

OFFERING MEMORANDUM



5100 Clark Road  
Paradise, CA 95969

# Discount Storage



# Discount Storage

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*Exclusively Marketed by:*

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<https://LS-SG.com>



01

Executive Summary

Investment Summary

Unit Mix Summary

DISCOUNT STORAGE

## OFFERING SUMMARY

ADDRESS	5100 Clark Road Paradise CA 95969
COUNTY	Butte
MARKET	Butte County
SUBMARKET	Paradise
RENTABLE SQUARE FEET	11,500
GROSS SQUARE FEET	11,845
LAND ACRES	2.07
NUMBER OF UNITS	81
APN	055-180-104-000
OWNERSHIP TYPE	Fee Simple

## FINANCIAL SUMMARY

PRICE	\$600,000
PRICE PSF	\$52.17
PRICE PER UNIT	\$7,407
OCCUPANCY	82.00%
NOI (CURRENT)	\$37,544
NOI (+10% @ 90% Econ.)	\$53,339
CAP RATE (CURRENT)	6.26%
CAP RATE (+10% @ 90% Econ.)	8.89%
CASH ON CASH (CURRENT)	3.21%
CASH ON CASH (+10% @ 90% Econ.)	9.79%
GRM (CURRENT)	5.59
GRM (+10% @ 90% Econ.)	5.13

## PROPOSED FINANCING

New First Loan	
LOAN TYPE	Amortized
DOWN PAYMENT	\$240,000
LOAN AMOUNT	\$360,000
INTEREST RATE	6.75%
LOAN TERMS	10 year fixed
ANNUAL DEBT SERVICE	\$29,849
LOAN TO VALUE	60%
AMORTIZATION PERIOD	25 Years

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2025 Population	601	7,122	10,507
2025 Median HH Income	\$68,862	\$68,472	\$67,795
2025 Average HH Income	\$80,652	\$90,251	\$90,895

Unit Type	SF	Monthly Rent	Total Units	Total Rent	Units Occupied	Units Vacant	% of Property	Rent/SF	Total SF
5x10	50	\$50	10	\$500	5	5	12.3%	\$1.00	500
10x10	100	\$90	15	\$1,350	8	7	18.5%	\$0.90	1,500
10x15	150	\$105	34	\$3,570	21	13	42.0%	\$0.70	5,100
10x20	200	\$125	20	\$2,500	18	2	24.7%	\$0.63	4,000
10x25	250	\$145	1	\$145	1	0	1.2%	\$0.58	250
Office	150	\$0	1	\$0	1	0	1.2%		150
<b>Totals/Avg</b>	<b>900</b>	<b>\$86</b>	<b>81</b>	<b>\$8,065</b>	<b>54</b>	<b>27</b>		<b>\$0.70</b>	<b>11,500</b>





