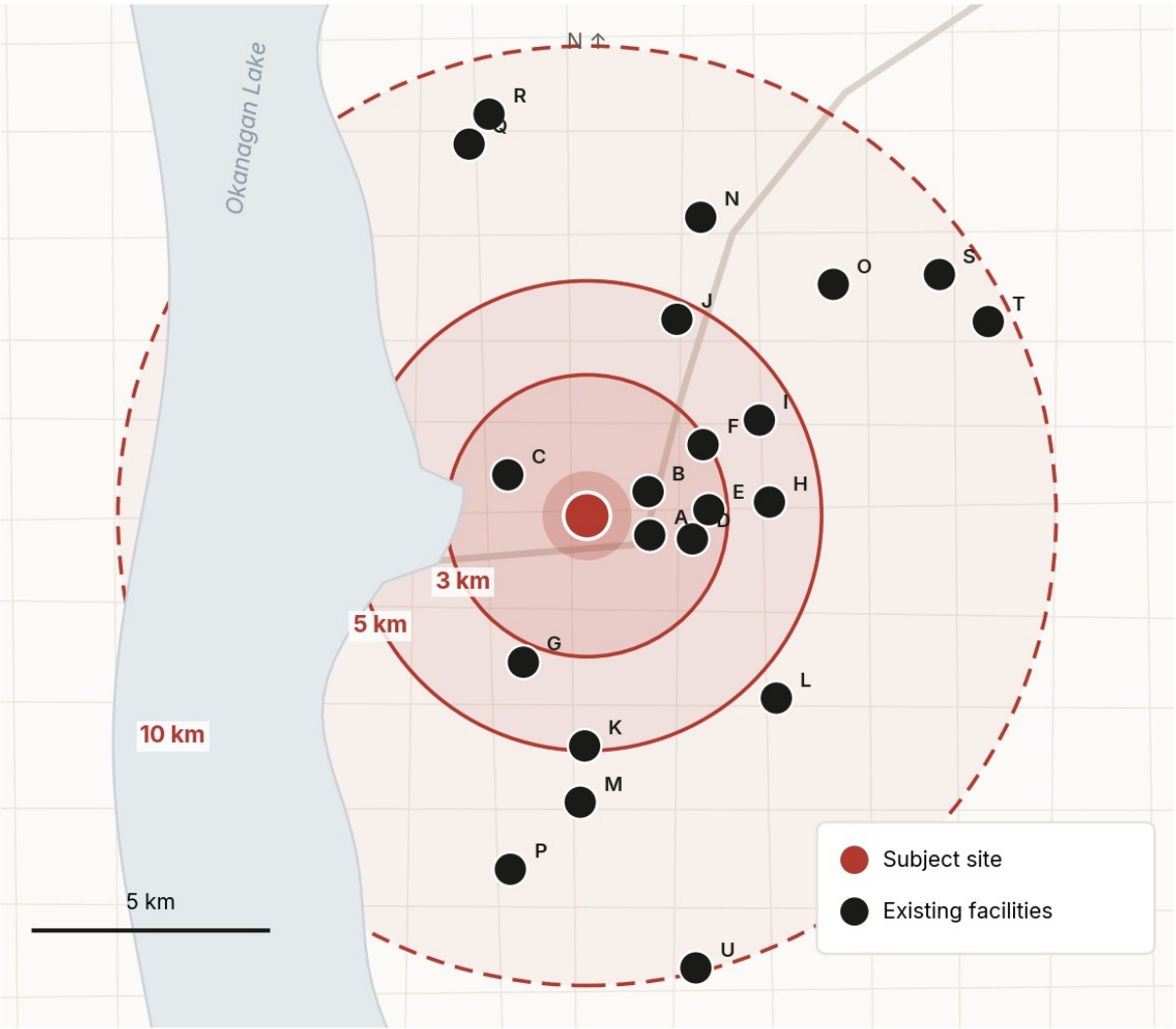
A Market Report is a compilation of demographic, supply and demand data. It does not include market depth or saturation analysis, conclusions or recommendations. Those are part of a Phase I Feasibility Study, and the full cost of this report is credited toward a Phase I on the same site within 6 months.

