Self Storage Market Rate Flash

February 2025

SELF STORAGE
ADVISORY AUSTRALIA

Summary

Sydney is so back!?

February marked a turning point in Greater Sydney asking rates. After a sustained period of downward pressure, asking rents began to stabilise over the month. While some sizes experienced marginal declines, others recorded modest improvements, which is a positive contrast to months prior.

While the data reflects broadly positive results across all markets, we note Perth's outperformance is likely reflective of reduced unit price availability, amplifying kurtosis in the available data.

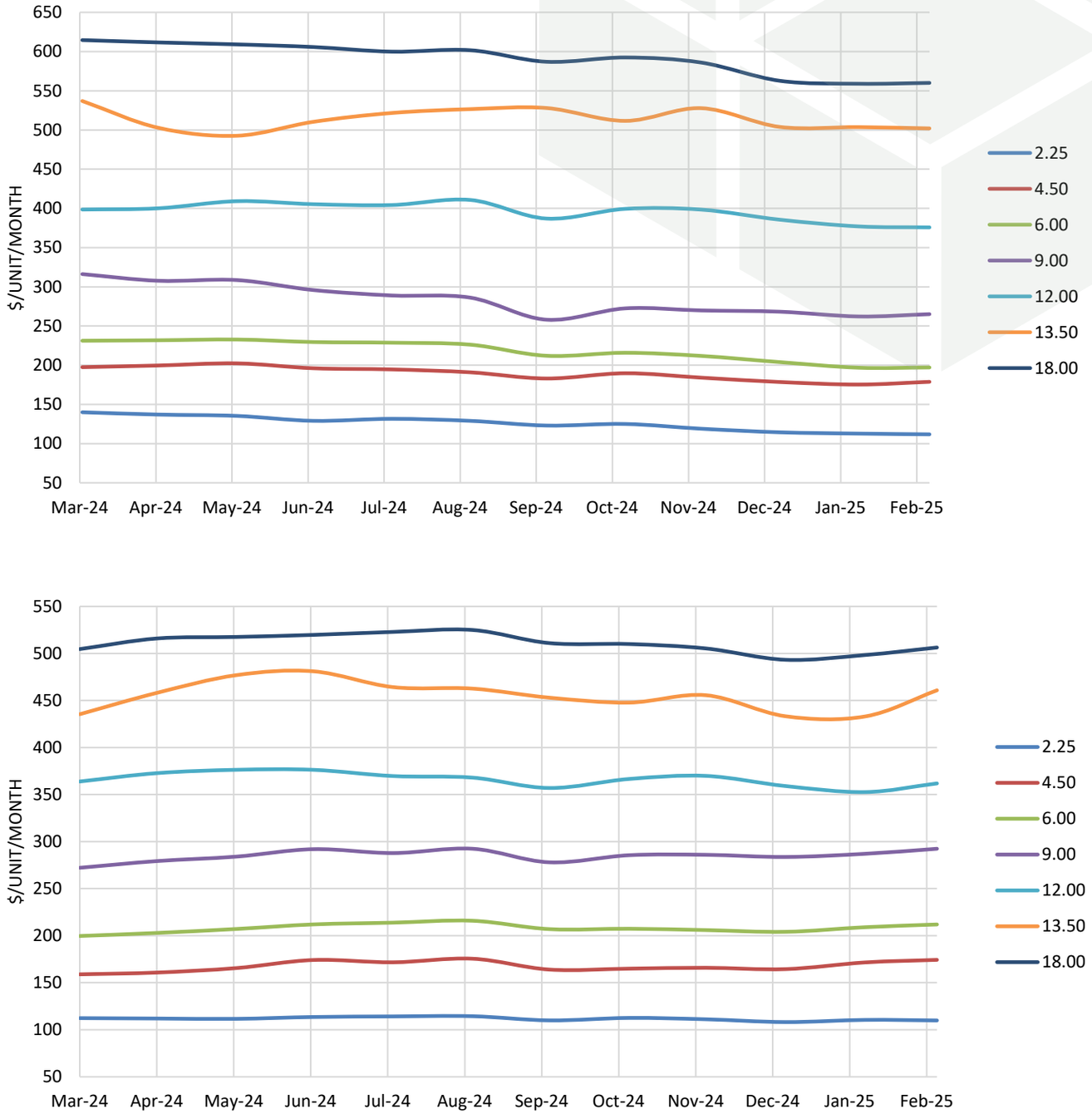
February's positive results suggest that the tide may be turning, supported by generally consistent rental growth from January. With Sydney showing signs of recovery and broader optimism building across other metro markets, we anticipate asking rents to sustain this growth momentum.

