



O F F E R I N G M E M O R A N D U M

HILTON-PARMA SELF STORAGE

150 OLD HOJACK LANE,
HILTON, NY



PRESENTED BY
GRANDSTONE
INVESTMENT
SALES

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S E C T I O N 1

INVESTMENT OVERVIEW

HILTON-PARMA SELF STORAGE



OFFERING SUMMARY

HILTON-PARMA SELF STORAGE | 150 OLD HOJACK LANE, HILTON, NY

PURCHASE PRICE \$2,500,000

PRICE PER RENTABLE SQUARE FOOT \$83.89

CURRENT PHYSICAL OCCUPANCY 73.45%

CURRENT ECONOMIC OCCUPANCY 54.61%

CURRENT CAP RATE 3.55%

YEAR 1 CAP RATE 7.61%

YEAR 2 CAP RATE 8.62%

YEAR 3 CAP RATE 9.00%

YEAR 4 CAP RATE 9.35%

YEAR 5 CAP RATE 9.72%

NET RENTABLE SQUARE FEET 29,800

LOT SIZE 11.96

YEAR BUILT/RENOVATED 2023-2025



Grandstone Investment Sales is pleased to exclusively present Hilton-Parma Storage, a well-located self-storage facility in Hilton, New York, just outside the Rochester MSA. The property recently added 30 enclosed boat and RV storage units, which are set to receive their certificate of occupancy. The facility spans 11.96 acres and comprises 29,800 NRSF across 134 non-climate-controlled units and 30 enclosed boat/RV storage units, developed in phases between 2023 and 2026, and is in excellent condition.

Hilton-Parma Storage offers top-tier amenities, including gated keypad access, perimeter fencing, and convenient off-street access. Located just one block off State Route 18, the property enjoys strong visibility, with approximately 5,700 vehicles passing daily, and is only 12 miles from the Rochester MSA.

With more than 11 acres of land, the site provides significant expansion potential, supported by permitted plans to add an additional 12,000 NRSF of enclosed boat and RV storage. The surrounding demographics are strong, with 25,854 residents within a five-mile radius and a median household income of \$89,299. The area is experiencing notable growth, including a \$15 million residential subdivision located just 0.49 miles from the property.

INVESTMENT HIGHLIGHTS

PRICING & VALUATION

- PRICE \$2,500,000
- YEAR 1 7.61% CAP

PROPERTY OVERVIEW

- NET RENTABLE SQUARE FEET: 29,800
- TOTAL UNIT COUNT: 226 UNITS

CONDITION & UPSIDE

- SELF-MANAGED
- RECENT BOAT/RV ADDITION 12,000 NRSF
- GATED KEYPAD ENTRANCE
- PERMITTED EXPANSION 12,000 NRSF



S I T E D E S C R I P T I O N

COUNTY	MONROE
NON CLIMATE UNITS	134
COVERED BOAT / RV	30
UNCOVERED PARKING SPACES	62
TOTAL NUMBER OF UNITS	226
UNIT SIZES	5 X 10 – 10 X 40
NRSF	29,800
# OF ACRES	11.96
# OF BUILDINGS	3
ZONING	COMMERCIAL
PARCEL NUMBER(S)	023.20-1-5.111
FOUNDATION	CONCRETE
FRAMING	METAL
EXTERIOR	METAL/STONE
ROOF TYPE	METAL
FENCING TYPE	ALUMINUM PICKET FENCE
# OF ENTRIES	1
TYPE OF GATE	KEYPAD
SECURITY SYSTEMS	CAMERAS
FLOOD ZONE	X

