

# WEEKLY NEWSLETTER



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## Yardi Reports National Self-Storage Rental Rates Continue to Decline

- Advertised self-storage rental rates declined 1.1% year-over-year in February to \$16.10 per square foot, compared to a 0.4% decline in January and 0.1% growth in December.
- Both climate-controlled and non-climate-controlled rates declined, with NCC rates falling 1.2% year-over-year and CC rates decreasing 1.0%.
- Supply under construction equaled 2.4% of existing inventory nationwide at the end of February, unchanged from January.

## Top Emerging Self-Storage Markets of 2026

- Jacksonville, FL ranks as the top emerging self-storage market due to strong job growth and a development pipeline equal to 15.4% of existing inventory.
- Several Florida metros rank near the top due to continued in-migration and population growth.
- Other emerging markets on the list include smaller metros such as Savannah-Hilton Head, Boise, and Eugene.

## Our Thoughts

- The recent decline in advertised rental rates reflects continued supply pressure in several markets. Current market conditions provide an opportunity for owners to evaluate valuations while buyer demand for stabilized self-storage assets remains active.
- The emerging markets ranking points to continued momentum in smaller growth metros, where migration trends and local economic expansion are supporting storage demand. These markets will continue to draw investor interest in the coming years.



## RECENT LISTINGS



### Wild Horse Storage

### 1st Class Storage



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