

## **Business Wire**

### **Self Storage Association Partners with National Real Estate Data Firm Reis**

ALEXANDRIA, Va.--(BUSINESS WIRE)--Aug. 9, 2011-- The national Self Storage Association (SSA) has announced a partnership with New York-based Reis, Inc. (NASDAQ: REIS), a leading provider of commercial real estate market information and analytics. The organizations will collect and analyze information about historic operations and performance that will be made available to Association members and the investment community. Reis representatives will be on hand at SSA's Fall Conference & Trade Show September 7-9 at Caesars Palace in Las Vegas.

The SSA Board of Directors recently approved the use of a third-party to support the industry's data collection and analysis demands and, together with a committee that included some of the largest self storage operators in the country, chose Reis. For more than three decades the New York City-based firm has provided impartial reports and forecasts of rents, vacancy and inventory for apartment, office, retail and industrial properties.

"This is a benchmark moment for both the SSA and Reis," said Michael T. Scanlon, Jr., SSA president & CEO. "Although Reis has a distinguished history of comprehensive information services benefitting property owners, investors, bankers and others involved in various real estate sectors, we are the first trade association to negotiate member access to real time trending updates—at considerable discounts for this type of data."

The agreement calls for quarterly data collection from self storage facilities throughout the country which will be aggregated and analyzed by Reis's impartial experts. Association members will enjoy discounts on accurate and timely reports about self storage trends, initially in 30 metro markets and their associated submarkets.

"Reis is excited about this opportunity to partner with the national Self Storage Association, an organization with a rich history of providing research and information to the self storage community," said Lloyd Lynford, President & CEO of Reis, Inc. He continued, "Together with our unparalleled platform for gathering and analyzing real estate-related data, SSA members can expect a new and useful tool to assist their businesses for many years to come."

Operational line items that will be collected for access by SSA members will include market inventory, occupancy trends, general historic asking rental rate patterns and other geographically-based data points. Members will be able to use the research to support business decisions, particularly in the areas of facility valuation and feasibility studies. Facility owners who participate by contributing information to the study will receive even greater discounts on the data and analysis. This information will also help the SSA accurately represent the industry to Wall Street and the nation's trade and general media.

## **About the Self Storage Association**

Founded in 1975, the Self Storage Association (SSA) is the national not-for-profit trade organization serving the \$20 billion (revenues) self storage industry including owner-operators, facility managers and vendors in the self storage industry. The SSA represents some 2,500 direct member companies and another 3,000 indirect member firms [via twenty-8 (28) affiliated associations] that own and operate a total of some 20,000 facilities in the US, Canada and 16 other nations. SSA direct members range from individual facility owner-operators to multiple-facility operations, to the industry's largest publicly traded Real Estate Investment Trusts (REITs).

## **About Reis**

Reis provides commercial real estate market information and analytical tools for its subscribers through its flagship institutional product, *Reis SE*, and through its new small business product, *ReisReports*. Reis, founded in 1980, maintains a proprietary database containing detailed information on apartment, office, retail and industrial properties in metropolitan markets and neighborhoods throughout the U.S. Reis currently provides its information services to many of the nation's leading lending institutions, equity investors, brokers and appraisers, who use Reis's information to make informed buying, selling and financing decisions, and to assess, quantify and manage the risks of default and loss associated with individual mortgages, properties, portfolios and real estate backed securities. For more information regarding Reis's products and services, visit [www.reis.com](http://www.reis.com) and [www.ReisReports.com](http://www.ReisReports.com).

Source: Self Storage Association (SSA)

Self Storage Association

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