

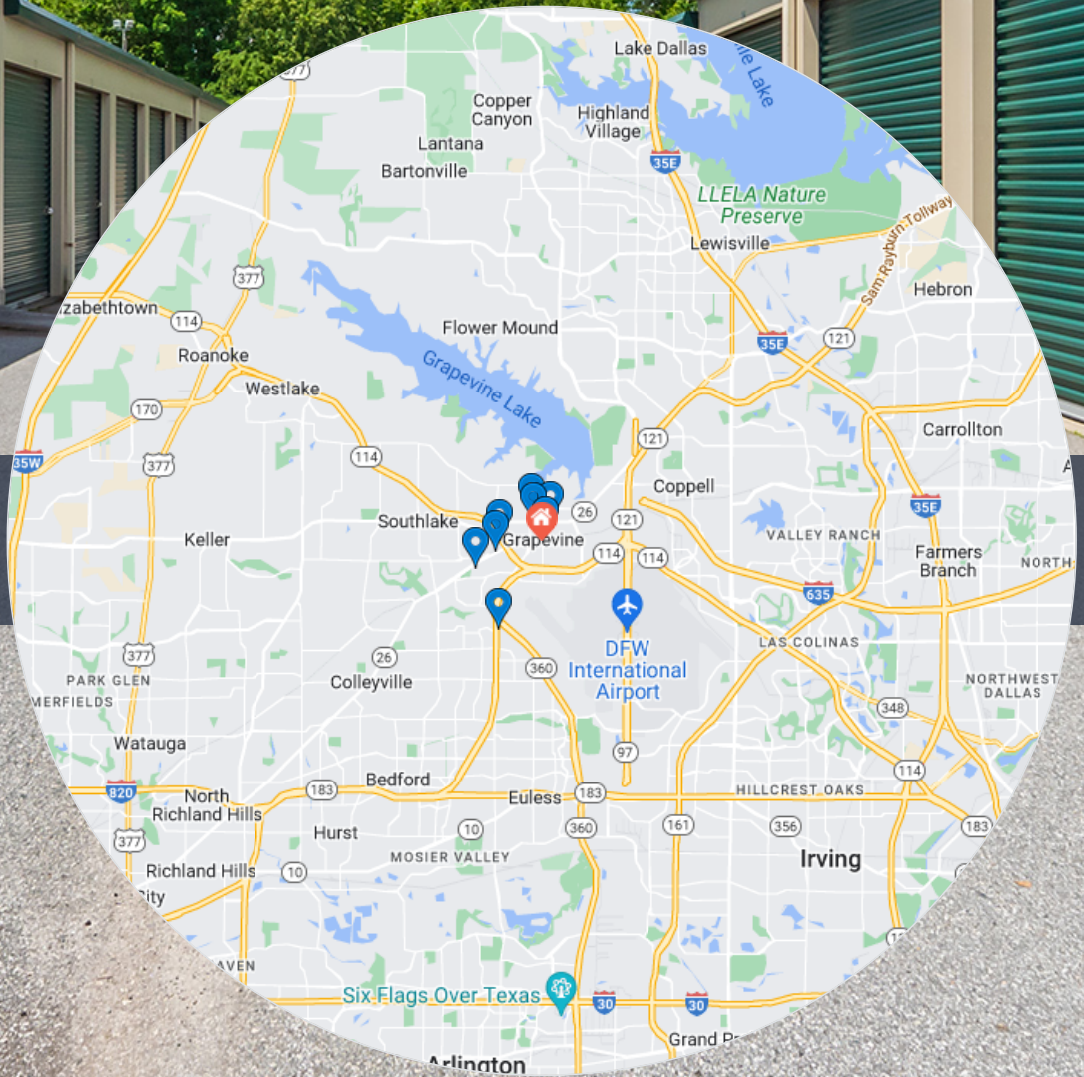
stortrack

EXPLORER

Market Report

Produced on Oct 12 2022

Report for:
Grapevine, TX



stortrack

Questions?
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Market Summary

Market: Grapevine, TX

Market Type: City

Comparisons are made with: Texas State Total and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National	Texas
No. of Stores in Market	8	60,585	6,539

Current Supply to Market:

There is 7.44 square feet/capita supply in this market. The US national average is 7.98 sqft/capita, and the Texas state average is 10.53 sqft/capita.