TOTAL NUMBER OF UNITS

226

NET RENTABLE SQUARE FEET

29,800

UNIT SIZES

5x10 –
10x40



PROPERTY IMAGES



HILTON-PARMA SELF STORAGE | 150 OLD HOJACK LANE, HILTON, NY

FACILITY NAME	ADDRESS	DISTANCE	CLIMATE CONTROL	NRSF 1-MILE	NRSF 3-MILE	NRSF 5-MILE
Hilton - Parma Self Storage	150 Old Hojack Ln, Hilton, NY 14468	★	No	29,800	-	-
Apple Country Storage	190 Old Hojack Ln, Hilton, NY 14468	0.19	No	39,550	-	-
Hilton Self Storage, LLC	100 Old Hojack Ln, Hilton, NY 14468	0.65	No	9,290	-	-
144 South Avenue Mini-Storage Facility	144 South Avenue, Hilton, NY 14468	0.97	No	13,125	-	-
Hilton ministorage	7 Upton St, Hilton, NY 14468	1.09	No	-	33,075	-
North Greece Self-Storage	858 Manitou Rd, Hilton, NY 14468	3.14	No	-	-	62,800
North Greece Self-Storage	400 Allied Way, Greece, NY 14468	3.29	No	-	-	45,600
TOTAL EXISTING SUPPLY				91,765	124,840	233,240
2025 POPULATION 1-MILE 4,018 3-MILE 12,866 5-MILE 25,854				SQ FT PER PERSON	22.84	9.70
					9.02	

5 M I L E M U L T I F A M I L Y D E V E L O P M E N T P I P E L I N E

FACILITY NAME	ADDRESS	CITY	# OF UNITS	COST	PROJECT STAGE	DISTANCE
Collamer Road Subdivision	301 Collamer Rd	Hilton		\$15,000,000	Under Construction	0.49
607 Manitou Road Residences	607 Manitou Rd	Hilton	35	\$7,000,000	Pre-Construction/Negotiated	2.81
Buttonwood Heights Subdivision	Sand Pebble Ln	Greece	45	\$1,000,000	Award	3.03
Davison Beach Road Subdivision	14 Huffer Rd	Hilton	17	\$6,600,000	Conceptual	3.64
Fieldstone Estates North	N Greece Rd	Greece	29	\$11,500,000	Pre-Construction/Negotiated	4.59
Hilton Parma Corners Road Multi-Family Development	1682 Hilton Parma Corners Rd	Spencerport	29	\$11,000,000	Pre-Construction/Negotiated	4.71
The Edge at 3500	3500 Latta Rd	Rochester	229	\$95,000,000	Conceptual	4.90
TOTAL NUMBER OF UNITS			384			

SECTION 2

FINANCIAL ANALYSIS

HILTON-PARMA SELF STORAGE



ENCLOSED BOAT & RV STORAGE:

UNIT SIZE	# OF UNITS	SF / UNIT	TOTAL SQFT	MONTHLY RENT / UNIT	MONTHLY INCOME	ANNUAL INCOME	YEAR 5 PROJ. MO. RENT/UNIT	YEAR 5 PROJ. ANNUAL INCOME
Enclosed Boat & RV Storage	30	400	12,000	\$225.00	\$6,750	\$81,000	\$253.24	\$91,166
TOTAL Boat & RV Storage:	30	400	12,000	\$225.00	\$6,750	\$81,000	\$253.24	\$91,166

NON-CLIMATE CONTROLLED (NCC):

UNIT SIZE	# OF UNITS	SF / UNIT	TOTAL SQFT	MONTHLY RENT / UNIT	MONTHLY INCOME	ANNUAL INCOME	YEAR 5 PROJ. MO. RENT/UNIT	YEAR 5 PROJ. ANNUAL INCOME
5.0 x 10.0	24	50	1,200	\$80.00	\$1,920	\$23,040	\$90.04	\$25,932
10.0 x 10.0	32	100	3,200	\$115.00	\$3,680	\$44,160	\$129.43	\$49,702
10.0 x 15.0	48	150	7,200	\$120.00	\$5,760	\$69,120	\$135.06	\$77,795
10.0 x 20.0	28	200	5,600	\$145.00	\$4,060	\$48,720	\$163.20	\$54,835
10.0 x 30.0	2	300	600	\$190.00	\$380	\$4,560	\$213.85	\$5,132
TOTAL NCC:	134	133	17,800	\$117.91	\$15,800	\$189,600	\$132.71	\$213,396

UNCOVERED PARKING:

UNIT SIZE	# OF UNITS	SF / UNIT	TOTAL SQFT	MONTHLY RENT / UNIT	MONTHLY INCOME	ANNUAL INCOME	YEAR 5 PROJ. MO. RENT/UNIT	YEAR 5 PROJ. ANNUAL INCOME
Uncovered Parking Spaces:	62	-	-	\$80.00	\$4,960	\$59,520	\$90.04	\$66,990
TOTAL Parking Spaces:	62	-	-	\$80.00	\$4,960	\$59,520	\$90.04	\$66,990

