

PRESS RELEASE

Commercial Property News 15 May 2006

SELF STORAGE INDUSTRY WEB SITE LAUNCHED

A new website devoted to self storage properties has just been launched at www.selfstoragerealestate.com.au to provide a portal for property investors, service providers to the industry and anyone with an interest in the rapidly growing self storage industry in Australia.

The site has been created by property agent Robert Stanley-Turner and his company Highway Frontage Real Estate which has developed a specialist practice in the marketing and sale of self storage properties over the last decade.

The web site has been welcomed by David Blackwell, a past President of the Self Storage Association of Australia, who notes "Highway Frontage has invested substantial time and energy in developing a detailed knowledge of the industry both locally and internationally.

"The website shows their understanding of the value drivers and critical performance measures of self storage real estate."

The site currently lists some ten self storage properties around Australia including recent sales, centres which are listed for sale currently and other relevant industry information.

"For instance one of the properties listed, the Freeway Self Storage property and business in Perth, has recently been sold by Highway Frontage for more than \$4 million.

"The growth of the self storage industry is being driven by a number of factors including the shift to apartment living with reduced home storage space, an ageing population moving into smaller homes, and the preference of businesses, government and individuals to use their available space more efficiently.

There is also a growing community understanding of the benefits which a self storage facility provides" Robert Stanley-Turner said.

He forecasts that self storage properties will increasingly gain the attention of superannuation funds, private investors and property trusts.

For instance there is already one property trust that holds a portfolio of 16 self storage properties with a value approaching \$150 million.

"The cash flows and capital appreciation potential of both a viable business and a purpose built freehold facility offers significant investment appeal.

"The self storage industry while well established in Australia has significant future growth potential.

"The USA for instance has 44,000 such centres and is continuing to grow in scale at about 10% per annum.

"On a population density basis the USA has five times more self storage capacity per head of population than Australia, so this is indicative of the future potential of the industry as a repository for business records and other assets as well as personal possessions.

"I believe the web site will demonstrate its value in future as the industry expands and becomes a basic information resource for both the public and the industry itself" Mr Stanley-Turner said.

For more information click on www.selfstoragerealestate.com.au or call Robert Stanley-Turner on 0418 982 000.