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Executive Summary

Market: Redmond, WA

Market Type: City

Comparisons are made with: National Totals and Averages and Washington State Total and Averages

Market Snapshot

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

	This Market	State	National
Net Rentable Sq Ft	539,711	65,942,246	2,627,461,880
Sq Ft per Capita			
• 2021 Sq Ft per Capita	7.48	8.66	7.97
• 2024 Sq Ft per Capita	7.19	8.4	7.88
• 2026 Sq Ft per Capita	6.99	8.2	7.77
Sq Ft per Household	18.6	22.49	21.19
Total Stores	9	1,606	62,424
• REITS	1	165	9,181
• Mid Ops	6	611	23,087
• Small Ops	2	830	30,188
New Developments	0	70	3,150
Sq Ft of Developments	N/A	5,445,255	246,224,787
Stores opened within the last year	0	23	1,045
Demographics			
• 2021 Population	72,166	7,617,364	329,725,481
• 2024 Population	75,114 (+0.04% change)	7,851,511 (+0.03% change)	333,584,158 (+0.01% change)
• 2026 Population	77,186 (+0.07% change)	8,038,845 (+0.06% change)	338,018,925 (+0.03% change)
Households	29,024	2,931,841	124,010,992
Rental Households	14,903	1,066,944	43,858,831

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	51.35%	36.39%	35.37%
Median Household Income	\$147,006	\$82,400	\$69,021
Average Rate Per Square Feet			
• All Units without Parking	\$1.98	\$1.62	\$1.36
• All Units with Parking	\$1.98	\$1.52	\$1.3
• Regular Units	\$1.89	\$1.31	\$1.09
• Climate Controlled Units	\$2.07	\$1.86	\$1.61
• Only Parking	N/A	\$0.64	\$0.42
Rate Trend (12 months)	-1.31%	-3.39%	0.96%
Units Not Advertised	0%	13%	22%
Market Including Known Developments			
Net Rentable Sq Ft	539,711	71,387,501	2,873,686,667
Sq Ft per Capita			
• 2021 Sq Ft per Capita	7.48	9.37	8.72
• 2024 Sq Ft per Capita	7.19	9.09	8.61
• 2026 Sq Ft per Capita	6.99	8.88	8.5
Sq Ft per Household	18.6	24.35	23.17
Total Stores	9	1,676	65,574
• REITS	1	168	9,567
• Mid Ops	12	620	23,467
• Small Ops	2	830	30,191

Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

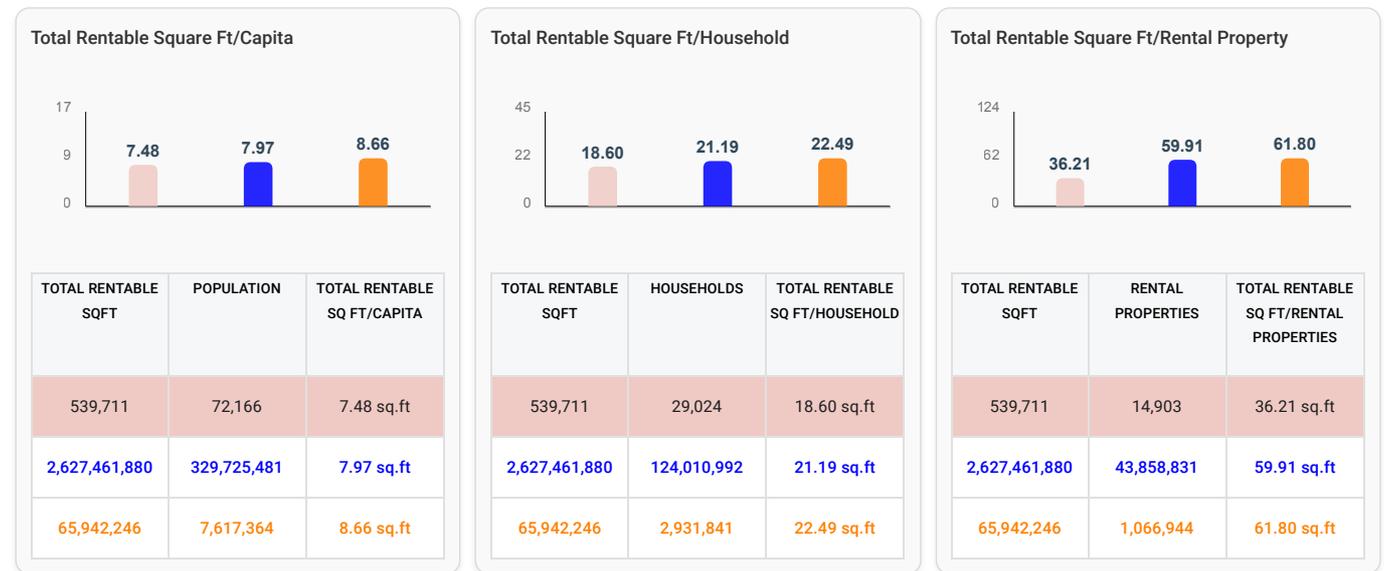
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
80.00%	80.00%	60.00%	70.00%	N/A	30.00%	70.00%	30.00%	70.00%	40.00%	40.00%	20.00%	50.00%	60.00%	20.00%	20.00%	10.00%	N/A	N/A
97.85%	100.00%	87.31%	48.27%	18.00%	29.79%	32.00%	61.76%	40.48%	69.63%	40.98%	57.06%	34.49%	62.21%	28.73%	33.37%	9.65%	3.60%	16.94%
97.27%	100.00%	85.31%	45.96%	23.29%	31.90%	32.95%	57.19%	37.99%	62.96%	38.93%	49.42%	31.16%	59.60%	24.24%	28.65%	7.03%	5.04%	22.35%