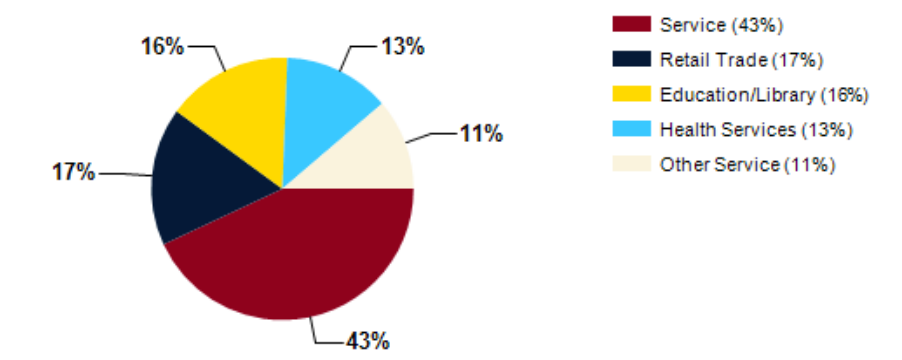
02

## Location

Location Summary  
Aerial View Map

# DISCOUNT STORAGE

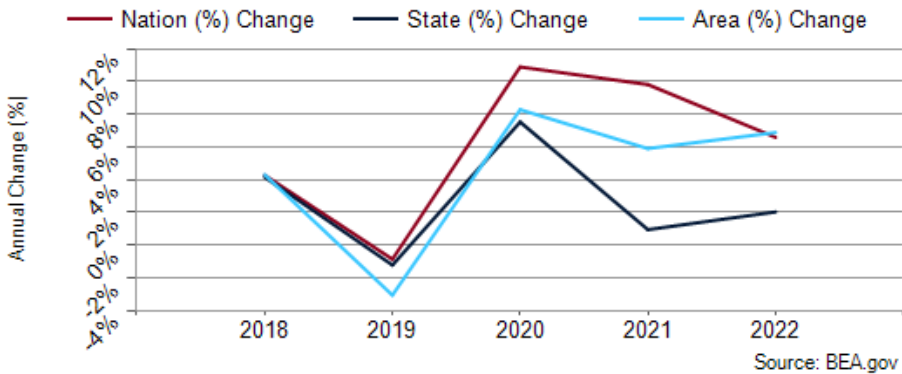
### Major Industries by Employee Count

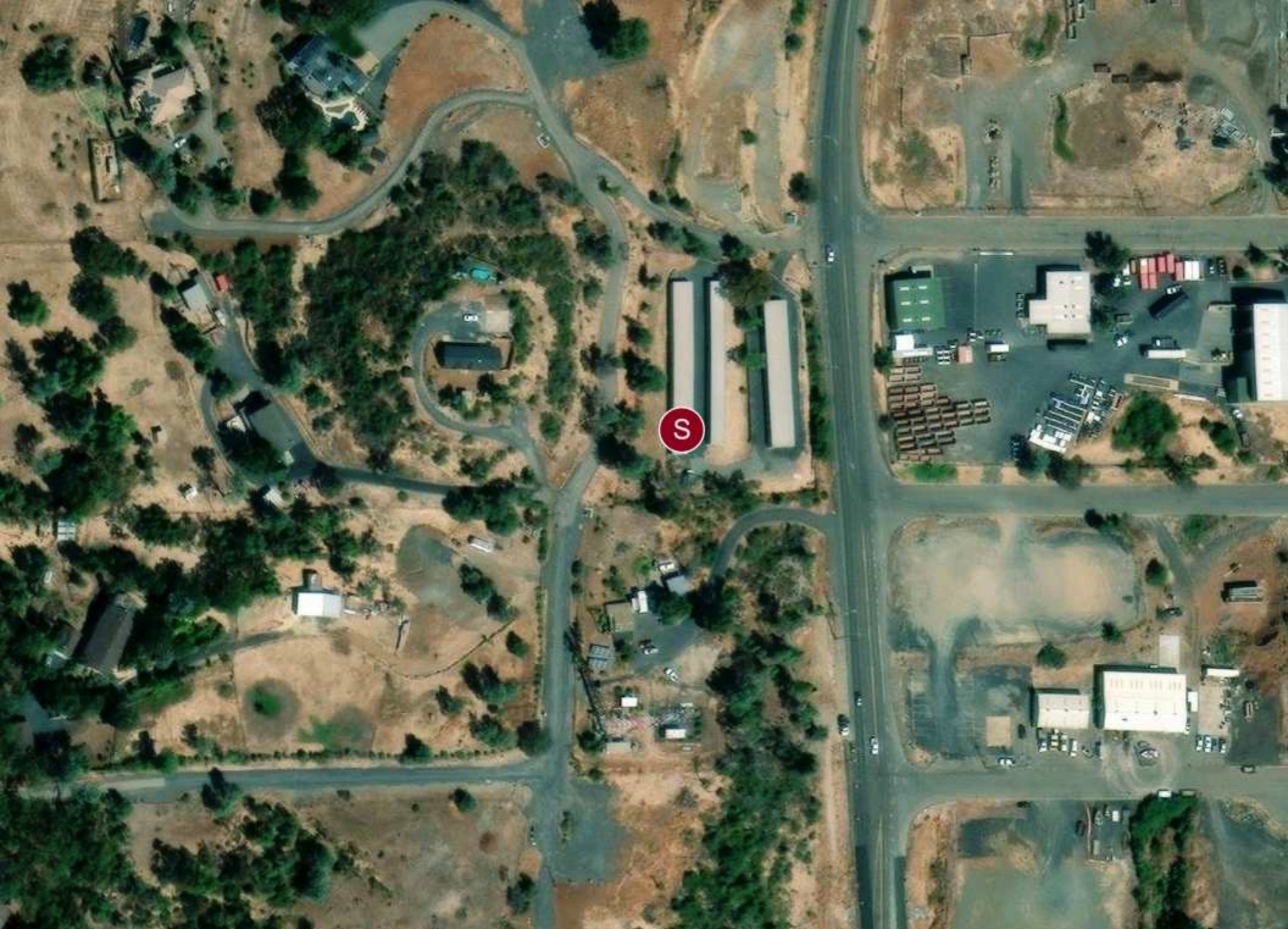


### Largest Employers

Paradise Unified School District	500
Town of Paradise	100
Paradise Irrigation District	50
Paradise Packaging Co.	20
Paradise Plaza	15
Paradise Elder Care	10
Paradise Fitness Nutrition	5
Paradise Association of Realtors	5

### Butte County GDP Trend







03

Property Description

Property Features

Parcel Map

DISCOUNT STORAGE

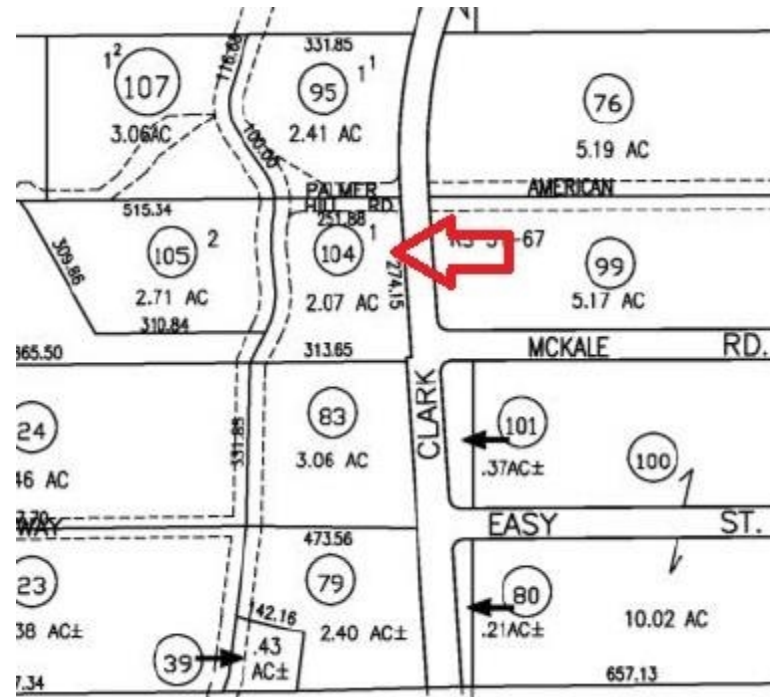
## PROPERTY FEATURES

NUMBER OF UNITS	81
NUMBER OF BUILDINGS	3
RENTABLE SQUARE FEET	11,500
GROSS SQUARE FEET	11,845
LAND ACRES	2.07
YEAR BUILT	2001
# OF PARCELS	1
LOT DIMENSION	Irregular
ZONING TYPE	n/a
PRODUCT CLASS	Self-storage
STREET FRONTAGE	~275' along Clark Road
TRAFFIC COUNTS	n/a
NUMBER OF PARKING SPACES	~4 spaces
SOFTWARE	SiteLink

## CONSTRUCTION

FOUNDATION	Concrete slab
EXTERIOR	Metal
PARKING SURFACE	Asphalt
ROOF	Metal
FENCING	Chain-link
SECURITY	Rollback gate, surveillance, alarmed
CONTROLLED ACCESS	No, rollback gate
CLIMATE CONTROLLED UNITS	None







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## Rent Comps

Rent Comparables

Rent Comparables Map

# DISCOUNT STORAGE

## Clark Road Storage

### 1117 Noffsinger Lane | Paradise, CA



1

# of Units	150
Occupancy	86%
Distance	1.1 miles

Unit Type	SF	Asking Rent	Rent/SF
5x5	25	\$40	\$1.60
10x5	50	\$50	\$1.00
10x10	100	\$75	\$0.75
10x15	150	\$105	\$0.70
10x20	200	\$120	\$0.60
10x25	250	\$140	\$0.56
Total/Avg	129	\$88	\$0.87

