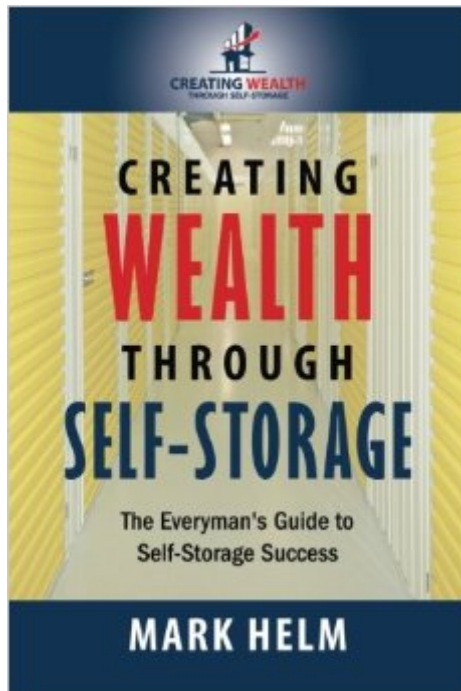


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Creating Wealth Through Self Storage: One Man's Journey Into The World Of Self-Storage



Synopsis

The Roadmap for Success in Self-Storage The old adage of buy low and sell high works, but it is not that cut and dry in today's market. This is especially the case when self-storage is selling for a premium. It is daunting competing for facilities with large, well funded operators and REITS, but this book will guide you and provide the resources to excel. By the end of this step-by-step guide, you will possess the essential tools to effectively find, analyze risk, and compete with the larger players. You will not only have the knowledge to BUY facilities, but BUY them in a way that fulfills your pre-determined parameters and business plan. Mark Helm, CCIM explains in detail how he did just that... even with very limited startup funds. As the economy improves and more people use self-storage, it is going to be more important than ever to know how to effectively compete with large well funded operators in purchasing facilities. Mark Helm is a leading authority in self-storage. With his powerful software, The Self Storage Valuator, Mark has grown from one unit to his own storage empire. In this book, he shares exactly how you can do the same. For more information, please visit: CreatingWealthThroughSelfStorage.com Tags: self storage, property management, real estate investing, real estate finance, real estate investments, retirement, self storage investing, rental property

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Customer Reviews

Skip this one. Although a quick read and provides lots of real world flavor it fails in its most important claim. According to the books blurb you will [after reading the book] "posses the essential tools to effectively find, analyze risk, and compete with the large players". The book recommends using the software that the author developed. Here is the problem ... The software costs \$500 (or \$400 if use

use the code in the book). So you buy a book and the book says the real information is in the expensive software. The author's new strategy for creating wealth is to sell software.

First, let me say that I know nothing about commercial real estate. Zero. Zilch. Nada. Nevertheless, I task myself with reading up on topics I know nothing about from time to time. Mark Helm's book does not disappoint. Who knew that one entrepreneur's journey into the world of self storage could be so fascinating (or that self-storage could be so lucrative)? I found my jaw agape several times while reading Mark's book due to the level of detail he provides and the quality of insider knowledge he drops on you. For instance, early in the book he lays out a compelling argument for WHY the self storage industry is so profitable. Mark walks you through the metrics for standard commercial real estate and then compares it side by side with self storage real estate (breaking down costs, maintenance, profits per square foot). Then he takes you through the size of the overall storage facility market and the growth potential. Again he breaks out fascinating statistics about facility sizes, location, market penetration and like. This is literally a master class on a very niche topic. But regardless of your interest in the niche, just seeing the HOW of what Mr. Helms is elucidating to the reader is utterly fascinating if you have any ounce of entrepreneurial blood in you. Every chapter is filled with this level of detail and insight. Too many business books just gloss over the how and why in broad strokes, this book is brimming with practical details and gives you a true blueprint for operating in this niche. Awesome.

This book lost two stars, one for not being what I was looking for (this is purely subjective) and another for the poor kindle adaptation. I live in a small town and am looking at starting small and expanding. perhaps one 30 x 100 building comprised of 20 or so units and adding as needed. This book is geared towards someone who wants to buy multi-million dollar self-storage businesses and compete with REITs. On the flip side I did find some gems. Such as national averages of what percent of households use self-storage consequently deriving a formula to see if an area is over or under saturated. He has great stuff here, I feel like most of it simply doesn't apply to my situation. Again, that's my fault for picking the wrong book. The kindle edition is fine for the most part, however there were a number of misspellings (that i assume weren't in the original) and some word formatting issues. This was rather minor except i hit one or two spots where i couldn't follow the author at all because it was chopped up so bad. Also what I assume are graphs and tables in the book are completely useless in the kindle edition.

I had the pleasure of working with Mark on several self-storage transactions over the last 24 months. Mark is one of the most educated and knowledgeable experts in the industry. His book is a resource for first time buyers or experienced operators.

It's like following a recipe book to create passive income. One of the true tests of a teacher, guru, leader, or expert is if the one teaching has actually done what they teach about; in real life. Mark Helm has done the work and is close to creating a \$60,000,000 portfolio. He's the real deal and he lays out the system for you in this book. You just have to apply the knowledge he's given you.

Must read book for investors thinking about investing in self-storage. Except for some digressions, this book is the investing manual for self-storage. The author explains the industry well and provides an excellent step-by-step due diligence process. Furthermore, it walks the reader through the entire process, detailing the business and legal processes as well. I do not have plans or funds to invest in self-storage at the moment but I will definitely read this book again when I am ready to invest in self-storage. Thank you for the very insightful and detailed book.

As an owner of two self storage facilities, if we had a system like this that we could have used while performing our due diligence, our evaluation of the properties would have been much simpler and would have enabled us to maximize our profit much sooner. A must read for anyone interested in investing in the ownership of self storage facilities.

There are many options available today for how to create wealth. Some require exhausting, heroic, ongoing efforts, others, require logic, reasoning, and a healthy, positive outlook. Using an easy-to-understand writing style, and personal examples, Mark lays-out solid reasons for including self storage as a viable passive income stream. Add this book to your investment management library and self storage units to your portfolio. Joel and Dr. Pei Husband and wife hosts of ReLaunch

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