## SROA Capital, LLC October 2024



### Employee Retirement System of Rhode Island

This document was prepared for review exclusively by the Rhode Island State Investment Commission Only.



# $\mathbf{SROA} \mid \mathsf{Capital}$

Institutional access to private investment in self storage



# **US INTRODUCTION**

SROA Capital is a vertically integrated real estate firm focused exclusively on private self storage investments

- Top private owner and manager of self storage properties in the US<sup>1</sup>
- Fully integrated investment management and operations platform, with heavy investment in proprietary data analytics and marketing technology
- ~28% gross IRR (23.2% net IRR) and ~2.3x gross MOIC (2.0x net MOIC) since inception (2013)<sup>2</sup>
- 50-70% of underwritten returns derived from cash flow from operations
- ~50% Loan To Value at the property level

### SROA Capital Fund IX offers institutional investors access to a unique asset class

- Seeks \$750 million capital to invest in a portfolio of select undermanaged and undercapitalized self storage properties
- Proven value optimization and asset management playbook to consistently grow net operating income
- Prudent use of leverage to achieve attractive returns with less volatility than public investments
- Execute roll-up strategy for a premium at exit
- Target mid-teen net IRR with an 8% average cash yield, distributed quarterly

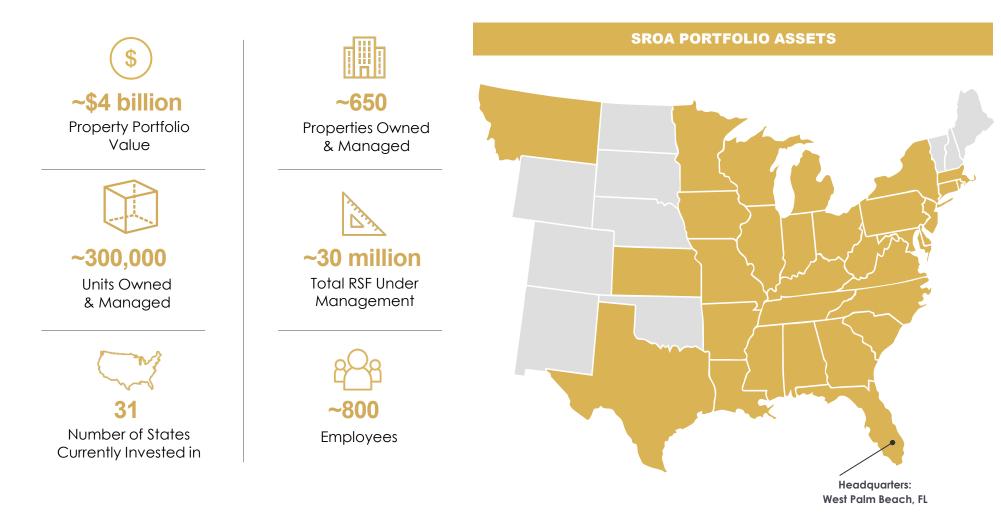
Based on Self Storage Almanac 2024.
 The figures provided are as of March 31, 2024, and reflect SROA Capital Funds that have been fully realized.



# FIRM SNAPSHOT

### Gradual and intentional growth

Founded in 2013 by Benjamin S. Macfarland, III who has managed and developed self-storage facilities since 2006, **SROA Capital** is currently the 6<sup>th</sup> largest owner of self-storage in the United States and manages ~\$2.3 billion of equity commitments from a diverse group of leading institutional investors.





### WHY SROA?

Outsized expertise and infrastructure



#### SPECIALIZED SELF-STORAGE INVESTMENT EXPERTISE

- Extensive relationships for off-market deal sourcing
- Patience and endurance to pursue and aggregate many time-intensive, smaller, off-market deals
- Top Finance and Accounting talent from global PE institutions

#### **ROBUST CUSTOMER-FACING BUSINESS CAPABILITIES**

- Roll-up and ownership of 82 brands, including Storage Rentals of America
- Proprietary, integrated marketing technology
- Centralized data analytics and rate revenue management
- Customer Sales Center
- In-house development and construction management

### ORGANIZATION

### ~800 person aligned team



Dedicated Team of Investment Professionals: 100% of time is spent on the Firm's self-storage fund series (only line of business)
 Complete Alignment of Interest: 30% of carried interest allocated to the Firm's personnel & >75% of senior staff are Fund investors

