

Every inquiry answered, qualified and logged.

Eastgate Self Storage went live on September 14. Each inquiry gets the facts, a confidentiality agreement and three qualifying questions. Anything only the broker should answer goes to Reese with context attached.



27

inquiries since launch

Listing sites, the brokerage site, voicemail and broker forwards, all in one log.

19

CAs signed

Signed before the rent roll or T-12 goes out. **No exceptions for buyer's brokers.**

4

tours booked

Put on Reese's calendar with the buyer's profile and questions already in the invite.

3

sent to the broker

Seller financing, price flexibility and an offer. **The rest answered for him.**

WEEK 2 INQUIRY LOG

RECEIVED	SOURCE	WHO	ASKED FOR	REPLY	CA
Mon 9/21 8:12a	Listing site	Ray Delgado Private operator, six facilities in West Texas	Street rates, occupancy	First reply + CA	SIGNED
Mon 9/21 9:40a	Listing site	Priya Natarajan 1031 buyer, Dallas	Still available? Rent roll?	First reply + CA	SIGNED
Mon 9/21 2:15p	Brokerage site	Tom Haskell Regional REIT, acquisitions	Unit mix, rent roll, history, T-12, acreage, environmental	Document reply	SIGNED
Tue 9/22 7:55a	Broker forward	Gary Whitten Local investor, owns the car wash next door	Wants to walk it	CA + tour Thu 10:00a	SIGNED
Tue 9/22 11:30a	Listing site	Alex Mendez Buyer's broker, client unnamed	Full package	Client registration first	PENDING
Wed 9/23 10:05a	Listing site	Nora Feld Out-of-state syndicator	Will the seller carry a note?	To Reese, with context	N/A
Wed 9/23 4:48p	Listing site	(renter) Wants a 10x10 unit	Rental pricing	Sent to the facility manager	N/A
Thu 9/24 9:20a	Voicemail	Dev Kapoor Family office, Austin	T-12, expansion entitlements	First reply + CA	SIGNED
Fri 9/25 1:10p	Listing site	Sam Ortiz 1031 buyer, Midland	Cap on in-place rents	First reply + CA	SENT

Every row links to its email thread. The log is shared with Reese and updated as replies come in.

FIRST REPLY

FROM Caprock Investment Sales <deals@caprock.example>

TO Ray Delgado

CC Reese Calloway, listing broker

SUBJECT RE: Eastgate Self Storage, Lubbock

Hi Ray,

Thanks for reaching out on Eastgate Self Storage. Quick facts: 412 units and 49,300 net rentable SF on 6.8 acres, 91.5% occupied, offered at \$4,450,000. That is a 7.0% cap on trailing twelve NOI.

The rent roll, T-12 (trailing twelve months of income and expenses) and unit mix open in the data room once the confidentiality agreement is signed: [sign here](#).

Three quick questions so Reese can follow up the right way:

1. Are you buying in your own name or through a fund?
2. Cash, debt or a 1031 exchange?
3. If it fits, when would you want to close?

Reese Calloway is the listing broker, (806) 555-0118.

Best,
Caprock Investment Sales

Why it works. The four numbers a buyer screens on come in the first two lines. The CA gate protects the seller. The three questions tell Reese whether to call today or next week.

BUYER'S BROKER

FROM Caprock Investment Sales <deals@caprock.example>

TO Alex Mendez

CC Reese Calloway, listing broker

SUBJECT RE: Eastgate Self Storage

Hi Alex,

Happy to get you the package. Before we send it, can you register your client with us? A name and entity is enough, and it protects your side as much as ours. The confidentiality agreement is attached with a line for it.

Best,
Caprock Investment Sales

Why it works. Registration before the package keeps two brokers from claiming the same buyer later.

THE TOUR INVITE REESE GETS

CALENDAR

EVENT Tour · Eastgate Self Storage · Gary Whitten

WHEN Thursday, September 24, 10:00 to 10:45 am Central · meet at the office, 4410 E 50th St

Who he is. Local investor who owns the car wash on the adjoining parcel. Cash buyer. CA signed Tuesday.

What he asked. Whether the 1.9 acre pad can be split from the storage parcel, and what the drive-up units rent for against the climate units.

What to bring. Printed unit mix, the plat showing the pad, gate code for the back loop.

Watch for. He may want the pad alone. The seller has said the property sells whole.

