

# Mountain Town Storage



118 Mountain Country Ln, Blairsville, GA 30512

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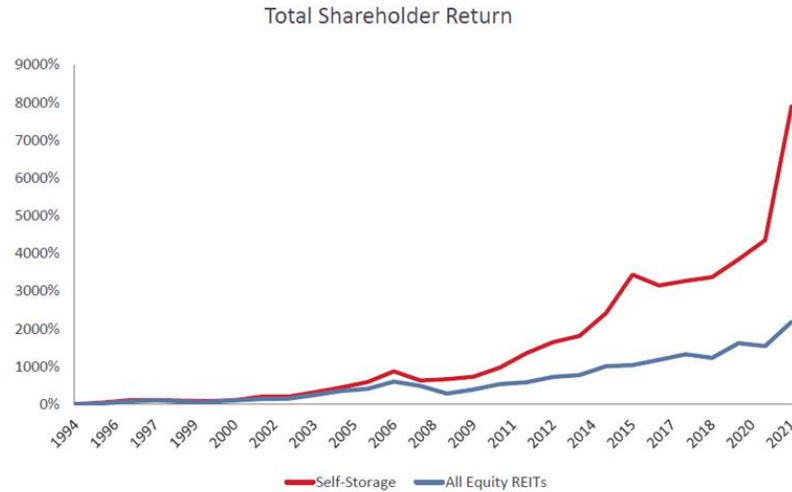
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# WHY SELF STORAGE?

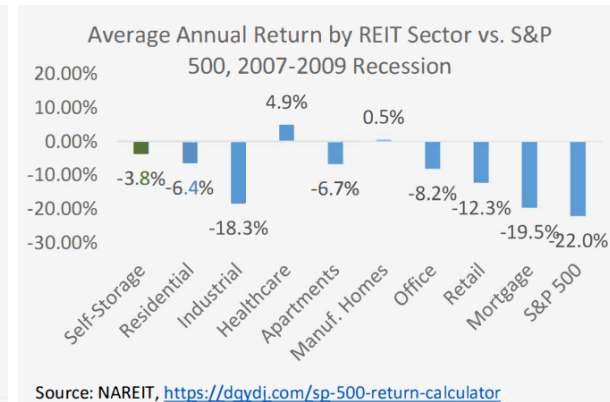
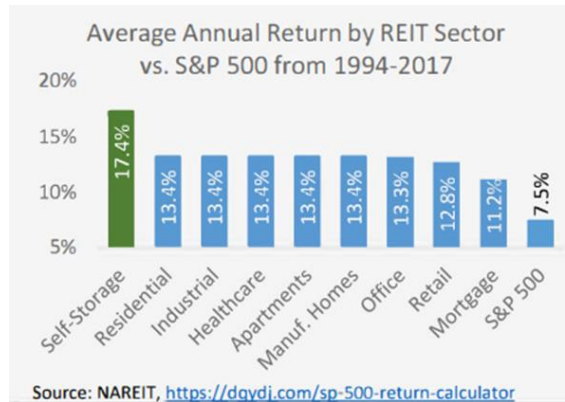
- 1) **High Returns:** Storage REITs generated the highest returns of all REITs over the last 30 years!
  - [Article: Self Storage REIT's Outperform All Others](#)
- 2) **Recession Resistant:** Self Storage outperformed all other REIT's during the last recession!
  - [Article: Five Reasons to Invest in Self Storage](#)

Data below obtained from NAREIT "National Association of Real Estate Investment Trusts" [www.reit.com](http://www.reit.com)

Instead of just a landbank, storage was the top performer



Equity REIT	Total Return
Self-Storage	+7,895%
Residential	+2,654%
Industrial	+2,571%
Health Care	+1,796%
Office	+1,263%





*Blairsville, GA* 



**JUST**

**LISTED!**



**CALVARY  
REALTY**





# PROPERTY OVERVIEW

Mountain Town Storage is located at 118 Mountain Country Ln, Blairsville, GA 30512, nestled within the picturesque setting of Union County. The property is strategically priced at \$1,950,000 with an existing cap rate of 4.84%. Covering 2.56 acres, this facility encompasses 15,860 square feet of enclosed space priced at \$122.95 per square foot, consisting of 110 units with a current physical occupancy rate of 80%.

Constructed in 1996, Mountain Town Storage consists of six single-story buildings made of durable metal and steel. The facility is situated near key thoroughfares such as Blue Ridge Hwy, Fairview Church Rd, and Floyd and Lena Dr, with Highway 515 W being the nearest freeway, facilitating easy access and boasting a daily traffic count of 7,990 vehicles.

Key features of Mountain Town Storage include an electronic gate for secure access, a gravel driveway, an on-site office, and comprehensive security with installed cameras. Operations are enhanced through remote and automated systems powered by Easy Storage Solutions software, allowing for efficient management. The facility also employs boots-on-the-ground personnel to ensure smooth day-to-day functioning.

Significantly, Mountain Town Storage offers potential for expansion, which could further enhance its occupancy rates and overall income. Given its location in the county seat of Union County, the facility benefits from a stable demand base and presents an attractive investment opportunity with both income and occupancy upside potential.

