

Fultondale Self Storage, LLC  
dba StoreEase Fultondale

**Climate-Controlled and Drive Up  
Self Storage Facility**

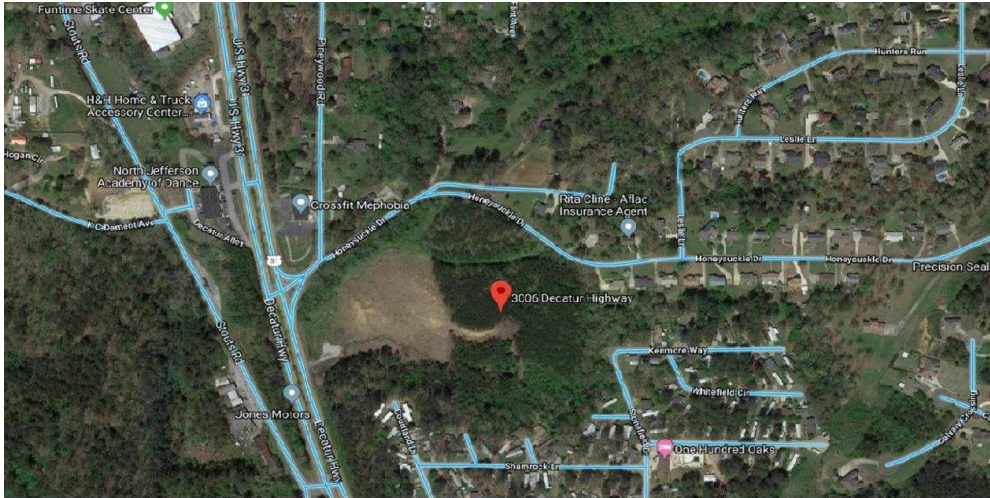
**Ross Stryker, Scott Meyers**



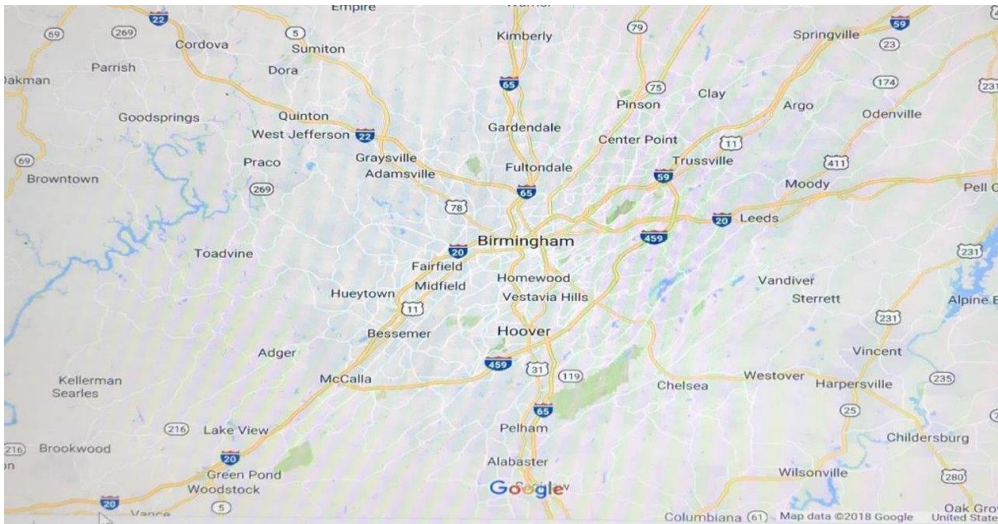
<b>1. Finance Summary</b>																															
<b>a. Project Name:</b>	<b>StoreEase Fultondale</b>																														
<b>b. Address:</b>	<b>3006 Decatur Highway Fultondale, Alabama 35068</b>																														
<b>c. Descriptions:</b>	<b>Development of a Class A Climate Controlled and Drive Up Self Storage Facility, Ph 1: 60,000 sf gross 429 units 48,250 Rentable SF Ph 2: 44,000 sf gross, # of units TBD</b>																														
<b>d. Borrowing Entity:</b>	<b>Fultondale Self Storage, LLC Dbas StoreEase Fultondale</b>																														
<b>e. Purpose:</b>	<b>To fund the development of a Class A climate controlled and drive up self storage facility, cost to develop self storage facility, and start-up expenses</b>																														
<b>f. Investment Breakdown:</b>	<table> <tr> <td><b>Phase 1 Total cost</b></td> <td><b>\$6,175,359</b></td> </tr> <tr> <td><b>Land Cost</b></td> <td><b>\$708,202</b></td> </tr> <tr> <td><b>Hard Costs</b></td> <td><b>\$4,117,139</b></td> </tr> <tr> <td><b>Soft Costs</b></td> <td><b>\$390,705</b></td> </tr> <tr> <td><b>Financing Costs</b></td> <td><b>\$959,313</b></td> </tr> <tr> <td><b>Debt Financing</b></td> <td><b>\$4,434,018</b></td> </tr> <tr> <td><b>Equity Financing</b></td> <td><b>\$1,741,341</b></td> </tr> <tr> <td><b>Phase 2 Total cost</b></td> <td><b>\$2,668,300</b></td> </tr> <tr> <td><b>Debt Financing</b></td> <td><b>\$1,920,000</b></td> </tr> <tr> <td><b>Equity Financing</b></td> <td><b>\$748,300</b></td> </tr> <tr> <td><b>Total Project cost</b></td> <td><b>\$8,843,659</b></td> </tr> <tr> <td><b>Equity Financing</b></td> <td><b>\$2,489,641</b></td> </tr> <tr> <td><b>Stabilized Value at cap rate of 6.55% for year 5</b></td> <td><b>\$12,919,417</b></td> </tr> <tr> <td><b>Stabilized Value at cap rate of 6.75% for year 5</b></td> <td><b>\$12,536,668</b></td> </tr> <tr> <td><b>Future Sale Price (based on 