01 · Trade area

Where the data comes from

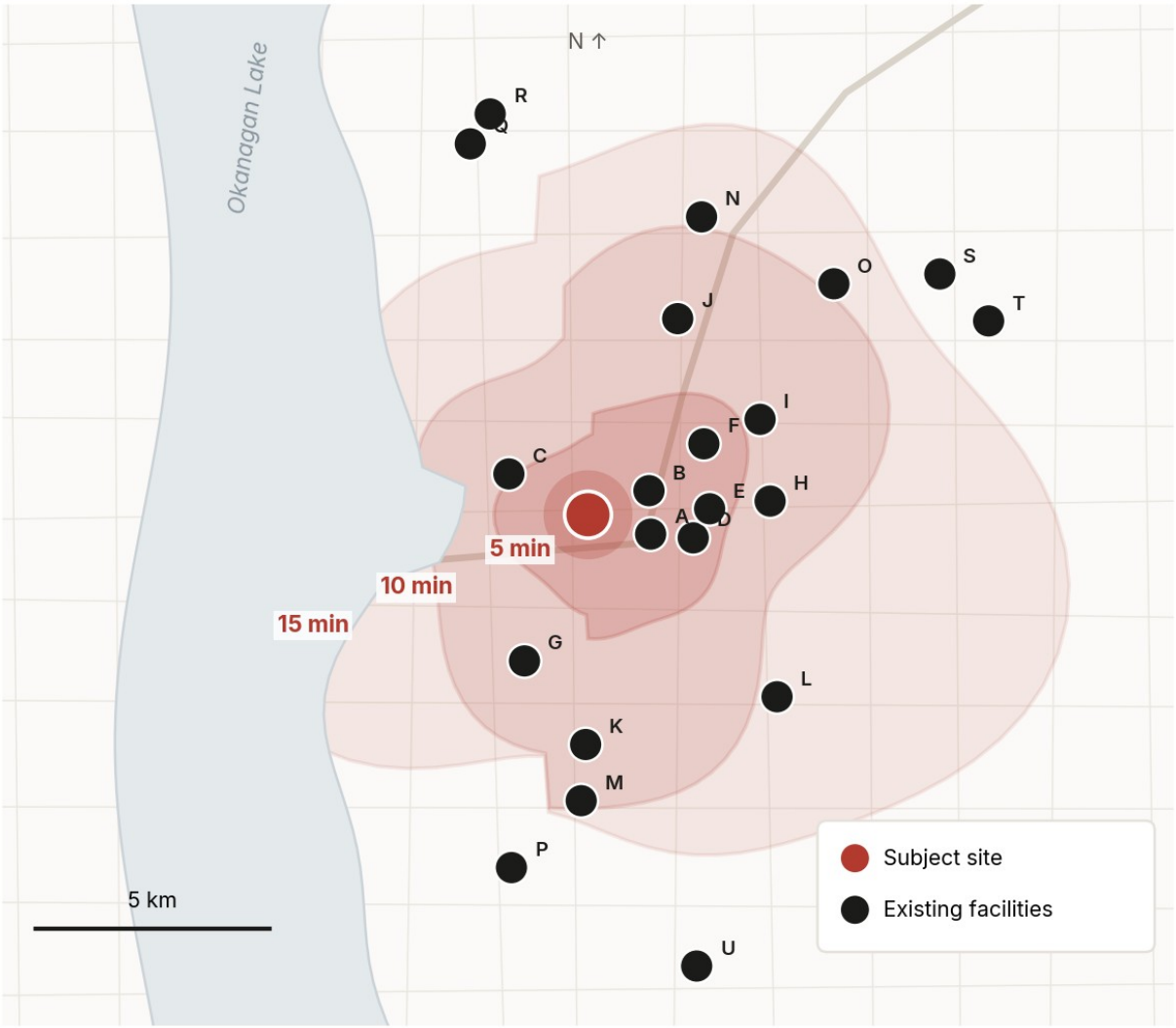
Subject site	
Address	1234 Sample Road, Kelowna, BC
Report type	Self storage
Radius rings	3 km, 5 km and 10 km from the site
Drive times	5, 10 and 15 minutes by road, typical weekday traffic
Facilities surveyed	21 within the 10 km ring
Data current to	October 2026