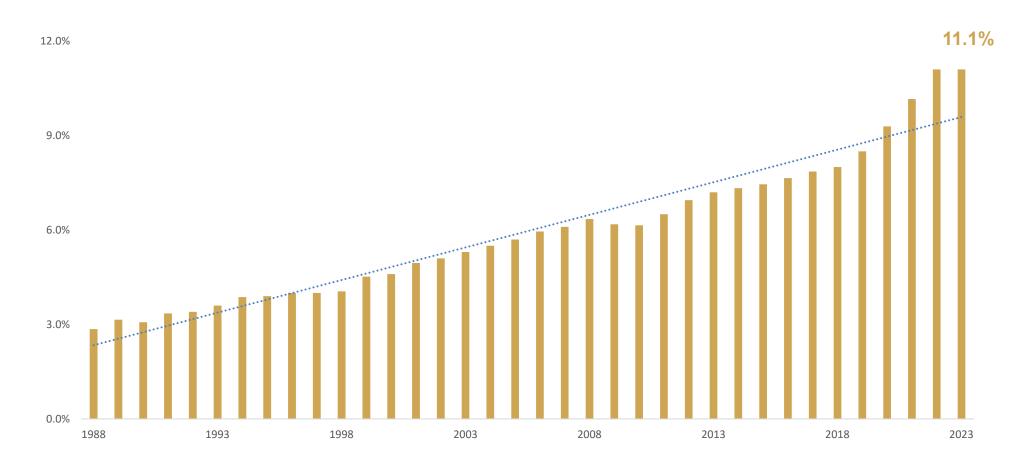
### SROA CAPITAL 4

## **SELF STORAGE: A GROWING INDUSTRY**

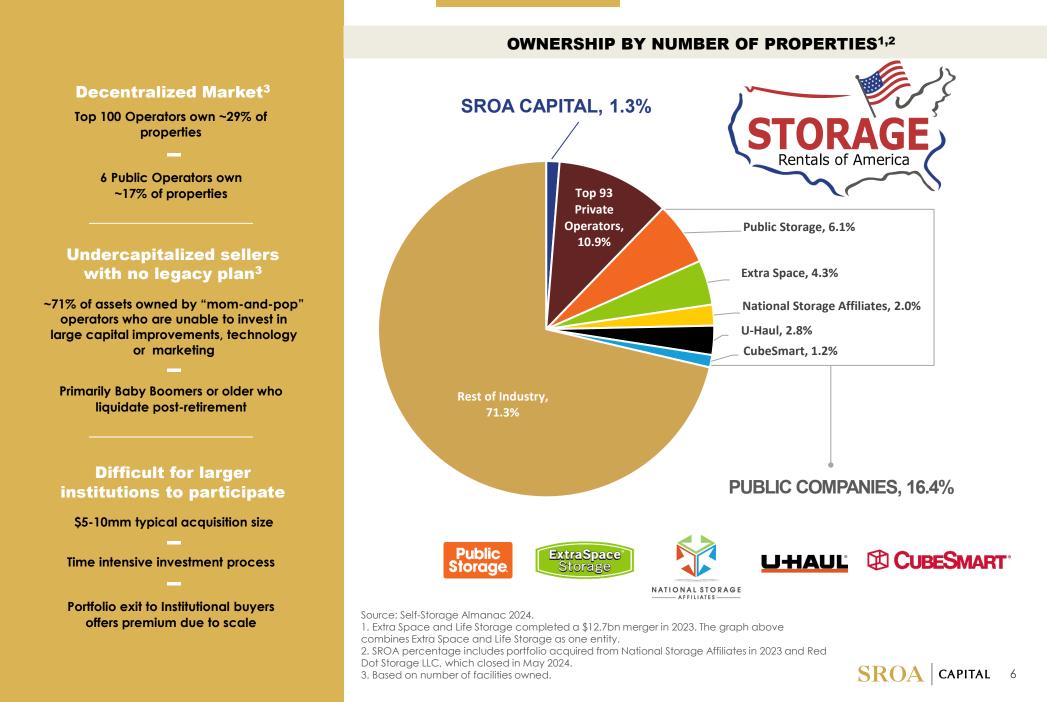
Over 1 in 10 U.S. households currently rent a self-storage unit<sup>1</sup>

Number of households using self storage and their length of stay are growing every year

### PERCENTAGE OF U.S. HOUSEHOLDS USING SELF-STORAGE



# **SELF STORAGE: A GROWING INDUSTRY**



## **SELF STORAGE: A GROWING INDUSTRY**

### Self-storage is a resilient, defensive and cash-flowing asset

# (\$)

#### LOW CAPEX

Lowest of any multi-tenant property type (5% v. 10% for apartments)



#### **HIGH PROFIT MARGINS**

55-65%, due to low staffing needs, utility usage and repairs/maintenance



#### **INFLATION PROTECTION**

Month-to-month leases create flexibility and protection from changing interest rate environments and inflation



#### **DIVERSIFIED RENT ROLL**

~500 tenants per property, on average, providing credit and turnover diversification



#### LOW DELINQUENCY RATES

•••

One of the lowest of any commercial property type since 2000 and the lowest since 2008



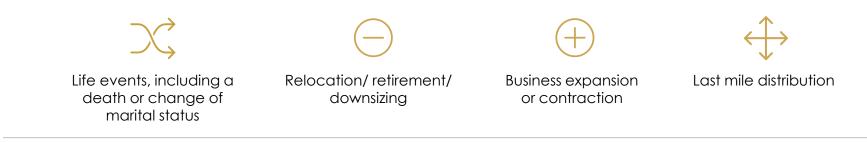
Ability to swiftly lien defaulted tenants and auction off goods

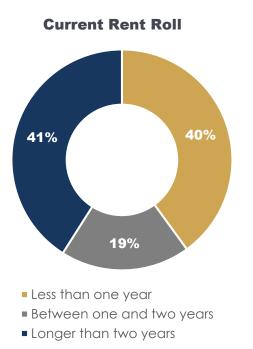


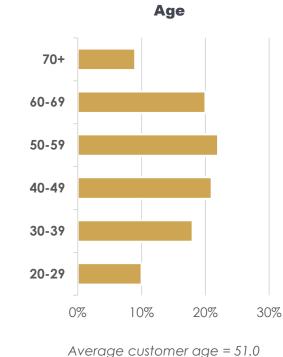
### **TENANT DEMOGRAPHICS**

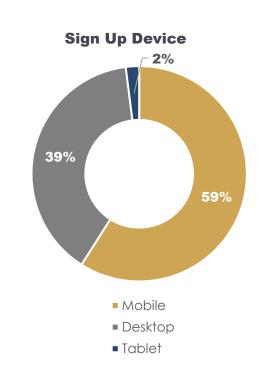
### Diverse tenant mix<sup>1</sup>

### Idiosyncratic demand drivers





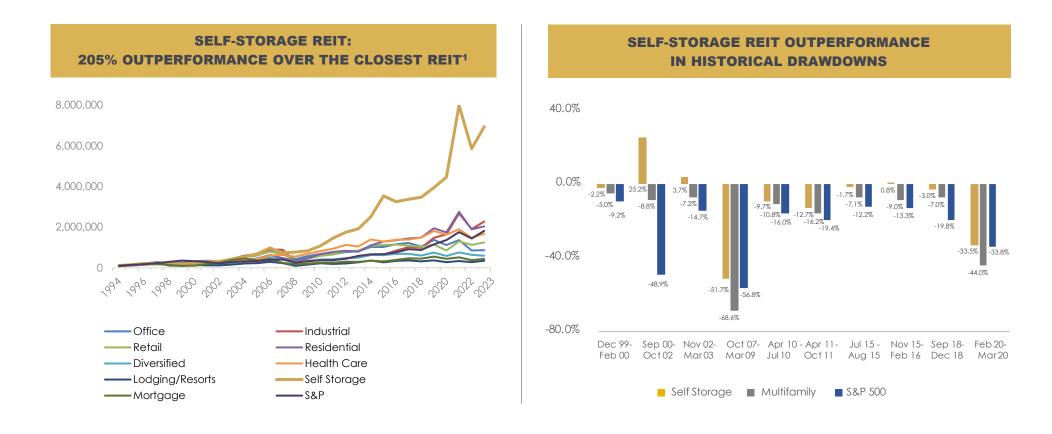




### **STRONG ASSET CLASS PERFORMANCE**

### Historical outperformance

Self storage REITs have consistently outperformed most multi-family residential and the S&P 500 over the past 30 years



SROA CAPITAL

# **SROA VALUE CREATION**

### Fully integrated asset management teams and systems drive value<sup>1,2</sup>

#### 1. SOURCING, DUE DILIGENCE & UNDERWRITING

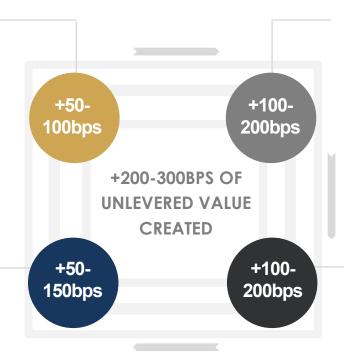
#### Leverage extensive localized relationships

- Broad investment universe, with gradual, opportunistic expansion into new states
- 81% of deals closed to date have been off-market
- Preferred buyer given intention to retain existing workforce
- Proprietary property level data to model valuations
- Creative underwriting solutions to attract and win the most compelling deals

### 4. PORTFOLIO CONSTRUCTION & ASSET DISPOSITION

Maximize portfolio returns

- Lower volatility as compared to liquid REITS
- Optimize return potential though use of leverage
- Realize portfolio aggregation premium on portfolios >\$100mm upon sale to institutional buyers
- ~100bps premium on portfolios >\$700mm



#### 2. MARKETING & RATE REVENUE MANAGEMENTS

Increase rent rates by 10-20%

- Proprietary dashboard for rent rate optimization, Smart Tracking and analytics
- Centralized customer call center
- Aggressive digital marketing campaigns (organic and pay-per-click)
- Robust ecommerce infrastructure