Across all unit types, there is currently 25% of inventory offline (not available). The US national figure at the moment is 41.38% of inventory offline and the Texas state number is 36.69% offline. Therefore, comparing against national and state averages, this market's supply level could be characterized as an over-supply.

Rate Trends in Market:

The rate in this market has trended low in the last 3 months, by -5.52%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is up, by 7.03%. The Texas state is showing a rate trend down for the last 3 months of -7.87%.

Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has decreased by 3.94%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 2,925 new developments across the USA.

Market Snapshot

The Market Snapshot is a one-look overview of the market.

	This Market	State
Net Rentable Sq Ft	403,089	319,821,562
Sq Ft per Capita		
• 2020 Sq Ft per Capita	7.44	10.53
• 2023 Sq Ft per Capita	7.1	10.7
• 2025 Sq Ft per Capita	6.89	10.41
Sq Ft per Household	18.46	30.47
Total Stores	8	6,539
• REITS	2	1,268
• Mid Ops	3	2,202
• Small Ops	3	3,069
New Developments	0	201
Sq Ft of Developments	N/A	15,667,270
Stores opened within the last year	0	72
Demographics		
• 2020 Population	54,151	30,362,065
• 2023 Population	56,759 (+4.82% change)	29,878,820 (+4.41% change)
• 2025 Population	58,498 (+8.03% change)	30,720,361 (+7.35% change)
Households	21,838	10,496,851
Rental Households	10,091	3,737,262

