

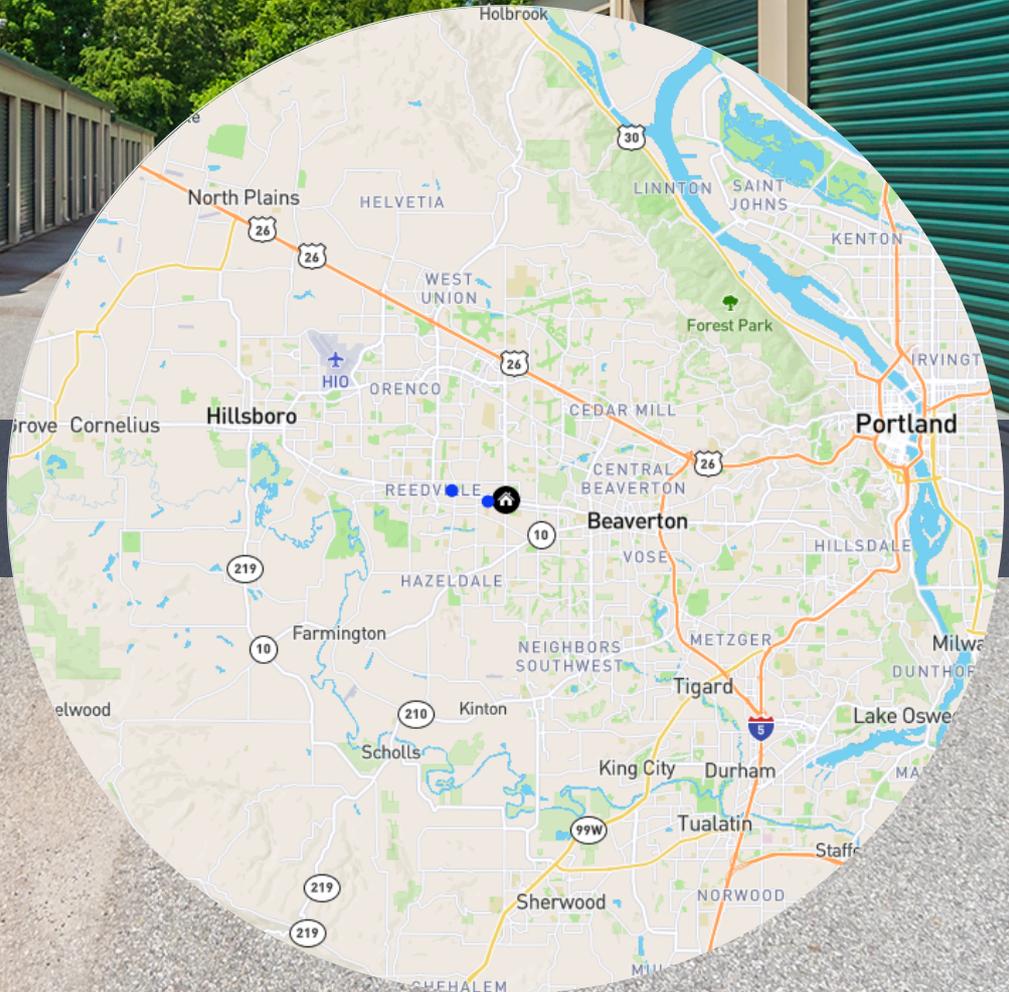
stortrack

EXPLORER

Market Report

Produced on Mar 07 2023

Report for:
Aloha, OR



stortrack

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Market Summary

Market: Aloha, OR

Market Type: City

Comparisons are made with: National Totals and Averages and Oregon 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	77,240	39,393,792	2,549,306,242
Sq Ft per Capita			
• 2020 Sq Ft per Capita	1.44	8.62	7.81
• 2023 Sq Ft per Capita	1.39	9.16	7.65
• 2025 Sq Ft per Capita	1.35	8.99	7.55
Sq Ft per Household	4.27	21.96	20.84
Total Stores	2	973	58,751
• REITS	1	141	8,890
• Mid Ops	1	266	22,027
• Small Ops	0	566	27,866
New Developments	0	26	3,109
Sq Ft of Developments	N/A	1,759,723	240,230,911
Stores opened within the last year	0	5	519
Demographics			
• 2020 Population	53,724	4,568,161	326,569,308
• 2023 Population	55,727 (+3.73% change)	4,300,128 (+2.95% change)	333,210,843 (+1.05% change)
• 2025 Population	57,063 (+6.21% change)	4,382,346 (+4.92% change)	337,715,556 (+2.37% change)
Households	18,073	1,794,000	122,354,219
Rental Households	5,533	611,573	43,552,843