Radius rings



Map: CSSVS. Facility locations from the CSSVS proprietary market intelligence platform. Facility names are withheld in this sample.

Drive times



Drive-time areas modelled on the road network at typical weekday speeds.

Trade area summary

	Radius rings			Drive times			Benchmarks	
	3 km	5 km	10 km	5 min	10 min	15 min	BC	Canada
Population	38,400	82,900	168,700	24,100	71,300	149,600	5.72M	41.65M
Households	18,462	37,511	72,094	11,931	32,706	65,043	2.41M	17.21M
Facilities	6	11	21	5	13	21	–	–
Net rentable area (sq. ft.)	260,800	450,300	888,800	206,100	579,500	888,800	–	–

Source: CSSVS proprietary market intelligence platform; Statistics Canada census and projections.

02 · Demographics

Who lives in the trade area

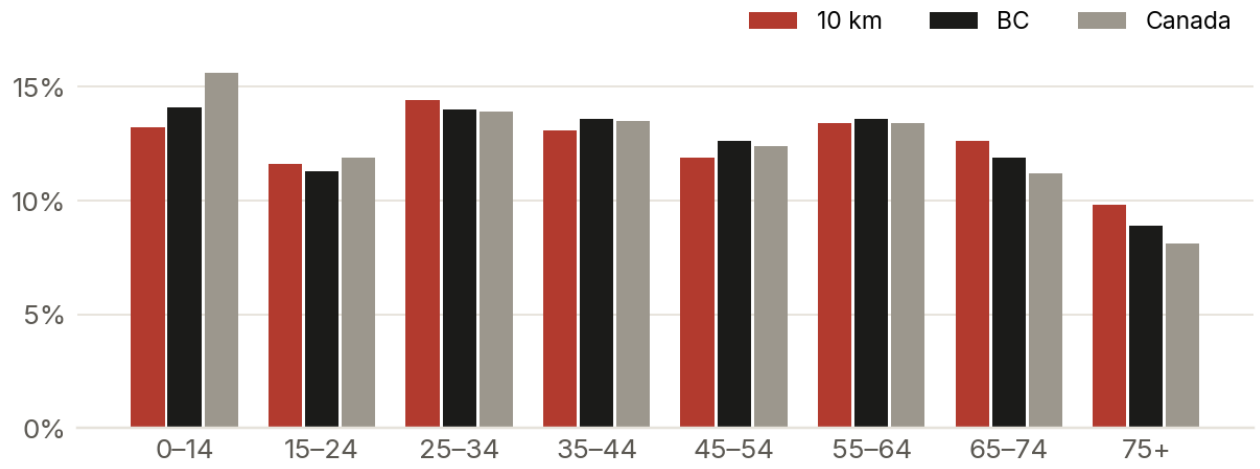
About 168,700 people live within 10 km of the site, growing 2.0% a year since 2021 compared with 1.9% for BC. Households are smaller close to the site, at 2.08 people in the 3 km ring against 2.37 provincially.