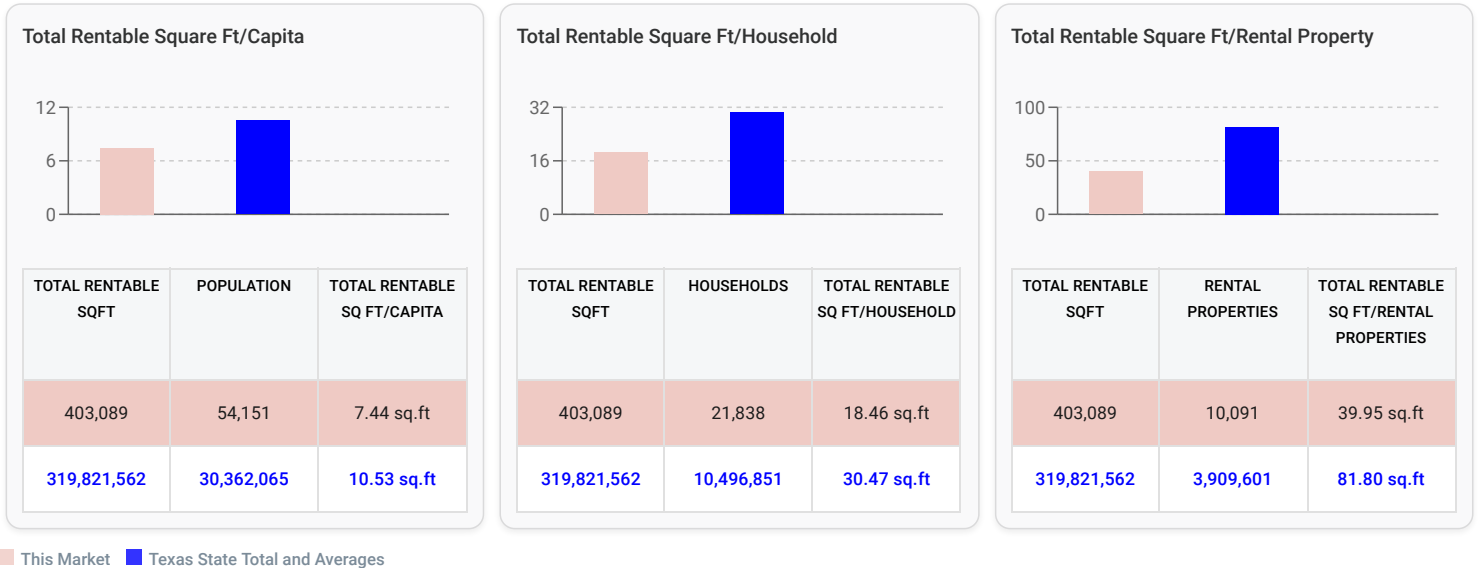
Market Snapshot Continued

	This Market	State
Rental Households Percentage	46.21%	37.73%
Median Household Income	\$94,363	\$63,826
Average Rate Per Square Feet		
<ul style="list-style-type: none"> All Units without Parking 	\$1.81	N/A
<ul style="list-style-type: none"> All Units with Parking 	\$1.7	\$1.21
<ul style="list-style-type: none"> Regular Units 	\$1.47	\$0.97
<ul style="list-style-type: none"> Climate Controlled Units 	\$2.02	\$1.52
<ul style="list-style-type: none"> Only Parking 	\$0.51	\$0.39
Rate Trend (12 months)	-6%	-7.87%
Units Not Advertised	14%	19%
Market Including Known Developments		
Net Rentable Sq Ft	403,089	335,488,832
Sq Ft per Capita		
<ul style="list-style-type: none"> 2020 Sq Ft per Capita 	7.44	11.05
<ul style="list-style-type: none"> 2023 Sq Ft per Capita 	7.1	11.23
<ul style="list-style-type: none"> 2025 Sq Ft per Capita 	6.89	10.92
Sq Ft per Household	18.46	31.96
Total Stores	8	6,740
<ul style="list-style-type: none"> REITS 	2	1,285
<ul style="list-style-type: none"> Mid Ops 	6	2,219
<ul style="list-style-type: none"> Small Ops 	3	3,069

Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

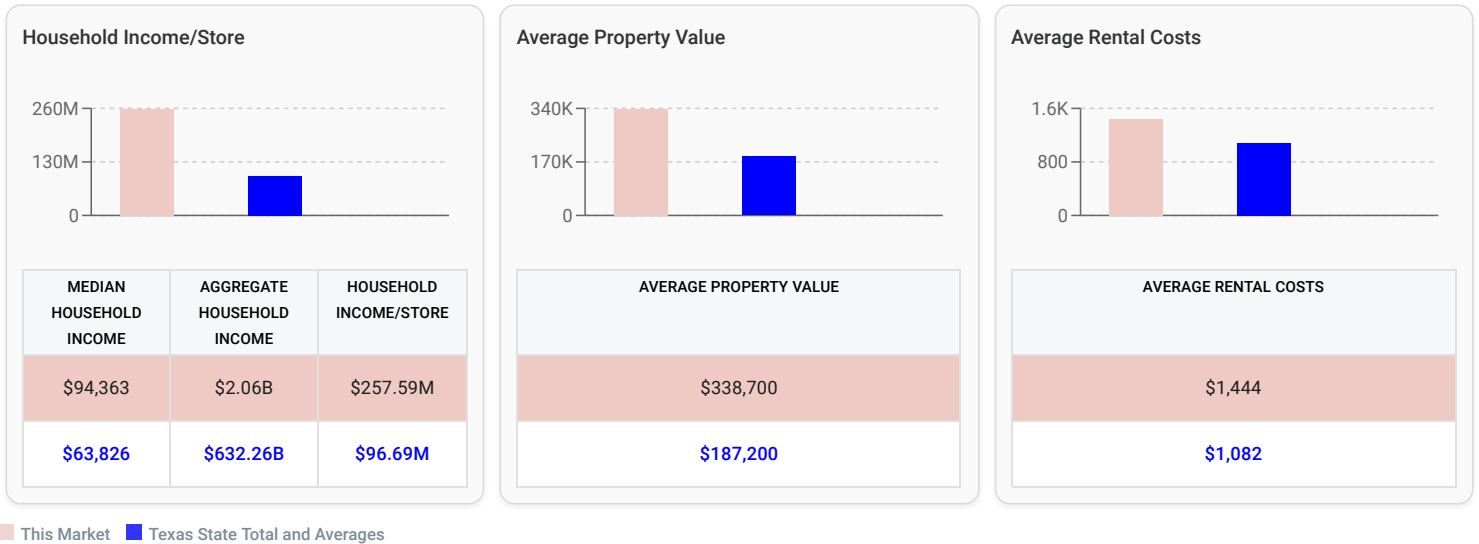
Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



