WEEKLY NEWSLETTER

www.urowrealestate.com

Self-Storage Fundamentals Show Stability Despite Softer Demand

- According to Storable's Q1 2026 Self-Storage Industry Pulse, national self-storage occupancy held steady at 76.9% despite slower leasing activity.
- The average length of stay increased to 19.3 months from 18.1 months a year earlier and supported stable occupancy levels.
- Average 10×10 move-in rates declined to about $102, down roughly 4.3% year-over-year.

U.S. Labor Market Remains Stable Despite Global Uncertainty

- U.S. initial jobless claims fell by 11,000 to 207,000 for the week ending April 11 and remained near the lower end of this year's 201,000-230,000 range.
- Continuing unemployment claims increased by 31,000 to 1.818 million, but still remain below last year's levels.
- Manufacturing production declined 0.1% in March, though factory output grew at a 3.0% annualized rate during the first quarter.

Our Thoughts

- Stable occupancy and longer tenant stays suggest operators may continue prioritizing tenant retention and occupancy levels, while accepting some pricing pressure, particularly as competitive move-in rates help maintain demand in a softer leasing environment.
- A stable labor market may allow the Federal Reserve to keep rates elevated for longer, which means now may be a good time for owners to evaluate asset performance and obtain an updated valuation before borrowing costs potentially move higher.

RECENT LISTINGS

Tower Mill Self Storage

1st Class Storage

We Value Your Feedback!

★★★★★

Want to share your experience at Urow Real Estate with others?
Write a Google review!