

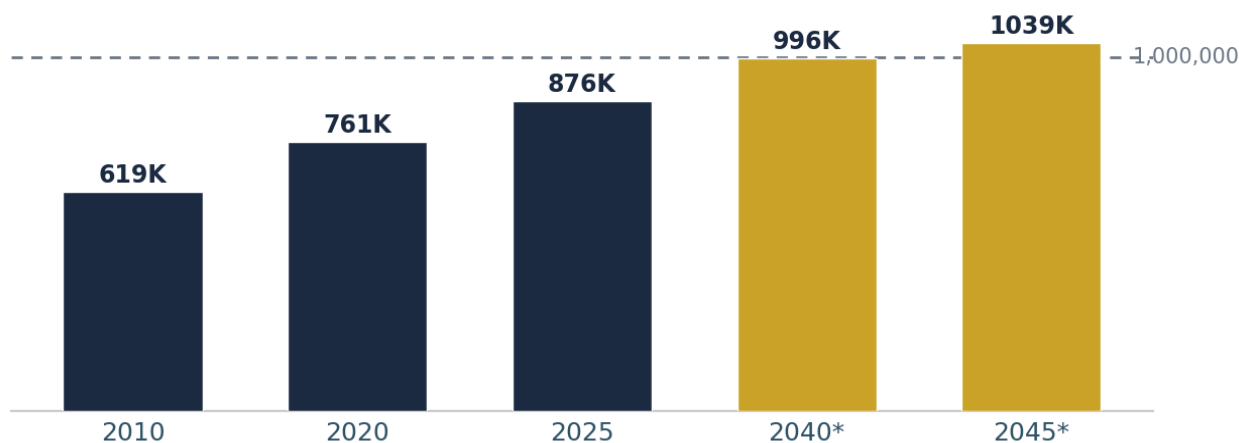
A Market Built for Storage

Storage Quarters | 15415 Pine Ridge Rd, Fort Myers, FL 33908 — local demographics, growth & development

Storage Quarters sits in **Lee County, Florida** — part of the Cape Coral–Fort Myers metro, one of the fastest-growing regions in the United States. The same forces that make this a destination for new residents, retirees, and seasonal visitors are exactly the forces that fill self-storage: a fast-rising population, constant in-migration, an aging and downsizing base, and a coastal, boat-and-RV lifestyle. The figures below (Lee County and the metro serve as the trade-area proxy) tell that story.

875,607	+15.1%	~1 million	28.8%
Lee County residents (2025, Census)	population growth since 2020	projected county population by 2045	residents aged 65+ (downsizers & snowbirds)

Lee County population — actual & projected



Why this market favors a facility like Storage Quarters

Growth never stops. The county added roughly **115,000 residents in five years** and issued **13,547 new building permits in 2025** alone. More households means more belongings, more moves, and more demand for storage.

People are always in motion. About **1 in 7 residents moved in the past year**, and the metro is a top landing spot for domestic migration — and moving is the single most reliable trigger for renting storage.

A lifestyle that needs space. An older, affluent, coastal population — **boats, RVs, golf gear, seasonal homes** — creates steady demand for the drive-up, vehicle-friendly storage Storage Quarters provides.

Market demographics at a glance

Lee County, Florida. Source: U.S. Census Bureau (Population Estimates V2025 and American Community Survey 2020–2024).

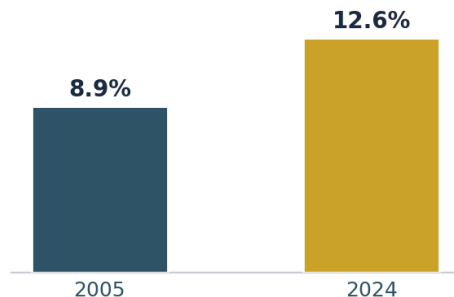
Indicator	Value	Why it matters for storage
Population (2025)	875,607	Large, fast-growing customer base
Growth since 2020	+15.1%	Among the fastest in the U.S.
Median household income	\$76,107	Discretionary income to rent space
Median home value	\$362,200	Pricey homes → people store vs. upsize
Median gross rent	\$1,712	High housing cost favors off-site storage
Owner-occupied / renter	74.3% / ~25.7%	~1 in 4 are renters with little storage
Households	327,803	Each household a potential customer
Persons per household	2.45	Smaller homes, less on-site space
Moved in past year	~13.6%	Moving is the #1 storage trigger
Residents age 65+	28.8%	Downsizers and seasonal residents
Housing units (2025)	479,540	Deep, expanding rooftop base
New building permits (2025)	13,547	Construction & rooftops still surging

Growth & development

The Cape Coral–Fort Myers metro is routinely ranked among the nation's fastest-growing, with a metro population of roughly **975,000** in 2025 and University of Florida (BEBR) projections of **996,086 county residents by 2040** and **1,038,511 by 2045**. Net domestic migration — retirees, families, and remote professionals leaving higher-cost states — is the primary engine, reinforced by a post-storm rebuilding and construction boom that keeps contractors, trades, and new households cycling through the area. New multifamily communities have risen directly across the intersection from Storage Quarters, adding renter rooftops — households that typically have the least on-site storage — within sight of the front gate.