GRAND TOTAL 226 132 29,800 \$121.73 \$27,510 \$330,120 \$137.00 \$371,553

I N C O M E & E X P E N S E S

	ACTUALS CURRENT		YEAR 1		YEAR 2		YEAR 3		YEAR 4		YEAR 5	
GROSS POTENTIAL RENT	\$330,120		\$330,120		\$340,024		\$350,224		\$360,731		\$371,553	
PHYSICAL VACANCY	(87,642)	26.5%	(33,012)	10.0%	(17,001)	5.0%	(17,511)	5.0%	(18,037)	5.0%	(18,578)	5.0%
ECONOMIC VACANCY	(62,207)	18.8%	(16,506)	5.0%	(17,001)	5.0%	(17,511)	5.0%	(18,037)	5.0%	(18,578)	5.0%
TOTAL VACANCY	(149,849)		(49,518)		(34,002)		(35,022)		(36,073)		(37,155)	
VACANCY %	45.4%		15.0%		10.0%		10.0%		10.0%		10.0%	
EFFECTIVE RENTAL INCOME	\$180,271		\$280,602		\$306,021		\$315,202		\$324,658		\$334,398	
LATE, LETTER, & NSF FEES	1,259		5,612		6,120		6,304		6,493		6,688	
ADMINISTRATION FEES	0		2,806		2,862		2,919		2,978		3,037	
TENANT INSURANCE	0		4,760		7,536		10,048		11,723		13,397	
TOTAL OTHER INCOME	\$1,259		\$13,178		\$16,519		\$19,271		\$21,194		\$23,123	
EFFECTIVE GROSS INCOME (EGI)	\$181,530		\$293,780		\$322,540		\$334,473		\$345,851		\$357,520	
PROPERTY TAXES	32,959		37,902		38,660		39,434		40,222		41,027	
INSURANCE	3,200		3,264		3,329		3,396		3,464		3,533	
UTILITIES & TRASH	1,200		1,224		1,248		1,273		1,299		1,325	
REPAIRS & MAINTENANCE	3,000		3,060		3,121		3,184		3,247		3,312	
ADVERTISING	5,000		2,500		2,500		2,550		2,601		2,653	
SALARIES, TAXES, & BENEFITS	25,000		25,500		26,010		26,530		27,061		27,602	
MANAGEMENT FEE	9,076		14,689		16,127		16,724		17,293		17,876	
OFFICE SUPPLIES & POSTAGE	5,000		5,100		5,202		5,306		5,412		5,520	
BANK & CREDIT CARD FEES	2,904		4,700		5,161		5,352		5,534		5,720	
TELEPHONE & INTERNET	2,400		2,448		2,497		2,547		2,598		2,650	
LANDSCAPING & SNOW REMOVAL	3,000		3,060		3,121		3,184		3,247		3,312	
TOTAL EXPENSES	\$92,740		\$103,448		\$106,977		\$109,479		\$111,978		\$114,531	
% OF EGI	51.1%		35.2%		33.2%		32.7%		32.4%		32.0%	
NET OPERATING INCOME (NOI)	\$88,790		\$190,332		\$215,563		\$224,995		\$233,874		\$242,989	
OPERATING MARGIN %	48.9%		64.8%		66.8%		67.3%		67.6%		68.0%	

1. RE Taxes are based on the current assessed value of \$1,400,000; Taxes increased 15% to hedge risk of reassessment
2. Income based on January-February 2026 annualized. 3. Expenses based on industry standard; Insurance & Utilities based on owner estimates
4. A management fee is added to expenses based on 5% of the gross income