● This Market
 ● National Totals and Averages
 ● Washington State Total and Averages

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 2021 American Community Survey.



● This Market
 ● National Totals and Averages
 ● Washington State Total and Averages

12 Month Trailing Average Rate History

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

Summary - (Premium - Rate Per Square Foot, 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
Current Market Average Price		\$2.12	\$2.12	\$2.05	\$2.18	-	\$2.59	\$3.03	\$3.13	\$2.15	\$1.74	\$1.90	\$1.57	\$1.61	\$1.84	\$1.67	\$1.33	\$1.37	-	-
StorQuest Self Storage 7555 187th PI NE, Redmond, WA 98052	12 mo. trailing avg.	\$2.09	\$2.09	\$2.20	\$2.08	-	-	\$2.76	-	\$2.60	-	\$1.74	-	\$1.67	\$2.20	\$1.59	-	-	-	-
Public Storage 15510 NE 90th St, Redmond, WA 98052	12 mo. trailing avg.	\$2.35	\$2.35	\$1.48	\$2.35	-	-	\$3.44	-	\$2.80	-	\$1.97	-	\$2.02	-	\$1.90	\$1.48	\$1.65	-	-
Redmond Ridge Self Storage 23060 NE 102 St, Redmond, WA 98053	12 mo. trailing avg.	\$2.43	\$2.43	\$2.44	\$2.43	-	-	\$3.24	-	\$2.43	-	\$2.09	-	\$1.91	\$2.44	\$2.47	-	-	-	-
Red Way Self-Storage 18024 Redmond Way, Redmond, WA 98052	12 mo. trailing avg.	\$2.68	\$2.68	-	\$2.68	-	-	\$3.55	-	\$3.14	-	\$2.14	-	\$2.24	-	\$2.14	-	\$2.00	-	-
Redmond Mini Storage 8705 Willows Rd, Redmond, WA 98052	12 mo. trailing avg.	\$2.99	\$2.99	\$2.60	\$3.81	-	\$3.57	\$4.20	\$2.93	\$3.64	\$1.92	-	-	-	\$2.11	\$2.46	-	-	-	-
Redmond Self Storage 17285 NE 70th Street, Redmond, WA 98052	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SmartStop Self Storage - 23316 Redmond-Fall City Rd NE 23316 Redmond- Fall City Rd NE, Redmond, WA 98053	12 mo. trailing avg.	\$2.04	\$2.04	\$1.75	\$2.31	-	-	\$3.40	-	\$2.09	\$1.88	\$1.65	\$1.74	\$1.63	\$1.78	-	\$1.55	-	-	-
Marymoor Self Storage 6065 East Lake Sammamish Pkwy NE, Redmond, WA 98052	12 mo. trailing avg.	\$3.20	\$3.08	\$3.18	\$2.96	\$1.22	\$4.03	\$4.37	\$4.32	\$2.63	\$2.69	\$2.62	-	\$2.17	\$2.45	\$2.29	-	-	-	\$1.22