For more information, interested buyers can visit the property's dedicated website at Mountain Town Storage to explore further details and potentially schedule a site visit to fully appreciate the property's value proposition and future growth opportunities.

## INVESTMENT HIGHLIGHTS

- 80% Occupancy
- County Seat of Union County
- Electronic Gate
- Gravel Driveway
- On-Site Office
- Security Cameras
- Remote & Automated Operations
- Easy Storage Solutions Software
- Boots on the Ground Personnel
- Expansion Potential
- Occupancy Upside
- Income Upside



## LOCAL AREA



Blairsville, Georgia, a picturesque town nestled in the heart of the Blue Ridge Mountains, offers residents a serene retreat amidst stunning natural beauty and small-town charm. With a population of approximately 700 residents, Blairsville embodies the perfect blend of Southern hospitality, outdoor adventure, and community spirit.

Established in the early 19th century as a trading post and agricultural center, Blairsville has retained much of its historic character and rural appeal. Its scenic location near the Chattahoochee National Forest and the Appalachian Trail makes it a haven for outdoor enthusiasts, nature lovers, and those seeking a peaceful lifestyle.

Blairsville's economy is primarily driven by tourism, agriculture, and small businesses. Home to attractions like Vogel State Park and the Union County Farmers Market, the town attracts visitors seeking outdoor adventure, local produce, and a taste of mountain life.

The real estate market in Blairsville offers a mix of housing options, from cozy cabins nestled in the woods to mountain estates with breathtaking views. The town's commitment to preserving its natural beauty, parks, and recreational facilities enhances its appeal for families and individuals seeking a high quality of life.

Blairsville's community spirit is evident in its local events, including the Georgia Mountain Fair and the Sorghum Festival. Parks, cultural institutions, and a vibrant downtown area contribute to the overall sense of pride and belonging for residents and the allure for potential investors.

Major Employers in Blairsville:

Union General Hospital | Union County School System | Walmart | United Community Bank | Union County Government | Union County Sheriff's Office | Georgia Power | North Georgia Technical College - Blairsville Campus | Brasstown Valley Resort & Spa



## PROPERTY PROFILE

Property Name:	Mountain Town Storage
Address:	118 Mountain Country Ln, Blairsville, GA 30512
Pricing Guidance:	\$1,950,000
Existing Cap Rate:	4.84%
Price Per Square Foot:	\$122.95
Enclosed Sq. Ft.:	15,860
Number of Units:	110
Physical Occupancy:	80%
Acreage:	2.56
Gross Square Feet:	111,514
Year Built:	1996
APN / Zoning:	072A 070 B   072A 070 C   072A 070 D (Commercial / Storage)
County:	Union County
Number of Buildings:	6
Number of Stories:	1
Construction Type:	Metal and Steel
Cross Streets:	Blue Ridge Hwy, Fairview Church Rd, & Floyd and Lena Dr
Nearest Freeway:	Highway 515 W
Traffic Count:	7,990
Property Website:	<a href="https://www.mountaintownstorage.com/">https://www.mountaintownstorage.com/</a>





# KEY DEMOGRAPHICS (3 Mile Radius)

## Infographic: Key Facts (Ring: 3 mile radius)

### KEY FACTS

5,798

Population



2.3

Average Household Size

51.5

Median Age

\$52,275

Median Household Income

### EDUCATION

13%

No High School Diploma



35%

High School Graduate



29%

Some College



23%

Bachelor's/Grad/Pr of Degree

### BUSINESS



585

Total Businesses



5,904

Total Employees

### EMPLOYMENT



53%

White Collar



39%

Blue Collar



Services

9%

2.1%

Unemployment Rate

### INCOME



\$52,275

Median Household Income



\$28,602

Per Capita Income



\$138,318

Median Net Worth

### Households By Income

The largest group: \$75,000 - \$99,999 (18.8%)

The smallest group: \$150,000 - \$199,999 (2.2%)

Indicator	Value	Difference
<\$15,000	13.9%	+1.7%
\$15,000 - \$24,999	11.5%	+1.1%
\$25,000 - \$34,999	9.0%	-0.5%
\$35,000 - \$49,999	13.2%	-0.6%
\$50,000 - \$74,999	18.5%	-0.2%
\$75,000 - \$99,999	18.8%	+3.1%
\$100,000 - \$149,999	9.8%	-2.3%
\$150,000 - \$199,999	2.2%	-0.6%
\$200,000+	3.2%	-1.5%

Bars show deviation from  
13291 (Union County)