S E C T I O N 3

PROPERTY INFORMATION

HILTON-PARMA SELF STORAGE



LOCAL MAP

150 OLD HOJACK LANE, HILTON, NY



REGIONAL MAP

150 OLD HOJACK LANE, HILTON, NY



PARCEL OUTLINE

150 OLD HOJACK LANE, HILTON, NY



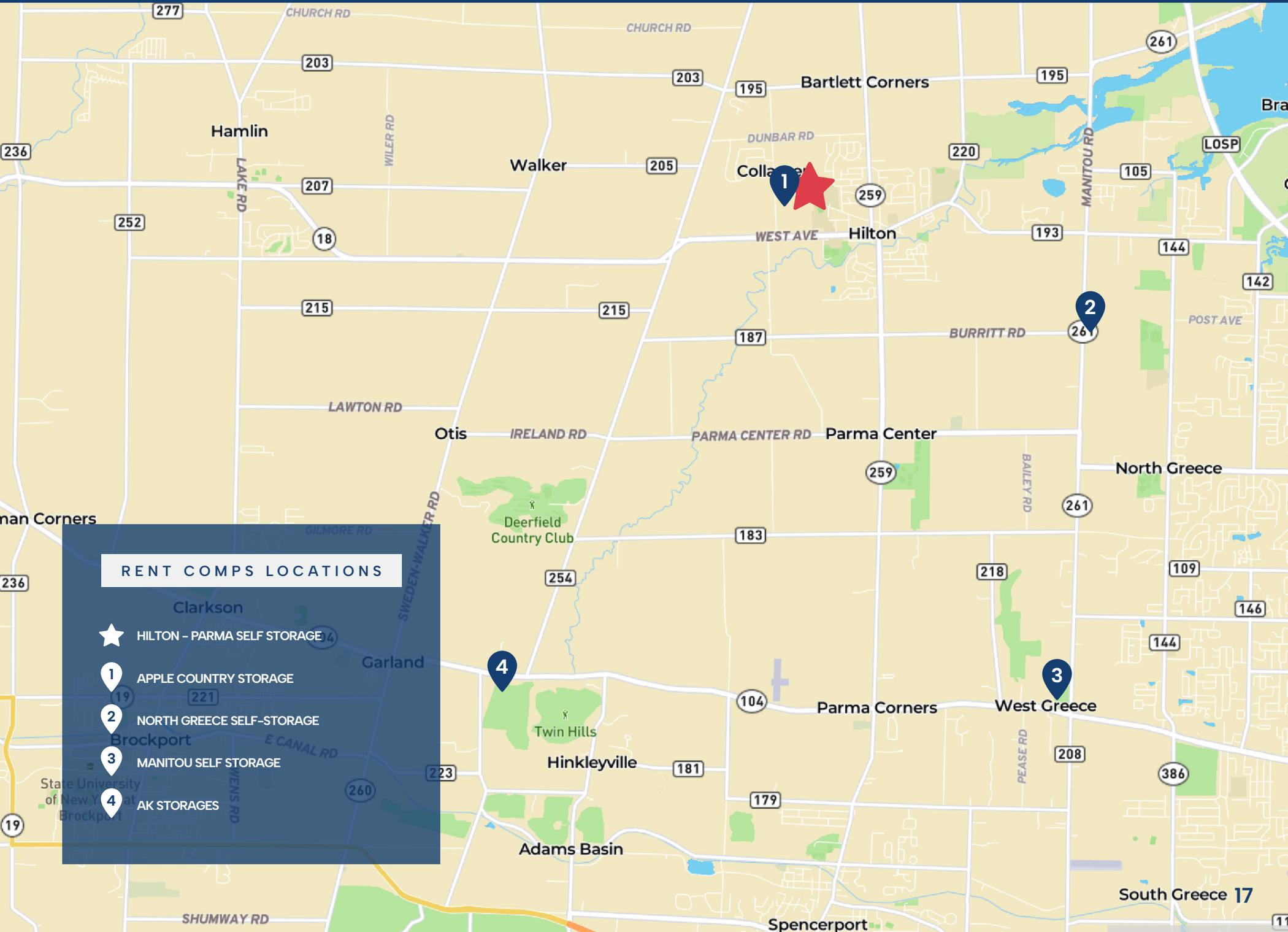
S E C T I O N 4

RENT COMPARABLES

HILTON-PARMA SELF STORAGE



RENT COMPS MAP



RENT COMPS LOCATIONS

- ★ HILTON - PARMA SELF STORAGE
- 1 APPLE COUNTRY STORAGE
- 2 NORTH GREECE SELF-STORAGE
- 3 MANITOU SELF STORAGE
- 4 AK STORAGES



Hilton – Parma Self Storage

150 Old Hojack Ln,
Hilton, NY 14468

NSRF	29,800
YEAR BUILT	2023–2025
DISTANCE	★

UNIT TYPE	RENT/UNIT	AVG RENT/SF
5X10 NCC	\$80	\$1.60
10X10 NCC	\$115	\$1.15
10X15 NCC	\$120	\$0.80
10X20 NCC	\$145	\$0.73
AVERAGE:		\$1.07