## Five Star Mini Storage

### 5821 Clark Road | Paradise, CA



2

# of Units	583
Distance	1.5 miles

Unit Type	SF	Asking Rent	Rent/SF
5x10	50	\$60	\$1.20
10x10	100	\$90	\$0.90
10x20	200	\$120	\$0.60
10x30	300	\$180	\$0.60
Total/Avg	162	\$112	\$0.83

Extra Self Storage  
6553 Skyway | Paradise, CA



# of Units	541
Occupancy	92%
Distance	2.9 miles

Unit Type	SF	Asking Rent	Rent/SF
5x5	25	\$50	\$2.00
5x10	50	\$60	\$1.20
10x10	100	\$90	\$0.90
10x15	150	\$115	\$0.77
10x20	200	\$160	\$0.80
Total/Avg	105	\$95	\$1.13

Acorn Oaks Mini Storage  
9241 Skyway | Paradise, CA



# of Units	367
Occupancy	92%
Distance	4.9 miles

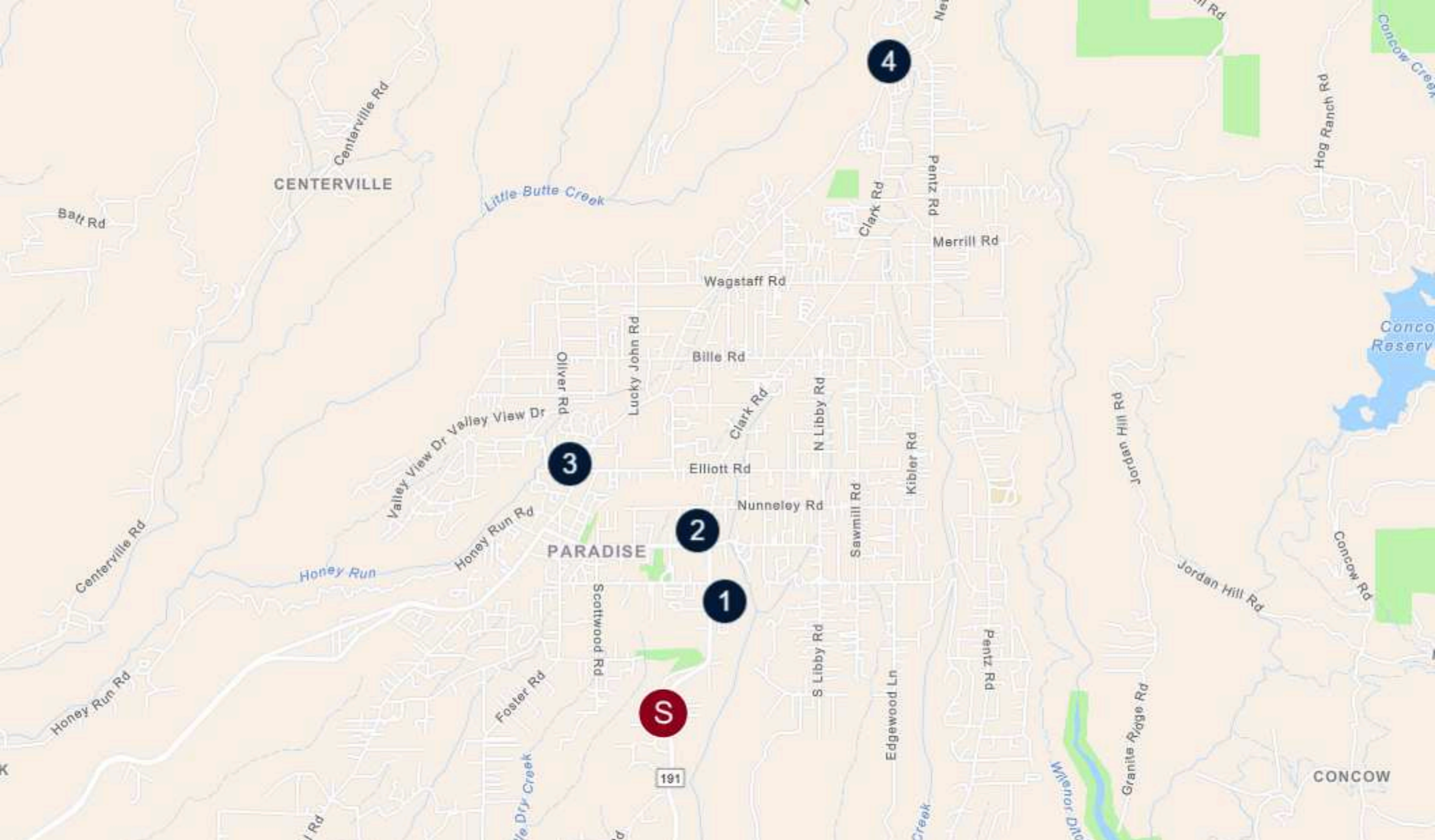
Discount Storage

5100 Clark Road | Paradise



Number of Units	81
Rentable Square Feet	11,500
Gross Square Feet	11,845
Land Acres	2.07
Year Built	2001
Controlled Access	No, rollback gate
Product Class	Self-storage
Asking Price	\$600,000
Price PSF	\$52.17
Cap Rate	6.26%

Unit Type	SF	Asking Rent	Rent/SF
5x10	50	\$50	\$1.00
10x10	100	\$90	\$0.90
10x15	150	\$105	\$0.70
10x20	200	\$125	\$0.63
10x25	250	\$145	\$0.58
Office	150		\$0.00
Total/Avg	150	\$103	\$0.76



#	Property Name	Address	City
S	Discount Storage	5100 Clark Road	Paradise
1	Clark Road Storage	1117 Noffsinger Lane	Paradise
2	Five Star Mini Storage	5821 Clark Road	Paradise
3	Extra Self Storage	6553 Skyway	Paradise
4	Acorn Oaks Mini Storage	9241 Skyway	Paradise

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## Sale Comps

Sale Comparables  
Sale Comparables Charts  
Sale Comparables Map

# DISCOUNT STORAGE

Store Here Self Storage  
8300 Gerber Road | Sacramento, CA



Building Square Feet	45,600
Land Acres	3.19
Year Built	2020
Distance	96.7 miles
Closing Date	06-30-2025
Sale Price	\$5,600,000
Price Per SF	\$122.81