This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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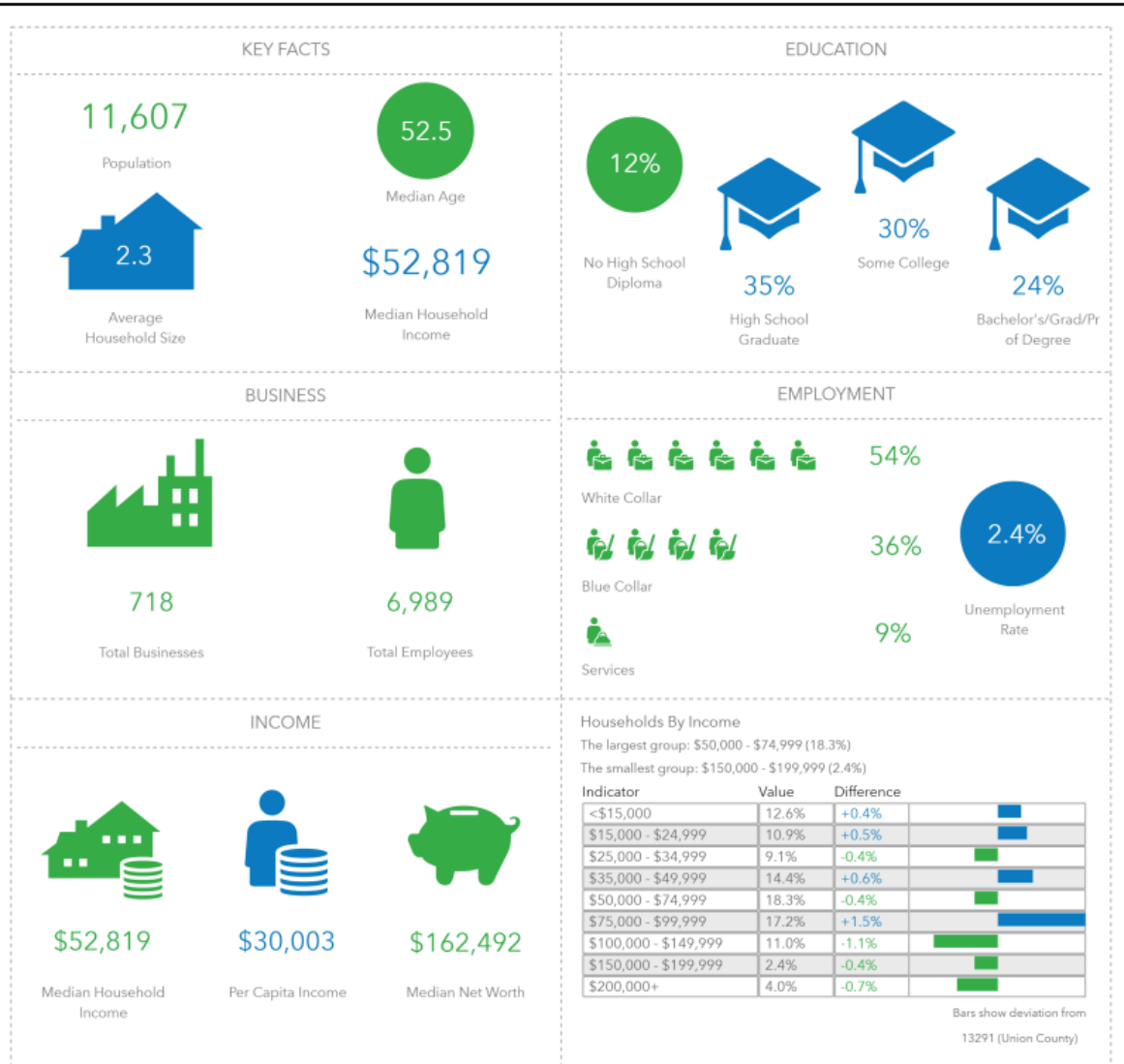






# KEY DEMOGRAPHICS (5 Mile Radius)

Infographic: Key Facts (Ring: 5 mile radius)



This infographic contains data provided by Esri, Esri and Data Axle. The vintage of the data is 2021, 2026.

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# COMMUNITY PROFILE (5 Mile Radius)

## Infographic: Community Profile (Ring: 5 mile radius)

### COMMUNITY PROFILE

11,607 1.4% 2.3 17.3 52.5 \$52,819 \$162,492 \$225,234 16% 54% 29%

Population Total Pop Growth Average HH Size Diversity Index Median Age Median HH Income Median Net Worth Median Home Value Under 18 Ages 18 to 65 Aged 66+



9.2%

Service Workers



36.3%

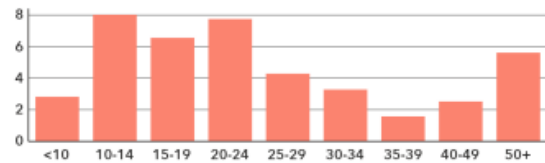
Blue Collar Workers



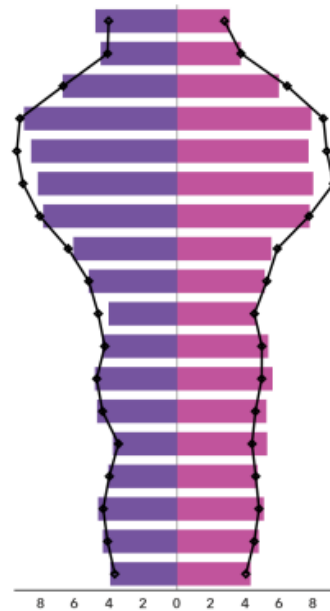
54.4%

White Collar Worker

Mortgage as Percent of Salary



Age Profile: 5 Year Increments



Dots show comparison to 13291 (Union County)

Home Ownership



Owner Renter Vacant

Housing: Year Built



<1939 1940-49 1950-59  
1960-69 1970-79 1980-89  
1990-99 2000-09 2010-13  
2014+

Educational Attainment



< 9th Grade No Diploma  
HS Diploma GED  
Some College Assoc Degree  
Bach Degree Grad Degree