Population and households

	Radius rings			Drive times			Benchmarks	
	3 km	5 km	10 km	5 min	10 min	15 min	BC	Canada
Population, 2026	38,400	82,900	168,700	24,100	71,300	149,600	5.72M	41.65M
Density (per km²)	1,357	1,056	537	1,369	1,114	648	6	5
Annual growth, 2021–26	2.6%	2.3%	2.0%	2.7%	2.4%	2.1%	1.9%	1.7%
Projected population, 2031	43,200	92,000	184,800	27,200	79,500	164,600	6.24M	45.01M
Households	18,462	37,511	72,094	11,931	32,706	65,043	2.41M	17.21M
Average household size	2.08	2.21	2.34	2.02	2.18	2.30	2.37	2.42
Median age	41.8	42.9	43.6	40.9	42.4	43.3	43.1	41.6

Source: CSSVS proprietary market intelligence platform; Statistics Canada census and projections.

Age profile



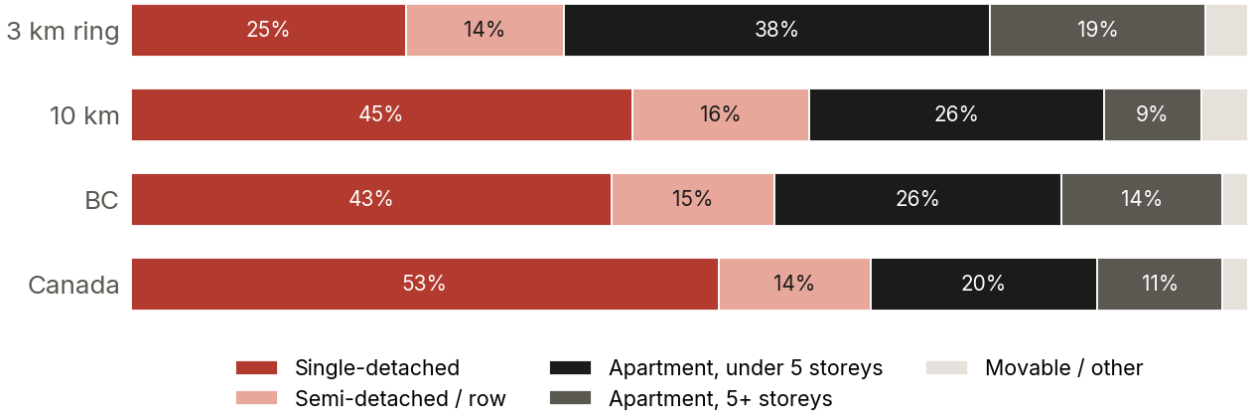
Share of population by age group, 10 km ring compared with BC and Canada.

Housing, income and spending

	Radius rings			Drive times			Benchmarks	
	3 km	5 km	10 km	5 min	10 min	15 min	BC	Canada
Renter share of households	46.2%	39.8%	33.1%	49.5%	41.0%	34.6%	33.3%	33.4%
Renter households	8,529	14,929	23,863	5,906	13,409	22,505	803,696	5.75M
Median household income	$75K	$84K	$93K	$71K	$82K	$90K	$90K	$84K
Household spending power	$59K	$67K	$75K	$56K	$66K	$73K	$72K	$67K
Average dwelling value	$712K	$798K	$874K	$689K	$781K	$856K	$1.01M	$705K
Average monthly rent	$2,085	$2,140	$2,190	$2,060	$2,125	$2,175	$2,250	$1,940

Source: CSSVS proprietary market intelligence platform; Statistics Canada census and projections.

Dwelling types and tenure



Share of occupied private dwellings by structure type.

Apartments make up 57.4% of dwellings in the 3 km ring, against 40.1% for BC. Single-detached homes are 44.9% of the 10 km ring.

03 · Supply

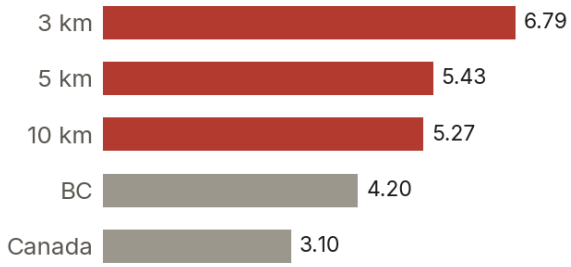
What's already in the market

21 self storage facilities operate within 10 km of the site, with 888,800 sq. ft. of net rentable area. That is 5.27 sq. ft. per person, compared with 4.20 for BC and 3.10 nationally.