**Notes** Property is now branded as Stor It Self Storage.  
\$122.81/SF

Skyway Self Storage  
2520 Zanella Way | Chico, CA



# of Units	400
Building Square Feet	43,090
Land Acres	2.36
Year Built	1979
Occupancy	12%
Distance	12.9 miles
Closing Date	05-23-2025
Sale Price	\$3,600,000
Price Per SF	\$83.55
Cap Rate	4.56%

**Notes** \$83.55 per NRSF

## Guy's Storage

### 2851 Dobe Lane | Fairfield, CA



3

Building Square Feet	36,827
Land Acres	2.17
Year Built	1992
Distance	120 miles
Closing Date	11-13-2024
Sale Price	\$3,150,000
Price Per SF	\$85.54

**Notes** \$85.54 per NRSF.

## Garden Hwy Self Storage

### 517 Garden Highway | Yuba City, CA



4

# of Units	438
Building Square Feet	46,875
Land Acres	2.87
Year Built	1987
Occupancy	90%
Distance	46.8 miles
Closing Date	04-29-2024
Sale Price	\$5,400,000
Price Per SF	\$115.20
Cap Rate	6.36%

**Notes** \$115.20 per NRSF.

Powerline Mini Storage  
1925 Turpen Streert | Olivehurst, CA



# of Units	302
Building Square Feet	26,600
Land Acres	3.91
Year Built	1992
Occupancy	80%
Distance	48.2 miles
Closing Date	01-17-2024
Sale Price	\$1,900,000
Price Per SF	\$71.43
Cap Rate	5.6%

**Notes**    \$71.43 per NRSF. 2.3+ acres of land for expansion.

Discount Storage  
5100 Clark Road | Paradise

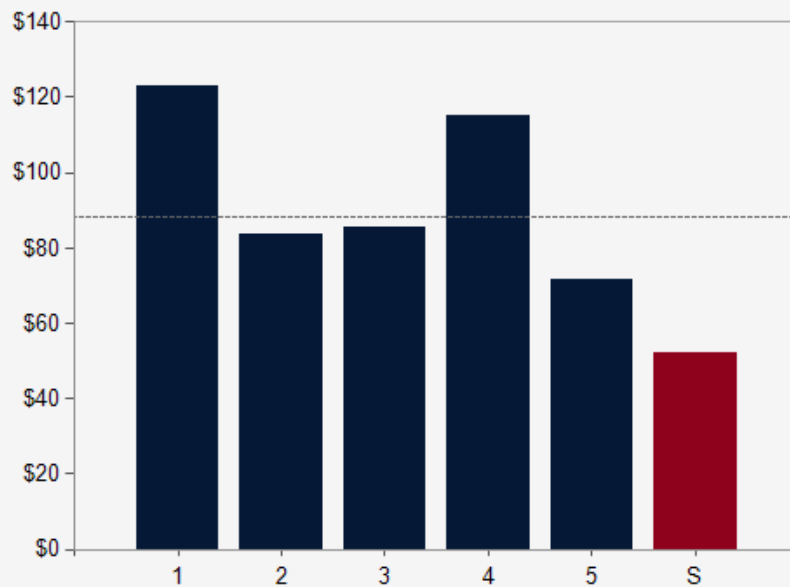


Number of Units	81
Rentable Square Feet	11,500
Gross Square Feet	11,845
Land Acres	2.07
Year Built	2001
Controlled Access	No, rollback gate
Product Class	Self-storage
Asking Price	\$600,000
Price PSF	\$52.17
Cap Rate	6.26%

Unit Type	SF	Asking Rent	Rent/SF
5x10	50	\$50	\$1.00
10x10	100	\$90	\$0.90
10x15	150	\$105	\$0.70
10x20	200	\$125	\$0.63
10x25	250	\$145	\$0.58
Office	150		\$0.00
Total/Avg	150	\$103	\$0.76