Please don't hesitate to reach out with any direct queries or requests.

Average Asking Rate Growth

Greater Sydney

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Feb 2025	Avg. $/m² Feb 2025
2.25	(2.02%)	(20.13%)	(0.83%)	$112	$596
4.50	(0.90%)	(9.47%)	1.99%	$179	$477
6.00	(1.44%)	(14.74%)	0.16%	$197	$394
9.00	(1.59%)	(16.16%)	1.12%	$265	$353
12.00	(0.53%)	(5.72%)	(0.34%)	$376	$376
13.50	(0.61%)	(6.51%)	(0.32%)	$502	$446
18.00	(0.84%)	(8.88%)	0.19%	$560	$373



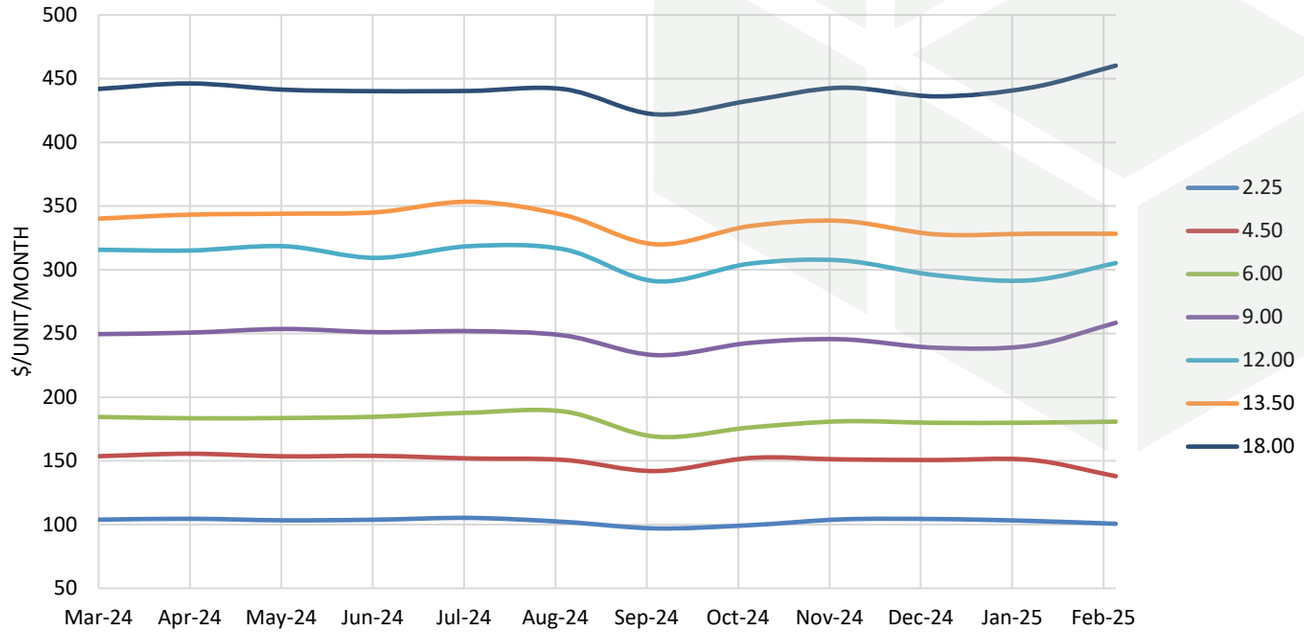
Greater Melbourne

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Feb 2025	Avg. $/m² Feb 2025
2.25	(0.20%)	(2.16%)	(0.51%)	$110	$586
4.50	0.84%	9.68%	1.59%	$174	$465
6.00	0.54%	6.14%	1.39%	$212	$424
9.00	0.65%	7.43%	1.87%	$292	$390
12.00	(0.05%)	(0.57%)	2.60%	$362	$362
13.50	0.52%	5.83%	6.41%	$461	$410
18.00	0.03%	0.33%	1.60%	$506	$338