12 Month Trailing Average Rate History Continued

Summary - (Premium - Rate Per Square Foot, 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
American Mini Storage - 70th St 17520 NE 70th St, Redmond, WA 98052	12 mo. trailing avg.	\$2.02	\$2.02	\$2.02	-	-	\$2.64	-	\$2.52	-	\$1.92	-	\$1.69	-	\$1.66	-	\$1.72	-	-	-

Specific Unit - 10x10 Reg (Premium - Rate Per Square Foot, Any Floor)

		SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
Current Market Average Price		\$2.10	\$2.12	\$2.14	\$2.15	\$2.16	\$2.15	\$2.14	\$2.12	\$2.12	\$2.10	\$2.07	\$2.04
Redmond Mini Storage 8705 Willows Rd, Redmond, WA 98052	12 mo. trailing avg.	\$2.17	\$2.19	\$2.16	\$2.12	\$2.11	\$2.07	\$2.07	\$2.05	\$2.02	\$1.98	\$1.95	\$1.92
Redmond Self Storage 17285 NE 70th Street, Redmond, WA 98052	12 mo. trailing avg.	\$0.72	\$0.72	\$0.72	\$0.72	-	-	-	-	-	-	-	-
StorQuest Self Storage 7555 187th Pl NE, Redmond, WA 98052	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 15510 NE 90th St, Redmond, WA 98052	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Redmond Ridge Self Storage 23060 NE 102 St, Redmond, WA 98053	12 mo. trailing avg.	\$2.19	\$2.19	\$2.19	\$2.19	\$2.19	\$2.19	\$2.19	\$1.99	\$1.99	\$1.99	-	-
Red Way Self-Storage 18024 Redmond Way, Redmond, WA 98052	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
SmartStop Self Storage - 23316 Redmond-Fall City Rd NE 23316 Redmond-Fall City Rd NE, Redmond, WA 98053	12 mo. trailing avg.	\$2.18	\$2.18	\$2.21	\$2.22	\$2.16	\$2.13	\$2.10	\$2.08	\$2.06	\$2.01	\$1.94	\$1.88
Marymoor Self Storage 6065 East Lake Sammamish Pkwy NE, Redmond, WA 98052	12 mo. trailing avg.	\$2.55	\$2.59	\$2.63	\$2.68	\$2.75	\$2.80	\$2.70	\$2.70	\$2.69	\$2.70	\$2.70	\$2.69
American Mini Storage - 70th St 17520 NE 70th St, Redmond, WA 98052	12 mo. trailing avg.	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92

Specific Unit - 10x10 CC (Premium - Rate Per Square Foot, Any Floor)

		SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
Current Market Average Price		\$2.22	\$2.23	\$2.24	\$2.26	\$2.26	\$2.23	\$2.19	\$2.15	\$2.12	\$2.07	\$2.02	\$1.98
StorQuest Self Storage 7555 187th Pl NE, Redmond, WA 98052	12 mo. trailing avg.	\$2.05	\$2.06	\$2.04	\$2.01	\$1.97	\$1.93	\$1.92	\$1.90	\$1.86	\$1.81	\$1.77	\$1.74
Redmond Ridge Self Storage 23060 NE 102 St, Redmond, WA 98053	12 mo. trailing avg.	\$2.35	\$2.37	\$2.37	\$2.38	\$2.38	\$2.35	\$2.28	\$2.20	\$2.16	\$2.15	\$2.13	\$2.09
Red Way Self-Storage 18024 Redmond Way, Redmond, WA 98052	12 mo. trailing avg.	\$2.25	\$2.26	\$2.31	\$2.35	\$2.32	\$2.26	\$2.19	\$2.16	\$2.15	\$2.14	\$2.17	\$2.14

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 CC (Premium - Rate Per Square Foot, Any Floor)

		SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023
Public Storage 15510 NE 90th St, Redmond, WA 98052	12 mo. trailing avg.	\$2.10	\$2.10	\$2.13	\$2.18	\$2.19	\$2.20	\$2.17	\$2.14	\$2.12	\$2.08	\$2.03	\$1.97
American Mini Storage - 70th St 17520 NE 70th St, Redmond, WA 98052	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Marymoor Self Storage 6065 East Lake Sammamish Pkwy NE, Redmond, WA 98052	12 mo. trailing avg.	\$2.40	\$2.41	\$2.44	\$2.54	\$2.65	\$2.65	\$2.65	\$2.67	\$2.67	\$2.67	\$2.67	\$2.62
SmartStop Self Storage - 23316 Redmond-Fall City Rd NE 23316 Redmond-Fall City Rd NE, Redmond, WA 98053	12 mo. trailing avg.	\$1.83	\$1.80	\$1.80	\$1.78	\$1.73	\$1.72	\$1.72	\$1.73	\$1.77	\$1.73	\$1.68	\$1.65