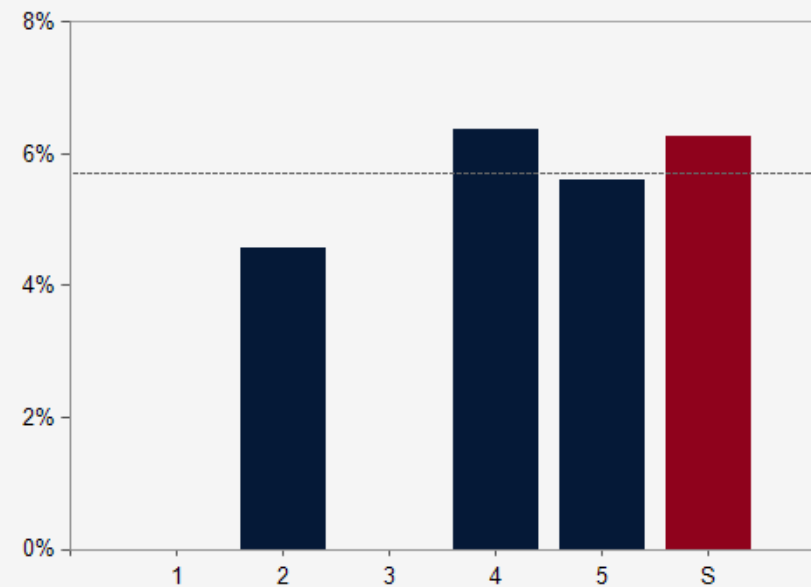
Price/SF

Average: \$88.45



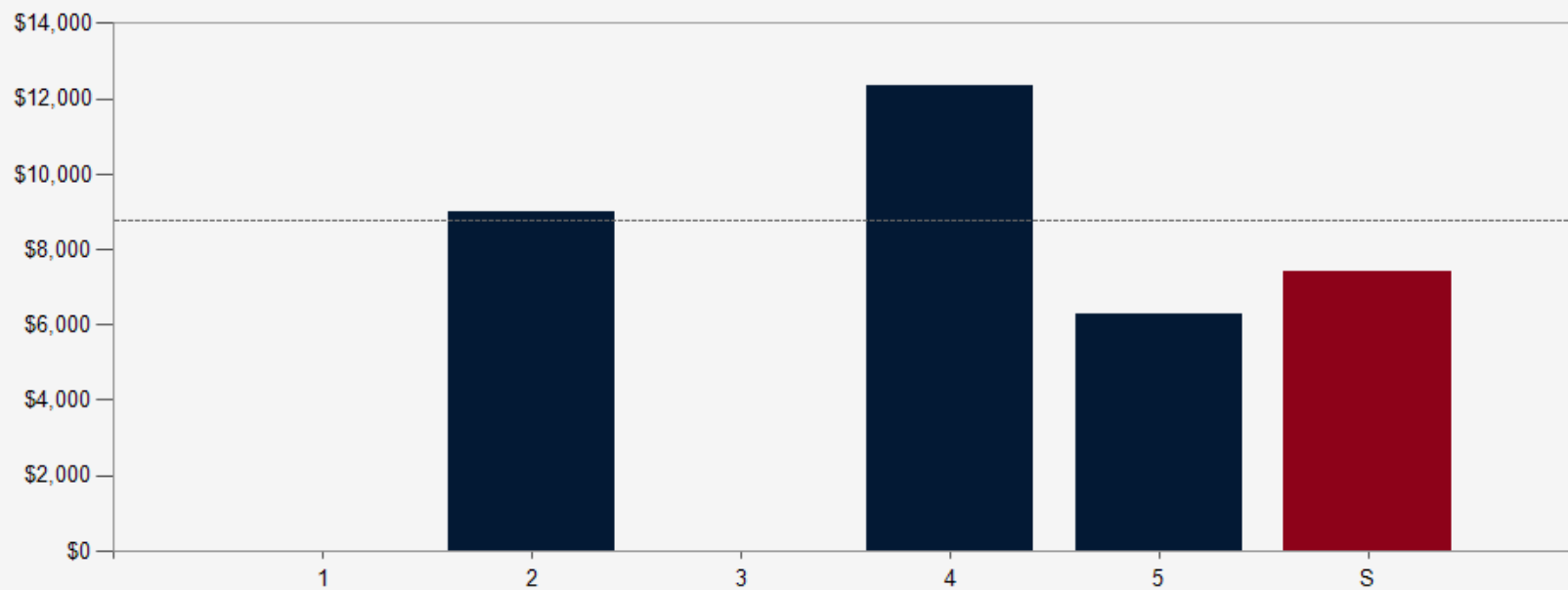
Cap Rate

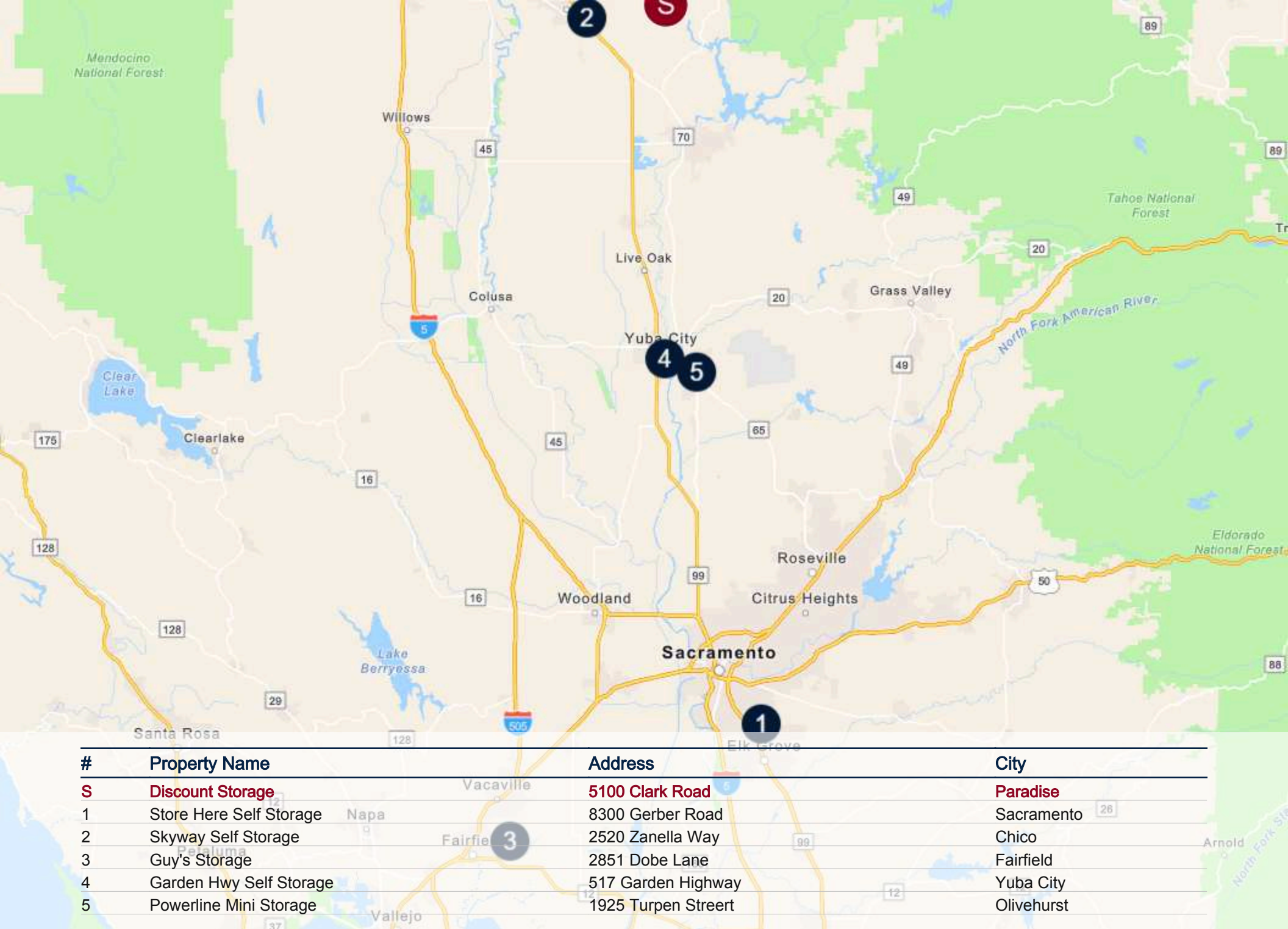
Average: 5.70%



Price/Unit

Average: \$8,756.89







06

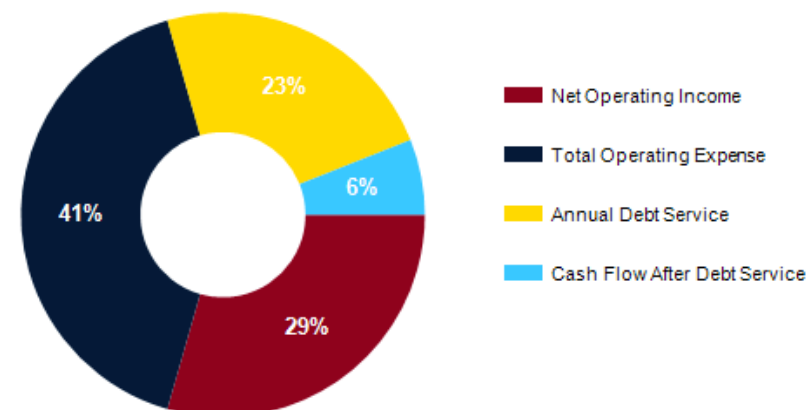
## Financial Analysis

Income & Expense Analysis  
Multi-Year Cash Flow Assumptions  
Cash Flow Analysis

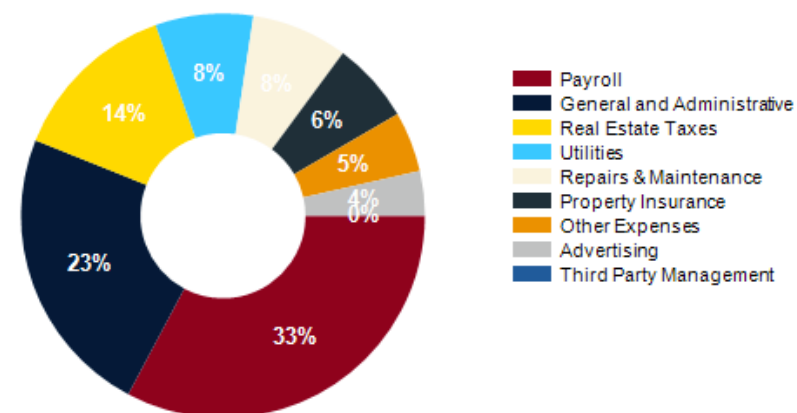
## REVENUE ALLOCATION

CURRENT

INCOME	CURRENT		+10% @ 90% ECON.	
Gross Potential Rent (Units)	\$96,780	90.1%	\$106,458	90.9%
Misc. Fees/Sales	\$2,033	1.9%	\$2,033	1.7%
Insurance Revenue	\$7,504	7.0%	\$7,504	6.4%
Truck Rental	\$1,066	1.0%	\$1,066	0.9%
<b>Gross Potential Income</b>	<b>\$107,383</b>		<b>\$117,061</b>	
Vacancy & Collection Loss	-18.00%		-10.00%	
<b>Effective Gross Income</b>	<b>\$89,963</b>		<b>\$106,415</b>	
Less Expenses	\$52,419	58.26%	\$53,077	49.87%
<b>Net Operating Income</b>	<b>\$37,544</b>		<b>\$53,339</b>	
Annual Debt Service	\$29,849		\$29,849	
<b>Cash flow</b>	<b>\$7,695</b>		<b>\$23,490</b>	
Debt Coverage Ratio	1.26		1.79	



EXPENSES	CURRENT	Per Unit	+10% @ 90% ECON.	Per Unit
Real Estate Taxes	\$6,600	\$81	\$6,600	\$81
Property Insurance	\$3,170	\$39	\$3,170	\$39
Advertising	\$1,735	\$21	\$1,735	\$21
Repairs & Maintenance	\$3,763	\$46	\$3,763	\$46
Utilities	\$3,817	\$47	\$3,817	\$47
Third Party Management	\$3,599	\$44	\$4,257	\$53
General and Administrative	\$11,380	\$140	\$11,380	\$140
Payroll	\$16,000	\$198	\$16,000	\$198
Other Expenses	\$2,355	\$29	\$2,355	\$29
<b>Total Operating Expense</b>	<b>\$52,419</b>	<b>\$647</b>	<b>\$53,077</b>	<b>\$655</b>
Annual Debt Service	\$29,849		\$29,849	
Expense / SF	\$4.56		\$4.62	
% of EGI	58.26%		49.87%	



GLOBAL	
Price	\$600,000
MillageRate	1.10000%

PROPOSED FINANCING	
New First Loan	
Loan Type	Amortized
Down Payment	\$240,000
Loan Amount	\$360,000
Interest Rate	6.75%
Loan Terms	10 year fixed
Annual Debt Service	\$29,849
Loan to Value	60%
Amortization Period	25 Years

