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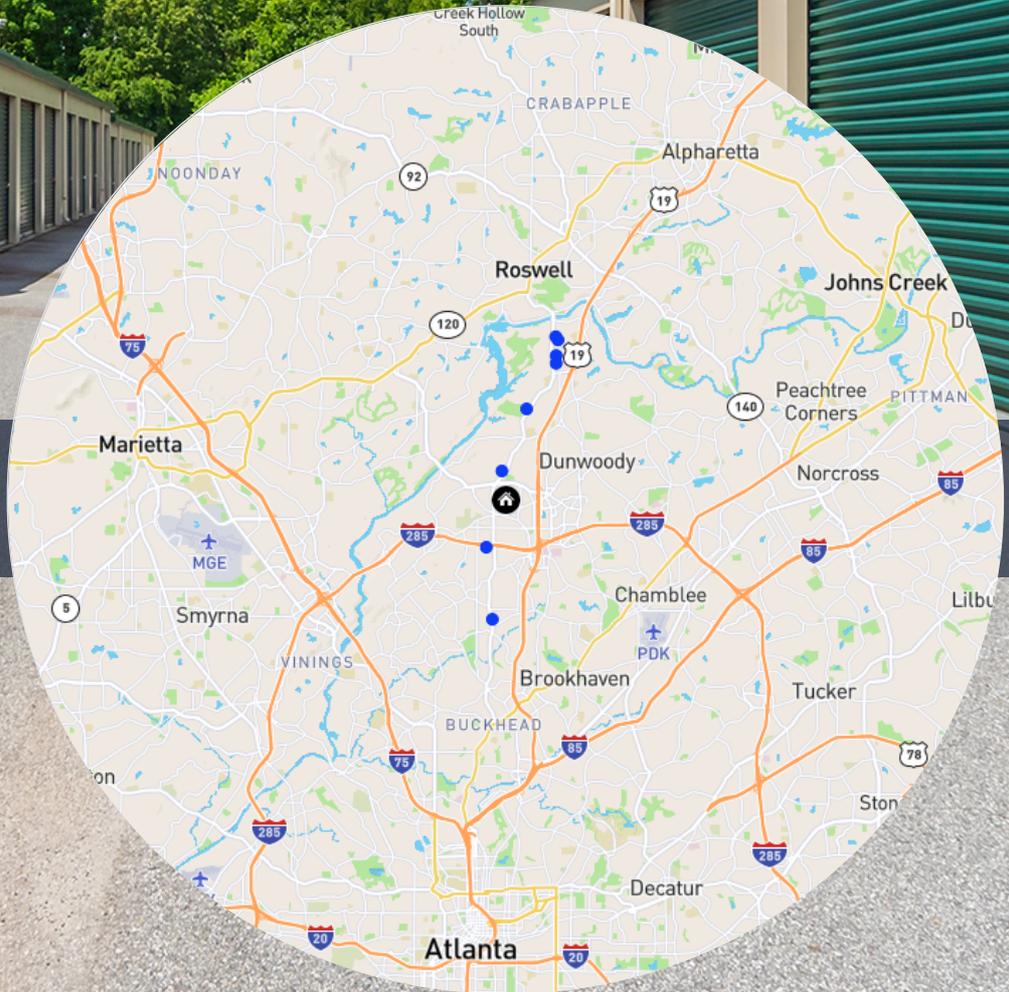
EXPLORER

Market Report

Produced on Apr 06 2023



Report for:
Sandy Springs, GA



stortrack

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Market Summary

Market: Sandy Springs, GA

Market Type: City

Comparisons are made with: National Totals and Averages and Georgia 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	642,252	93,625,785	2,559,676,923
Sq Ft per Capita			
• 2020 Sq Ft per Capita	5.94	8.4	7.84
• 2023 Sq Ft per Capita	5.79	8.67	7.68
• 2025 Sq Ft per Capita	5.7	8.51	7.58
Sq Ft per Household	12.97	22.98	20.92
Total Stores	8	2,026	59,038
• REITS	8	0	9,023
• Mid Ops	0	0	22,224
• Small Ops	0	0	27,823
New Developments	0	172	2,867
Sq Ft of Developments	N/A	13,511,538	225,745,201
Stores opened within the last year	0	22	564
Demographics			
• 2020 Population	108,180	11,152,540	326,569,308
• 2023 Population	110,831 (+2.45% change)	10,804,930 (+2.81% change)	333,210,843 (+1.05% change)
• 2025 Population	112,599 (+4.08% change)	11,001,860 (+4.68% change)	337,715,556 (+2.37% change)
Households	49,537	4,073,877	122,354,219
Rental Households	24,896	1,377,105	43,552,843