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
\$1.98	\$1.67	\$0.70	\$1.44	\$2.07	\$2.51	\$3.03	\$2.19	\$2.01	\$1.69	\$1.84	\$1.51	\$1.52	\$1.84	\$1.61	\$1.33	\$1.37	N/A	N/A
\$1.36	\$1.29	\$0.42	\$1.09	\$1.61	\$2.24	\$2.42	\$1.46	\$1.80	\$1.11	\$1.42	\$0.95	\$1.25	\$0.84	\$1.22	\$0.77	\$1.18	\$0.44	\$0.41
\$1.62	\$1.51	\$0.64	\$1.31	\$1.86	\$2.50	\$2.72	\$1.73	\$2.05	\$1.34	\$1.64	\$1.20	\$1.48	\$1.07	\$1.38	\$1.05	\$1.32	\$0.74	\$0.63

● This Market
 ● National Totals and Averages
 ● Washington 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.

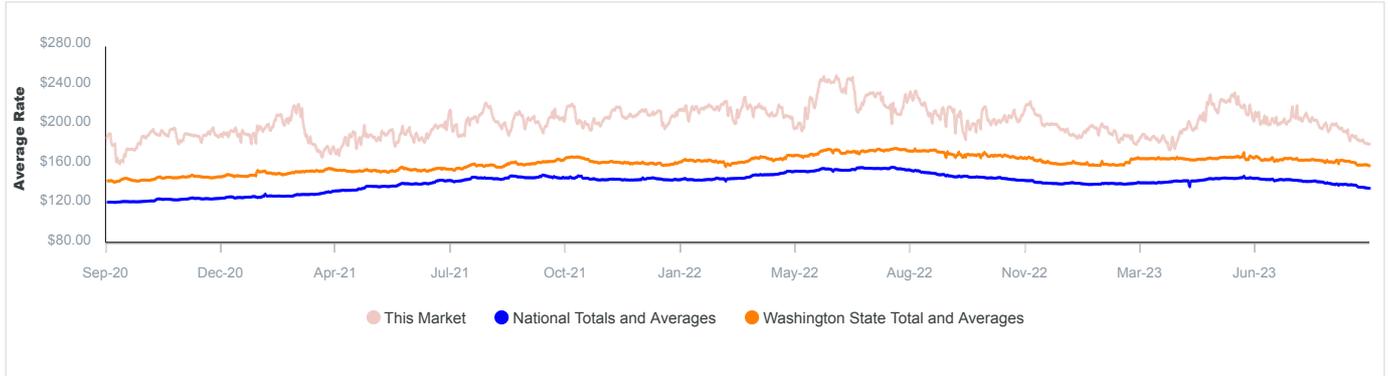
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$179.55	\$179.55	N/A	\$198.33	\$160.23	\$62.80	\$75.75	\$109.63	\$100.36	\$169.25	\$184.00	\$226.57	\$228.43	\$368.17	\$322.67	\$400.00	\$411.00	N/A	N/A
\$134.80	\$135.02	\$137.83	\$127.23	\$147.39	\$55.99	\$60.45	\$73.02	\$89.90	\$110.97	\$142.09	\$143.23	\$187.93	\$168.72	\$243.26	\$230.71	\$354.57	\$129.68	\$139.26
\$157.71	\$160.36	\$180.59	\$158.30	\$164.01	\$62.38	\$68.09	\$86.50	\$102.27	\$134.07	\$163.71	\$179.66	\$221.84	\$214.17	\$275.26	\$315.95	\$395.86	\$170.04	\$182.21

● This Market
 ● National Totals and Averages
 ● Washington 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)