### 3. DEVELOPMENT, CONSTRUCTION & FOLLOW ON ACQUISITIONS

10-20% yield on cost expansions

- In-house development and construction management
- Value-add expansion opportunities
- Unit remix
- Accretive follow on acquisitions
- Smaller portfolio acquisitions
- Vacant land

1. The figures provided are reflective of SROA Capital's targeted value creation and are as of June 30, 2024.

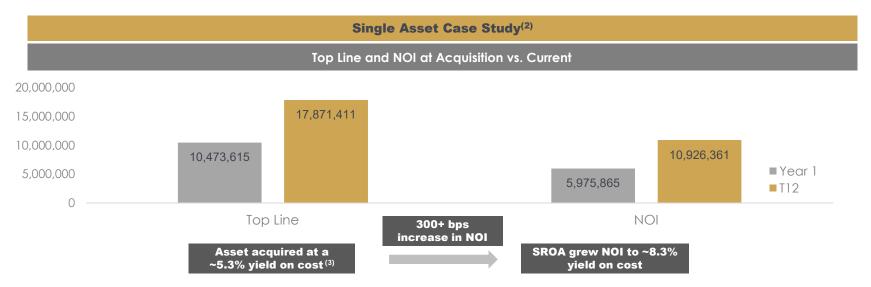
2. The projected value creation is based on SROA Capital Fund IX's cashflow model which assumes a going in dividend yield of 5.0% growing to a double-digit dividend yield by year five through implementing at least one of the four value creation pillars (above) and exiting at an accretive multiple by year 10.



# **PROPERTY LEVEL NOI GROWTH**

### Illustrative example: operating platform expansion/ unit re-mix drive top-line growth

	Pre-Acquisition % of Total Revenue <sup>(1)</sup>	Stabilized % of Total Revenue <sup>(1)</sup>	Comments
	Rev	renue	
Rent	~99%	<b>90</b> %	<ul> <li>SROA drives rental income through</li> </ul>
Rental Services (locks, boxes, etc.)	0%	1%	occupancy and rent growth (10-20% rent increase)
Late Fees	~1%	1.5%	<ul> <li>SROA meaningfully increases operating</li> </ul>
Administrative Fees	0%	1.5%	revenue beyond storage rent through ancillary fees and services, which are
Tenant Insurance	0%	5%	typically not components of 'mom
Truck Rentals	0%	0.5%	and pop' type operations
Cell Towers/Billboards	0%	0.5%	



1. Typical proportion of total revenue is an approximation based on SROA's experience, not any actual property. Past performance is not necessarily indicative of future results.

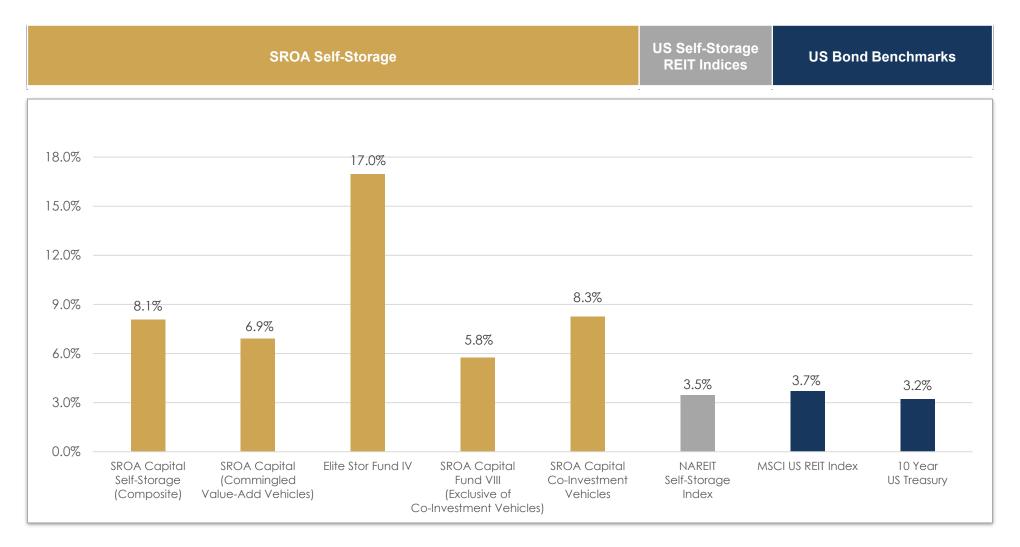
2. Data is as of June 30, 2024, and is inclusive of all SROA assets owned/operated longer than five years and acquired as individual acquisitions (i.e., not acquired through a Portfolio acquisition).

3. Yield on cost percentage at acquisition is reflective of Year 1 NOI divided by total cost at acquisition.



# **SROA DISTRIBUTION YIELD**

### Strategy offers a meaningful premium to other asset classes



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The provided data is inclusive of refinance proceeds and represents the average annualized gross distribution yield for all SROA Capital active funds for the trailing 12 quarters through June 30, 2024.

SROA Capital Self-Storage (Composite) excludes Elite Stor Fund V (different strategy than SROA Capital Fund VIII, LP.).

SROA Capital (Commingled Value-Add Vehicles) excludes Elite Stor Fund V (different strategy than SROA Capital Fund VIII, L.P.), Elite Stor Fund VI (Fund of One for a Public Pension Plan, mandate with lower leverage and reduced fees).

Sources: NAREIT, MSCI, and US Department of Treasury.

# **ESG OVERVIEW**

#### ESG Policy, ESG Reporting, and Responsible Investing

SROA believes that appropriate consideration and management of Environmental, Social, and Governance ("ESG") factors and the implementation of ESG-related initiatives can improve overall investment performance. As such, the Firm strives to incorporate responsible investment practices into its investment lifecycle, including integration of ESG considerations into acquisition, development, and asset operation processes.

SROA became a PRI signatory in 2024 and have been reporting to GRESB since 2023. We leverage ACA Group, a thirdparty ESG consultant, for all of our ESG matters.

SROA is in the process of incorporating climate risk assessments into our acquisition and due diligence review process to account for the physical risk of natural disasters and mitigate potential financial impacts.

#### **Solar Power**

SROA seeks to reduce energy consumption and boost NOI through the installation of solar panels. SROA is actively assessing all existing sites and new acquisitions for the viability of solar. To the right is a photo of one of our properties currently utilizing solar power.

#### **Energy Usage Efficiency**

SROA implements the following energy management measures at its facilities as well:

- Upgrading of lighting with LED fixtures where economically feasible.
- Installation of exterior motion sensors and timed lighting installed following acquisition of properties.
- Installation of energy metering on all buildings.
- Installation of programmable temperature controls in new and renovated facilities.
- Tracking of energy usage across all facilities.

### **EV Charging Stations**

We are exploring a partnership with a company that specializes in EV charging station development and are conducting a portfolio-wide analysis to determine which properties would be the most beneficial and cost efficient.

### Sustainable Products

In August 2024, SROA announced its partnership with INOArmor, a bio-materials packaging and protection company, to launch a biodegradable alternative to bubble wrap across our portfolio.



