Montreal Mini-Storage CEO: Billion-Dollar U.S. Investment Signals Canadian Self-Storage's Institutional Rise

MONTREAL, QUEBEC, CANADA, September 17, 2026 / EINPresswire.com/ -- American institutional investors are making increasingly significant bets on Canadian self-storage, a shift that Montreal Mini-Storage co-founder and CEO Simon Berman says could reshape one of the country's most fragmented commercial real estate sectors.



Simon Berman, Montreal Mini-Storage co-Founder and CEO

Public Storage's approximately US$1.2-billion acquisition of Public Storage Canada brings 68 properties and approximately 5.3 million rentable square feet under the U.S. giant's direct ownership. Other U.S.-backed platforms have also been expanding their Canadian presence, as investors look north for growth.

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>
> *Simon Berman*

For Berman, who has spent over two decades building Montreal Mini-Storage into Quebec's largest independent self-storage operator, the investment represents an important validation of the Canadian market. Berman sees those investments as part of a broader shift, as self-storage increasingly attracts sophisticated global real estate capital seeking scale, recurring revenue and long-term growth opportunities.

Berman spoke last week at the Self Storage Association's Canadian Hot Topics panel, examining investment, consolidation and the future of the Canadian market. "For years, Canadian self-storage operators looked south to see where the industry was going. Now U.S. operators and institutional capital are looking north for

growth," he told industry leaders gathered in Las Vegas. "That reversal tells us something important: Canada is no longer viewed simply as an emerging storage market. It has evolved into the most desirable investment market in the industry."

Canada remains considerably less supplied than the United States. Berman estimates approximately 3.2 square feet of self-storage per Canadian, compared with nearly three times that level in the U.S. At the same time, population growth, increasingly dense cities, smaller residential footprints and a fragmented ownership base are attracting investor attention.

Berman recently examined the trend in Inside Self-Storage, arguing that the arrival of U.S. giants should be viewed not simply as increased competition, but as evidence of the Canadian industry's maturation.

"The Americans aren't coming here to create a market," says Berman. "They're coming because Canadian operators have already built one. The question now is what happens as institutional capital meets a fundamentally local business."

For Montreal Mini-Storage, which operates 24 locations across Quebec, that means competing through technology, revenue management, local market knowledge and services increasingly geared toward Canadian small and medium-sized businesses.

Berman expects institutional investment to accelerate acquisitions, consolidation and modernization across the industry.

"This is bigger than self-storage," Berman says. "It's a Canadian real estate story. Sophisticated international capital is identifying value here, and I believe we're still at the beginning of that cycle. That doesn't mean every operator will benefit equally. More capital also means more sophisticated competition, and Canadian operators will have to become better operators."

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