The StorageMall Management Group

Peoria Storage Center

Revenue Growth & Financial Performance

January 2024 – December 2025

Revenue Growth

Peoria Storage Center delivered consistent, reliable revenue growth across both years. Starting from a strong 2024 baseline of **$35,700/month**, revenue climbed steadily through 2025 to finish December at **$40,489** — the property's all-time high. Annual rental income grew by **+6.6%** year-over-year, with the second half of 2025 showing clear upward momentum.

$428,399

2024 RENTAL REVENUE

$35,700 avg / month

$456,536

2025 RENTAL REVENUE

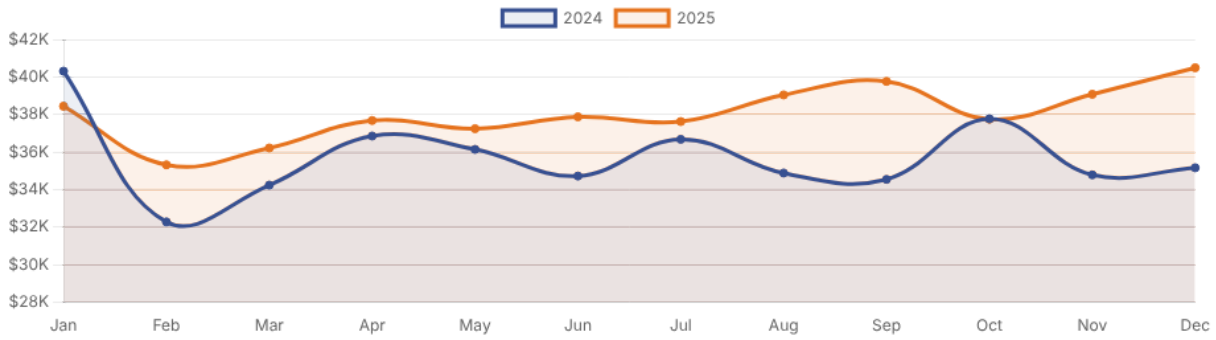
↑ +6.6% vs. 2024

$40,489

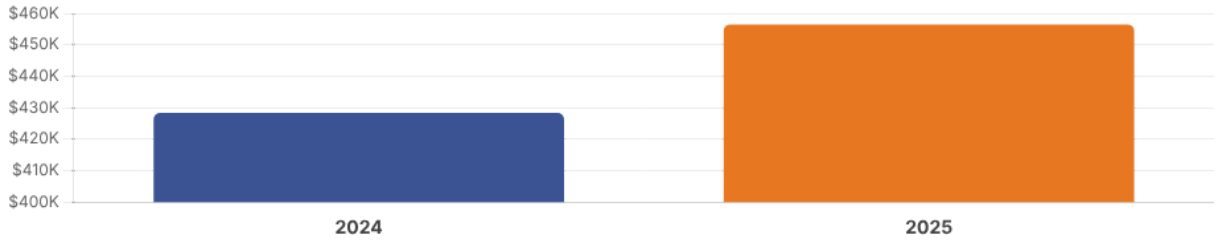
DECEMBER 2025 — ALL-TIME HIGH

$38,045 avg / month in 2025

MONTHLY RENTAL REVENUE — 2024 VS. 2025



ANNUAL RENTAL REVENUE COMPARISON



Net Operating Income

Peoria is a high-margin, highly consistent performer. The property maintained a **60%+ NOI margin in both years** — meaning the owner keeps more than sixty cents of every dollar collected. As revenue grew in 2025, NOI followed suit, increasing by **+7.1%** to a 2-year total of over **$536,000**.

