

FOR IMMEDIATE RELEASE

Investment Real Estate, LLC Announces Gilliland Served as a Key Presenter at SSA Economic Summit



York, PA - September 28, 2017 Locally owned and operated Investment Real Estate, LLC is proud to announce that John H. Gilliland, President & CEO, was a key presenter at the Self Storage Association (SSA) Economic Summit at the SSA Fall Conference & Trade Show in Vegas on September 5-8, 2017.

Gilliland was one of four industry experts who served as panelists on the topic of Investment & Revenue Strategies. The SSA Economic Summit is a premier event at both the Spring and Fall Conferences for the Self Storage Association each year. This event is separate from the Conference with a limited number of seats available and is attended by owners and financial professionals in the self storage industry. This

particular Economic Summit was the highest attended in the history of the SSA, in large part due to the industry powerhouse of panelists and speakers participating.

A range of topics was discussed, such as population growth, shifting consumption trends, institutional equity and shifting investment returns, and how national REITs (Real Estate Investment Trusts) are performing compared to non-REITs in revenue, among many others.

When asked about the impact the Economic Summit event generated and what he sees coming for the future of self storage, Gilliland remarks, "Operators are always seeking out the next best thing in the self storage business. Over the past several years we have benefited from revenue increases from administration fees versus deposits, temperature controlled space and tenant insurance. Now we see the emergence of near real-time street rate set points, value pricing and algorithm driven rent increases for our existing customers. It is an exciting time to be in the business."

ABOUT JOHN H. GILLILAND

Gilliland has been in the self storage industry for more than 20 years. His company, Investment Real Estate, LLC, serves the Northeast and Mid-Atlantic states and boasts sales of self storage at over \$950 Million in more than 450 transactions. He has experience in brokerage, construction and development, ownership and management of self storage facilities.

Gilliland has served as President of the Pennsylvania Self Storage Association from 2002-2006, is a past member of the National Board of Directors of the Self Storage Association and served as Chairman of the Board in 2007. He is currently a member of the National Self Storage Association and serves on the SSA Foundation Board. He is also a member of the Pennsylvania, Maryland, New Jersey, Massachusetts, Connecticut, Virginia and New York Self Storage Associations. Gilliland currently owns and operates seventeen self storage facilities in Pennsylvania and Maryland.

ABOUT INVESTMENT REAL ESTATE, LLC

Since our inception in 1998, Investment Real Estate, LLC has specialized solely in the self storage industry, including Brokerage, Construction, Management and Development. We travel thousands of miles each year, meeting and getting to know clients in the markets we serve, networking at various industry associations and functions, while developing our reputation as the go-to source for information in the self storage industry. We are the #1 Broker of Self Storage in the Mid-Atlantic and Northeast States. For more information, please visit www.irellc.com.

CONTACT

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