



**SSTIV**  
STRATEGIC STORAGE TRUST

**877.327.3485**

**StrategicREIT.com**

This is neither an offer to sell nor a solicitation of an offer to buy the securities described herein. Only the Prospectus makes such an offer. This literature must be read in conjunction with the Prospectus in order to fully understand all of the implications and risks of the offering of securities to which it relates. Please read the Prospectus in its entirety before investing for complete information and to learn more about the risks associated with this offering.

No offering is made to New York residents except by a Prospectus filed with the Department of Law of the State of New York. The Attorney General of the State of New York has not passed on or endorsed the merits of this offering.

Shares offered through: Select Capital Corporation (Member FINRA and SIPC)

# TO OUR POTENTIAL STOCKHOLDERS

**“Our goal is to provide investors a vehicle to capitalize on an alternative real estate asset class that is branded, fragmented, and also has recession-resistant traits.”**

- H. Michael Schwartz

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We are pleased to offer Strategic Storage Trust IV, Inc. (“SST4”), a public non-traded REIT focused on both income-producing and growth oriented self storage facilities and related self storage real estate investments. Self storage is a bigger industry than you might think. In the United States, the self storage industry generated more than \$24 billion in annual U.S. revenues (2014) and has been the fastest growing segment of the commercial real estate industry over the last 40 years.<sup>(1)</sup> There are now approximately 48,500 primary self storage facilities in the United States with total self storage rentable space of approximately 2.5 billion square feet.

What makes us different? Unlike many other REITs and real estate companies, we will be an operating business. We will acquire, own, operate and manage self storage facilities. We plan to provide easily accessible storage space to residential and commercial users on a month-to-month basis. With respect to fees, our sponsor and its affiliates are not charging any acquisition fees, disposition fees, financing fees or development fees.<sup>(2)</sup>

We will use the net proceeds we raise in this offering to primarily invest in income-producing and growth oriented self storage properties in the United States and Canada that are expected to support sustainable stockholder distributions<sup>(3)</sup> over the long term while also achieving appreciation in the value of our properties and, hence, appreciation in stockholder value. At the end of our acquisition phase, we anticipate that our portfolio will consist of approximately 75% income-producing properties and 25% growth properties, though specific allocations may vary at any point in time.

We believe that the retirement of the “baby boomer” generation and a fragmented market are just a few of the factors that will provide further economic growth in this industry. We believe that SST4 can provide stability, diversification, potential growth and income over the long term. Thank you for considering SST4 for your portfolio. We look forward to serving you.

Continued successes,



## H. MICHAEL SCHWARTZ

Chairman and CEO

<sup>(1)</sup> Self Storage Association “Industry Fact Sheet” (7/15). Although self storage is the fastest-growing sector in U.S. commercial real estate, there is no guarantee that SST4 will experience similar growth.

<sup>(2)</sup> We will pay substantial fees and expenses to our advisor, its affiliates and participating broker-dealers, which will reduce cash available for investment and distribution.

<sup>(3)</sup> We expect to pay distributions from sources other than cash flow from operations. Therefore, we will have fewer funds available for acquisitions of properties and our stockholders overall return may be reduced. Future distributions are at the sole discretion of our board of directors and are not guaranteed. Distributions on Class T shares and Class W shares will be lower than distributions on Class A shares because Class T shares are subject to the ongoing stockholder servicing fee and Class W shares are subject to the ongoing dealer manager servicing fee.