1-year Proforma)</b></td> <td><b>\$13,071,926</b></td> </tr> </table>	<b>Phase 1 Total cost</b>	<b>\$6,175,359</b>	<b>Land Cost</b>	<b>\$708,202</b>	<b>Hard Costs</b>	<b>\$4,117,139</b>	<b>Soft Costs</b>	<b>\$390,705</b>	<b>Financing Costs</b>	<b>\$959,313</b>	<b>Debt Financing</b>	<b>\$4,434,018</b>	<b>Equity Financing</b>	<b>\$1,741,341</b>	<b>Phase 2 Total cost</b>	<b>\$2,668,300</b>	<b>Debt Financing</b>	<b>\$1,920,000</b>	<b>Equity Financing</b>	<b>\$748,300</b>	<b>Total Project cost</b>	<b>\$8,843,659</b>	<b>Equity Financing</b>	<b>\$2,489,641</b>	<b>Stabilized Value at cap rate of 6.55% for year 5</b>	<b>\$12,919,417</b>	<b>Stabilized Value at cap rate of 6.75% for year 5</b>	<b>\$12,536,668</b>	<b>Future Sale Price (based on 1-year Proforma)</b>	<b>\$13,071,926</b>
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<b>g. Loan Terms:</b>	<b>Fixed Rate Loan amortized over 25 years 72% LTC at 6.25% interest with no pre-payment penalty, 24 months of interest only payments</b>																														
<b>h. Collateral:</b>	<b>1st Mortgage on subject property with assignment of rents and security deposits</b>																														
<b>i. Sources of Repayment:</b>	<b>Proceeds from Net Operating Income of the Facility. Sale of facility in 5 – 6 years</b>																														

## EXPERT OPINION

According to the Self Storage 101 feasibility study, “Based on the calculated demand analysis for the market, the subject market up to the five-mile demographic profile is under-supplied by over 157,000 net rentable square feet.” Upon completion of Phase 2 this 5-mile radius will still be undersupplied by 77,000 square feet.



**Aerial view above:** you will notice that this location, 3006 Decatur Highway, is serviced by a busy 4 lane state highway with over 16,000 vehicle count daily. The cleared area is the actual site of construction. The wooded area where you see the red pin is a buffer area between the facility and the residential area surrounding us. All zoning, entitlement and approval from the city is already in place. We have already completed all environmental and engineering surveys on this property.



