

# Exit Strategies for Boat & RV Self-Storage Investors

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## Introduction

Planning an exit has never been more important for boat and RV storage owners. The market is thriving, and investor interest is through the roof, but when it comes time to sell, owners quickly realize that getting the best price takes more than just strong NOI.

A facility that is quietly offered to just one or two buyers will likely sell for a lower price than one that is widely marketed to a larger pool of qualified buyers. Thus, maximizing sales value isn't just about the numbers on a cash flow statement, it's about selling at the right time, and making sure the right buyers are aware.

## Why Self-Storage Owners Can't Ignore Exit Planning

Owners of boat and RV storage facilities have different reasons for selling. Some look to recover their initial investment and redirect capital into new opportunities. Others aim to diversify their portfolio or reduce exposure to a single asset. For some, selling means moving from owning property to getting cash for family security or simplifying inheritance<sup>1</sup>. Regardless of the reason, having an exit strategy helps owners plan for the right timing and conditions.

Selling boat and RV storage properties is not always a quick process. The need to secure zoning, build large canopies or enclosures, and gradually lease hundreds of RV or boat spaces can prolong timelines for developers. Those who purchase existing facilities also tend to hold them for several years, with the goal of optimizing operations, boosting occupancy, and benefiting from market appreciation. Even when owners are ready to sell, market conditions can change unexpectedly. For example, in 2024, boat and RV storage property sales dropped by 30%, and price-per-acre values declined<sup>2</sup>. Sellers who planned ahead were better prepared to adapt, while those who reacted late faced significant challenges.

## How to How to Plan for a Successful Exit Strategy

Having a strong exit strategy means being ready long before listing the property. This starts with financial readiness. Maintaining clean, transparent financial records sets a strong foundation. This means keeping accurate trailing-12-month income and expense statements, current rent rolls, and two to three years of verified profit and loss statements.

Streamlined operations can also improve a property's appeal. Owners can standardize leases, resolve tenant delinquencies, and maintain fully functional equipment such as gates, cameras, lights, and latches. They can also implement modern technology and practices to match

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<sup>1</sup> <https://skyviewadvisors.com/life-after-a-sale-business-exit-strategies-in-2023/>

<sup>2</sup> <https://www.yardibreeze.com/blog/2025/02/rv-boat-storage-breaking-records/>

industry expectations and attract buyers. For instance, they can offer online rental and payment options or maintain an updated website with up-to-date facility images.

Moreover, understanding the facility's market positioning helps showcase its strengths. Analyzing local competition, occupancy rates, and demand gives an idea of what differentiates the property from others. Facilities near popular destinations, such as lakes, marinas, or campgrounds, can make a property more appealing. Additionally, unique features, such as fully covered parking or wide aisles for large RVs, can also become strong selling points.

Large housing developments nearby or increasing local RV registrations can also provide valuable information for positioning a property. Ultimately, understanding the competitive landscape and identifying a facility's unique advantages helps buyers recognize its value, whether through location, security, occupancy, or expansion potential. Brokers use this information in marketing materials to highlight the property's strengths, and make planning and research directly contribute to a stronger sales pitch.

Finally, being prepared for due diligence simplifies the transaction process. This means gathering all necessary documents, such as financial records, leases, maintenance logs, tax bills, insurance policies, site maps, and environmental reports. An organized data room provides buyers with immediate access to all materials, building confidence, and maintaining momentum toward closing. Pre-listing inspections also help identify and resolve potential issues and minimize the risk of delays during the sale.

### Key Components of a Strategic Exit Plan



Source: Urow Real Estate

### How Marketing and Brokerage Teams Maximize Exposure

Even the best boat and RV storage facility won't achieve a premium exit without quality marketing when it's time to sell. Marketing is the engine that drives buyer interest and competition. It starts with partnering with an experienced brokerage team.