Calendar Year	CURRENT	+10% @ 90% Econ.	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<b>Gross Revenue</b>										
Gross Potential Rent (Units)	\$96,780	\$106,458	\$106,458	\$106,458	\$106,458	\$106,458	\$106,458	\$106,458	\$106,458	\$106,458
Misc. Fees/Sales	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033	\$2,033
Insurance Revenue	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504
Truck Rental	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066	\$1,066
<b>Gross Potential Income</b>	<b>\$107,383</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>	<b>\$117,061</b>
Vacancy & Collection Loss	-18.00%	-10.00%	-10.00%	-10.00%	-10.00%	-10.00%	-10.00%	-10.00%	-10.00%	-10.00%
<b>Effective Gross Income</b>	<b>\$89,963</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>	<b>\$106,415</b>
<b>Operating Expenses</b>										
Real Estate Taxes	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600	\$6,600
Property Insurance	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170	\$3,170
Advertising	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735	\$1,735
Repairs & Maintenance	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763	\$3,763
Utilities	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817	\$3,817
Third Party Management	\$3,599	\$4,257	\$4,257	\$4,257	\$4,257	\$4,257	\$4,257	\$4,257	\$4,257	\$4,257
General and Administrative	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380	\$11,380
Payroll	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
Other Expenses	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355	\$2,355
<b>Total Operating Expense</b>	<b>\$52,419</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>	<b>\$53,077</b>
<b>Net Operating Income</b>	<b>\$37,544</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>	<b>\$53,339</b>
Annual Debt Service	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849	\$29,849
<b>Cash Flow</b>	<b>\$7,695</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>	<b>\$23,490</b>