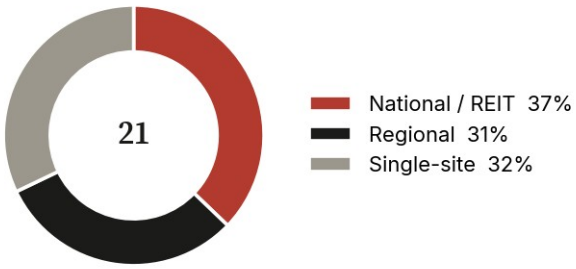
	Radius rings			Drive times			Benchmarks	
	3 km	5 km	10 km	5 min	10 min	15 min	BC	Canada
Facilities	6	11	21	5	13	21	–	–
Net rentable area (sq. ft.)	260,800	450,300	888,800	206,100	579,500	888,800	–	–
Sq. ft. per capita	6.79	5.43	5.27	8.55	8.13	5.94	4.20	3.10
Sq. ft. per household	14.13	12.00	12.33	17.27	17.72	13.66	9.95	7.50
Average facility size (sq. ft.)	43,467	40,936	42,324	41,220	44,577	42,324	–	–

Benchmarks are CSSVS provincial and national estimates.

Sq. ft. per capita



Operator mix, share of net rentable area



Operator mix

Operator type	Facilities	Net rentable area	Share	Average size	Average year built
National / REIT	5	330,300	37.2%	66,060	2,018
Regional	6	273,100	30.7%	45,517	2,012
Single-site	10	285,400	32.1%	28,540	2,012
Total	**21**	**888,800**	**100.0%**	**42,324**	**–**

National / REIT: national portfolios and REIT-owned facilities. Regional: operators with several sites in one region. Single-site: independent owners with one facility.

Unit types offered

Unit type	Share of facilities offering
Drive-up, non-climate-controlled	90%
Interior climate-controlled	57%
Lockers (under 25 sq. ft.)	43%
Vehicle, RV or boat parking	52%
Business / commercial units	29%
Wine or specialty storage	5%

New developments pipeline

Project	Stage	Sq. ft.	Distance	Expected opening
Proposed Class A facility, Midtown	Under construction	78,000	2.1 km	Q3 2027
Expansion of Facility H (phase 2)	Building permit issued	22,000	3.9 km	Q1 2027
Proposed facility, north industrial area	Rezoning application	64,000	8.4 km	2028+

Pipeline compiled from municipal development applications, permits and operator announcements.

04 · Demand

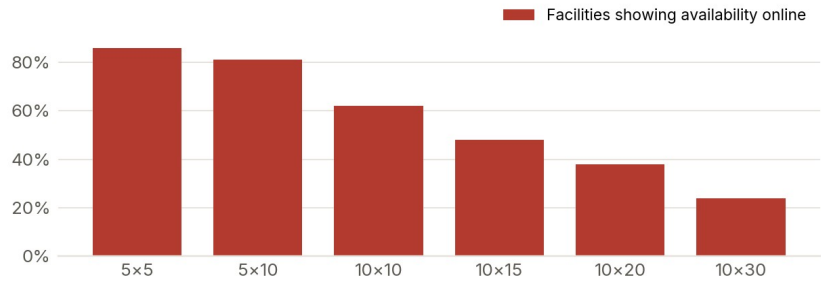
Indicators of demand

There are 23,863 renter households in the 10 km ring, 33.1% of all households. Each facility serves about 8,033 people and 3,433 households.