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	50.26%	35.95%	35.6%
Median Household Income	\$80,998	\$61,224	\$64,994
Average Rate Per Square Feet			
• All Units without Parking	\$1.5	\$1.32	\$1.41
• All Units with Parking	\$1.5	\$1.29	\$1.35
• Regular Units	\$1.28	\$1.07	\$1.13
• Climate Controlled Units	\$1.52	\$1.49	\$1.65
• Only Parking	N/A	\$0.39	\$0.43
Rate Trend (12 months)	-21.61%	0.54%	2.38%
Units Not Advertised	0%	13%	21%
Market Including Known Developments			
Net Rentable Sq Ft	642,252	107,137,323	2,785,422,124
Sq Ft per Capita			
• 2020 Sq Ft per Capita	5.94	9.61	8.53
• 2023 Sq Ft per Capita	5.79	9.92	8.36
• 2025 Sq Ft per Capita	5.7	9.74	8.25
Sq Ft per Household	12.97	26.3	22.77
Total Stores	8	2,198	61,905
• REITS	8	0	9,335
• Mid Ops	0	0	22,476
• Small Ops	0	0	27,826

Unit Types Offered

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

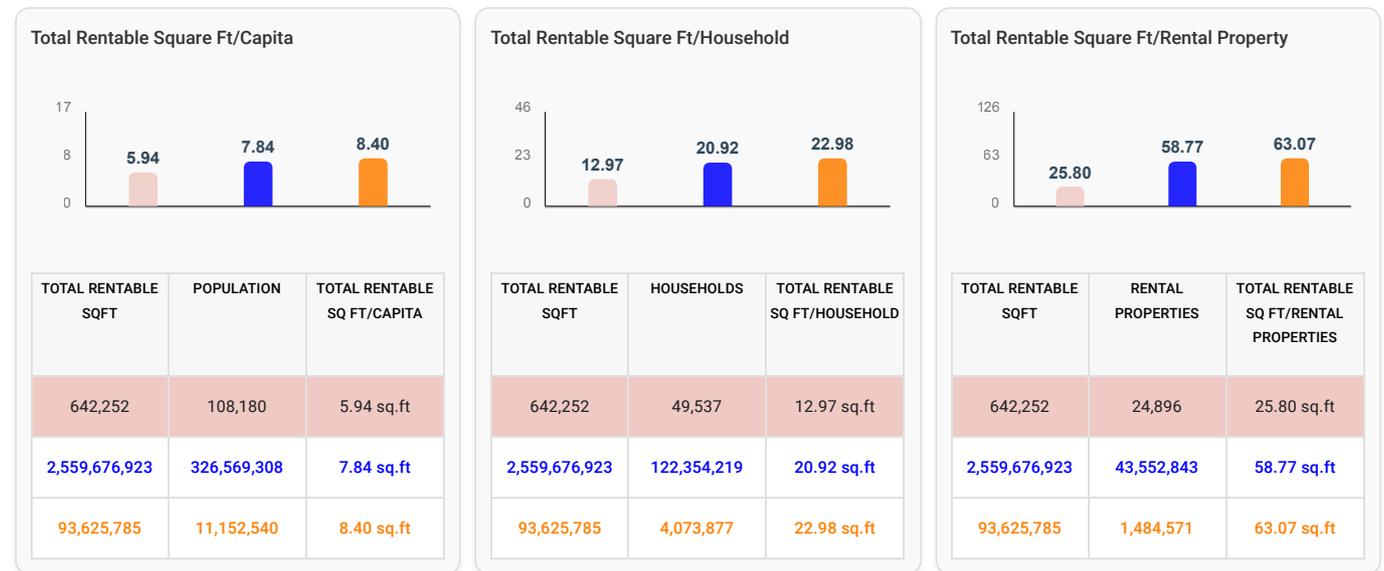
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	37.50%	87.50%	N/A	N/A	87.50%	25.00%	87.50%	12.50%	87.50%	25.00%	75.00%	37.50%	87.50%	25.00%	50.00%	N/A	N/A
97.87%	100.00%	88.14%	49.97%	17.83%	32.26%	34.32%	64.25%	43.40%	72.53%	44.23%	60.51%	38.16%	66.75%	32.59%	37.05%	11.54%	4.38%	16.55%
98.89%	100.00%	83.55%	64.75%	11.73%	31.27%	42.55%	62.83%	54.94%	72.12%	58.55%	62.61%	52.58%	65.04%	48.60%	37.98%	21.39%	2.80%	10.84%

● This Market ● National Totals and Averages ● Georgia 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 2020 American Community Survey.