What drives storage demand here

U.S. households using self-storage



Self-storage is a national habit and a local necessity. About **1 in 3 Americans** now rents a unit, and the share of households using storage has climbed from **8.95% in 2005 to 12.6% in 2024**. The industry's classic demand drivers — the **“Four Ds”**: **death, divorce, downsizing, and dislocation** — account for roughly half of all rentals, with space constraints driving much of the rest. Every one of those triggers is amplified here by relentless in-migration, an aging population, and a seasonal influx: across coastal Southwest Florida, winter “snowbirds” can swell the population by as much as **~22%**, and seasonal residents store vehicles, boats, and belongings between visits. Once rented, customers stay — the national average length of stay is about **18.5 months**.

Who the customers are — lifestyle & psychographics

The Fort Myers area's character points to six storage-ready customer profiles:

Active retirees & downsizers

With 28.8% of residents 65+, many are moving from larger northern homes into smaller Florida residences — and storing furniture, heirlooms, and seasonal goods in the transition.

Snowbirds & seasonal residents

Part-year residents need a place to keep cars, bikes, patio and boat gear between seasons; the winter population surge makes this a recurring, lease-up-friendly demand.

Boaters, anglers & RV owners

A coastal, 260-sunny-day lifestyle with 40+ golf courses and a strong boating culture creates demand for vehicle-accessible, drive-up space for trailers, kayaks, and gear.

In-migrating families & remote pros

Households relocating from higher-cost states are in transition — the textbook “dislocation” storage customer — and the metro is a top migration destination.

Renters & apartment dwellers

About 1 in 4 households rent, and new apartments next door bring residents with limited closet, garage, and attic space.

Contractors & small businesses

A construction- and rebuild-heavy region keeps trades and small businesses needing accessible space for equipment, inventory, and quick truck loading.

The Storage Quarters advantage: true drive-up access

Storage Quarters is a **single-level, drive-up facility** — and in this market that is a real competitive edge. Customers **pull right up to their unit** and load or unload at the door. There is no elevator to wait for, no cart ride down a long hallway, no shared loading dock. Drive, open, done.

- ✓ **Faster, easier moves.** Ground-level roll-up doors and wide drive aisles mean heavy furniture, appliances, and boxes go straight from vehicle to unit — a decisive convenience for the downsizing retirees and relocating families who make up much of local demand.
- ✓ **Built for the SWFL lifestyle.** Boaters, anglers, and RV owners can pull a truck or trailer right to the door to grab gear and go — exactly the vehicle-friendly access a multi-story, elevator-based facility can't match.
- ✓ **A contractor's best friend.** Trades and small businesses load and unload tools and inventory in minutes and get back on the road — no elevators, no bottlenecks.
- ✓ **Simple and dependable.** No elevators or interior corridors to wait on or maintain means fewer points of friction for the customer and a straightforward, reliable experience every visit.

“Drive, open, done.” At Storage Quarters customers never unload onto a cart, ride an elevator, or walk a hallway — they pull up to their own door. In a fast-growing, boat-and-RV market full of movers, downsizers, and contractors, that convenience is what keeps drive-up units in demand.

Sources

- U.S. Census Bureau, QuickFacts — Lee County, Florida (Population Estimates V2025; American Community Survey 2020–2024). census.gov/quickfacts
- University of Florida, Bureau of Economic and Business Research (BEBR), Projections of Florida Population by County, 2025–2050 (2024). bebr.ufl.edu
- World Population Review / Macrotrends — Cape Coral–Fort Myers metro population, 2025.
- Greater Fort Myers / regional reporting — Cape Coral–Fort Myers ranked among fastest-growing U.S. metros.
- StorageCafe, “1 in 3 Americans Rent Self Storage in 2025”; household-penetration trend (8.95% 2005 → 12.6% 2024).
- SkyView Advisors, Q3/Q4 2025 Self-Storage Industry Report — average length of stay ~18.5 months.
- Southwest Florida Regional Planning Council — seasonal (winter) population increase of up to ~22% in coastal counties.
- Self-Storage Association of America (SROA) and Extra Space — drive-up, vehicle, boat & RV storage in Florida.
- Florida-for-Boomers / regional lifestyle reporting — active-adult communities, golf, boating, 260+ sunny days.

County- and metro-level figures are used as the trade-area proxy. Industry statistics are national unless noted. Figures current as of the preparation date; verify before relying on them in a transaction.