# RISK FACTORS

We are an “emerging growth company” under the federal securities laws and will be subject to reduced public company reporting requirements. Investing in our common stock involves a high degree of risk. You should purchase these securities only if you can afford a complete loss of your investment. See “Restrictions on Ownership and Transfer” beginning on page 145 of the prospectus to read about limitations on transferability. See “Risk Factors” beginning on page 24 of the prospectus to read about the risks you should consider before buying shares of our common stock. The most significant risks include the following:

- As of December 31, 2017, our accumulated deficit was approximately \$1.2 million, and we anticipate that our operations will not be profitable in 2018.
- We have paid distributions from sources other than our cash flows from operations, including from the net proceeds of this offering and the private offering transaction. We are not prohibited from undertaking such activities by our charter, bylaws or investment policies, and we may use an unlimited amount from any source to pay our distributions. From commencement of paying cash distributions in February 2017, the payment of distributions has been funded from the private offering transaction and this offering. Until we generate cash flows sufficient to pay distributions to you, we may pay distributions from the net proceeds of this offering or from borrowings in anticipation of future cash flows.
- Until we generate operating cash flows sufficient to pay distributions to you, we may pay distributions from financing activities, which may include borrowings in anticipation of future cash flows or the net proceeds of this offering (which may constitute a return of capital). It is likely that we will be required to use return of capital to fund distributions (if any) in at least the first few years of operation. We are not prohibited from undertaking such activities by our charter, bylaws or investment policies, and we may use an unlimited amount from any source to pay our distributions, and it is likely that we will use offering proceeds to fund a majority of our initial distributions.
- No public market currently exists for shares of our common stock and we may not list our shares on a national securities exchange before three to five years after completion of this offering, if at all; therefore, it may be difficult to sell your shares. If you sell your shares, it will likely be at a substantial discount. Our charter does not require us to pursue a liquidity transaction at any time.
- This is an initial public offering; we have limited operating history, and the prior performance of real estate programs sponsored by affiliates of our sponsor may not be indicative of our future results.
- This is a “best efforts” offering. If we are unable to raise substantial funds in this offering, we may not be able to invest in a diverse portfolio of real estate and real estate-related investments, and the value of your investment may fluctuate more widely with the performance of specific investments.
- We are a “blind pool.” As a result, you will not be able to evaluate the economic merits of our future investments prior to their purchase. We may be unable to invest the net proceeds from this offering on acceptable terms to investors, or at all.
- Investors in this offering will experience immediate dilution in their investment primarily because (i) we pay upfront fees in connection with the sale of our shares that reduce the proceeds to us, (ii) on January 25, 2017 we sold approximately 360,577 shares of our Class A common stock at a purchase price of approximately \$20.80 per share in a private offering transaction as described above, and (iii) we paid offering expenses in connection with our private offering transaction.
- There are substantial conflicts of interest among us and our sponsor, advisor, property manager and dealer manager.
- Our advisor will face conflicts of interest relating to the purchase of properties, including conflicts with Strategic Storage Trust II, Inc., Strategic Storage Growth Trust, Inc. and other private programs sponsored by our sponsor, and such conflicts may not be resolved in our favor, which could adversely affect our investment opportunities.
- We have no employees and must depend on our advisor to select investments and conduct our operations, and there is no guarantee that our advisor will devote adequate time or resources to us.
- We will pay substantial fees and expenses to our advisor, its affiliates and participating broker-dealers, which will reduce cash available for investment and distribution.
- We may incur substantial debt, which could hinder our ability to pay distributions to our stockholders or could decrease the value of your investment.
- We may fail to qualify as a REIT, which could adversely affect our operations and our ability to make distributions.
- Our board of directors may change any of our investment objectives without your consent.

## Other Information

We encourage you to review our SEC filings at [www.sec.gov](http://www.sec.gov).

- An investment in our shares is not suitable for all investors. An investment in our shares involves significant risks and is only suitable for persons who have adequate financial means, desire a relatively long-term investment and will not need immediate liquidity from their investment. Investors should only purchase shares if they can afford a complete loss of their investment. Generally, a purchaser of shares must have, excluding the value of a purchaser’s home, furnishings and automobiles, either:
  - a net worth of at least \$250,000; or
  - a gross annual income of at least \$70,000 and a net worth of at least \$70,000.
- Please see the prospectus for a full description of suitability standards. Residents of Alabama, Iowa, Kansas, Kentucky, Maine, Massachusetts, Missouri, Nebraska, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Tennessee and Vermont should consult the prospectus for details regarding the more stringent suitability standards that apply to them based on their states of residence.