● This Market ● National Totals and Averages ● Georgia 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		\$1.67	\$1.67	\$1.28	\$1.76	-	-	\$2.70	\$1.62	\$1.85	\$1.43	\$1.56	\$1.08	\$1.20	\$1.14	\$1.57	\$1.16	\$1.38	-	-
Public Storage																				
8773 Dunwoody Place, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.76	\$1.76	\$1.37	\$1.81	-	-	\$3.01	-	\$1.83	\$1.48	\$1.47	\$1.47	\$1.26	\$1.35	\$1.35	-	\$1.05	-	-
Public Storage																				
7760 Roswell Road, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.96	\$1.96	\$1.97	\$1.95	-	\$3.40	\$3.14	\$2.33	\$2.14	\$1.50	\$1.72	\$1.64	\$1.40	\$1.45	\$1.51	\$1.33	\$1.12	-	-
Extra Space																				
120 Northwood Dr Ste 200, Sandy Springs, GA 30342	12 mo. trailing avg.	\$1.75	\$1.75	-	\$1.75	-	-	\$2.83	-	\$1.87	-	\$1.50	-	\$1.38	-	\$1.43	-	\$1.45	-	-
Life Storage - Sandy Springs																				
8711 Dunwoody Pl, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.92	\$1.92	-	\$1.92	-	-	\$3.15	-	\$2.24	-	\$1.70	-	\$1.39	-	\$1.30	-	-	-	-
SecurCare Self Storage																				
8457-D Roswell Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.20	\$1.20	\$1.19	\$1.84	-	-	-	\$1.49	\$1.84	-	-	\$0.99	-	\$1.14	-	\$1.04	-	-	-
Extra Space																				
1115 Hope Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.61	\$1.61	-	\$1.61	-	-	\$2.47	-	\$1.81	-	\$1.50	-	\$1.24	-	\$1.24	-	\$1.25	-	-
Public Storage																				
4654 Roswell Rd, Sandy Springs, GA 30342	12 mo. trailing avg.	\$2.43	\$2.43	-	\$2.43	-	-	\$3.28	-	\$2.18	-	\$1.90	-	\$1.79	-	\$1.74	-	-	-	-
Extra Space																				
6780 Roswell Rd Ste A, Sandy Springs, GA 30328	12 mo. trailing avg.	\$1.93	\$1.92	\$1.68	\$1.93	\$1.68	-	\$2.73	-	\$2.46	-	\$1.64	-	\$1.78	-	\$1.45	-	\$1.45	\$1.68	-

12 Month Trailing Average Rate History Continued

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

		APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023
Current Market Average Price		\$1.58	\$1.59	\$1.61	\$1.61	\$1.61	\$1.63	\$1.61	\$1.56	\$1.51	\$1.51	\$1.51	\$1.50
SecurCare Self Storage 8457-D Roswell Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 120 Northwood Dr Ste 200, Sandy Springs, GA 30342	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Life Storage - Sandy Springs 8711 Dunwoody Pl, Sandy Springs, GA 30350	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1115 Hope Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 8773 Dunwoody Place, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.61	\$1.62	\$1.63	\$1.62	\$1.61	\$1.60	\$1.60	\$1.60	\$1.59	\$1.55	\$1.59	\$1.48
Public Storage 7760 Roswell Road, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.56	\$1.57	\$1.60	\$1.60	\$1.61	\$1.65	\$1.62	\$1.55	\$1.49	\$1.50	\$1.49	\$1.50
Extra Space 6780 Roswell Rd Ste A, Sandy Springs, GA 30328	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 4654 Roswell Rd, Sandy Springs, GA 30342	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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

		APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023
Current Market Average Price		\$1.72	\$1.73	\$1.75	\$1.75	\$1.73	\$1.72	\$1.70	\$1.68	\$1.65	\$1.63	\$1.63	\$1.61
Public Storage 4654 Roswell Rd, Sandy Springs, GA 30342	12 mo. trailing avg.	\$1.97	\$2.01	\$2.01	\$2.00	\$2.00	\$2.00	\$2.01	\$1.96	\$1.95	\$1.92	\$1.92	\$1.90
Extra Space 120 Northwood Dr Ste 200, Sandy Springs, GA 30342	12 mo. trailing avg.	\$1.69	\$1.67	\$1.66	\$1.65	\$1.65	\$1.65	\$1.65	\$1.62	\$1.58	\$1.55	\$1.54	\$1.50
Life Storage - Sandy Springs 8711 Dunwoody Pl, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.59	\$1.62	\$1.67	\$1.70	\$1.68	\$1.69	\$1.69	\$1.71	\$1.72	\$1.72	\$1.72	\$1.70
Public Storage 8773 Dunwoody Place, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.69	\$1.69	\$1.71	\$1.68	\$1.64	\$1.64	\$1.63	\$1.61	\$1.60	\$1.56	\$1.51	\$1.47
Public Storage 7760 Roswell Road, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.65	\$1.67	\$1.70	\$1.73	\$1.75	\$1.77	\$1.77	\$1.74	\$1.70	\$1.71	\$1.73	\$1.72
SecurCare Self Storage 8457-D Roswell Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1115 Hope Rd, Sandy Springs, GA 30350	12 mo. trailing avg.	\$1.66	\$1.68	\$1.69	\$1.69	\$1.66	\$1.61	\$1.57	\$1.52	\$1.47	\$1.46	\$1.47	\$1.50

12 Month Trailing Average Rate History Continued

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

		APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023
Extra Space													
6780 Roswell Rd Ste A, Sandy Springs, GA 30328	12 mo. trailing avg.	\$1.95	\$1.96	\$1.96	\$1.94	\$1.95	\$1.90	\$1.82	\$1.78	\$1.73	\$1.70	\$1.72	\$1.64

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
\$1.50	\$1.50	\$1.36	\$1.30	\$1.52	N/A	\$2.42	\$1.49	\$1.59	\$1.56	\$1.36	\$1.08	\$1.13	\$1.17	\$1.27	\$1.11	\$1.30	N/A	N/A
\$1.41	\$1.34	\$0.43	\$1.13	\$1.65	\$2.31	\$2.51	\$1.52	\$1.86	\$1.16	\$1.46	\$0.99	\$1.29	\$0.88	\$1.25	\$0.80	\$1.21	\$0.47	\$0.42
\$1.32	\$1.28	\$0.39	\$1.07	\$1.49	\$2.09	\$2.37	\$1.40	\$1.73	\$1.04	\$1.31	\$0.91	\$1.16	\$0.86	\$1.14	\$0.84	\$1.15	\$0.46	\$0.38

● This Market ● National Totals and Averages ● Georgia 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.

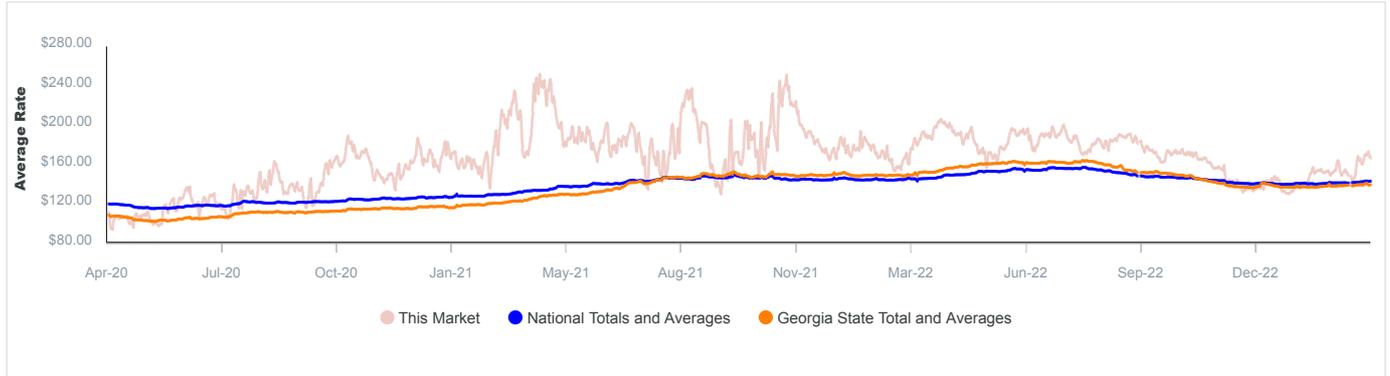
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$153.58	\$153.58	N/A	\$193.50	\$150.22	N/A	\$60.55	\$74.50	\$79.55	\$155.67	\$135.91	\$162.50	\$169.64	\$233.00	\$254.10	\$331.67	\$390.00	N/A	N/A
\$140.86	\$141.03	\$143.42	\$132.56	\$153.67	\$57.81	\$62.80	\$75.88	\$92.78	\$115.50	\$145.83	\$149.15	\$193.06	\$175.46	\$249.71	\$238.69	\$361.70	\$135.29	\$144.95
\$138.17	\$137.68	\$124.21	\$126.86	\$148.36	\$52.13	\$59.13	\$70.05	\$86.31	\$103.99	\$131.49	\$137.00	\$173.74	\$172.27	\$228.45	\$251.74	\$345.66	\$132.76	\$122.76