GRESB









# **ESG OVERVIEW**

SROA is committed to improving communities through numerous national and local organizations. Our employees are encouraged to dedicate time to support our initiatives. We have approximately 700 employees across corporate, our call center, and facilities, and we are a 2024 Top Workplace in the large company category

### Sample of current philanthropic initiatives:

- Women Corporate Directors
- Wounded Warrior Project
- Toys for Tots
- Community Foundation for Palm Beach
   and Martin Counties
- Quantum House



The above photo shows the SROA corporate team after cooking dinner for the guests at **Quantum House**, an organization that hosts families while their children receive critical medical care for illness or injuries.



#### **Employee Engagement Survey** 93% Response Rate **† 2%** ↓16 Overall Workplace Experience 16 points Experience score up 2 below our Score points from benchmark 63% August 2022



The above photo shows the SROA team at SunSentinel's awards ceremony, where SROA was presented with the **2024 Top Workplace** accolade.



# **TRACK RECORD: MARK-TO-MARKET**

										IR	R	R	01
Fund	Assets	Commitment	% Called	Cum. Cap. Invested	Realized Proceeds <sup>(a)</sup>	Remaining Value	Total Value	DPI	τνρι	Gross	Net <sup>(b)</sup>	Gross	Net <sup>(b)</sup>
Realized Investments													
Elite Stor Fund I (2014)	2	\$4.0	100.0%	\$3.9	\$5.8	-	\$5.8	148.7%	1.5x	12.7%	11.5%	1.5x	1.4x
Elite Stor Fund II (2014)	3	\$4.0	100.0%	\$4.1	\$10.5	-	\$10.5	256.1%	2.6x	32.9%	22.9%	2.6x	2.0x
Elite Stor Fund III (2015)	24	\$11.0	100.0%	\$11.0	\$21.3	-	\$21.3	193.6%	1.9x	22.2%	19.3%	1.9x	1.7x
SROA SP Fund I (2018) <sup>(c)</sup>	47	\$90.6	100.0%	\$92.8	\$250.5	-	\$250.5	269.9%	2.7x	28.6%	23.7%	2.7x	2.3x
RREF Storage III (2021) <sup>(d)</sup>	64	\$88.3	100.0%	\$88.3	\$121.4	-	\$121.4	137.5%	1.4x	38.3%	31.8%	1.4x	1.3x
Total Realized / Weighted Average <sup>(e)</sup>	140	\$197.9	100.0%	\$ 200.1	\$ 409.5	-	\$409.5	204.6%	2.0x	27.9%	23.2%	2.3x	2.0x

Unrealized Investments													
Elite Stor Fund IV (2015)	15	\$20.6	100.0%	\$23.4	\$29.6	\$56.0	\$85.6	126.5%	3.7x	26.9%	21.8%	3.7x	3.1x
Elite Stor Fund V (2016) <sup>(f)</sup>	2	\$14.9	100.0%	\$16.3	\$23.8	\$12.5	\$36.3	146.0%	2.2x	14.1%	10.3%	2.2x	2.0x
Elite Stor Fund VI (2016) <sup>(g)</sup>	24	\$152.0	98.2%	\$156.1	\$69.4	\$208.6	\$278.0	44.5%	1.8x	13.3%	12.3%	1.8x	1.7x
SROA Capital Fund VII (2019)	51	\$145.0	100.0%	\$151.2	\$50.4	\$252.0	\$302.4	33.3%	2.0x	17.4%	15.2%	2.0x	1.9x
SROA Capital Fund VIII Main Fund (2020) <sup>(h)</sup>	173	\$650.3	89.8%	\$549.5	\$69.1	\$563.2	\$632.3	12.6%	1.2x	7.1%	4.0%	1.2x	1.1x
SROA Capital Fund VIII Co-Investment (2020) <sup>(i)</sup>	n/a	\$77.1	124.2%	\$92.2	\$22.8	\$122.1	\$144.9	24.7%	1.6x	19.8%	17.2%	1.6x	1.5x
SROA CMA Fund I, LLC (2022) <sup>(j)</sup>	51	\$163.8	91.7%	\$144.5	\$5.8	\$149.2	\$155.0	4.0%	1.1x	n/a <sup>k</sup>	n/a <sup>k</sup>	1.1x	1.1x
SROA Capital Fund IX, LP (2023) <sup>(I)</sup>	270	\$561.2	88.1%	\$483.6	-	\$477.8	\$477.8	-	1.0x	n/a <sup>k</sup>	n/a <sup>k</sup>	1.0x	1.0x
SROA Capital Fund IX, LP Co Investment (2024) <sup>(m)</sup>	n/a	\$156.2	78.6%	\$121.0	-	\$121.0	\$121.0	-	1.0x	n/a <sup>k</sup>	n/a <sup>k</sup>	1.0x	1.0x
Total Unrealized / Weighted Average <sup>(e),(n)</sup>	586	\$1,941.0	91.5%	\$1,737.8	\$270.9	\$1,962.4	\$2,233.3	15.6%	1.3x	13.1%	10.3%	1.3x	1.2x
Total / Weighted Average <sup>(e)</sup>	726	\$2,138.9	92.3%	\$1,937.9	\$680.4	\$1,962.4	\$2,642.8	35.1%	1.4x	15.7%	12.4%	1.4x	1.3x

Track record as of June 30, 2024. Dollar amounts in millions.

(a) Distributions from realized investments include proceeds from recapitalizations.

(b) Net of carried interest.

(c) SROA SP Fund I is the recapitalization of Elite Stor Fund I - III, plus Storage Zone, Belleville and several expansions.

(d) Mezzanine debt investment.

(e) Totals may not add due to rounding.

(f) Elite Stor Fund V is a development-focused fund. As of the reference date, the assets were still in the process of being leased up.

(g) Within Elite Stor Fund VI, 67% of assets are un-levered, resulting in a lower risk-adjusted return.

(h) Consists of Funds which have an ownership in 100% of Fund VIII assets.

(i) Consists of Funds which do not participate in 100% of Fund VIII assets.

(j) SROA CMA Fund I, LLC is the recapitalization of SROA SP Fund I, plus Belleville, Carolina Forest, Simpsonville, Columbia, and several other expansions.

(k) SROA CMA Fund I and SROA Capital Fund IX are less than two years old, as such, IRR is not yet meaningful.

(I) Asset count does not include one development site and one bridge loan.

(m) Consists of funds which do not participate in 100% of Fund IX assets.

(n) The leverage ratios (LTV) at the properties are as follows: Elite Stor Fund IV (42.4%), Elite Stor Fund V (46.1%), Elite Stor Fund VI (23.5%), SROA Capital Fund VII (39.8%), SROA Capital Fund VIII (45.9%), SROA Capital Fund VIII (45.9%), SROA Capital Fund IX, LLC (59.6%), SROA Capital Fund IX, LLC (51.9%), and SROA Capital Fund IX Co-Investment (56.3%).