Commute Time: Minutes



< 5 5-9 10-14  
15-19 20-24 25-29  
30-34 35-39 40-44  
45-59 60-69 70+

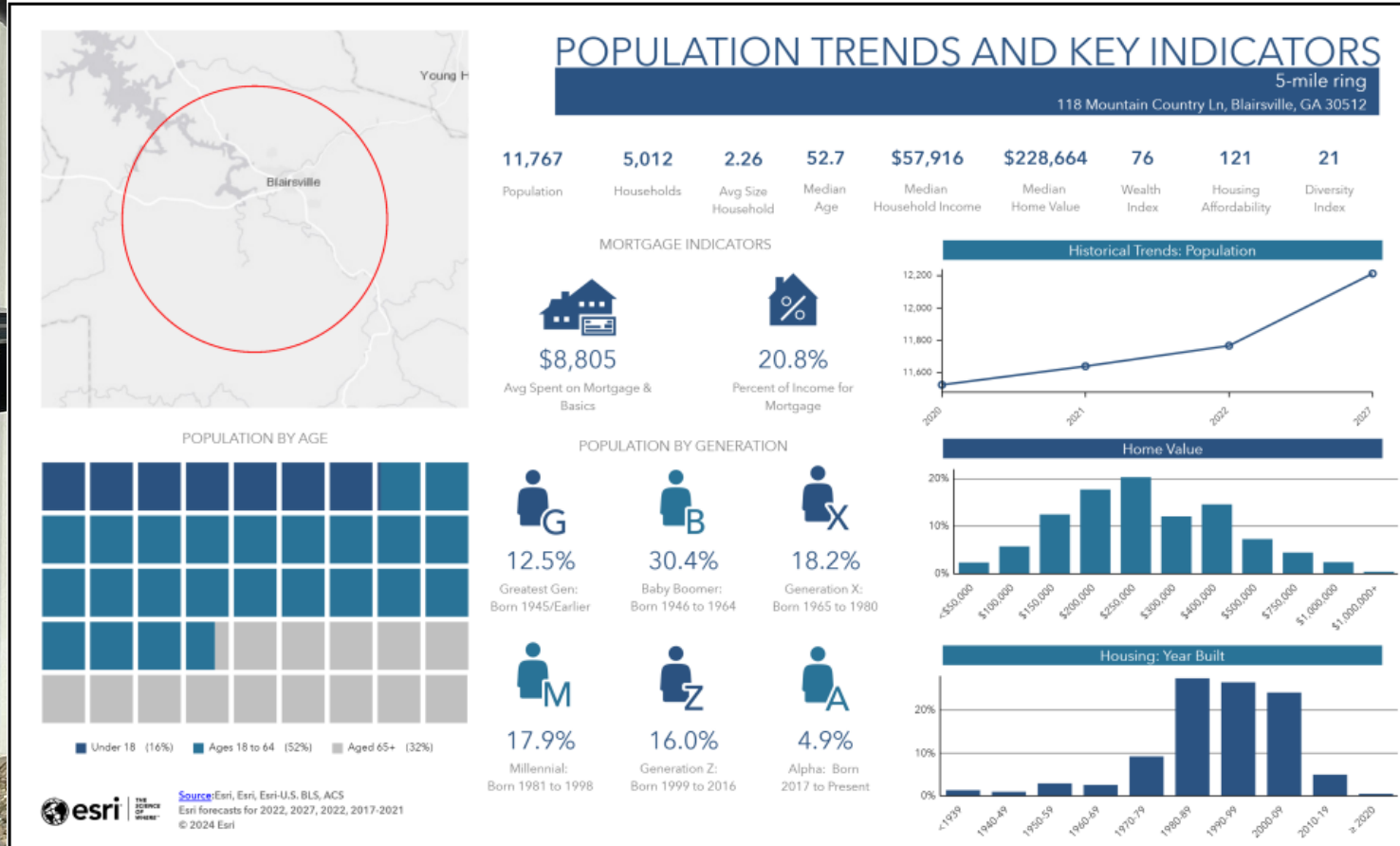


Source: U.S. Census Bureau, Census 2010 Summary File 1, Esri forecasts for 2021 and 2026