Average Asking Rate Growth

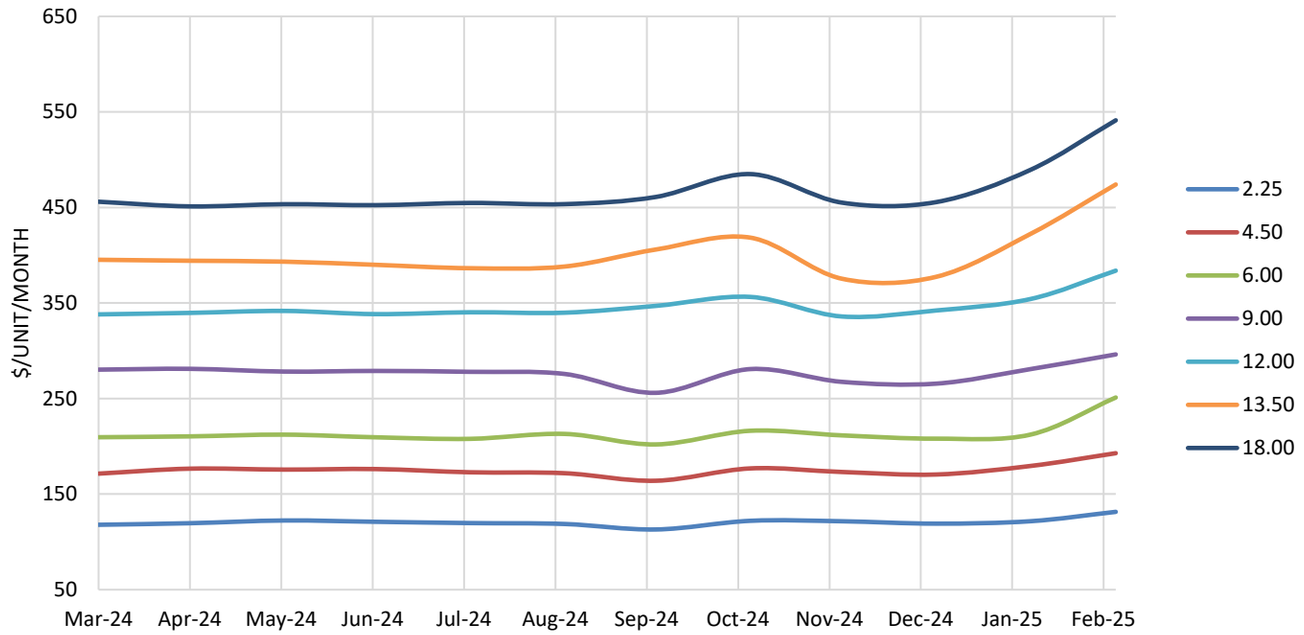
Greater Brisbane

Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Feb 2025	Avg. $/m² Feb 2025
2.25	(0.29%)	(3.10%)	(2.18%)	$101	$537
4.50	(0.98%)	(10.23%)	(8.51%)	$138	$368
6.00	(0.18%)	(2.00%)	0.44%	$181	$362
9.00	0.32%	3.57%	7.44%	$258	$345
12.00	(0.31%)	(3.31%)	4.63%	$305	$305
13.50	(0.32%)	(3.49%)	0.00%	$328	$292
18.00	0.37%	4.14%	3.91%	$460	$307