12 Month Trailing Average Rate History

View 12 month trailing average rates for the past one year.

Summary - All Units Without Parking (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
	Total /Market	\$168.27	\$162.48	\$151.39	\$173.15	\$129.00	\$69.47	\$73.10	\$74.00	\$93.30	\$134.00	\$180.90	\$179.67	\$240.55	\$254.00	-	\$349.00	\$399.75	-	-
U-Haul Moving & Storage of Grapevine 3501 William D Tate Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$149.70	\$149.70	\$125.90	\$160.51	-	\$84.95	\$89.38	\$134.95	\$136.35	\$181.39	\$211.16	\$228.05	\$266.77	-	-	-	-	-	-
1st Choice Stadium Storage - Grapevine 2713 Ira E Woods Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$189.14	\$179.52	\$168.01	\$200.20	\$150.50	\$56.89	\$64.00	\$79.00	\$76.64	\$141.96	\$167.38	\$209.00	\$274.48	\$258.95	\$299.00	\$301.00	-	-	-
Regional Storage & Lock 171 S Scribner St, Grapevine, TX 76051	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Grande Self Storage 410 E Nw Hwy, Grapevine, TX 76051	12 mo. trailing avg.	\$204.14	\$204.14	\$204.14	-	-	-	-	\$69.00	-	-	-	\$194.07	-	\$229.14	-	\$324.34	-	-	-
Extra Space 2044 W State Hwy 114, Grapevine, TX 76051	12 mo. trailing avg.	\$144.43	\$144.41	\$127.47	\$172.07	\$142.50	\$38.43	\$44.32	\$71.43	\$80.66	\$132.87	\$144.66	\$180.66	\$195.43	\$264.45	\$297.43	-	-	-	-
CubeSmart Self Storage of Grapevine 2105 Ira E Woods Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$184.20	\$184.20	-	\$184.20	-	-	\$49.26	-	\$77.06	-	\$145.87	-	\$230.91	-	\$289.52	-	\$398.79	-	-

12 Month Trailing Average Rate History Continued

Summary - All Units Without Parking (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING	
Grapevine storage House - Hudgins 131 East Hudgins St, Grapevine, TX 76051	12 mo. trailing avg.	\$114.63	\$114.63	\$114.63	-	-	-	-	\$77.16	-	\$139.00	-	\$191.00	-	-	-	-	-	-	-	-
Grapevine storage House - Scribner 401 North Scribner, Grapevine, TX 76051	12 mo. trailing avg.	\$78.10	\$78.10	\$78.10	-	-	-	-	\$78.10	-	-	-	-	-	-	-	-	-	-	-	-

Specific Unit - All Units Without Parking (Premium, Any Floor)

		OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022
	Total /Market	\$146.25	\$152.36	\$159.30	\$163.86	\$166.60	\$168.42	\$171.31	\$171.97	\$171.33	\$171.05	\$171.51	\$171.08
U-Haul Moving & Storage of Grapevine 3501 William D Tate Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$147.65	\$146.54	\$146.36	\$147.21	\$148.00	\$149.15	\$150.41	\$150.24	\$149.82	\$149.69	\$150.45	\$149.70
1st Choice Stadium Storage - Grapevine 2713 Ira E Woods Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$146.52	\$151.30	\$160.74	\$167.55	\$170.77	\$174.01	\$177.82	\$181.45	\$184.86	\$189.09	\$190.80	\$189.14
CubeSmart Self Storage of Grapevine 2105 Ira E Woods Ave, Grapevine, TX 76051	12 mo. trailing avg.	\$175.13	\$187.11	\$194.45	\$197.07	\$198.65	\$202.33	\$202.61	\$200.37	\$195.30	\$189.12	\$187.16	\$184.20
Regional Storage & Lock 171 S Scribner St, Grapevine, TX 76051	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Grapevine storage House - Hudgins 131 East Hudgins St, Grapevine, TX 76051	12 mo. trailing avg.	\$93.83	\$97.73	\$55.00	\$68.60	\$89.00	\$89.59	\$98.19	\$98.95	\$94.46	\$93.72	\$106.93	\$114.63
Grapevine storage House - Scribner 401 North Scribner, Grapevine, TX 76051	12 mo. trailing avg.	\$67.39	\$67.39	\$55.75	\$57.71	\$78.68	\$79.23	\$78.45	\$78.39	\$78.35	\$78.22	\$78.22	\$78.10

12 Month Trailing Average Rate History Continued

Specific Unit - All Units Without Parking (Premium, Any Floor)

		OCT 2021	NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022
Extra Space 2044 W State Hwy 114, Grapevine, TX 76051	12 mo. trailing avg.	\$113.48	\$118.85	\$127.63	\$134.28	\$138.36	\$139.92	\$147.14	\$148.06	\$146.60	\$145.05	\$144.56	\$144.43
Grande Self Storage 410 E Nw Hwy, Grapevine, TX 76051	12 mo. trailing avg.	\$187.54	\$192.51	\$192.70	\$191.37	\$191.77	\$192.20	\$194.51	\$196.41	\$197.96	\$200.18	\$202.49	\$204.14

Rate per Square Foot by Unit Type

Analysis of the average rate per square foot by each of the most common unit types.

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$1.81	\$1.62	\$0.65	\$1.20	\$2.02	\$2.78	\$3.21	\$1.48	\$1.87	\$1.34	\$1.81	\$1.05	\$1.68	\$1.27	N/A	\$1.16	\$1.33	\$0.43	\$0.51
\$1.29	\$1.20	\$0.39	\$0.97	\$1.52	\$1.99	\$2.30	\$1.36	\$1.71	\$1.04	\$1.37	\$0.92	\$1.23	\$0.84	\$1.19	\$0.80	\$1.14	\$0.40	\$0.38