# WHY SELF STORAGE?

Self Storage refers to properties that offer do-it-yourself, month-to-month storage space rental for personal or business use.



This property is not owned by Strategic Storage Trust IV, Inc. This property was acquired by another program sponsored by our sponsor.

## Introducing Self Storage

Historically, self storage has exhibited strong fundamentals and performed well in a variety of economic conditions. We believe this is because self storage as an asset class has several unique characteristics that differentiate it from other types of commercial real estate and make self storage a welcome diversifier in a real estate portfolio. These unique characteristics are explained in more detail in the following sections.



## People in Transition

Changing situations in both life and business create the need for storage space. In good times and bad, self storage helps people and businesses weather those transitions.

Drivers of self storage usage are:

- Change in marital status
- Birth
- Inheritance
- Military duty
- Job relocation
- Business expansion or contraction
- Micro business
- Baby boomers

**Self Storage Fact**  
Nearly 10% of U.S. households currently rent a self storage unit, up from 1 in 17 in 1995.\*

\* Self Storage Association "Industry Fact Sheet" (7/15)

## Who Uses Self Storage?

Self storage tenants generally fall into four broad categories: residential, commercial, military and students. The typical breakdown of usage in these categories is shown below.\*



## Unique Characteristics

### Above the line

- + Income
- Expense
- = Net operating income

### Below the line

- Leasing commissions
- Tenant improvements
- Capital expenses
- = Cash flow before debt service

**Q NO**  
Leasing Commissions<sup>(1)</sup>

**Q NO**  
Tenant Improvements

\* 2018 Self Storage Almanac

<sup>(1)</sup> We will not pay commissions in connection with the leasing of our self storage units; however, we will pay certain fees associated with the day-to-day management and operations of our self storage facilities.

# WHY SELF STORAGE?

**“The self storage industry has been one of the fastest-growing sectors of the U.S. commercial real estate industry over the last 40 years.<sup>(1)</sup>”**



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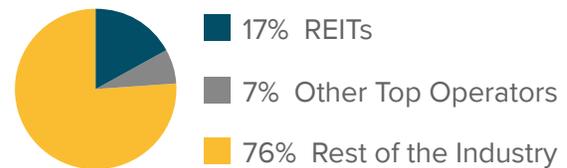
The self storage marketplace is highly fragmented, with more than 31,000 owners for nearly 48,500 facilities. More than half of all owners own just one facility. The single largest corporate owner has approximately 5% market share, and the top 100 owners combined own just 24% of the existing facilities<sup>(1)(2)</sup>. This market fragmentation presents a unique opportunity for an institutional buyer, such as SSTIV, to gain significant market share and achieve economies of scale which are unattainable for single facility owners.

## Fragmented Marketplace<sup>(1)(2)</sup>

### National Data

Total Number of Facilities:	Approx. 48,500
Total Square Feet:	2.5 Billion
Average Economic Occupancy:	90%

## 2016 Industry Ownership (by Number of Facilities)



## The Self Storage Industry

- Total self storage rentable space in the US is now 2.5 billion square feet;<sup>(1)</sup>
- Is considered by Wall Street analysts to be “recession resistant;”<sup>(3)</sup>
- A real estate asset class that is unique in its ability to add value as an operating business; and
- Has historically low capital expenditure requirements;

<sup>(1)</sup> Self Storage Association “Industry Fact Sheet” (7/15). Although self storage is the fastest-growing sector in U.S. commercial real estate, there is no guarantee that SSTIV will experience similar growth.

<sup>(2)</sup> 2016 Self Storage Almanac.

<sup>(3)</sup> “Demand for storage is driven by major demographic trends which are going to happen regardless of GDP growth rates, unemployment or what the S&P 500 is doing. . . accordingly, [self] storage is recession resistant.” Source: “Gates: Recession-resistant property is best for investors” - Austin Business Journal by Cody Lyon, Staff Writer, September 2011. Past performance is no indication of future results. While the self storage industry may be resistant to recessions, there is no guarantee that a related investment will realize any profit or prevent against loss. It is possible to lose your entire investment.