# **SROA CAPITAL FUND IX: FUND TERMS**

Target Fund Size	\$750 million						
General Partner Commitment	\$12-15 million						
Minimum Investment	•						
Target Returns	<ul> <li>2.0x+ Leveraged</li> </ul>	ed Gross IRR / 11-13% Level Gross MOI / 1.8x+ Leverag ual Cash-on-Cash Yield (c	ged Net MOI				
Investment Period	3 years from Initial C	3 years from Initial Closing, two six-month extensions					
Fund Term	10 years from the In	10 years from the Initial Closing, two one-year extensions					
Preferred Return	7.0% per annum, cu	7.0% per annum, cumulative and compounded annually					
Carried Interest	20.0% (no catch-up	)					
	Commitment (\$M)	Management Fee (%)	Notes				
	<\$25M	1.50%					
Management Fee	≥ \$25M & <\$50M	1.25%	Management fees charge are per annum and based on capital commitments during Investment Period, thereafter on net invested equity				
	≥\$50M & <\$100M	1.00%					

# **PORTFOLIO SNAPSHOT**

Committed Capital	\$664MM	Active pipeline of ~3 million square feet <sup>(1)</sup>
	\$004MM	
Capital Called To Date	75%	
Credit Facility	\$150MM subscription-secured facility with JP Morgan	
Portfolio Characteristics	Closed • ~\$1.3B total cost • 13 Transactions • 23 States • 269 Properties & 1 Greenfield Site • ~12.7MM RSF (\$95 PP/RSF)	SROA Portfolio Pipeline Targets Headquarters: West Palm Beach, FL SROA Activity Update: Q3Y24: SROA closed 1 transaction for \$4.0MM total cost: 1 property in MT.
Sourcing Results	<ul> <li>~100% of executed deals have been sourced via off- market channels</li> </ul>	Q2Y24: SROA closed 1 transaction for \$663.7MM total cost: 32 properties in IL, 26 properties in LA, 17 properties in IN, 15 properties in AL, 13 properties in AR, 11 properties in MS, 10 properties in MO, 9 properties in MI, 9 properties in OH, 8 properties in WI, 8 properties in TN, 7 properties in KY, 6 properties in IA, 6 properties in KS, 5 properties in PA, 2 properties in FL, 2 properties in TX, 1 property in GA, 1 property in WV. Q1Y24: SROA closed 2 transactions for \$307.1MM total cost: 4 properties in IL, 2 properties in IN, 2 properties in KS, 6 properties in LA, 7 properties in MO, 3 properties in MS, 1 property in SC, 14 properties in TX, 1 property in VA.
Source: SROA Capital. As of Aug		SROA CAPITAL 17

1. Map shows states for the entire SROA platform.

# SROA CAPITAL FUND IX - RED DOT PORTFOLIO

#### **Transaction Overview**

SROA Capital Fund IX acquired Red Dot Storage LLC, a top 20-25 owner and operator of self storage in the US in May 2024. The portfolio is comprised of **188 properties** across **19 states**, of which 18 states overlap with SROA's existing footprint. The portfolio added **7.4MM RSF** to the Fund IX portfolio. SROA acquired the portfolio through a **Membership Interest Purchase Agreement**, which is expected to reduce transfer and property tax reassessments. SROA's business plan is to re-brand the facilities in phases over the initial 24 months of ownership and transition to a hub-and-spoke model to improve the customer experience.

#### Red Dot Portfolio Overlayed with Existing SROA Portfolio





	PORTFOLIO OVERVIEW							
Description	Occ Units	Total Units	RSF Occ	Total RSF	RSF Occ %	In-Place Rate (\$)	Actual Occupied (\$	
NCC	35,689	44,969	5,097,337	6,274,415	81.2%	0.82	4,170,568	
CC	7,414	9,647	912,351	1,178,489	77.4%	1.24	1,133,550	
Office	6	22	-	-	-	-	4,257	
Apartment	-	16	-	-	-	-	-	
House	-	2	-	-	-	-	-	
Warehouse	2	2	-	-	-	-	2,850	
Billboard	8	20	-	-	-	-	1,750	
Cell Tower	4	4	-	-	-	-	2,813	
Covered Pkg	309	408	-	-	-	-	41,610	
Pkg	1,789	2,323	-	-	-	-	89,961	
SS Total	43,103	54,616	6,009,688	7,452,904	80.6%	0.88	5,304,118	
Total	45,221	57,413	6,009,688	7,452,904	80.6%	0.91	5,447,365	

Deal Name	Red Dot Portfolio Acquisition
Location & Sourcing	19 States   Off-Market
Deal Characteristics	188 Properties   ~7.4mm RSF   ~54.6k Units
Purchase Price	\$610,000,000   \$82 PRSF   6.48% cap rate

	Deal Overview – Investment Highlights
Scale & Operational Efficiencies	The 19-state portfolio overlaps with SROA's existing portfolio in 18 states, which will increase its brand presence in the existing states, improve overall marketing and personnel efficiencies.
Operational Upside	The portfolio is currently operated without onsite personnel and the only human interaction available is with a call center in Jamaica. SROA plans to operate manned offices at ~1/3 of the portfolio's sites with at least one office in each market. This will allow SROA to better resolve issues in a timely manner and facilitate leases with customers who prefer in-person interaction (10% of the current SROA customer base). Additionally, SROA identified neglected properties where it can add value through capital expenditures, which SROA plans to implement over the initial 24 months of ownership.
Attractive Basis	SROA's purchase price of \$82 PSF equates to a ~32% discount to replacement cost, excluding land, at the time of acquisition, which offers an attractive entry basis for a deal of this scale.
Unsophisticated Competition & Strong Demographics	Only ~1/3 of competitors within a 3-mile radius of the Red Dot Portfolio are REITs or institutionally managed. With a robust marketing and technology stack, SROA is confident in its ability to outperform the competition.

# SROA CAPITAL FUND IX - B&R PORTFOLIO

#### **Transaction Overview**

SROA Capital Fund IX acquired the B&R Portfolio from a Top 10 owner of selfstorage on an off-market basis. The B&R Portfolio is comprised of **71 selfstorage properties** across **14 states** spanning **4.6MM RSF**. The previous owner operated the portfolio under three different brands and inefficiencies have arisen because of this unique structure, such as lack of brand loyalty and inefficient marketing spend across various platforms. The business plan is to utilize SROA's operational capabilities as well as its proprietary marketing and rate revenue management technologies to optimize operations and cash flow.