07

## Demographics

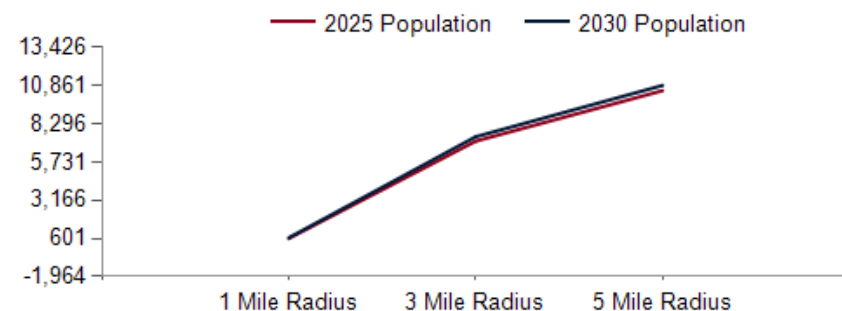
General Demographics  
Race Demographics

.5100 CLARK RD.  
DISCOUNT  
Storage  
530-872-9999  
LOW RATES  
Monitored & Alarmed

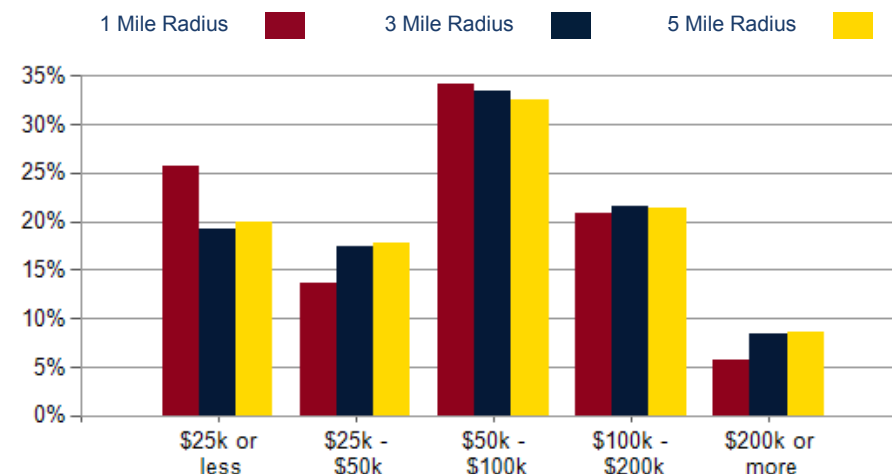
DISCOUNT STORAGE

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	1,813	21,633	30,087
2010 Population	1,789	21,696	30,293
2025 Population	601	7,122	10,507
2030 Population	642	7,418	10,861
2025 African American	3	36	46
2025 American Indian	8	83	118
2025 Asian	20	127	193
2025 Hispanic	70	711	1,066
2025 Other Race	18	181	278
2025 White	474	5,964	8,767
2025 Multiracial	77	723	1,087
2025-2030: Population: Growth Rate	6.65%	4.10%	3.30%

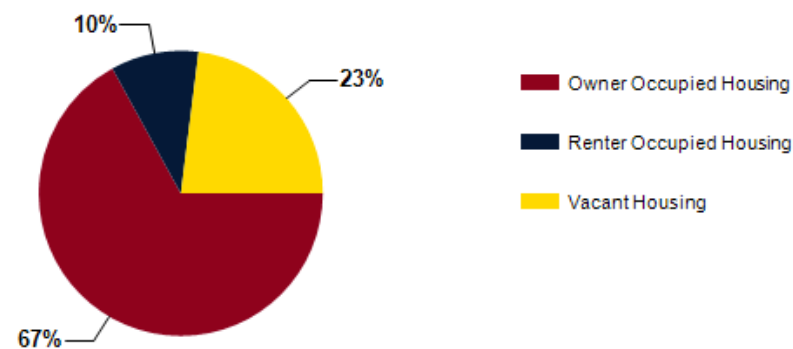
2025 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	29	357	524
\$15,000-\$24,999	35	261	423
\$25,000-\$34,999	11	222	347
\$35,000-\$49,999	23	337	498
\$50,000-\$74,999	36	578	823
\$75,000-\$99,999	49	492	717
\$100,000-\$149,999	38	541	760
\$150,000-\$199,999	14	150	255
\$200,000 or greater	14	272	404
Median HH Income	\$68,862	\$68,472	\$67,795
Average HH Income	\$80,652	\$90,251	\$90,895