# POPULATION TRENDS (5 Mile Radius)

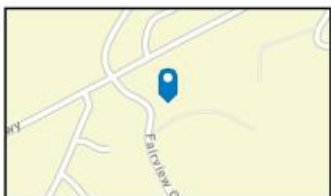
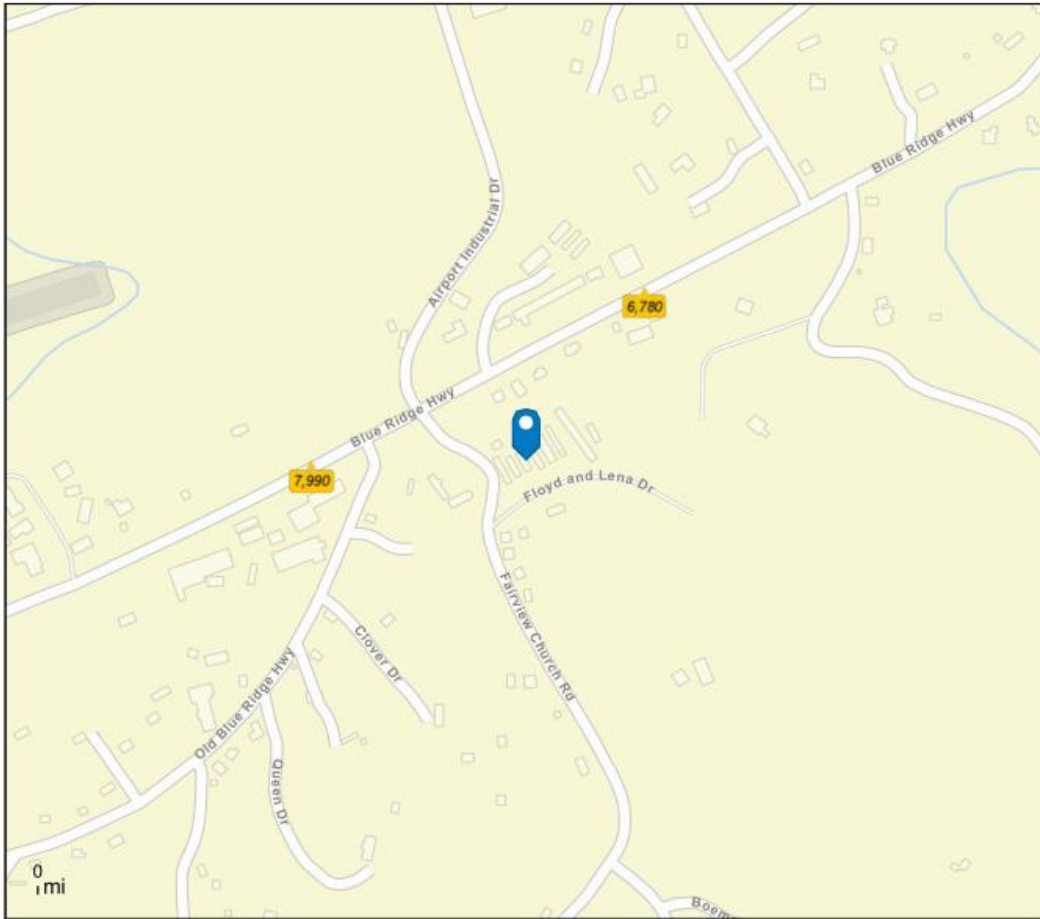
## Infographic: Population Trends (Ring: 5 mile radius)





# TRAFFIC COUNT

Traffic Count Map - Close-up



**Average Daily Traffic Volume**  
▲ Up to 6,000 vehicles per day  
▲ 6,001 - 15,000  
▲ 15,001 - 30,000  
▲ 30,001 - 50,000  
▲ 50,001 - 100,000  
▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q4 2023).