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	30.61%	37.23%	35.6%
Median Household Income	\$75,856	\$65,667	\$64,994
Average Rate Per Square Feet			
• All Units without Parking	\$2.68	\$1.43	\$1.4
• All Units with Parking	\$2.62	\$1.3	\$1.34
• Regular Units	\$2.65	\$1.19	\$1.13
• Climate Controlled Units	\$2.82	\$1.6	\$1.65
• Only Parking	\$1.3	\$0.39	\$0.42
Rate Trend (12 months)	-3.21%	2.31%	4.19%
Units Not Advertised	0%	15%	22%
Market Including Known Developments			
Net Rentable Sq Ft	77,240	41,153,515	2,789,537,153
Sq Ft per Capita			
• 2020 Sq Ft per Capita	1.44	9.01	8.54
• 2023 Sq Ft per Capita	1.39	9.57	8.37
• 2025 Sq Ft per Capita	1.35	9.39	8.26
Sq Ft per Household	4.27	22.94	22.8
Total Stores	2	999	61,860
• REITS	1	141	9,189
• Mid Ops	2	267	22,279
• Small Ops	0	566	27,869

Unit Types Offered

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

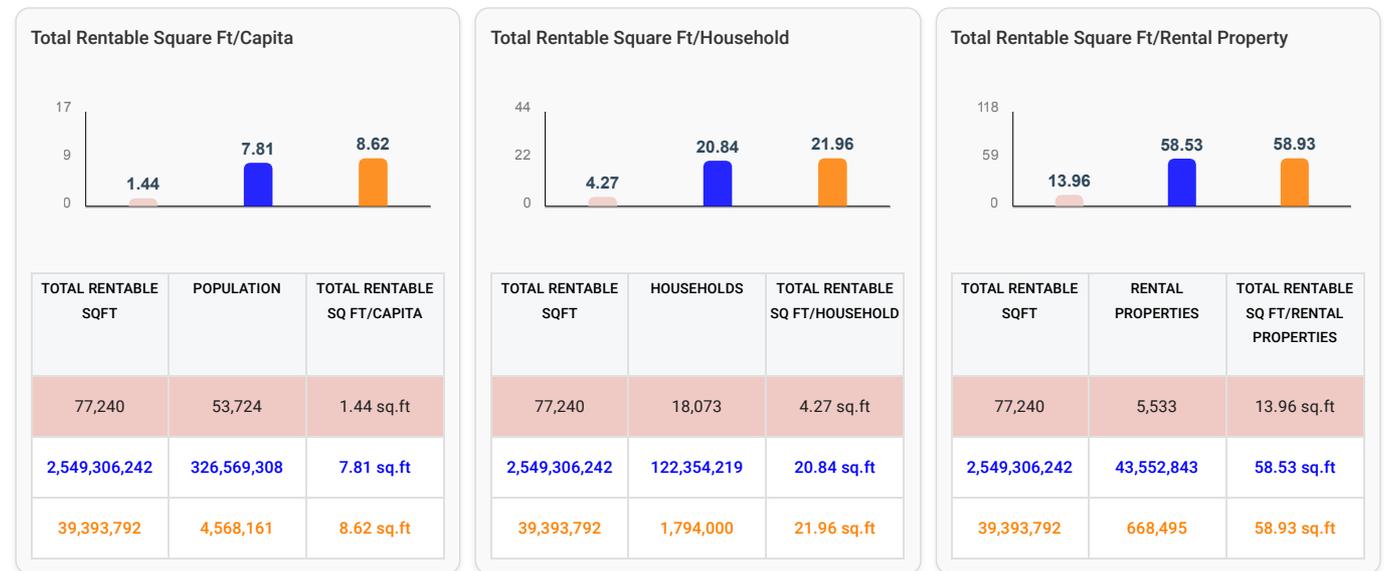
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	100.00%	N/A	N/A	100.00%	N/A	50.00%	N/A	100.00%	N/A	100.00%	N/A	100.00%	N/A	50.00%	N/A	N/A	N/A
97.87%	100.00%	87.40%	49.59%	16.95%	30.52%	32.71%	62.07%	41.76%	70.17%	42.59%	58.05%	36.21%	63.97%	30.55%	35.06%	10.54%	3.68%	15.95%
96.72%	100.00%	91.61%	34.67%	20.44%	40.69%	25.18%	67.15%	28.65%	71.90%	28.47%	59.67%	20.80%	69.34%	13.87%	34.49%	4.74%	2.92%	20.44%

