

Welcome!
SSA's VALUATION & ACQUISITION COURSE
November 1 – 3, 2021
Sheraton Suites Old Town, Alexandria, VA

A G E N D A

DAY ONE: Monday, November 1

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
- Direct Capitalization Valuation Model

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

DAY TWO: Tuesday, November 2

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:00 PM

- Discounted Cash Flow (DCF) Financial Modeling
- Discounted Cash Flow Case Study
- Industry Data
- Financial Modeling Sensitivity

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
- Property Tax Assessment Review and Appeals

DAY THREE: Wednesday, November 3

7:30 AM – 8:00 AM - **Breakfast**

8:00 AM – 12:00 PM

- Wrap Up Discounted Cash Flow Financial Model
- Understanding the Value: Rental Rate Assessment
- Tax Appeal Case Study
- Putting it All Together – Key takeaways
- Wrap up and Q&A