## PROPERTY PHOTOS



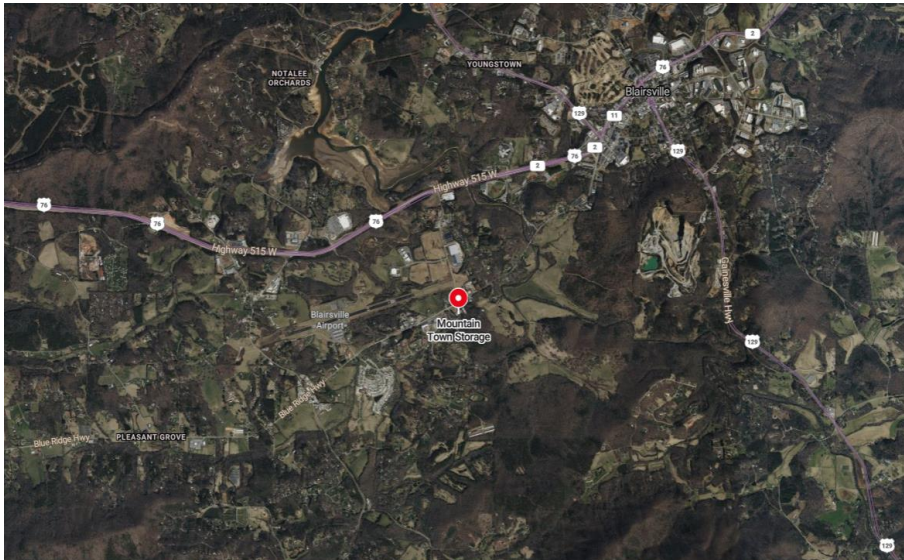


## PROPERTY PHOTOS

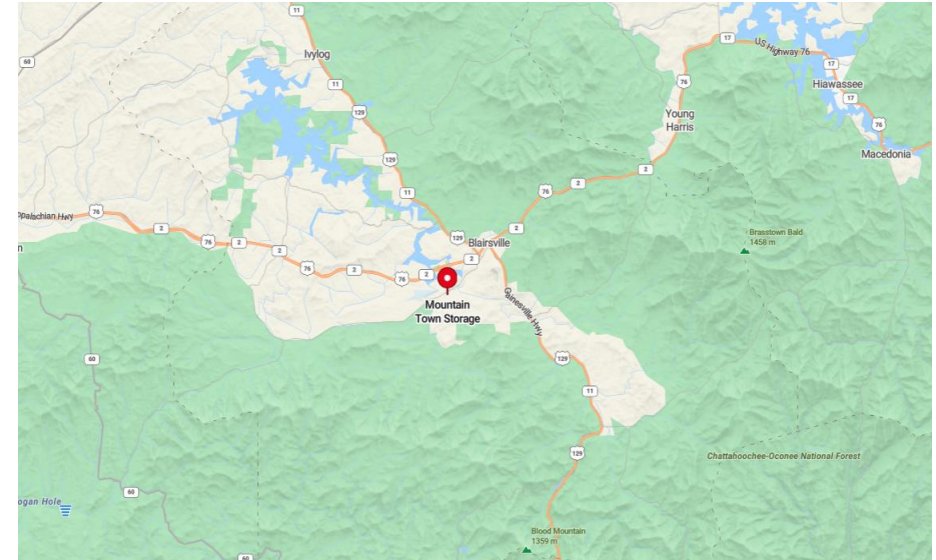
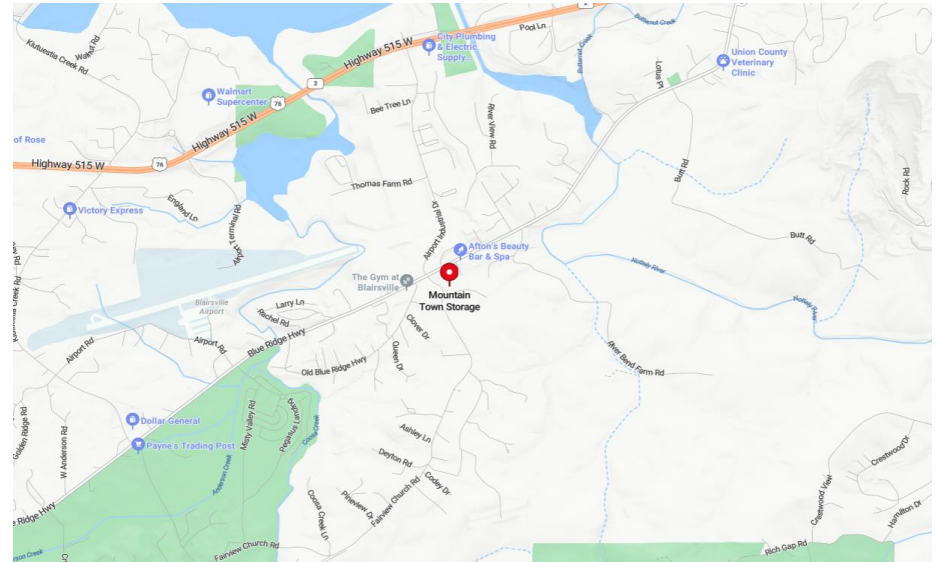




# AERIAL PHOTOS



# LOCATION MAPS





# PARCEL OUTLINE





# MARKET SNAPSHOT (1-, 3- and 5-Mile Radius)

## Market Summary

Market 118 Mountain Country Ln, Blairsville, GA 30512  
 Coverage 5 mile radius  
 Comparisons are made with National Totals and Averages, Georgia State Total and Averages

	Market Snapshot				Market including known developments		
	This Market	1 Mile	3 Miles		This Market	1 Mile	3 Miles
Net Rentable Sq Ft	121,876	22,528	72,161	Net Rentable Sq Ft	121,876	22,528	72,161
<b>Sq Ft per Capita</b>				<b>Sq Ft per Capita</b>			
2021 Sq Ft per Capita	11.50	33.47	13.81	2021 Sq Ft per Capita	11.50	33.47	13.81
2024 Sq Ft per Capita	11.19	32.55	13.45	2024 Sq Ft per Capita	11.19	32.55	13.45
2026 Sq Ft per Capita	10.94	31.82	13.16	2026 Sq Ft per Capita	10.94	31.82	13.16
Sq Ft per Household	26.99	87.66	33.99	Sq Ft per Household	26.99	87.66	33.99
Total Stores	10	2	6	Total Stores	10	2	6
REITS	0	0	0	REITS	0	0	0
Mid Ops	1	0	1	Mid Ops	1	0	1
Small Ops	9	2	5	Small Ops	9	2	5
New Developments	0	0	0				
Sq Ft of Developments	N/A	N/A	N/A				
Stores opened within the last year	0	0	0				
<b>Demographics</b>							
2021 Population	10,596	673	5,225				
2024 Population	10,896 (+2.83% change)	692 (+2.82% change)	5,365 (+2.68% change)				
2026 Population	11,140 (+5.13% change)	708 (+5.2% change)	5,484 (+4.96% change)				
Households	4,515	257	2,123				
Rental Households	1,305	114	752				
Rental Households Percentage	28.9%	44.36%	35.42%				
Median Household Income	\$ 48,622	\$ 46,981	\$ 46,386				
<b>Average Rate Per Square Feet</b>							
All Units without Parking	\$ 0.92	\$ 0.88	\$ 0.92				
All Units with Parking	\$ 0.92	\$ 0.88	\$ 0.92				
Regular Units	\$ 0.83	\$ 0.88	\$ 0.83				
Climate Controlled Units	\$ 1.23	N/A	\$ 1.23				
Only Parking	N/A	N/A	N/A				
Rate Trend (12 months)	-4.8%	-13.65%	-4.8%				
Units Not Advertised	0%	0%	0%				