**Map view above:** Birmingham metro, which includes Fultondale, is experiencing steady growth. Fultondale which is on the north side of the metro area is friendly to new business and an area of exceptional growth. Gardendale to the immediate north and Birmingham to the immediate south have implemented a halt on new projects. This is outstanding for our facility because there are no other approved projects in the Fultondale area.

## **INVESTMENT HIGHLIGHTS**

- Busy 4 lane highway, fully entitled by the city of Fultondale for self storage facility with additional future phase 2
- Approved plans are for a mix of climate controlled and non-climate controlled: Survey, building and engineering plans available upon request
- Strong demographics with a growing population and a median household income of \$55,492
- Daily traffic counts of 16,000 + vehicles per day
- Undersupplied market with a deficit of 157,000 sf. Even after our completion of phases 1 & 2 we will still have a deficit of 77,000 sf
- Barriers to competition. We have the only property being developed in a three city area with virtually all climate control properties 100% full.
- Proven team / strong management model to maximize ROI.
- Risk Mitigation strategy / Multiple exit strategies

## **PROPERTY DESCRIPTION**

Buildings/Units: 2 Buildings in Phase 1 that will have a gross of 60,000 sf and 48,250 Net Rentable. Phase 2 that will be gross of 44,000 sf and approximately 38,000 Net Rentable depending on unit mix

Total Acreage: 18 acres

Zoning: Of the 18 acres 6.5 have zoning and entitlement for storage

Current Usage: Vacant Lot

## **Features, Amenities and Improvement Plans**

- Exterior to be aesthetically pleasing and neighborhood friendly, resembling retail space
- Signage located on Highway frontage
- LED lighting added throughout along with exterior lighting
- The project will be a mix of Climate-controlled and Non-Climat controlled
- State of the Art Security System with the ability to control access when patrons are delinquent on their bills with automatic lock outs allowing business to be conducted without the need for onsite personnel
- Kiosks with Key Code Entry
- Interactive Website that will be mobile friendly
- A nationally recognized marketing firm to push lease up
- Renters Insurance Program

## **MANAGEMENT SUMMARY**

Members of the management team currently own multiple self storage properties and have been using professional management companies specialized in self storage facilities. We are partnering with StoreEase Virtual Management for this property – a company local to the Birmingham area that is on the forefront of technology in the self storage industry.

## **OWNERSHIP STRUCTURE AND ENTITY**

StoreEase Fultondale Storage, LLC is a single asset entity formed to acquire, hold and manage this property.

## **BACKGROUND AND EXPERIENCE OF PRINCIPALS**

**Ross Stryker** – Founder and CEO of Smart Asset Opportunities – Educating small business owners to take charge of their own financial freedom plan. Ross has ownership in multiple Self Storage facilities. Orthodontist and Private practice owner for over 35 years. Served 12 years in the US Army, reaching the rank of Lieutenant Colonel. Ross resides in Lebanon MO with his wife Mary.

**Scott Meyers** – A leading expert in the Self Storage Industry as a speaker, an educator and an investor. Scott has been focused exclusively on self storage since 2005 and has been involved in properties approaching \$300 million in total value. Scott is a Certified Self Storage Manager.

## **ADVISORY CONSULTANTS**

### **Legal:**

**SEC Attorneys**  
**Crowd Funding Lawyers**  
**Nancee Tegeder**  
**Jillian Sidoti**  
**323-799-1342**

**Real Estate Attorney**  
**CCHA Law**  
**Leslie Geiger**  
**317-773-2190**

### **Feasibility Consultant:**

**Self Storage 101**  
**Consulting**  
**Bob Copper**  
**866-269-1311**

**Financial Analyst:**  
**SIC Storage Investment**  
**Isaac Rothermel**  
**717-683-6349**

### **Operations / Project Consultant:**

**StoreEase**  
**Josh Boyd**  
**334-233-4856**

## **WHY SELF STORAGE**

### **6 Reasons to Invest in Self Storage:**

- 1. Superior returns**
- 2. Recession resistant**
- 3. Rental rate increases are more accepted**
- 4. Tax benefits of depreciation**
- 5. Poorly run competition**
- 6. No Tenants, Toilets, Termites or Trash**