Greater Perth

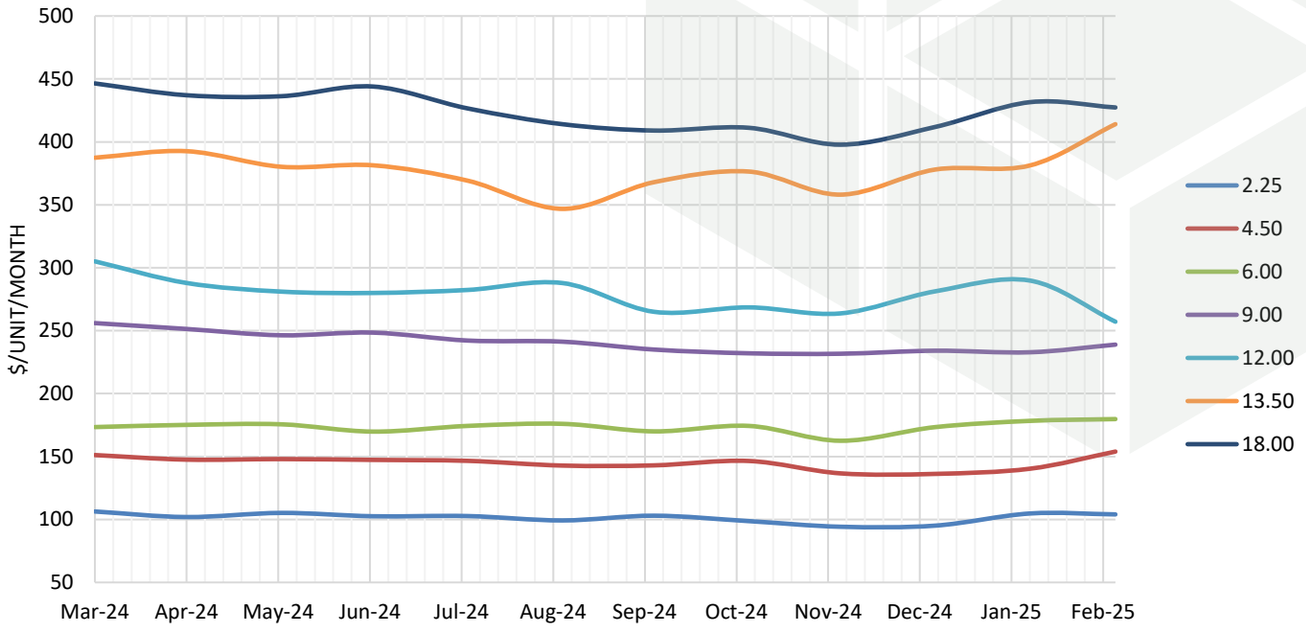
Size (m²)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Feb 2025	Avg. $/m² Feb 2025
2.25	0.99%	11.47%	8.06%	$131	$701
4.50	1.07%	12.47%	7.45%	$193	$514
6.00	1.66%	19.85%	18.30%	$251	$502
9.00	0.50%	5.68%	5.47%	$296	$395
12.00	1.16%	13.53%	8.38%	$384	$384
13.50	1.67%	19.94%	12.25%	$474	$421
18.00	1.57%	18.69%	10.60%	$541	$361



Average Asking Rate Growth

Greater Adelaide

Size (m^2)	Avg. Monthly Growth LTM	Simple Growth LTM	MoM %	Avg. $/Unit Feb 2025	Avg. $/$m^2$ Feb 2025
2.25	(0.20%)	(2.17%)	(0.69%)	$104	$555
4.50	0.17%	1.83%	9.70%	$154	$411
6.00	0.33%	3.67%	0.80%	$180	$360
9.00	(0.63%)	(6.68%)	2.60%	$239	$319
12.00	(1.54%)	(15.71%)	(11.28%)	$257	$257
13.50	0.61%	6.88%	8.61%	$414	$368
18.00	(0.40%)	(4.28%)	(0.97%)	$427	$285



NOTES

- All prices are represented net of GST.
- Unit size variables include data for units +/-0.25m^2 of the standard unit size.
- LTM represents “Last Twelve Months”.
- Average Monthly Growth is calculated using the geometric mean of the average monthly price changes.

About Self Storage Advisory Australia

SELF STORAGE ADVISORY AUSTRALIA

Self Storage Advisory Australia is a real estate agency specialised in selling self storage assets. With over a decade of global industry specific experience, we understand the unique fundamentals of the asset class. We sell self storage, because we know self storage.

At Self Storage Advisory Australia, our experience lies in all facets of real estate and the self storage asset class. Our comprehensive knowledge of the industry underpins our ability to achieve the best outcome for our clients — from investment sales to strategic advisory.

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