■ This Market ■ Texas State Total and Averages

Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

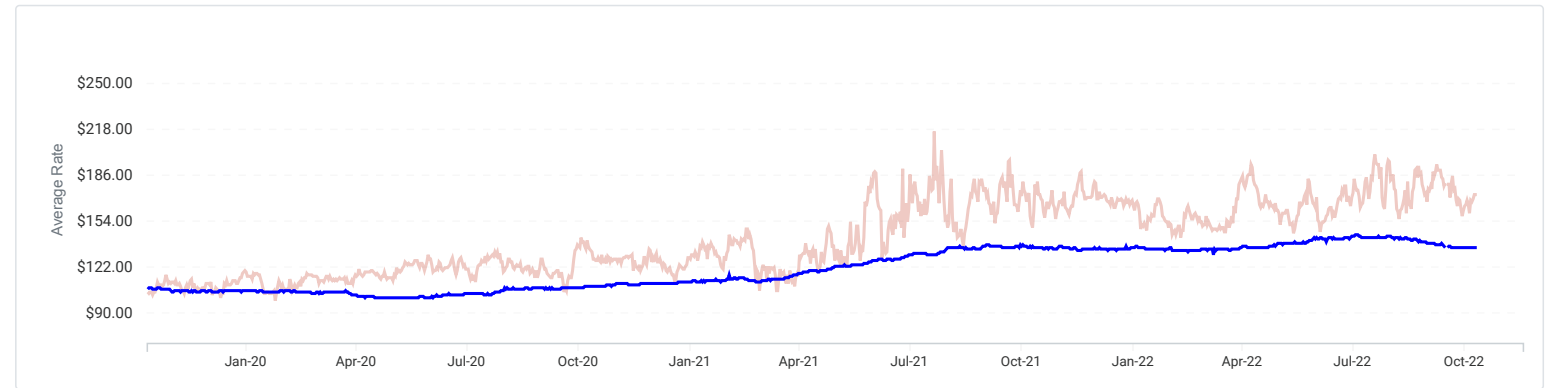
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$172.53	\$167.50	\$126.00	\$149.82	\$182.53	\$69.47	\$80.27	\$74.00	\$93.30	\$134.00	\$180.90	\$157.75	\$251.74	\$254.00	N/A	\$349.00	\$399.75	\$129.00	\$125.00
\$135.62	\$137.35	\$152.13	\$130.11	\$147.66	\$49.87	\$57.49	\$68.08	\$85.27	\$104.48	\$137.27	\$138.35	\$183.89	\$167.82	\$238.55	\$238.53	\$342.19	\$139.57	\$153.83

■ This Market ■ Texas State Total and Averages

Average Rates History

Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

All Units Without Parking (Last 3 Years)

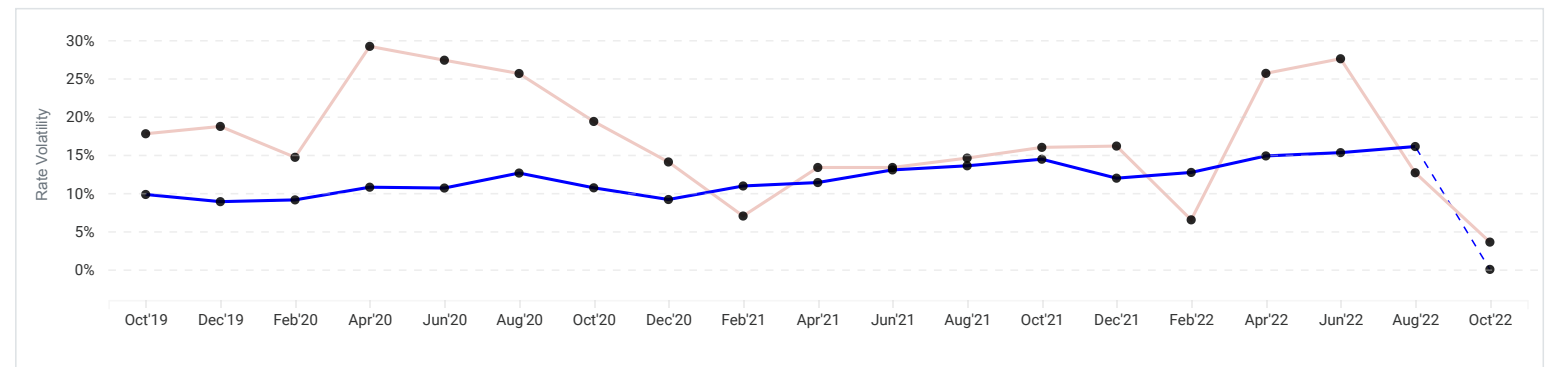


■ This Market ■ Texas State Total and Averages

Rate Volatility History

Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

10x10 CC (Last 3 Years)