Ultimately, a brokerage team acts as the quarterback of the process as they guide the sale from financial and marketing preparation to closing. They start by analyzing the property's financials and market position and set a competitive asking price that balances attracting buyers with maximizing value. This may include suggesting small adjustments to the current facilities management team to improve its appeal, like minor rate increases, advertising proposals, or maintenance touch-ups.

On the marketing front, the brokerage team designs a compelling offering memorandum (OM) with high-quality photos, drone shots of the property, attractive financial highlights, and clear selling points. A strong OM combined with a targeted outreach strategy will generate far more buzz (and stronger offers) than a simple online listing with a rent roll attached. Brokers

with then leverage their network to target qualified buyers, managing outreach, resolving leads' questions, and arranging site visits.

Brokers build and maintain networks of storage investors by relying on databases and email lists to connect with hundreds of potential buyers. A strong marketing team promotes facilities nationwide and uses strategies like email campaigns, phone calls, online listings, industry newsletters, and targeted digital ads to make sure your facility gets in front of serious buyers. This approach targets active buyers and also grabs the attention of those who aren't actively looking but might make an offer if they see something appealing.

#### **Oakley Executive Boat & RV Storage - Facility Successfully Brokered by Urow Real Estate in 2025**



*Source: Urow Real Estate*

As offers begin to come in, the bidding process is also managed by the brokers. A clear timeline is set, and a call-for-offers (CFO) deadline is created to encourage competitive bidding. The brokers then review offers, compare terms, negotiate with buyers, and verify the financial qualifications of serious bidders.

After a buyer is selected, the management of due diligence and closing is transitioned to the brokerage team. They coordinate with attorneys, lenders, and escrow agents. If issues arise, such as unexpected inspection findings or financing delays, the team addresses them. Their expertise helps maintain momentum and keeps the transaction on track.

In this quarterback role, a brokerage team does more than list a property. They strategize, market, negotiate, and problem-solve. This full-service approach can transform a standard sale into a high-value transaction.

#### **Planning Early, Marketing Smart**

The takeaway for boat and RV storage investors is clear - exit planning should begin early, rather than reacting on the fly. Ideally, owners should connect with self-storage brokers and

marketing experts 6–12 months before a planned sale. This timeframe allows sellers to monitor market conditions, understand how buyers evaluate deals, and identify steps to increase the property’s value. By keeping accurate records, optimizing operations, and seeking expert guidance, owners can minimize risks and maximize returns. In the end, a successful sale isn’t just about finding a buyer. It’s about making sure the right buyer sees the opportunity.

### Want to see how prepared you are for a successful exit?

Take our 5-minute quiz to assess common blind spots that can quietly drag down your sale value. You’ll receive a personalized score and have the option to request expert feedback based on your results.

Start the quiz here: <https://forms.office.com/r/0G5kc8pdSW>

### About Urow Real Estate

Urow Real Estate is a boutique investment sales firm exclusively focused on the sale of self-storage facilities across the United States. Recognized as experts in the boat and RV storage, we successfully brokered the sale of the largest Class A facility of its kind in the country in 2025, Oakley Executive Boat & RV Storage.

Located in Oakley, California, this 546-unit, 273,105 NRSF property set a new benchmark for large-vehicle storage in Northern California. Its standout features include:

- 20 solar-integrated canopies
- Extra-wide drive aisles and angled pull-through parking
- Top-tier amenities including trickle charging, dump stations, wash station, tire air station, propane, restrooms, showers, and an on-site conference room
- 35+ security cameras, gated keypad access, and a 14-foot perimeter fence
- On-site solar infrastructure generating over \$695,000 annually in additional income

To learn more about the Oakley Executive Boat & RV Storage sale, visit:

<https://www.urowrealestate.com/oakley-executive-boat-rv-storage/>

For the latest articles and news, visit *The Urow Magazine* and register on our website to stay informed: <https://www.urowrealestate.com/articles/>

For more information about Class A RV and boat storage opportunities, reach out:



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