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									
	Redmond Self Storage 0.71 mile 17285 NE 70th Street, Redmond, WA 98052	Drive Distance	1.82 miles	Marketing Scorecard 27/100									
		Drive Time	5.1 minutes	Contactability	3/11								
		Total Square Feet	77,500 sqft	Paid Search	0/35								
		Rentable Square Footage	64,820 sqft	Search	0/15								
		Class Type	B	Social Media	5/14								
		Store Type	Self Storage	Website	19/25								
		Rate Volatility	N/A										
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
	American Mini Storage - 70th St 0.75 mile 17520 NE 70th St, Redmond, WA 98052	Drive Distance	1.32 miles	Marketing Scorecard 17/100									
		Drive Time	6.2 minutes	Contactability	0/11								
		Total Square Feet	77,311 sqft	Paid Search	0/35								
		Rentable Square Footage	68,367 sqft	Search	3/15								
		Class Type	B	Social Media	0/14								
		Store Type	Self Storage and Parking	Website	14/25								
		Rate Volatility	0%										
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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
Public Storage 0.83 mile 15510 NE 90th St, Redmond, WA 98052 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Distance 1.19 miles Drive Time 4.47 minutes Total Square Feet 78,446 sqft Rentable Square Footage 56,225 sqft Class Type B Store Type Self Storage Rate Volatility 24%		Marketing Scorecard 56/100 Contactability 8/11 Paid Search 14/35 Search 4/15 Social Media 8/14 Website 22/25									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	🚫	✓	✗	✗
Redmond Mini Storage 1.08 miles 8705 Willows Rd, Redmond, WA 98052 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday Closed		Drive Distance 1.39 miles Drive Time 5.02 minutes Total Square Feet 39,387 sqft Rentable Square Footage 36,525 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 7%		Marketing Scorecard 33/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 5/14 Website 20/25									
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
✓	✓	✓	✓	✓	✗	✗	✗	✓	🚫	✗	✗	✗	✗
Red Way Self-Storage 1.25 miles 18024 Redmond Way, Redmond, WA 98052 No Image Available		Drive Distance 1.56 miles Drive Time 7.4 minutes Total Square Feet 80,817 sqft Rentable Square Footage 61,060 sqft Class Type A Store Type Self Storage Rate Volatility 12%		Marketing Scorecard 44/100 Contactability 8/11 Paid Search 5/35 Search 5/15 Social Media 7/14 Website 19/25									
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
✗	✓	✗	✓	✗	✓	✗	🚫	✗	✓	✗	🚫	✗	✗
Marymoor Self Storage 1.33 miles 6065 East Lake Sammamish Pkwy NE, Redmond, WA 98052 Monday Closed Tuesday - Saturday 09:30 AM - 06:00 PM Sunday 09:30 AM - 05:00 PM		Drive Distance 1.62 miles Drive Time 7.32 minutes Total Square Feet 72,968 sqft Rentable Square Footage 50,869 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 5%		Marketing Scorecard 31/100 Contactability 8/11 Paid Search 1/35 Search 2/15 Social Media 1/14 Website 19/25									
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
✓	✓	✓	✓	✓	🚫	✗	✓	✓	🚫	✗	✗	✗	🚫
StorQuest Self Storage 1.35 miles 7555 187th Pl NE, Redmond, WA 98052 Monday - Saturday 09:00 AM - 06:00 PM Sunday 10:00 AM - 05:00 PM		Drive Distance 1.7 miles Drive Time 7.06 minutes Total Square Feet 98,925 sqft Rentable Square Footage 74,193 sqft Class Type B Store Type Self Storage Rate Volatility 18%		Marketing Scorecard 56/100 Contactability 11/11 Paid Search 5/35 Search 11/15 Social Media 7/14 Website 22/25									
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
✗	✓	✗	✗	✗	✓	✗	✓	✓	🚫	✗	✗	✗	✗

All Stores List Continued

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

Redmond Ridge Self Storage 4.33 miles 23060 NE 102 St, Redmond, WA 98053 Monday - Sunday 09:00 AM - 06:00 PM		Drive Distance 5.38 miles Drive Time 12.86 minutes Total Square Feet 106,450 sqft Rentable Square Footage 82,717 sqft Class Type B Store Type Self Storage Rate Volatility 7%	Marketing Scorecard 27/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 5/14 Website 19/25										
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
✗	✓	✗	✓	✗	✓	✗	✓	✓	👁	✗	✗	✗	✗

SmartStop Self Storage - 23316 Redmond-Fall City Rd NE 4.75 miles 23316 Redmond-Fall City Rd NE, Redmond, WA 98053 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 04:00 PM Sunday 10:00 AM - 02:00 PM		Drive Distance 5.21 miles Drive Time 12.5 minutes Total Square Feet 47,300 sqft Rentable Square Footage 44,935 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 27%	Marketing Scorecard 45/100 Contactability 8/11 Paid Search 5/35 Search 2/15 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 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