■ This Market ■ Texas State Total and Averages --- No Data Available

Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		TEXAS STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS WITHOUT PARKING	6(86%)	1(14%)	3,849(82%)	832(18%)
ALL UNITS WITH PARKING	6(86%)	1(14%)	4,140(81%)	965(19%)
ALL REG	5(71%)	2(29%)	3,738(75%)	1,259(25%)
ALL CC	4(67%)	2(33%)	2,416(73%)	882(27%)
ALL PARKING	2(40%)	3(60%)	911(26%)	2,595(74%)
5X5 REG	2(40%)	3(60%)	1,009(41%)	1,452(59%)
5X5 CC	2(33%)	4(67%)	1,445(57%)	1,111(43%)
5X10 REG	2(29%)	5(71%)	2,307(60%)	1,525(40%)
5X10 CC	4(67%)	2(33%)	1,959(65%)	1,035(35%)
10X10 REG	2(40%)	3(60%)	2,793(66%)	1,461(34%)
10X10 CC	3(50%)	3(50%)	2,003(64%)	1,112(36%)
10X15 REG	3(50%)	3(50%)	2,289(60%)	1,524(40%)
10X15 CC	4(67%)	2(33%)	1,734(60%)	1,180(40%)
10X20 REG	2(33%)	4(67%)	2,528(60%)	1,665(40%)
10X20 CC	0(0%)	6(100%)	1,469(53%)	1,293(47%)
10X30 REG	1(17%)	5(83%)	1,307(45%)	1,629(55%)
10X30 CC	1(33%)	2(67%)	546(34%)	1,057(66%)
CAR PARKING	1(20%)	4(80%)	164(8%)	1,932(92%)
RV PARKING	2(40%)	3(60%)	881(35%)	1,640(65%)

■ This Market ■ Texas State Total and Averages

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.


Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✓ Rate available for this unit type
✗ Rate not available for this unit type
🚫 Rate previously available, but not currently advertised



Grapevine storage House - Hudgins 0.15 mile
131 East Hudgins St, Grapevine, TX 76051


Monday - Saturday **09:00 AM - 05:00 PM**
Sunday **Closed**

Total Square Feet **42,260 sqft**
Rentable Square Footage **41,940 sqft**
Owned by **Grapevine storage House**
Class Type **B**
Store Type **Self Storage**
Rate Volatility **0%**

Marketing Scorecard **33/100**

Contactability **3/11**
Paid Search **5/35**
Search **10/15**
Social Media **0/14**
Website **15/25**

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	🚫	✗	✓	✗	🚫	✗	✗	✗	✗	✗	✗	✗



Regional Storage & Lock 0.47 mile
171 S Scribner St, Grapevine, TX 76051

Total Square Feet **12,520 sqft**
Rentable Square Footage **11,894 sqft**
Owned by **Regional Storage & Lock**
Class Type **B**
Store Type **Self Storage**
Rate Volatility **N/A**

Marketing Scorecard **0/100**

Contactability **0/11**
Paid Search **0/35**
Search **0/15**
Social Media **0/14**
Website **0/25**

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

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All Stores List Continued

✔ Rate available for this unit type
 ✘ Rate not available for this unit type
 🚫 Rate previously available, but not currently advertised

Grande Self Storage 0.54 mile 410 E Nw Hwy, Grapevine, TX 76051		Total Square Feet 13,380 sqft Rentable Square Footage 12,711 sqft Owned by Grande Self Storage Class Type C Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 15/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 9/25																																					
Monday - Wednesday 08:00 AM - 04:00 PM Thursday - Friday 08:00 AM - 12:00 PM Saturday - Sunday Closed		<table border="1"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td> </tr> </table>												5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking																												
✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘																												

Grapevine storage House - Scribner 0.73 mile 401 North Scribner, Grapevine, TX 76051		Total Square Feet 32,950 sqft Rentable Square Footage 24,712 sqft Owned by Grapevine storage House Class Type B Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 29/100 Contactability 3/11 Paid Search 0/35 Search 11/15 Social Media 0/14 Website 15/25																																					
Monday - Saturday 09:00 AM - 05:00 PM Sunday Closed		<table border="1"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: grey;">🚫</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: red;">✘</td> </tr> </table>												5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking	✘	✘	🚫	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking																												
✘	✘	🚫	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘																												