Apple Country Storage

190 Old Hojack Ln,
Hilton, NY 14468

NSRF	39,550
YEAR BUILT	-
DISTANCE	0.2

UNIT TYPE	RENT/UNIT	AVG RENT/SF
5X10 NCC	\$77	\$1.53
10X10 NCC	\$103	\$1.03
10X15 NCC	\$113	\$0.75
10X20 NCC	\$126	\$0.63
AVERAGE:		\$0.98



North Greece Self-Storage

858 Manitou Rd,
Hilton, NY 14468

NSRF	62,800
YEAR BUILT	1996–2006
DISTANCE	3.1

UNIT TYPE	RENT/UNIT	AVG RENT/SF
5X10 NCC	\$--	\$--
10X10 NCC	\$105	\$1.05
10X15 NCC	\$125	\$0.83
10X20 NCC	\$150	\$0.75
AVERAGE:		\$0.88



Manitou Self Storage

1635 Manitou Rd,
Rochester, NY 14626

NSRF	30,870
YEAR BUILT	-
DISTANCE	3.6

UNIT TYPE	RENT/UNIT	AVG RENT/SF
5X10 NCC	\$85	\$1.70
10X10 NCC	\$115	\$1.15
10X15 NCC	\$145	\$0.97
10X20 NCC	\$170	\$0.85
AVERAGE:		\$1.17



AK Storages

11 Clarkridge Dr,
Brockport, NY 14420

NSRF	17,885
YEAR BUILT	-
DISTANCE	5.7

UNIT TYPE	RENT/UNIT	AVG RENT/SF
5X10 NCC	\$--	\$--
10X10 NCC	\$85	\$0.85
10X15 NCC	\$--	\$--
10X20 NCC	\$135	\$0.68
AVERAGE:		\$0.76

SECTION 5

DEMOGRAPHIC ANALYSIS

HILTON-PARMA SELF STORAGE



WELCOME TO

Hilton, NY



ECONOMIC DRIVERS



AGRICULTURE & ORCHARDS

Apple orchards and diversified farms anchor the local economy, supporting seasonal labor, distribution, and regional food production networks.



FOOD PROCESSING & AGRIBUSINESS

Nearby packing, storage, and food-processing facilities create jobs in logistics, quality control, and agricultural supply services.



COMMUTER EMPLOYMENT TO ROCHESTER

Proximity to Rochester connects residents to major employers in healthcare, higher education, and advanced manufacturing sectors.



EDUCATION & PUBLIC SCHOOLS

The Hilton Central School District provides stable public-sector employment, including teaching, administration, transportation, and facility operations roles.



SMALL BUSINESS & LOCAL SERVICES

Locally owned retail shops, restaurants, and service providers support entrepreneurship and meet everyday needs of residents.



TOURISM & LAKE ONTARIO RECREATION

Access to Lake Ontario attracts seasonal tourism, supporting recreation, hospitality, and related small business activity.

Hilton is a small village in Monroe County, located just west of Rochester along the southern shore of Lake Ontario. Employment opportunities in the area are closely tied to agriculture, particularly apple orchards and related food production businesses. Many residents commute to nearby Rochester, where larger employers in healthcare, education, and advanced manufacturing provide a broader range of jobs. Local schools, small businesses, and municipal services within Hilton also contribute steady employment for residents seeking community-based work.



2025 POPULATION

1-MILE	3-MILE	5-MILE
4,070	12,991	26,011



2025 HOUSEHOLDS

1-MILE	3-MILE	5-MILE
1,564	4,944	9,779



2025 AVERAGE INCOME

1-MILE	3-MILE	5-MILE
\$94,840	\$95,309	\$106,836



2030 POPULATION

1-MILE	3-MILE	5-MILE
4,119	13,150	26,329



2025-30 ANNUAL AVG GROWTH

1-MILE	3-MILE	5-MILE
4	12	23



2030 AVERAGE INCOME

1-MILE	3-MILE	5-MILE
\$105,410	\$105,491	\$119,455



*DATA COLLECTED BY YARDI MATRIX & TRACTIQ. ALL DATA WITHIN 3-5 MILE RADIUS OF THE SUBJECT

HILTON - PARMA SELF STORAGE

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GRANDSTONE
STORAGE INVESTMENT SALES