## WHY SMARTSTOP ASSET MANAGEMENT, LLC?

When you consider making an investment in a REIT, you should have confidence that the executive team is experienced. Look for a sponsor that has experience in commercial real estate (especially in the real estate sector the REIT is targeting) and also in navigating the complexities related to achieving and maintaining REIT status.



**H. Michael Schwartz**  
Chairman & CEO



**Michael McClure**  
President



**Wayne Johnson**  
Chief Investment Officer



**Paula Mathews**  
Executive Vice President  
& Assistant Secretary



**Gerald Valle**  
Senior Vice President  
Property Management



**James L. Berg**  
Secretary



**Mike Terjung**  
Chief Financial Officer  
SmartStop Asset Management



**Matt Lopez**  
CFO & Treasurer  
Strategic Storage Trust IV

### A Proven, Repeatable Process

Our rigorous acquisition process uses an institutional financial model based on a thorough analysis of prior performance and potential value-added opportunities. Just a few of the many items reviewed are a comprehensive market analysis, operating income/expenses and physical site inspections.



<sup>(1)</sup> The timing of our exit strategy is subject to market conditions and the discretion of our Board of Directors. We currently intend to achieve one or more of these exit strategies within 3 to 5 years after completion of our current offering. There is no assurance that we will achieve one or more of the liquidity events we intend to seek. Our offering may last up to 3 years and our Board of Directors may determine that it is in the best interest of our stockholders to conduct a follow-on offering, in which case offerings of our common stock could be conducted for 6 years or more.

# WHY STRATEGIC STORAGE TRUST IV?

## What is a REIT?

Aside from direct ownership, one way to invest in self storage is to pool your investment with others in a real estate investment trust (REIT).

A REIT is an entity that:

- Combines the capital of many investors to, among other things, acquire or invest in commercial real estate;
- Allows individual investors to invest in a real estate portfolio under professional management through the purchase of interests, typically shares;
- Must pay distributions to its stockholders equal to at least ninety percent (90.0%) of its “REIT taxable income;” and
- Is not typically subject to federal corporate income taxes, thus eliminating the “double taxation” (both corporate and stockholder level taxes) generally applicable to a corporation.

## Investment Strategy

We will use the net proceeds we raise in this offering to primarily invest in income-producing and growth oriented self storage properties in the United States and Canada that are expected to support sustainable stockholder distributions<sup>(1)</sup> over the long term while also achieving appreciation in the value of our properties and, hence, appreciation in stockholder value. At the end of our acquisition phase, we anticipate that our portfolio will consist of approximately 75% income-producing properties and 25% growth properties, though the specific allocations may vary at any point in time.

Our primary investment objectives are to:

- Invest in income-producing and growth oriented self storage properties in a manner that allows us to qualify as a REIT for federal income tax purposes;
- Preserve and protect your invested capital;
- Provide regular cash distributions to our investors; and
- Achieve appreciation in the value of our properties and, hence, appreciation in stockholder value.

In executing our income-producing investment strategy, we will seek to purchase self storage facilities located in primary and secondary markets with stabilized occupancy rates greater than 75%, but we will have the opportunity for higher economic occupancy due to the property management capabilities of our property manager.

In executing our growth investment strategy, we will seek to invest in assets that we believe may be developed, repositioned, or redeveloped so that they will reach an optimum value within three to five years from the termination of this offering. We may acquire properties with lower quality construction or management or low occupancy rates and reposition them by seeking to improve the property, management quality, and occupancy rates and thereby increase lease revenues and overall property value. We may also acquire properties in markets that are depressed or overbuilt with the anticipation that, within our targeted holding period, the markets will recover and favorably impact the value of these properties. We may also acquire properties from sellers who are distressed or face time-sensitive deadlines with the expectation that we can achieve better success with the properties. Many of the markets where we will acquire properties may have high growth potential in lease rates and sale prices.