## **5 Take Aways**

### **Things you need to know before investing your hard-earned money:**

- 1. 5 to 6 year hold**
- 2. Phase I / Phase II project**
- 3. Equity vs Cash flow (this is a wealth building investment)**
- 4. Targeted return 20+% IRR**
- 5. This is going to fund quickly!!!**

## **Ross Stryker's Company and Bio**

Ross Stryker is a founder and CEO of Smart Asset Opportunities - which helps educate busy small business owners to take charge of their own financial freedom plan. He practiced dentistry and specialized in Orthodontics for over 35 years - 12 of those years were while serving in the US Army - reaching the rank of Lieutenant Colonel and later in private practice where he grew one of the largest single doctor practices in the country.



Ross has owned 40+ single family homes and written two books - one specifically on real estate investing. He has been part of 4 different masterminds (two of which he continues to be part of with quarterly meet ups, monthly calls, etc) attends additional conferences, seminars and meetings with elite real estate investors. He knows that unlike wall street where insider information will get you thrown in jail - in real estate investing - that is where the real opportunities can be found. It is not the asset that makes the opportunity work - it's the people behind the asset.

Having participated in a multitude of commercial projects, including Self Storage facilities, mobile home parks, offices complexes, ATM purchases, a coffee farm in Panama, apartment complexes and even a resort in Belize, Ross has invested in and in many cases helped with capital raises on projects worth 10's of millions of dollars. He is passionate about getting money out of the wall street casinos and putting it to work on main street in safe, tangible investments.

Ross believes in the power of joint ventures in assets that have proven tax advantages, high returns and are much more secure than wall street and keep you ahead of inflation and interim taxation - two "thieves" that steal retirement dreams. Storage units, apartment buildings, assisted living facilities, these properties allow for a continuous cash flow, and each is personally vetted by Ross to ensure its viability.

Ross is most passionate about helping people get educated. SAO has never been about giving people advice. It's about giving them the tools to discover more on their own while providing information to help them make informed, educated decisions so they can take charge of their own financial futures - get their money out of the wall street casinos and get it work on main street and be as active or passive in that arena as they desire to be.

Together with his wife Mary, Ross formed Smart Asset Opportunities out of a passion and a need to serve his "tribe" as he calls them. A successful entrepreneur he's committed to sharing the wealth, so to speak, and the numbers and testimonials don't lie.

Ross and Mary reside in Lebanon MO with their two Cairn terriers Munchkin and Ozzie. You can reach Ross at:

**Smart Asset Opportunities**

**PO Box 2132**

**Lebanon, MO 65536**

**Visit our website at: <https://www.smartassetopportunities.com/>**

**Email: [ross@smartassetopportunities.com](mailto:ross@smartassetopportunities.com)**

**Mobile: 417-664-0880**

## **Scott Meyers' Company and Bio**

Scott Meyers and his real estate organizations focus solely on self-storage with expertise in ownership, acquisition, development, construction, and management of real estate assets. The Company is headquartered in Indianapolis, Indiana and has 5 employees. The Company is controlled by Scott Meyers who has been involved in real estate acquisition, development, and construction since 1993.

Scott Meyers and his companies are headquartered at the following office address:

**The A&P Building**  
**55 S. State Avenue, Suite 300**  
**Indianapolis, IN 46201**  
[www.IndyOfficeWarehouse.com](http://www.IndyOfficeWarehouse.com)  
[www.SelfStorageInvesting.com](http://www.SelfStorageInvesting.com)  
**Mobile: (317)506-4900**  
**Email: [ScottM@SelfStorageInvesting.com](mailto:ScottM@SelfStorageInvesting.com)**

Mr. Meyers has an extensive background in investment Real Estate prior to that. He has owned several real estate investment companies since 1993, and his current full-time responsibilities for all companies include the supervision of all aspects of acquisitions, management & operations, construction, financial oversight, and daily strategy meetings with staffers. He began his real estate career by purchasing, rehabbing, and selling a single-family rental home. He went on to eventually buy, rehab, and sell over 75 single family homes in the Indianapolis area valued at over \$6,000,000. He then migrated into the commercial real estate arena by purchasing, rehabbing, and selling over 400 Apartment units in 4 separate developments valued at over \$7,000,000 throughout Central Indiana.