● This Market ● National Totals and Averages ● Georgia 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									
 Extra Space 0.81 mile 6780 Roswell Rd Ste A, Sandy Springs, GA 30328 Monday - Friday: 09:30 AM - 06:00 PM Saturday: 09:00 AM - 05:30 PM Sunday: Closed		Drive Time: 3.93 minutes Total Square Feet: 100,890 sqft Rentable Square Footage: 75,668 sqft Owned by: Extra Space Storage Inc Class Type: A Store Type: Self Storage and Parking Rate Volatility: 46%		Marketing Scorecard 49/100 Contactability: 8/11 Paid Search: 8/35 Search: 5/15 Social Media: 7/14 Website: 21/25									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	🚫	✗
 Extra Space 1.43 miles 120 Northwood Dr Ste 200, Sandy Springs, GA 30342 Monday - Friday: 09:30 AM - 06:00 PM Saturday: 09:00 AM - 05:30 PM Sunday: Closed		Drive Time: 8.08 minutes Total Square Feet: 149,764 sqft Rentable Square Footage: 112,323 sqft Owned by: Extra Space Storage Inc Class Type: A Store Type: Self Storage Rate Volatility: 51%		Marketing Scorecard 52/100 Contactability: 8/11 Paid Search: 8/35 Search: 8/15 Social Media: 7/14 Website: 21/25									
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									
Public Storage 2.59 miles 7760 Roswell Road, Sandy Springs, GA 30350 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Time 7.06 minutes Total Square Feet 96,759 sqft Rentable Square Footage 91,921 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 24%		Marketing Scorecard 52/100 Contactability 8/11 Paid Search 12/35 Search 3/15 Social Media 8/14 Website 21/25									
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
🚫	✓	✓	✓	✓	✓	✓	✓	✓	🚫	🚫	✓	✗	✗
Public Storage 3.35 miles 4654 Roswell Rd, Sandy Springs, GA 30342 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Time 11.09 minutes Total Square Feet 122,224 sqft Rentable Square Footage 103,890 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 27%		Marketing Scorecard 54/100 Contactability 8/11 Paid Search 12/35 Search 5/15 Social Media 8/14 Website 21/25									
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
✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
SecurCare Self Storage 4.04 miles 8457-D Roswell Rd, Sandy Springs, GA 30350 Monday Closed Tuesday - Friday 10:00 AM - 06:00 PM Saturday 10:00 AM - 05:00 PM Sunday Closed		Drive Time 10.12 minutes Total Square Feet 61,680 sqft Rentable Square Footage 58,596 sqft Owned by Securcare Properties II R LLC Class Type A Store Type Self Storage and Parking Rate Volatility 17%		Marketing Scorecard 44/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 7/14 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
✗	✗	✓	🚫	✗	✗	✓	✗	🚫	✗	✓	✗	✗	✗
Extra Space 4.25 miles 1115 Hope Rd, Sandy Springs, GA 30350 No Image Available		Drive Time 10.34 minutes Total Square Feet 105,438 sqft Rentable Square Footage 79,078 sqft Owned by N/A Class Type A Store Type Self Storage Rate Volatility 71%		Marketing Scorecard 54/100 Contactability 8/11 Paid Search 13/35 Search 5/15 Social Media 7/14 Website 21/25									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Life Storage - Sandy Springs 4.68 miles 8711 Dunwoody Pl, Sandy Springs, GA 30350		Drive Time 11.28 minutes Total Square Feet 87,088 sqft Rentable Square Footage 65,316 sqft Owned by Life Storage LP Class Type A Store Type Self Storage Rate Volatility 25%		Marketing Scorecard 50/100 Contactability 11/11 Paid Search 5/35 Search 3/15 Social Media 7/14 Website 24/25									
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									
 Public Storage 4.75 miles 8773 Dunwoody Place, Sandy Springs, GA 30350		Drive Time 11.17 minutes		Marketing Scorecard 52/100									
Total Square Feet 73,947 sqft		Contactability 8/11		Paid Search 12/35									
Rentable Square Footage 55,460 sqft		Owned by Public Storage		Search 3/15									
Monday - Friday 09:30 AM - 06:00 PM		Class Type A		Social Media 8/14									
Saturday - Sunday 09:30 AM - 05:00 PM		Store Type Self Storage		Website 21/25									
Rate Volatility 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