<sup>(1)</sup> We expect to pay distributions from sources other than cash flow from operations. Therefore, we will have fewer funds available for acquisitions of properties and our stockholders overall return may be reduced. Future distributions are at the sole discretion of our board of directors and are not guaranteed. Distributions on Class T and Class W shares will be lower than distributions on Class A shares because Class T shares are subject to the ongoing stockholder servicing fee and Class W shares are subject to the ongoing dealer manager servicing fee.



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# OFFERING SUMMARY

<b>Who May Invest:</b> <sup>(1)</sup>	A purchaser of shares must have, excluding the value of a purchaser's home, furnishings, and automobiles, either: <ul style="list-style-type: none"> <li>• A net worth of at least \$250,000; or</li> <li>• A gross annual income of at least \$70,000 and a net worth of at least \$70,000.</li> </ul> See prospectus for additional requirements.													
<b>Minimum Investment:</b>	\$5,000 in shares, except for purchases by an IRA, for which the minimum initial investment is \$1,500; and except for existing investors in other programs sponsored by our sponsor and its affiliates, which may be in lesser amounts.													
<b>Offering Size:</b>	\$1 Billion													
<b>Investment Objectives:</b> <sup>(2)</sup>	<ul style="list-style-type: none"> <li>• Invest in income-producing and growth self storage properties in a manner that allows us to qualify as a REIT for federal income tax purposes;</li> <li>• Preserve and protect your invested capital;</li> <li>• Provide regular cash distributions to our stockholders<sup>(3)</sup>; and</li> <li>• Achieve appreciation in the value of our properties and, hence, appreciation in stockholder value.</li> </ul>													
<b>Property Type:</b>	Self Storage													
<b>Acquisition Leverage:</b>	Although we intend to use low leverage (less than 50% loan to purchase price) to make our investments during this offering, at certain times during this offering, our debt leverage levels may be temporarily higher as we acquire properties.													
<b>SEC Registered Offering:</b>	Yes													
<b>Tax Reporting:</b>	IRS Form 1099													
<b>Suitable for IRAs:</b>	Yes													
<b>Distribution Reinvestment Plan:</b>	Yes													
<b>Liquidity Features:</b>	<p>Our board of directors has adopted a share redemption program that may enable stockholders to sell their shares to us in limited circumstances. As long as our common stock is not listed on a national securities exchange or over-the-counter market, our stockholders who have held their stock for at least one year may be able to have all or any portion of their shares of stock redeemed by us. We may redeem the shares of stock presented for redemption for cash to the extent that we have sufficient funds available to fund such redemption.</p> <p>Our board of directors may amend, suspend or terminate the share redemption program with 30 days' notice to our stockholders. We may provide this notice by including such information in a Current Report on Form 8-K or in our annual or quarterly reports, all publicly filed with the SEC, or by a separate mailing to our stockholders. The complete terms of our share redemption program are described in detail in our prospectus.</p> <p>Until our board of directors approves an estimated net asset value per share, as published from time to time in an Annual Report on Form 10-K, a Quarterly Report on Form 10-Q and/or a Current Report on Form 8-K publicly filed with the SEC, the per share price for the repurchase of shares shall be equal to the net investment amount of our shares, which will be based on the "amount available for investment" percentage, assuming the maximum amount of our public offering is raised, shown in the estimated use of proceeds table in our prospectus in effect as of the investor's purchase date. For each class of shares, this amount will equal the current offering price of the shares, less the associated sales commissions, dealer manager fee and estimated organization and offering expenses not reimbursed by our advisor assuming the maximum amount of our public offering is raised. Once our board of directors approves an estimated net asset value per share, the per share price for the repurchase of a given class of shares shall be equal to the then-current estimated net asset value per share for such class of share.</p> <p>There will be several limitations on our ability to redeem shares under the share redemption program including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Unless the shares are being redeemed in connection with a stockholder's death, "qualifying disability" (as defined under the share redemption program) or bankruptcy, we may not redeem shares until the stockholder has held his or her shares for one year.</li> <li>• During any calendar year, we will not redeem in excess of 5% of the weighted-average number of shares outstanding during the prior calendar year.</li> <li>• The cash available for redemption is limited to the proceeds from the sale of shares pursuant to our distribution reinvestment plan.</li> <li>• We have no obligation to redeem shares if the redemption would violate the restrictions on distributions under Maryland law, which prohibits distributions that would cause a corporation to fail to meet statutory tests of solvency.</li> </ul>													
<b>Exit Strategy:</b> <sup>(4)</sup>	Subject to then-existing market conditions and the sole discretion of our board of directors, we intend to seek one or more of the following liquidity events within three to five years after completion of this offering: <ul style="list-style-type: none"> <li>• Merge, reorganize or otherwise transfer our company or its assets to another entity with listed securities;</li> <li>• Commence the sale of all of our properties and liquidate our company;</li> <li>• To the extent feasible, list our shares on a national securities exchange; or</li> <li>• Otherwise create a liquidity event for our stockholders.</li> </ul>													
<b>Targeted Markets:</b>	All U.S. markets and Canada													
<b>Share Classes:</b>	<table border="1"> <thead> <tr> <th></th> <th>PRIMARY OFFERING</th> <th>PRICE</th> </tr> </thead> <tbody> <tr> <td>Per Class A Share</td> <td></td> <td>\$25.00</td> </tr> <tr> <td>Per Class T Share</td> <td></td> <td>\$24.21</td> </tr> <tr> <td>Per Class W Share</td> <td></td> <td>\$22.75</td> </tr> </tbody> </table>		PRIMARY OFFERING	PRICE	Per Class A Share		\$25.00	Per Class T Share		\$24.21	Per Class W Share		\$22.75	
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Per Class W Share		\$22.75												