# RENTAL SURVEY

Property Name	Address	Lot Size	Sq. Ft.	Year Built	10x10	10x15	10x20
<b>SUBJECT PROPERTY</b>	<b>118 Mountain Country Ln, Blairsville, GA 30512</b>	<b>111,514</b>	<b>15,860</b>	<b>1979</b>	<b>\$90</b>	<b>\$115</b>	<b>\$150</b>
Premier Storage Space	1075 Pat Haralson Dr, Blairsville, GA, 30512	130,680	12,284	2021	\$75	\$175	N/A
Incredible Self Storage	136 Crossing Drive, Blairsville, GA, 30512	49,658	11,115	2020	N/A	\$195	\$245
Down Home Storage	281 Gainesville Hwy, Blairsville, GA, 30512	65,340	12,690	N/A	\$85	N/A	N/A
Summit Mini Storage	3502 Blue Ridge Hwy, Blairsville, GA, 30512	230,868	13,544	N/A	\$75	\$115	N/A
<b>Averages</b>			<b>12,408</b>		<b>\$78</b>	<b>\$162</b>	<b>\$245</b>



## UNIT MIX & INCOME SUMMARY

Size	Sq. Ft.	# Of Units	Rentable Sq. Ft.	Rate	Rate / Sq. Ft.	Monthly Income	Annual Income
Storage Units							
5 x 10	50	29	1,450	\$50	\$1.00	\$1,450	\$17,400
10 x 10	100	20	2,000	\$90	\$0.90	\$1,800	\$21,600
10 x 15	150	24	3,600	\$115	\$0.77	\$2,760	\$33,120
10 x 20	200	26	5,200	\$150	\$0.75	\$3,900	\$46,800
10 x 25	250	7	1,750	\$184	\$0.74	\$1,288	\$15,456
10 x 30	300	3	900	\$190	\$0.63	\$570	\$6,840
Retail Space	960	1	960	\$700	\$0.73	\$700	\$8,400
		110	15,860			\$12,468	\$149,616
	<u>Units</u>	<u>Sq. Ft.</u>				Average rate / sq. ft.	\$0.79
Storage	109	14,900				Average size	144.18
Retail Space	1	960					
						Total Units	110
						Units Rented	88
						Occupancy	80%



## PRICING

## INCOME & EXPENSES

	2023	*Proforma
PRICE	\$1,950,000	
GROSS REVENUE	\$137,193	\$164,749
EXPENSES	\$42,790	\$42,790
NET INCOME	\$94,402	\$121,959
CAP RATE	4.84%	6.25%
GRM	14.21	11.84
ENCLOSED SQ. FT.	15,860	15,860
PRICE PER SQ. FT.	\$122.95	\$122.95

INCOME	2023		Proforma	
Gross Potential Income:	\$ 149,616.00		\$ 164,577.60	
Vacancy:	\$ 20,823.47	14%	\$ 8,228.88	5%
Storage Rental Income:	\$ 128,792.53		\$ 156,348.72	
Commercial Unit Rent:	\$ 8,400.00		\$ 8,400.00	
Other Income:	\$ -		\$ -	
<b>Total</b>	<b>\$ 137,192.53</b>		<b>\$ 164,748.72</b>	
EXPENSES				
Property Taxes:	\$ 10,391.92		\$ 10,391.92	
Accounting:	\$ 0.95		\$ 0.95	
Advertising:	\$ 1,489.37		\$ 1,489.37	
Bank Service Charges:	\$ 33.00		\$ 33.00	
Business License & Fees:	\$ 199.00		\$ 199.00	
Call Center:	\$ 4,823.50		\$ 4,823.50	
Credit Card Processing Fee:	\$ 3,146.03		\$ 3,146.03	
Facility Supplies:	\$ 2,978.68		\$ 2,978.68	
Landscape & Lawn Mowing:	\$ 1,800.00		\$ 1,800.00	
Management Software:	\$ 1,656.80		\$ 1,656.80	
Marketing:	\$ 1,373.39		\$ 1,373.39	
Onsite Manager:	\$ 4,000.00		\$ 4,000.00	
Postage & Delivery:	\$ 316.27		\$ 316.27	
Real Estate Insurance:	\$ 3,121.70		\$ 3,121.70	
Repairs and Maintenance:	\$ 2,100.00		\$ 2,100.00	
Software Subscriptions:	\$ 282.00		\$ 282.00	
Tenant Protection Fee:	\$ 2,491.63		\$ 2,491.63	
Utility:	\$ 2,585.81		\$ 2,585.81	
<b>Total Expenses</b>	<b>\$ 42,790.05</b>	31.19%	<b>\$ 42,790.05</b>	25.97%
<b>NET INCOME</b>	<b>\$ 94,402.48</b>		<b>\$ 121,958.67</b>	

Income and Expenses are actuals from owners 2023 profit & loss statement.  
Proforma based on income and occupancy increase.