	Radius rings			Drive times		
	3 km	5 km	10 km	5 min	10 min	15 min
Households	18,462	37,511	72,094	11,931	32,706	65,043
Renter households	8,529	14,929	23,863	5,906	13,409	22,505
Renter share	46.2%	39.8%	33.1%	49.5%	41.0%	34.6%
Population per facility	6,400	7,536	8,033	4,820	5,485	7,124
Households per facility	3,077	3,410	3,433	2,386	2,516	3,097

Source: CSSVS proprietary market intelligence platform; Statistics Canada census and projections.

Inventory availability by unit type



Share of facilities advertising at least one available unit of each size online, at the survey date.

5
of 21 facilities don't advertise inventory or rates online

24%
of facilities, all single-site operators, are surveyed by phone

147,400
sq. ft. of supply not visible in online listings

Promotions in use

Promotion	Facilities
First month free	6
50% off first two months	3
$1 first month	2
No promotion advertised	6

Recent facility openings

Facility	Operator type	Opened	Sq. ft.	Distance
Facility D	National / REIT	2024	44,100	2.3 km
Facility G	Single-site	2024	35,300	3.4 km
Facility I	Regional	2024	39,900	4.2 km
Facility M	Regional	2025	56,300	6.1 km
Facility U	Single-site	2023	28,700	9.9 km

Facilities opened in the last 36 months within the 10 km ring.

05 · Rental rates

What storage costs today

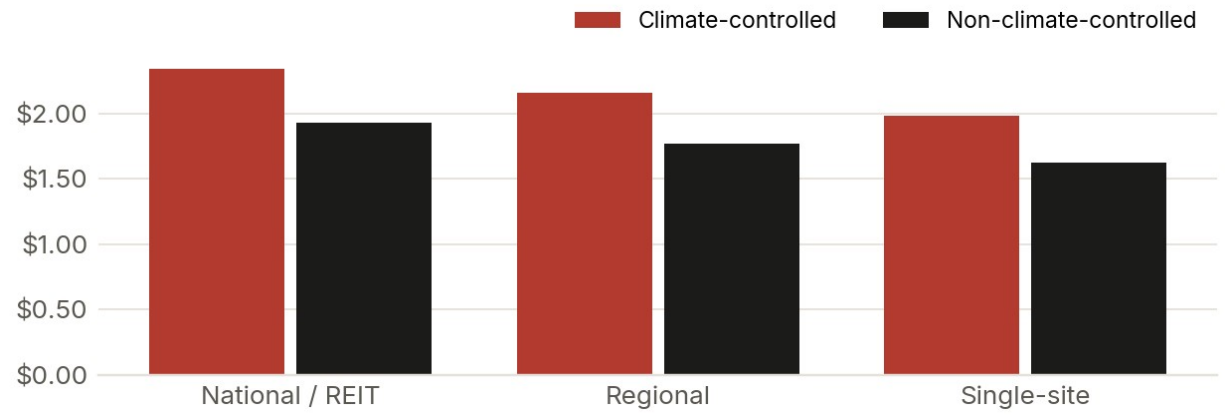
Over the last 12 months, a 10×10 climate-controlled unit averaged $218 a month ($2.18 per sq. ft.) and a non-climate-controlled 10×10 averaged $177.

12-month trailing average rates

Unit size	Climate-controlled	Per sq. ft.	Non-climate	Per sq. ft.	Facilities with availability
5×5	$74	$2.96	$61	$2.44	86%
5×10	$121	$2.42	$99	$1.98	81%
10×10	$218	$2.18	$177	$1.77	62%
10×15	$289	$1.93	$236	$1.57	48%
10×20	$362	$1.81	$291	$1.46	38%
10×30	–	–	$409	$1.36	24%

Average advertised monthly street rate over the trailing 12 months, all facilities in the 10 km ring. Per sq. ft. figures are monthly.

