

**Welcome!**  
**SSA's VALUATION & ACQUISITION COURSE**  
**October 30 - November 1, 2023**  
**Hilton Boston Back Bay – Boston, MA**

**AGENDA**

**DAY ONE: Monday, October 30**

12:30 PM – 1:00 PM - **Registration**

1:00 PM – 6:00 PM

- Course Overview & Storage Industry Trends
- Intro to Valuation – Buy to Sell
- Understanding the Value: Market Assessment
- Understanding Facility Reports & Excel Valuation Tools
- Direct Capitalization Valuation Model – Case Study #1

6:00 PM – 7:30 PM - **Reception and Networking**

**DAY TWO: Tuesday, October 31**

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:00 PM

- The 'Big 8' Self Storage Expenses
- Discounted Cash Flow (DCF) Financial Modeling
- Discounted Cash Flow Case Study – Case Study #2
- Industry Data

12:00 PM – 1:00 PM – **Lunch**

1:00 PM – 5:00 PM

- Discounted Cash Flow Financial Modeling (continued)
- Understanding the Value: Site Assessment
- Property Tax Overview – Review and Appeals
- Trick Me Now – Actual Case Examples

**DAY THREE: Wednesday, November 1**

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:30 PM

- Wrap Up Discounted Cash Flow Financial Model – Case Study #2 (continued)
- Understanding the Value: Rental Rate Assessment
- Arthur's Self Storage – Case Study #3
- Property Tax Valuation Tools
- Putting it All Together – Key takeaways
- Open Forum - Q&A