In addition, Scott was previously the Owner and Executive Director of Indiana's largest Private, Small Business Incubator; a 200,000 s.f. Facility with 110 tenant-clients, designed to assist small companies in the start-up phase.

Scott received his Certified Self Storage Manager Designation (CSSM) through the National Self Storage Association in September of 2007. He has also taken several executive level courses and attends numerous seminars and tradeshow sponsored by the Self Storage Association on an annual basis as both an attendee and a National Speaker. Scott was also selected by The Indianapolis Business Journal for its annual 40 under 40 list of up and coming Indiana business owners in 2007 for his accomplishments in mentoring small businesses through his small business incubator, and the many successes he has enjoyed in his own business, Alcatraz Storage™. This was the Catalyst for starting his Self Storage Education Company, Self Storage Profits, Inc. in 2007. Since then, he has gone on to helping thousands of others learn about and invest in Self Storage through his newsletters, books, Workshops, 3 day seminars, and one-on-one Coaching.

Scott was the past President of the Central Indiana Real Estate Investors Association (CIREIA) from 2003-2004 in which he doubled the group's membership over 2 years from roughly 300 members to approximately 600. In addition, CIREIA won 2 awards of excellence in successive years from The National Real Estate Investors Association as being the best-run group in the country under Scott's direction. Scott was also the co-founder of the Indiana Real Estate Investors Association (IREIA) in 2005 and served as the annual conference chairperson for 2005 and 2006.

In April of 2006, Scott was invited to serve on the Indianapolis Economic Development Advisory board that acts as an advocate for economic development programs and projects in Indianapolis and the surrounding communities. Scott also spent several years as an instructor of the Landlord 101 course through the University of Indianapolis in partnership with The Central Indiana Real Estate Investors Association.



He has also been a member of the Indiana Chapter of the Young Entrepreneur's Organization (YEO) since 2000 and holds an Indiana real estate license since 1998, brokering hundreds of deals worth over \$12 million dollars.

Scott is an Elder at Northview Church in Carmel, IN, recently named the fastest growing church in the United States. He is also the finance Ministry coordinator, and teaches Dave Ramsey's Financial Peace University, and is a Crown Financial Ministries Trained Personal and Business Budget Counselor.

Scott and his affiliated companies have been involved in the acquisition, development and conversion of over 30 Facilities nationwide totaling over 6,600 units. He has raised over \$40,000,000 from 200 + Private Lenders. Some of Scott and his partner's current facilities and projects, are as follows:

- A&P Building, Indianapolis, IN - 167,236 sf Multi-Tenant Office/Warehouse building
- Olympia Extra Storage, Olympia, WA - 27,732 sf net rentable on 2.99 acres - 142 Standard, 41 Temp Controlled, and 36 Boat & RV
- 73,600 sf climate-controlled building being developed in Denver, CO
- 93,000 sf climate-controlled building being developed in Brandon, FL
- 71,732 sf warehouse conversion in Kalamazoo, MI
- 61,000 sf warehouse conversion in Sheboygan, WI
- 3.55-acre development site in Westland, MI - 550 units, 60,750 sf
- ABC Storage, Eminence, KY – 294 units
- 353 Units – Greer, SC
- 6.53 Acres, 110 Units, 15,300 sf – Cartersville, GA

All of these projects have been completely funded through either private investors or bank loans.

Scott is a resident of Fishers, IN and is married with 3 Exceptional Children. He and his family also purchase, and regularly build houses in Haiti, The Dominican Republic and Mexico with their various faith-based partners. Scott Grew up in Swartz Creek Michigan and attended the University of Michigan. He moved to Indianapolis and worked in the telecommunications and software industries for 8 years before founding his real estate companies.