Rate per sq. ft. by operator type



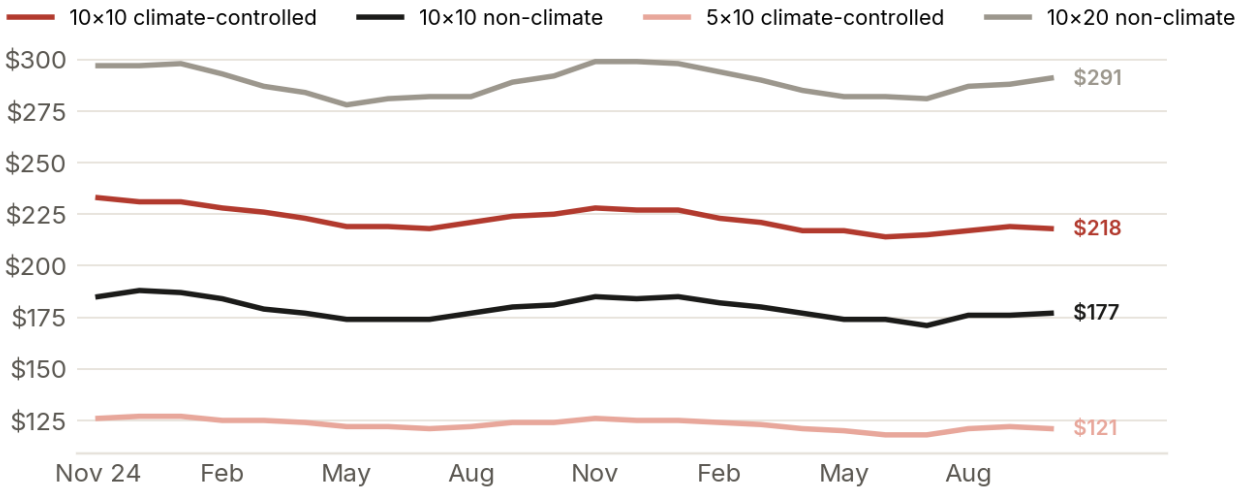
10×10 units, 12-month average monthly rate per sq. ft.

Rate volatility

Operator type	Rate changes per year	Standard deviation	Lowest 12-month change	Highest 12-month change
National / REIT	11.4	6.8%	-5.2%	3.5%
Regional	5.2	4.1%	-4.9%	2.1%
Single-site	1.8	2.6%	-4.7%	4.3%

Average number of advertised rate changes per facility, and the standard deviation of monthly rates, 10×10 units.

Rate history by unit type



Average advertised monthly street rate, last 24 months.

Rate history by facility

Facility	Operator type	10×10 climate	10×10 non-climate	12-month change	Distance
Facility A	National / REIT	$242	$180	-4.7%	0.8 km
Facility B	Single-site	–	$164	-4.7%	1.4 km
Facility C	Regional	$221	$166	+2.1%	1.9 km
Facility D	National / REIT	$222	$196	-5.2%	2.3 km
Facility E	Single-site	–	$174	-2.3%	2.6 km
Facility F	Regional	$206	$167	-2.6%	2.9 km
Facility G	Single-site	–	$157	-1.1%	3.4 km
Facility H	National / REIT	$224	$203	+3.5%	3.9 km
Facility I	Regional	$204	$186	-4.9%	4.2 km
Facility L	National / REIT	$227	$200	-3.3%	5.6 km
Facility M	Regional	$229	$173	-4.1%	6.1 km
Facility O	Single-site	–	$154	+4.3%	7.2 km
Facility P	Regional	$204	$181	-0.1%	7.7 km
Facility Q	National / REIT	$223	$189	+3.1%	8.3 km
Facility S	Regional	$201	$180	-1.9%	9.1 km
Facility U	Single-site	–	$167	+3.5%	9.9 km

Current advertised monthly street rate and change over the last 12 months. Facilities that don't advertise online are excluded.

06 · Parking at self storage facilities

Vehicle, RV and boat parking

10 of the 21 self storage facilities in the 10 km ring also rent outdoor parking for vehicles, RVs or boats.