Extra Space 1.06 miles 2044 W State Hwy 114, Grapevine, TX 76051		Total Square Feet 83,073 sqft Rentable Square Footage 78,919 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 56%		Marketing Scorecard 44/100 Contactability 8/11 Paid Search 2/35 Search 4/15 Social Media 7/14 Website 23/25																																					
Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed		<table border="1"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="color: grey;">🚫</td><td style="color: grey;">🚫</td><td style="color: grey;">🚫</td><td style="color: green;">✔</td><td style="color: grey;">🚫</td><td style="color: grey;">🚫</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: grey;">🚫</td><td style="color: grey;">🚫</td><td style="color: red;">✘</td><td style="color: red;">✘</td><td style="color: grey;">🚫</td><td style="color: green;">✔</td> </tr> </table>												5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking	🚫	🚫	🚫	✔	🚫	🚫	✔	✔	🚫	🚫	✘	✘	🚫	✔
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking																												
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CubeSmart Self Storage of Grapevine 1.21 miles 2105 Ira E Woods Ave, Grapevine, TX 76051		Total Square Feet 77,493 sqft Rentable Square Footage 58,119 sqft Owned by CubeSmart Self Storage Class Type A Store Type Self Storage Rate Volatility 17%		Marketing Scorecard 55/100 Contactability 8/11 Paid Search 17/35 Search 2/15 Social Media 7/14 Website 21/25																																					
Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM		<table border="1"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: red;">✘</td><td style="color: grey;">🚫</td><td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: red;">✘</td><td style="color: red;">✘</td> </tr> </table>												5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking	✘	✔	✘	✔	✘	✔	✘	✔	✘	🚫	✘	✔	✘	✘
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1st Choice Stadium Storage - Grapevine 1.85 miles 2713 Ira E Woods Ave, Grapevine, TX 76051		Total Square Feet 115,967 sqft Rentable Square Footage 113,309 sqft Owned by 1st Choice Stadium Storage Class Type B Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 18/100 Contactability 3/11 Paid Search 0/35 Search 4/15 Social Media 0/14 Website 11/25																																					
Monday Closed Tuesday - Saturday 09:00 AM - 06:00 PM Sunday 10:00 AM - 05:00 PM		<table border="1"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="color: green;">✔</td><td style="color: grey;">🚫</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: green;">✔</td><td style="color: grey;">🚫</td><td style="color: grey;">🚫</td><td style="color: red;">✘</td><td style="color: green;">✔</td><td style="color: green;">✔</td> </tr> </table>												5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking	✔	🚫	✔	✔	✔	✔	✔	✔	✔	🚫	🚫	✘	✔	✔
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All Stores List Continued

✓ Rate available for this unit type
✗ Rate not available for this unit type
🚫 Rate previously available, but not currently advertised



U-Haul Moving & Storage of Grapevine 2.55 miles

3501 William D Tate Ave, Grapevine, TX 76051

Monday - Thursday **07:00 AM - 07:00 PM**
 Friday **07:00 AM - 08:00 PM**
 Saturday **07:00 AM - 07:00 PM**
 Sunday **09:00 AM - 05:00 PM**

Total Square Feet **81,980 sqft**
 Rentable Square Footage **61,485 sqft**
 Owned by **U-Haul International Inc.**
 Class Type **A**
 Store Type **Self Storage**
 Rate Volatility **5%**

Marketing Scorecard **41/100**

Contactability **6/11**
 Paid Search **5/35**
 Search **0/15**
 Social Media **7/14**
 Website **23/25**

5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	🚫	✓	🚫	✓	🚫	✓	✗	✗	✗	✗	✗	✗

StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the a results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Additionally we check if the store is listed on an aggregator website like Sparefoot, SelfStorage.com, Storagefront, etc.

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-8 Score
Buys Yelp Ads	0-5 Score
Buys YellowPages Ads	0-5 Score
Listed on aggregator	0-5 Score

Search (organic) (15 points)

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

Social Media (14 points)

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score