#### **B&R Portfolio Overlayed with Existing SROA Portfolio**

Deal Name	B&R Portfolio Acquisition
Location & Sourcing	14 States   Off-Market
Deal Characteristics	71 Properties   ~4.6mm RSF   ~34.9k Units
Purchase Price	\$530,000,000   \$116 PRSF   6.3% cap rate

Sacramento San Francesco San Jose Cauldensia Los Ange	Las Veget August August Polenties August					
B&R PORT	<b>FOLIO OV</b>	ERVIEW				
B&R PORT	FOLIO OV	ERVIEW <sub>RSF</sub>	RSF %	T12 NOI	NOI %	
tate X	# of Properties 18	RSF 999,985	21.9%	799,433	2.4%	DC5%
tate X A	# of Properties	RSF 999,985 677,549	21.9% 14.9%	799,433 2,927,904	2.4% 8.8%	RSF %
tate X A IO	# of Properties 18	RSF 999,985 677,549 443,226	21.9% 14.9% 9.7%	799,433 2,927,904 1,509,685	2.4% 8.8% 4.5%	RSF %
tate X A IO IC	# of Properties 18	RSF 999,985 677,549 443,226 398,301	21.9% 14.9% 9.7% 8.7%	799,433 2,927,904 1,509,685 1,354,406	2.4% 8.8% 4.5% 4.1%	AL FL
tate X A IO C A	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912	21.9% 14.9% 9.7% 8.7% 7.3%	799,433 2,927,904 1,509,685 1,354,406 2,044,598	2.4% 8.8% 4.5% 4.1% 6.1%	RSF %
ate X A KO C A	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912 309,971	21.9% 14.9% 9.7% 8.7% 7.3% 6.8%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748	2.4% 8.8% 4.5% 4.1%	AL FL
ate X A IO C A C	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912	21.9% 14.9% 9.7% 8.7% 7.3%	799,433 2,927,904 1,509,685 1,354,406 2,044,598	2.4% 8.8% 4.5% 4.1% 6.1% 10.3%	TX GA
tate X A IO C A C L	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912 309,971 282,870	21.9% 14.9% 9.7% 8.7% 7.3% 6.8% 6.2%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 3.0%	AL FL
ate X A OO C C A A C C L	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912 309,971 282,870 226,635	21.9% 14.9% 9.7% 8.7% 7.3% 6.8% 6.2% 5.0%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791 6,419,567	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 3.0% 19.3%	TX GA
ate X X A O C C A A C L L L S S	# of Properties 18	RSF 999,985 677,549 443,226 398,301 331,912 309,971 282,870 226,635 213,090 190,187 166,261	21.9% 14.9% 9.7% 8.7% 7.3% 6.8% 6.2% 5.0% 4.7% 4.2% 3.6%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791 6,419,567 5,332,170 1,046,125 2,294,258	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 3.0% 19.3% 16.0% 3.1% 6.9%	TX GA
tate X X A I I I I I I I I I I I I I I I I I	# of Properties 18	<b>RSF</b> 999,885 677,549 443,226 398,301 331,912 309,971 282,870 226,635 213,090 190,187 166,261 153,807	21.9% 14.9% 9.7% 8.7% 7.3% 6.8% 6.2% 5.0% 4.7% 4.2% 3.6% 3.4%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791 6,419,567 5,332,170 1,046,125 2,294,258 2,535,253	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 10.3% 16.0% 3.1% 6.9% 7.6%	TX GA
tate XX AA AO CC L L L N M SS S	# of Properties 18	<b>RSF</b> 999,985 677,549 443,226 398,301 331,912 309,971 282,870 226,635 213,090 190,187 166,261 153,807 118,664	21.9% 14.9% 9.7% 8.7% 6.8% 6.2% 5.0% 4.7% 4.2% 3.6% 3.4% 2.6%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791 6,419,567 5,332,170 1,046,125 2,294,258 2,535,253 2,068,644	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 3.0% 19.3% 16.0% 3.1% 6.9% 7.6% 6.2%	TX GA
	# of Properties 18	<b>RSF</b> 999,885 677,549 443,226 398,301 331,912 309,971 282,870 226,635 213,090 190,187 166,261 153,807	21.9% 14.9% 9.7% 8.7% 7.3% 6.8% 6.2% 5.0% 4.7% 4.2% 3.6% 3.4%	799,433 2,927,904 1,509,685 1,354,406 2,044,598 3,419,748 1,006,791 6,419,567 5,332,170 1,046,125 2,294,258 2,535,253	2.4% 8.8% 4.5% 4.1% 6.1% 10.3% 10.3% 16.0% 3.1% 6.9% 7.6%	TX GA

	Deal Overview – Investment Highlights
In-Place Cash Flow	The Portfolio generated ~\$33.3MM of NOI <sup>(3)</sup> for the twelve-month period ended September 2023 which reflects a 6.3% cap rate on the \$530.0MM purchase price.
Operational Upside & Critical Mass	This acquisition will not only strengthen operational efficiencies amongst various expense line items, but it will also allow SROA to enter seven new states. The Portfolio is comprised of all institutional quality assets with an overall average facility size of 64k RSF, likely increasing the Fund exit portfolio premium as a result.
Revenue Upside	Based on SROA's market research, weighted average in- place rental rates are ~5.5% below market.
Strong Demographics	On average within a 5-mile radius, median household income is \$65k and population is 94k.
Expansion Opportunity	SROA has identified 150k RSF of expansion opportunity across the Portfolio and has conservatively underwritten 109k RSF of CC expansions, increasing unlevered returns by ~10 bps.
Capital Expenditure	SROA received a \$10MM capital expenditure credit from the seller for capex deficiencies.

SROA Capital Fund IX includes a 15% allocation to our bridge lending program which provides senior, mezzanine and preferred equity to self-storage owners and developers. This program seeks to leverage our investment expertise and experience as a Top 10 owner of self-storage to take advantage of the current state of the capital markets brought on by the current interest rate environment and turmoil in the regional banking sector.

	Summary of Approximate Terms					
Target Leverage:	Up to 80% loan to value ("LTV")					
Minimum Loan Size:	\$2,000,000					
Pricing:	Target pricing of 12-16% with a blend of current and soft pay					
Rate Type:	Fixed or floating					
Amortization:	Interest only					
Term:	2 – 3 year initial term with extension options as needed					
Prepayment:	Flexible prepayment subject to Minimum Return to SROA					
Recourse:	Non-recourse with standard carveouts for "bad boy" acts					
Management:	No requirement for property to be managed by SROA					



### Benjamin ("Ben") Macfarland

#### **Chief Executive Officer & Co-Founder**

Ben Macfarland has spent the last 24 years focused on the acquisition, development, financing, repositioning and management of owner operated real estate assets including self-storage (since 2006), parking (since 2000), student housing, senior living, and single-family home portfolios. Mr. Macfarland's track record has identified market dynamics, implemented his investment strategy, built out a team and executed on his vision.

To date Mr. Macfarland has invested in ~\$5bn of real estate investments as Principal. Storage Rentals of America is his third platform created around an investment strategy in a specific industry (in addition to parking & student housing).

Mr. Macfarland holds a BS in Real Estate from Florida State University and an MBA in Finance from American University. Mr. Macfarland is a member of the Real Estate Roundtable in Washington, DC. Mr. Macfarland and his wife Christina have five children, live in West Palm Beach, Florida, and are actively involved with the Community Foundation of Palm Beach and Martin Counties and the Flagler Museum.



### Robert ("Bob") Buffett, CPA

#### President

Bob Buffett serves as President of SROA. With over 30 years of experience, he is responsible for providing strategic leadership, driving operations excellence, and ensuring the overall success and growth of the organization. Mr. Buffett's insights help the firm reach its strategic objectives to maximize profitability and maintain its competitive edge. He oversees all aspects of the company's operations, including sales, marketing, finance, acquisitions, investor relations, human resources, and customer service.

Prior to joining SROA, Mr. Buffett served as the Chief Financial Officer for Stor-All Storage for 11 years, where he was responsible for the financial reporting for its 45 self-storage facility portfolio, prior to being sold to one of the publicly traded REITs.