Space length	Average monthly rate	Share of parking facilities offering
Up to 20 ft	$92	64%
21 to 30 ft	$128	81%
31 to 40 ft	$162	95%

Uncovered parking, 12-month average advertised monthly rate. A separate Vehicle, RV and Boat Storage Market Report covers dedicated vehicle storage in detail.

Appendix A

Facility list

Every facility within the 10 km ring, sorted by distance from the site. Facility names are withheld in this sample; your report lists each facility by name.

Facility	Operator type	Sq. ft.	Units	Built	Storeys	Climate	km	Minutes
Facility A	National / REIT	78,600	764	2018	2	Yes	0.8	2.2
Facility B	Single-site	22,700	243	1997	1	No	1.4	2.7
Facility C	Regional	38,000	400	1991	4	Yes	1.9	3.7
Facility D	National / REIT	44,100	493	2024	3	Yes	2.3	4.6
Facility E	Single-site	22,700	251	2019	1	No	2.6	4.1
Facility F	Regional	54,700	550	2012	3	Yes	2.9	5.3
Facility G	Single-site	35,300	348	2024	1	No	3.4	5.3
Facility H	National / REIT	70,300	704	2018	4	Yes	3.9	6.0
Facility I	Regional	39,900	417	2024	3	Yes	4.2	6.0
Facility J	Single-site	23,900	252	2019	1	No	4.6	7.2
Facility K	Single-site	20,100	195	2012	1	No	4.9	7.2
Facility L	National / REIT	72,900	709	2021	2	Yes	5.6	8.9
Facility M	Regional	56,300	556	2025	4	Yes	6.1	9.3
Facility N	Single-site	34,900	362	2006	1	No	6.8	10.7
Facility O	Single-site	28,600	310	2019	1	No	7.2	11.2
Facility P	Regional	36,200	385	2006	2	Yes	7.7	11.7
Facility Q	National / REIT	64,400	649	2009	2	Yes	8.3	12.7
Facility R	Single-site	35,900	358	2006	1	Yes	8.8	13.0
Facility S	Regional	48,000	477	2012	3	Yes	9.1	13.8
Facility T	Single-site	32,600	342	1997	1	No	9.5	13.4
Facility U	Single-site	28,700	283	2023	1	No	9.9	14.5

Source: CSSVS proprietary market intelligence platform; Statistics Canada census and projections.

Appendix B

Methodology and limiting conditions

How this report is compiled

Supply, rental rate and availability data come from our proprietary market intelligence platform, built on more than 20 years of self storage data in every Canadian province. Facility records are verified against operator listings, and facilities that don't advertise online are surveyed by phone. Demographic data come from Statistics Canada census results and population projections, apportioned to each ring and drive-time area. A CSSVS analyst reviews every report before it is delivered.

Definitions

Term	Meaning
Net rentable area	The leasable storage area of a facility, excluding offices, corridors and common areas.
Street rate	The advertised monthly rate for a new customer, before promotions.
12-month trailing average	The average of monthly street rates over the 12 months before the report date.
Rate volatility	How often, and by how much, advertised rates change over 12 months.
Operator type	National / REIT: national portfolios and REIT-owned facilities. Regional: multi-site operators in one region. Single-site: independent owners.
Drive time	The area reachable by road from the site within the stated time at typical weekday speeds.

Limiting conditions

A Market Report is a compilation of demographic, supply and demand data. It is not an appraisal, a feasibility study or an opinion of value, and it is not intended for financing or investment reliance. Data is drawn from public sources and our proprietary market intelligence platform and is believed accurate but not guaranteed. Figures are current to the report date and may change.

Next steps

Talk it through

Add a one-hour walkthrough with an AACI appraiser for $250. We'll walk through the numbers and what they mean for your site.

Step up to a Phase I

A Phase I Feasibility Study adds market depth and saturation analysis, conclusions and recommendations. Proceed within 6 months and the full cost of this report is credited.

Canadian Self Storage Valuation Services

The only company in Canada exclusively dedicated to the self storage industry. Feasibility studies, appraisals and exclusive sale facilitation since 2005.

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