<sup>(1)</sup> An investment in REIT(s) may not be suitable for all investors. Please see the prospectus for more stringent standards that apply to residents of Alabama, Iowa, Kansas, Kentucky, Maine, Massachusetts, Missouri, Nebraska, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Tennessee and Vermont.

<sup>(2)</sup> We cannot assure you that we will attain our investment objectives.

<sup>(3)</sup> We expect to pay distributions from sources other than cash flow from operations. Therefore, we will have fewer funds available for acquisitions of properties and our stockholders overall return may be reduced. Future distributions are at the sole discretion of our board of directors and are not guaranteed. Distributions on Class T shares and Class W shares will be lower than distributions on Class A shares because Class T shares are subject to the ongoing stockholder servicing fee and Class W shares are subject to the ongoing dealer manager servicing fee.

<sup>(4)</sup> We cannot assure you that we will achieve one or more of the described liquidity events. Our charter does not provide a date for termination of our corporate existence and does not require us to pursue a liquidity transaction at any time. Our offering may last up to 3 years and our board of directors may determine that it is in the best interest of our stockholders to conduct a follow-on offering, in which case offerings of our common stock could be conducted or 6 years or more.

# NEXT STEPS



## To Make an Investment in Strategic Storage Trust IV:

1. Fill out and sign the Subscription Agreement included with your sales kit.
2. Consult your financial advisor about other forms you may need.
3. Send your paperwork and check payable to **Strategic Storage Trust IV** to:

### REGULAR & OVERNIGHT MAIL

#### Strategic Storage Trust IV

c/o Strategic Transfer Agent Services, LLC.  
10 Terrace Rd.  
Ladera Ranch CA 92694

### WIRE INFORMATION

#### Fifth Third Bank

222 S. Riverside Plaza MD GRVR3B  
Chicago IL 60606  
ABA# 042000314  
Account #: 7027464507



**MAIN OFFICE:**

10 Terrace Road  
Ladera Ranch, CA 92694

**SALES DESK:**

877.32.REIT5  
(877.327.3485)  
info@strategicreit.com  
StrategicREIT.com  
SmartStopSelfStorage.ca

**INVESTOR SERVICES:**

866.418.5144

**SHARES OFFERED THROUGH:**

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Member FINRA | SIPC  
Tel: 866.699.5338