Mr. Buffett has been a licensed CPA in the state of Florida for over 25 years and started his career at Arthur Anderson in West Palm Beach, Florida, specializing in real estate and construction accounting.

Mr. Buffett obtained his Bachelors of Science and Masters Degree in Accounting from the University of Florida.



### Kenneth ("Kenny") Speegle

#### **Chief Operating Officer**

Kenneth Speegle oversees SROA's daily business operations, focusing on enhancing the integration of the Firm's technology platform and implementing operational improvements with a goal of increasing NOI.

Prior to joining SROA, Mr. Speegle spent 18 years at Extra Space Storage in various roles, most recently as Senior Vice President of Operations, managing five divisions and over 825 property locations across the Southeast U.S. and Texas. Prior to his time at Extra Space Storage, Mr. Speegle served as the Senior District Manager of Storage USA, managing over 25 properties across the Ohio Valley including Cleveland, Columbus, Pittsburgh, Indianapolis and Grand Rapids.

Mr. Speegle holds a Bachelor of Science in Criminal Justice and Corrections from Kent State University.



### Miriam Martinez-Sorto

#### Chief Marketing & Technology Officer

Miriam Martinez-Sorto is responsible for overseeing SROA's digital marketing, web development, and e-commerce strategy. She heads digital strategy and transformation initiatives, designs New Customer Acquisition strategy for improved revenue growth, and oversees customized software strategy and implementation to streamline operations across SROA.

Prior to joining SROA, Miriam was the VP of Global Ecommerce & Marketing for VMR, a global technology venture, where she was responsible for producing 60% of the company's revenue. Miriam has also worked at Unilever and Wells Fargo in the Americas, Caribbean, and Europe.

Miriam holds a BBA in International Business from the University of North Carolina and an MBA from University of Miami – UOP. She holds Google certificates in Data Analytics and Ecommerce Marketing. Miriam is a founding member of CHIEF - a nationwide private network designed for senior executive women in leadership roles. Miriam is also a member of Refresh Miami — Florida's largest tech and entrepreneurial community.

Miriam was born and raised in El Salvador and is fluent in Spanish, English, and French.





### **Alfred Sinkonde**

#### **Chief Financial Officer**

Alfred Sinkonde serves as the Chief Financial Officer of SROA and is responsible for directing the fiscal functions of the corporation in accordance with generally accepted principles issued by the Financial Accounting Standards Board, the Securities and Exchange Commission, and other regulatory and advisory organizations in accordance with financial management techniques and practices appropriate within the industry.

Prior to rejoining SROA in 2024, Mr. Sinkonde was Chief Financial Officer at Beacon Ridge Capital Management, a real estate investment manager focused on single family rental properties. Prior to originally joining SROA in 2019, Mr. Sinkonde served as the Assistant Controller at HIG Capital within its credit platform, where he was responsible for quarterly and annual financial and investor reporting for 6 funds with an AUM of ~\$5bn. Mr. Sinkonde managed and coordinated annual audits for the entire HIG credit platform (17 funds), managed liquidity for investments and funds (including subscription line lenders) to maximize gross and net returns, in addition to completing SEC regulatory filings. Prior to HIG, Mr. Sinkonde served as a Senior Fund Accountant at Cerberus Capital Management for its institutional real estate funds. Mr. Sinkonde started his career at PricewaterhouseCoopers specializing in real estate investment clients in Hartford, CT.

Mr. Sinkonde holds a BS in Accounting from the University of Connecticut, an MBA from the Kellogg School of Management at Northwestern University, and is a licensed CPA in the state of Florida.



### **Alina Pesenson**

#### **General Counsel**

Alina Pesenson serves as General Counsel. She oversees legal and compliance matters.

Ms. Pesenson spent the majority of her legal career at Goodwin Procter LLP, where she represented institutional sponsors of private investment vehicles in all matters relating to formation and fundraising. During her time at Goodwin, Ms. Pesenson represented SROA Capital in the formation and fundraising of several investment vehicles.

Immediately prior to joining SROA, Ms. Pesenson was Associate General Counsel of Fairstead, a vertically integrated real estate firm focused on multifamily properties.

Ms. Pesenson holds a Bachelor of Arts degree in Economics and International Relations from Boston University and a Juris Doctor from Cardozo School of Law.



### Owen Holm

#### Managing Director of Investor Relations

Owen Holm serves as the Managing Director of Investor Relations at SROA. Owen leads the investor relations and capital raising initiatives and has 10 years of investment management experience across both private and public markets.

Prior to joining SROA Capital, Mr. Holm was Director of Marketing & Investor Relations at Crescendo Real Estate Advisors LLP ("CREAL"), a diversified real estate private equity firm. At CREAL he was responsible for overseeing global investor relations and capital raising initiatives including the launch of two closed-end funds and several direct private equity transactions. Prior to CREAL, he spent five years at Kildonan Castle Asset Management, a long-short credit fund, where he focused on investor relations and marketing, launching a series of credit funds. Mr. Holm began his investment career as a Research Associate at Coleman Research Group.

Mr. Holm holds a Bachelor of Arts in Political Science from Williams College received in 2010.



### Colt Jenkins, CPA

#### **Managing Director of Investments**

Colt Jenkins serves as Managing Director of Investments and is a member of the ESG Committee. Mr. Jenkins overseestall analysis and underwriting for acquisitions and assists with ongoing asset management. To date, Mr. Jenkins has worked on over ~\$2bn of self-storage transactions and has over 10 years of investment management and underwriting experience.

Prior to joining SROA Capital in 2016, Mr. Jenkins worked as a Business Manager for Rybovich, a superyacht refit facility owned by the Huizenga family (now part of Safe Harbor). Rybovich specializes in multimillion dollar interior and exterior refits on yachts larger than 150 feet. While at Rybovich, Mr. Jenkins focused on project level analytics and project profitability analysis.

Mr. Jenkins earned a Bachelors of Science in Accounting from Miami University and is a licensed CPA.



### **Jackie Penny**

#### Chief of Staff

Jackie Penny is responsible for high-level support and managing key initiatives to ensure the efficient functioning of the executive office. Mrs. Penny is also responsible for managing SROA's Investor Relations, which includes evaluating, improving and maintaining positive relationships and communication between the organization and its investors, to enhance the company image and increase value.

Prior to joining SROA, Mrs. Penny was the Marketing and Special Events Coordinator at Ultramax Sports working directly with multiple sports affiliated companies in the state of Missouri and Florida. She organized and advertised for events and tournaments for Title Boxing Club, Susan G. Komen of Greater Kansas City, Kansas City Sports Commission, Big 12 Championships, and many others. Prior to Ulramax Sports, she was the Marketing and Events intern at the Kansas City Sports Commission, where she organized events for local charities and organizations, Women's Intersport Network for Kansas City, MLB Royals Charities, and the NAIA.

Mrs. Penny holds a Bachelor of Science degree with a focus in Marketing and Communications from the University of Central Missouri.