$259,068

2024 NET OPERATING INCOME

60.5% NOI margin

$277,420

2025 NET OPERATING INCOME

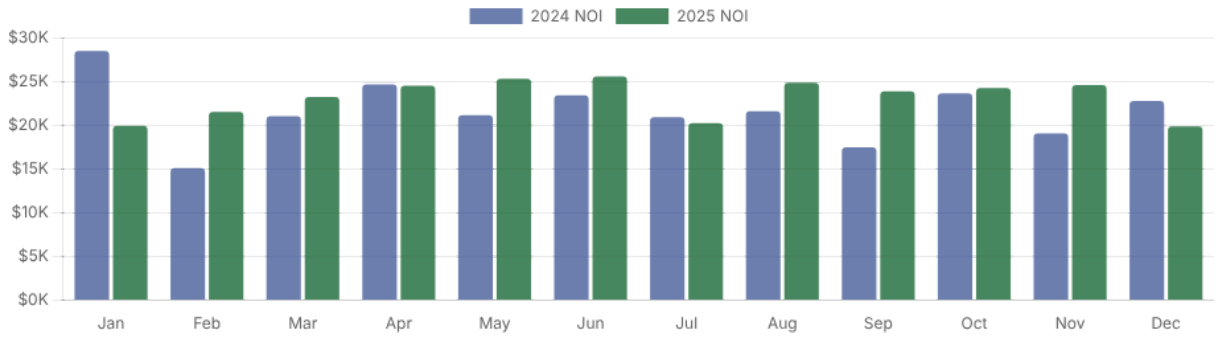
↑ +7.1% vs. 2024 · 60.8% margin

$536,488

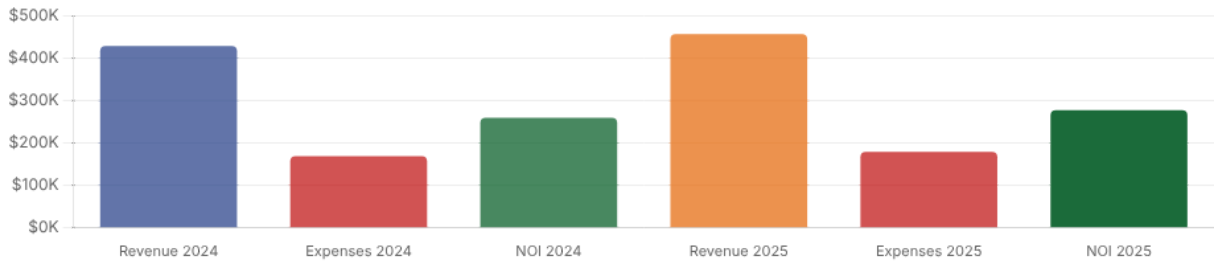
2-YEAR COMBINED NOI

$22,354 avg / month

MONTHLY NET OPERATING INCOME — 2024 VS. 2025



REVENUE VS. EXPENSES VS. NOI — ANNUAL



Expense Structure

Peoria's expense ratio has held remarkably steady — **39.5% in 2024** and **39.2% in 2025** — even as revenue grew. Wages, repairs, and insurance are the primary cost drivers, while TSMMG's management fees represent a predictable, transparent **9.2% of revenue** in both years.

OPERATING EXPENSES — 2-YEAR TOTALS

Outsourced Wages	$60,020	6.8%
Repairs & Maintenance	$57,810	6.5%
Insurance	$45,460	5.1%
Advertising & Marketing	$28,251	3.2%
Bank Fees	$25,491	2.9%
Utilities	$25,003	2.8%
Computer & Internet	$15,909	1.8%
All Other	$38,696	4.4%

EXPENSE RATIO BY YEAR

2024 — Total Expenses as % of Revenue

39.5%

$169,331 on $428,399 revenue

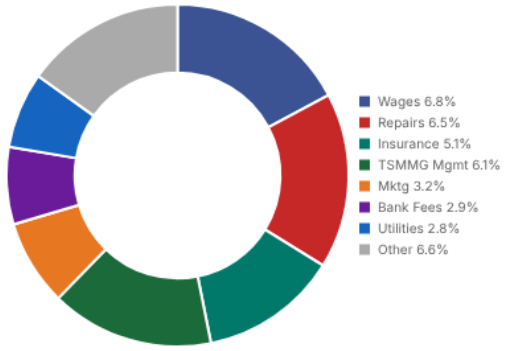
2025 — Total Expenses as % of Revenue

39.2%

$179,116 on $456,536 revenue

The expense ratio has been virtually unchanged across both years — a sign of tight operational discipline. The property's efficiency allows it to sustain a 60%+ NOI margin consistently.

EXPENSE MIX



TSMMG FIXED MANAGEMENT FEE STRUCTURE

Total Avg / Month

2024: $3,270 · 2025: $3,508

9.2% of Revenue

Identical both years

6.1%	0.7%	0.3%	0.2%	1.2%	0.2%
Management Fee	Call Center	DM Fee	Tech Fee	Marketing Fee	Admin Fee
% of Revenue	% of Revenue	% of Revenue	% of Revenue	% of Revenue	% of Revenue

Contact Us

The Storage Mall Management Group, LLC

Email: info@thestoragemall.com

Phone: 585-766-5944

Mail: 3400 Monroe Ave #251, Rochester, New York 14618

The StorageMall
Management Group