## 2025 Household Income



## 2025 Own vs. Rent - 1 Mile Radius

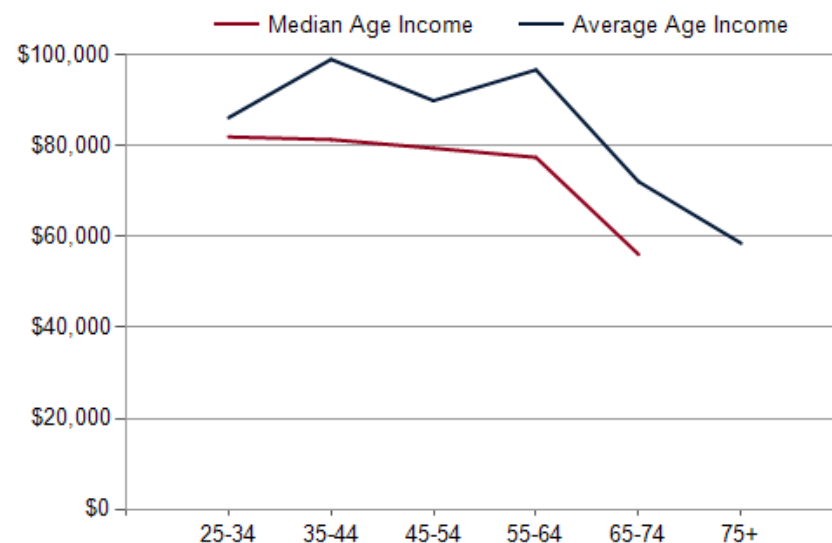
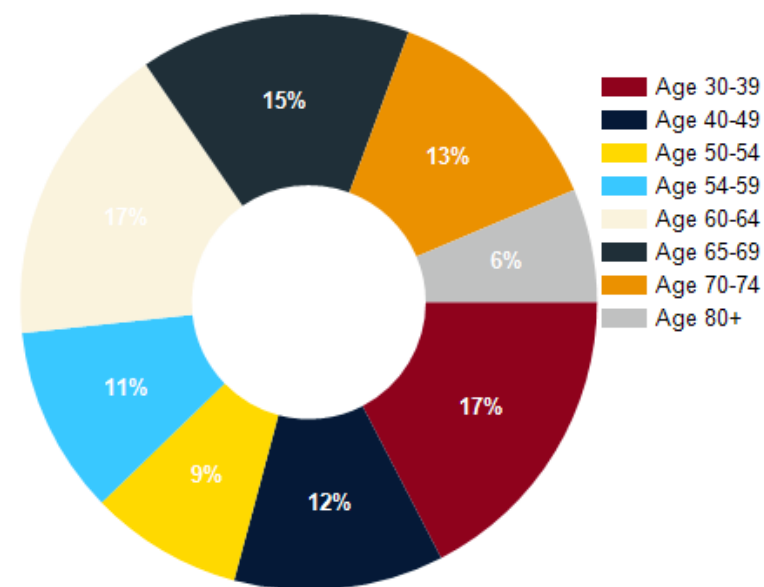


Source: esri

2025 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2025 Population Age 30-34	42	347	500
2025 Population Age 35-39	29	426	590
2025 Population Age 40-44	21	312	478
2025 Population Age 45-49	27	390	580
2025 Population Age 50-54	35	417	617
2025 Population Age 55-59	43	476	680
2025 Population Age 60-64	70	670	981
2025 Population Age 65-69	62	726	1,101
2025 Population Age 70-74	53	640	961
2025 Population Age 75-79	26	465	729
2025 Population Age 80-84	17	302	441
2025 Population Age 85+	28	250	378
2025 Population Age 18+	512	6,086	9,015
2025 Median Age	55	55	55
2030 Median Age	56	55	56

2025 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$82,000	\$78,325	\$78,385
Average Household Income 25-34	\$86,231	\$92,906	\$96,399
Median Household Income 35-44	\$81,387	\$90,872	\$89,165
Average Household Income 35-44	\$99,066	\$121,731	\$121,904
Median Household Income 45-54	\$79,499	\$88,657	\$87,578
Average Household Income 45-54	\$89,969	\$116,343	\$116,434
Median Household Income 55-64	\$77,482	\$76,021	\$75,278
Average Household Income 55-64	\$96,761	\$100,710	\$101,850
Median Household Income 65-74	\$56,118	\$58,035	\$57,885
Average Household Income 65-74	\$72,138	\$80,770	\$81,874
Average Household Income 75+	\$58,581	\$60,502	\$62,193

Population By Age



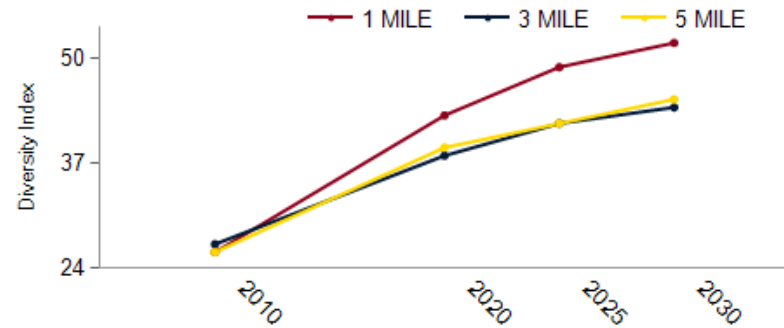
DIVERSITY INDEX	1 MILE	3 MILE	5 MILE
Diversity Index (+5 years)	52	44	45
Diversity Index (current year)	49	42	42
Diversity Index (2020)	43	38	39
Diversity Index (2010)	26	27	26

#### POPULATION BY RACE



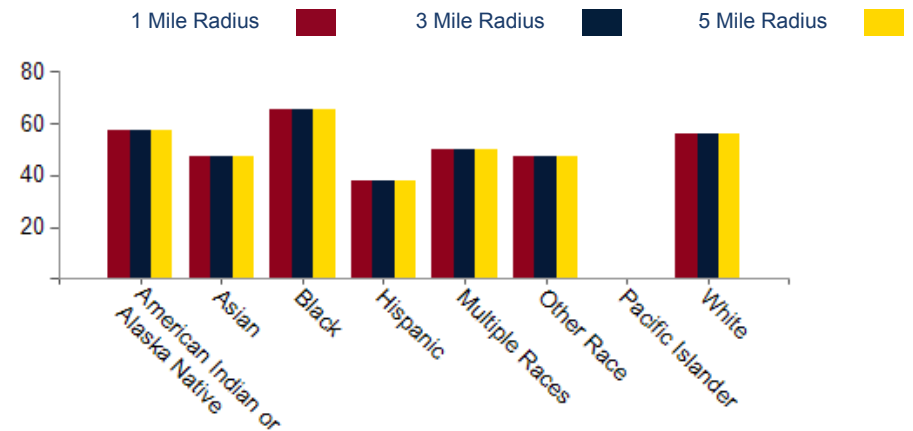
2025 POPULATION BY RACE	1 MILE	3 MILE	5 MILE
African American	0%	0%	0%
American Indian	1%	1%	1%
Asian	3%	2%	2%
Hispanic	10%	9%	9%
Multiracial	11%	9%	9%
Other Race	3%	2%	2%
White	71%	76%	76%

#### POPULATION DIVERSITY



2025 MEDIAN AGE BY RACE	1 MILE	3 MILE	5 MILE
Median American Indian/Alaska Native Age	58	43	47
Median Asian Age	48	46	46
Median Black Age	65	57	55
Median Hispanic Age	38	37	37
Median Multiple Races Age	50	46	44
Median Other Race Age	48	41	41
Median Pacific Islander Age	0	43	48
Median White Age	56	56	57

#### 2025 MEDIAN AGE BY RACE



# Discount Storage



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