# FINANCING & RETURNS

Purchase Price	\$ 1,950,000
Enclosed Sq. Ft.	14,900
Price Per Sq. Ft.	\$130.87
2023 Cap Rate	4.84%
Pro Forma Cap Rate	6.25%

Bank Financing	
Down Payment	\$ 750,000
Loan Amount	\$ 1,200,000
Loan to Value	62%
Interest Rate	6.75%
Amortization	25
Monthly Payments	\$ 8,290.94
Annual Payments	\$ 99,491.26

Year	2023	*Proforma
Gross Potential Income:	\$ 149,616.00	\$ 164,577.60
Vacancy:	\$ 20,823.47	\$ 8,228.88
Storage Rental Income:	\$ 128,792.53	\$ 156,348.72
Other Income:	\$ -	\$ -
<b>Total</b>	<b>\$ 137,192.53</b>	<b>\$ 164,748.72</b>

Operating Expenses		
Property Taxes:	\$ 10,391.92	\$ 10,391.92
Accounting:	\$ 0.95	\$ 0.95
Advertising:	\$ 1,489.37	\$ 1,489.37
Bank Service Charges:	\$ 33.00	\$ 33.00
Business License & Fees:	\$ 199.00	\$ 199.00
Call Center:	\$ 4,823.50	\$ 4,823.50
Credit Card Processing Fee:	\$ 3,146.03	\$ 3,146.03
Facility Supplies:	\$ 2,978.68	\$ 2,978.68
Landscape & Lawn Mowing:	\$ 1,800.00	\$ 1,800.00
Management Software:	\$ 1,656.80	\$ 1,656.80
Marketing:	\$ 1,373.39	\$ 1,373.39
Onsite Manager:	\$ 4,000.00	\$ 4,000.00
Postage & Delivery:	\$ 316.27	\$ 316.27
Real Estate Insurance:	\$ 3,121.70	\$ 3,121.70
Repairs and Maintenance:	\$ 2,100.00	\$ 2,100.00
Software Subscriptions:	\$ 282.00	\$ 282.00
Tenant Protection Fee:	\$ 2,491.63	\$ 2,491.63
Utility:	\$ 2,585.81	\$ 2,585.81
<b>Total Expenses</b>	<b>\$42,790</b>	<b>\$42,790</b>
Expense % of Revenue	31.19%	25.97%
Expense Per Sq. Ft.	\$2.87	\$2.87
<b>Net Income</b>	<b>\$ 94,402</b>	<b>\$ 121,959</b>

Loan Payments	\$99,491	\$99,491
Debt Service Coverage Ratio	0.95	1.23
Cash Flow	-\$5,089	\$22,467
Capitalization Rate	4.84%	6.25%
Cash on Cash Return	-0.68%	3.00%
Gross Revenue Multiple	14.21	11.84



# SALES COMPARABLES

**260 Cloud Ln,  
Canton, GA 30115**



**J&N Storage**

Sold Price	\$849,000
Sold Date	Mar 15, 2024
Price/SF	\$67.92
Type	3 Star Self-Storage
Location	Suburban
GLA	12,500 SF
Floors	1
Year Built	1990
Land SF	43,751 SF
Bldg FAR	0.29
Parcels	015N25-00000-081-00A-0000
Acreage	1.00 AC

**166 Young Harris St,  
Blairsville, GA 30512**



**Next Stop Storage**

Sold Price	\$2,800,000
Sold Date	Mar 14, 2024
Price/SF	\$120.82
Type	3 Star Self-Storage
Location	Suburban
GLA	23,175 SF
Floors	2
Year Built	2006; Renov 2022
Land SF	38,768 SF
Bldg FAR	0.60
Parcels	B02-346
Acreage	0.89 AC

**1716 Royal Dr,  
Maryville, TN 37801**



**Red Shark Storage**

Sold Price	\$1,450,000
Sold Date	Sep 1, 2023
Price/SF	\$96.03
Type	3 Star Self-Storage
Location	Suburban
GLA	15,100 SF
Floors	1
Year Built	1986
Land SF	69,696 SF
Bldg FAR	0.22
Parcels	068C-A-009.12
Acreage	1.60 AC



# SALES COMPARABLES

**214 Oak St,  
Cleveland, TN 37311**



Sold Price	\$600,000
Sold Date	Jul 31, 2023
Price/SF	\$278.29
Type	1 Star Self-Storage
Location	Suburban
GLA	2,156 SF
Floors	1
Year Built	1983
Land SF	21,684 SF
Bldg FAR	0.10
Parcels	049N-O-010.00
Acreage	0.50 AC

**628 Prather Bridge Rd,  
Toccoa, GA 30577**



Sold Price	\$600,000
Sold Date	Jun 6, 2023
Price/SF	\$250.00
Type	2 Star Self-Storage
Location	Suburban
GLA	2,400 SF
Floors	1
Land SF	22,651 SF
Bldg FAR	0.11
Parcels	T25-062
Acreage	0.52 AC

**5389 Highway 115 W,  
Cleveland, GA 30528**



Sold Price	\$2,300,000
Sold Date	May 4, 2023
Price/SF	\$99.07
Type	2 Star Self-Storage
Location	Suburban
GLA	23,217 SF
Floors	1
Year Built	2006
Land SF	114,998 SF
Bldg FAR	0.20
Parcels	036-099B
Acreage	2.64 AC

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