### Des Nelson

#### **Vice President of Investments**

Des Nelson oversees all investment underwriting and manages a team of investment analysts. Ms. Nelson joined SROA in 2020 and has closed 50+ transactions, totaling over \$1B of self-storage acquisitions.

Ms. Nelson holds two degrees from Yale University (BA in Economics, BA in Political Science) and competed in the 2016 and 2021 United States Swimming Olympic Trials. Ms. Nelson also holds two Masters Swimming American records and conducts admissions interviews on an annual basis on behalf of Yale Undergraduate Admissions.

Prior to joining SROA, Ms. Nelson interned in the finance department at Acadia Realty Trust, an equity real estate investment trust, where she was responsible for modeling future cash flows for the company's core and opportunistic real estate investments.

### **CASE STUDY** Storage Pros



#### **PROPERTY DESCRIPTION**

Deal Sourced:	Failed Marketed Process
Date of Acquisition:	October 2020
Number of Properties:	16
Region:	Northeast
Total RSF / Units:	804k / 6.5k
Occupancy (Acquisition):	89.0%
Total Capitalization:	\$110.0M
Loan-to-Cost (Acquisition):	<b>62.6</b> %
Cap Rate (Acquisition):	5.7%

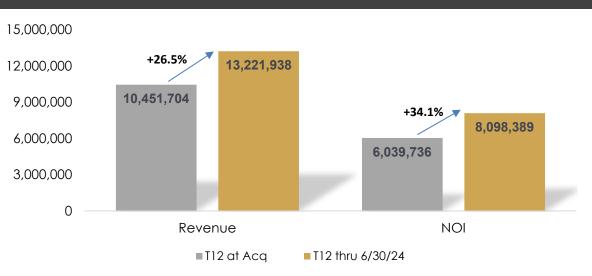
#### **INVESTMENT RETURNS**

Hold Period:	10 Years
Projected Net IRR <sup>(1)</sup> :	1 <b>7.2</b> %
Projected Net Equity Multiple <sup>(1)</sup> :	3.4x
Actual ITM Cash-on-Cash Yield <sup>(2)</sup> :	1 <b>4.2</b> %
Annualized Cash-on-Cash Yield <sup>(2)</sup> :	1 <b>3.9</b> %
Projected Exit Cap Rate:	5.25%

# **PORTFOLIO ACQUISITION**

### **Acquisition Overview**

- 16-Property portfolio throughout Southeast New England (CT, MA, RI) with low selfstorage supply per capita (~4.2 RSF) and dense population (85k+) within a 5-mile radius.
- Due to its long-standing relationship with both the broker and seller, SROA negotiated an exclusive deal amidst macroeconomic uncertainty stemming from the COVID-19 pandemic.
- During underwriting SROA identified approximately 4 properties with excess land for ~67k RSF of expansion.
- Through 6/30/24, SROA has increased revenue and NOI by 26.5% and 34.1%, respectively.



**SROA** 

CAPITAL 26

SROA'S ACTIVE MANAGEMENT RESULTS

1. Performance figures are projected. Past performance is not indicative of future results.

2. Data is as of June 30, 2024.

3. Seller T-12 is from July '19 to June '20. Seller's actual revenue and expenses were used to derive NOI.

### **CASE STUDY** Staylock Self-Storage



#### **PROPERTY DESCRIPTION**

Deal Sourced:	Lightly Marketed
Date of Acquisition:	June 2021
Number of Properties:	79
Region:	Midwest & South
Total RSF / Units:	2.8MM / 20.3k
Occupancy (Acquisition):	88.2%
Total Capitalization:	\$252.3M
Loan-to-Cost (Acquisition):	62.0%
Cap Rate (Acquisition):	5.4%

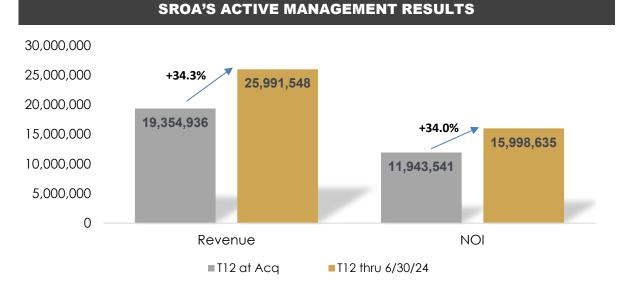
#### **INVESTMENT RETURNS**

Hold Period:	10 Years
Projected Net IRR <sup>(1)</sup> :	13.1%
Projected Net Equity Multiple <sup>(1)</sup> :	2.6x
Actual TTM Cash-on-Cash Yield <sup>(2)</sup> :	6.5%
Annualized Cash-on- Cash Yield <sup>(2)</sup> :	5.6%
Projected Exit Cap Rate:	5.25%

# **PORTFOLIO ACQUISITION**

### **Acquisition Overview**

- 79-Property portfolio operated as 27 office groups throughout the Midwest and South with minimal REIT competition within a 5-mile radius.
- Limited new supply coming to market, allowing SROA to obtain significant amount of local market share.
- Immediate scale allows SROA to utilize operational synergies for meaningful upside potential.
- Approximately 9 properties identified for expansion during underwriting, totaling ~278k of additional storage SF.
- Through 6/30/24, SROA has increased revenue and NOI by 34.3% and 34.0%, respectively.



1. Performance figures are projected. Past performance is not indicative of future results.

2. Data is as of June 30, 2024.

3. Seller T-12 is from May '20 to April '21. Seller's adjusted revenue and expenses were used to derive NOI.



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#### This material was created for the use of the Rhode Island State Investment Commission only.

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This document is intended for discussion purposes only. It is not an offer to sell, or a solicitation of any offer to buy, any security, nor does it purport to be a complete description of the terms of or the risks or potential conflicts of interest inherent in any actual or proposed security or transaction described herein. Each prospective investor is invited to meet with representatives of SROA to discuss with, ask questions of and receive answers from such representatives concerning the terms and conditions of any offering or proposed offering, and to obtain any additional information, to the extent that such representatives possess such information or can acquire it without unreasonable effort or expense.

There are many risk factors that could cause the assumptions of SROA to prove to be incorrect. These risks therefore could cause the actual performance of the investments to be materially different from the illustrated projected performance. Such risks may include, without limitation: (i) future operating results; (ii) interest rates; (iii) availability and costs of financing; (iv) economic and market conditions; (v) exit date; (vi) increases in construction costs; (vii) force majeure events (e.g., terrorist attacks, extreme weather conditions, earthquakes and war); (viii) supply/demand imbalances; (ix) litigation and disputes relating to investments with joint venture partners or third parties; (x) changes in zoning and other laws; (xi) inability to obtain necessary licenses and permits; (xii) competition; and (xiii) changes in tax law and tax treatment and disallowance of tax positions. No single methodology or approach is necessarily used in the determination of the value of projected cash inflows or outflows, and such methodologies and methods vary by investment. Past performance is not necessarily indicative of future results. There are no assurances that any of these projections will be achieved (and actual results will vary from the projections and variations may be significant). Please contact SROA if you would like to see returns based on other assumptions.

The properties appearing in this presentation are representative transactions owned by prior SROA investments vehicles. There can be no assurance that the Fund will invest in similar transactions.

# SROA | CAPITAL

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