DOCUMENT REPLY

FROM Caprock Investment Sales <deals@caprock.example>

TO Tom Haskell

CC Reese Calloway, listing broker

SUBJECT RE: Eastgate Self Storage, package request

Hi Tom,

Thanks for signing. Everything you asked for is in the data room:

1. **Unit mix and rent roll**, current as of September 1. 412 units, 377 occupied.
2. **Occupancy history**, 24 months by unit type. Physical occupancy has run 89% to 92%.
3. **T-12** through August: \$486,500 of revenue and \$311,300 of NOI.
4. **The undeveloped 1.9 acres** on the north side are zoned for storage. No site plan has been filed and the seller has no plans for it.
5. **Environmental**: a 2015 Phase I with no recognized environmental conditions. We have asked the seller whether anything newer exists and will send it if so.

Reese can walk you through the expansion pad on a call this week.

Best,
Caprock Investment Sales

Why it works. It answers every item in the order the buyer asked, quotes the figure rather than pointing at a file, and is plain about the one item still with the seller.

ONCE UNDER CONTRACT

FROM Caprock Investment Sales <deals@caprock.example>

TO Later inquiries, after acceptance

CC Reese Calloway, listing broker

SUBJECT RE: Eastgate Self Storage

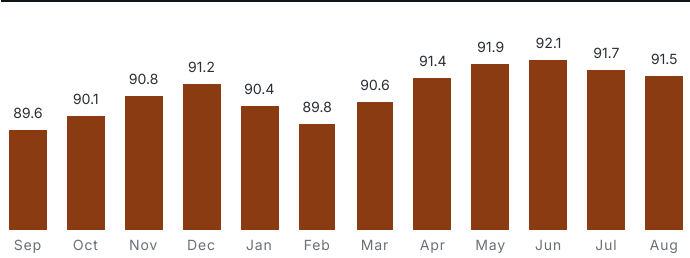
Thank you for your interest in Eastgate Self Storage. The property is now under contract, but we'd be happy to talk through a backup offer or similar opportunities. Reese Calloway can take your call or text at (806) 555-0118.

Why it works. It turns a dead lead into a backup buyer and keeps the name in the log.

UNIT MIX, AS SENT TO BUYERS

SIZE	UNITS	OCCUPIED	OCC.	STREET RATE
5×5	40	35	88%	\$45
5×10	78	72	92%	\$65
10×10	102	96	94%	\$95
10×10 climate	40	38	95%	\$125
10×15	64	59	92%	\$115
10×20	58	52	90%	\$140
10×30	30	25	83%	\$185
Total	412	377	91.5%	49,300 SF

PHYSICAL OCCUPANCY, TRAILING TWELVE



September 2025 to August 2026. The answer to the most common second question, which is whether 91.5% is a peak.

WHAT GETS ANSWERED, AND WHAT GOES TO REESE

Answered from the package

- Price, cap rate, NOI, occupancy, unit count and acreage
- Unit mix, street rates, rent roll and T-12, after a signed CA
- Tour times, the gate code process and access to the office
- Zoning on the expansion pad, the Phase I and the tax bill

Sent to the broker, with context

- Price flexibility and the seller's motivation
- Seller financing, earnouts or any change to structure
- Offers and LOIs, the same day they arrive
- Anyone who says they know the seller

QUALIFIED SO FAR, RANKED FOR REESE

	BUYER	CAPITAL	TIMING	READ
1	Ray Delgado Operator, six facilities	Cash and a local bank line	Close by year end	Knows the market. Asked about street rates, not the cap.
2	Tom Haskell Regional REIT	Fund, no financing contingency	60 days	Wants the expansion pad. Will price it.
3	Priya Natarajan 1031 buyer	\$3.1M of exchange proceeds plus debt	ID deadline Nov 12	Hard deadline. Needs the rent roll this week.
4	Gary Whitten Adjacent owner	Cash	Open	Touring Thursday. As interested in the expansion pad as the storage.

NEXT FOR REESE THIS WEEK

CALL TODAY

Ray Delgado

Best fit and the shortest path to close. He asked about street rates, so open with the rate survey.

DECIDE

Nora Feld's note question

She asked whether the seller would carry a note. Needs a yes or no from the seller before we reply.

SEND

Rent roll to Priya Natarajan

Her identification deadline is November 12. It goes out the day her lender's questionnaire comes back.