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

12 Month Trailing Average Rate History

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

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

		MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023
Current Market Average Price		\$1.46	\$1.46	\$1.50	\$1.51	\$1.49	\$1.47	\$1.47	\$1.49	\$1.52	\$1.53	\$1.51	\$1.49
Public Storage 19350 SW Shaw Street, Aloha, OR 97007	12 mo. trailing avg.	\$1.62	\$1.63	\$1.67	\$1.67	\$1.69	\$1.68	\$1.67	\$1.68	\$1.69	\$1.68	\$1.66	\$1.64
Security Public Storage - Aloha 21075 SW Tualatin Valley Hwy, Aloha, OR 97006	12 mo. trailing avg.	\$1.34	\$1.34	\$1.38	\$1.39	\$1.33	\$1.30	\$1.29	\$1.32	\$1.37	\$1.39	\$1.36	\$1.33

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

		MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023
Current Market Average Price		-	-	-	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57
Public Storage 19350 SW Shaw Street, Aloha, OR 97007	12 mo. trailing avg.	-	-	-	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57
Security Public Storage - Aloha 21075 SW Tualatin Valley Hwy, Aloha, OR 97006	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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
\$1.64	\$1.64	N/A	\$1.64	N/A	\$3.26	N/A	\$2.52	N/A	\$1.30	N/A	\$1.04	N/A	\$0.85	N/A	\$1.05	N/A	N/A	N/A
\$1.40	\$1.34	\$0.42	\$1.13	\$1.65	\$2.29	\$2.50	\$1.51	\$1.85	\$1.15	\$1.46	\$0.99	\$1.29	\$0.88	\$1.24	\$0.79	\$1.21	\$0.45	\$0.42
\$1.43	\$1.29	\$0.39	\$1.19	\$1.60	\$2.43	\$2.47	\$1.65	\$1.71	\$1.27	\$1.38	\$1.09	\$1.20	\$0.95	\$1.13	\$0.90	\$1.10	\$0.33	\$0.40

● This Market
 ● National Totals and Averages
 ● Oregon 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.

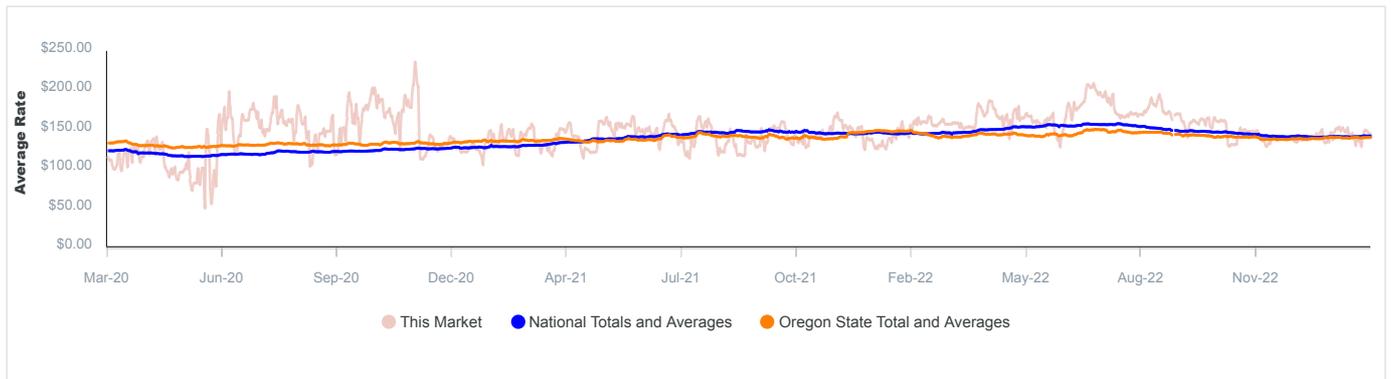
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$143.60	\$143.60	N/A	\$143.60	N/A	\$81.50	N/A	\$125.75	N/A	\$129.60	N/A	\$156.60	N/A	\$169.00	N/A	\$316.00	N/A	N/A	N/A
\$140.32	\$140.46	\$142.31	\$131.97	\$153.18	\$57.37	\$62.51	\$75.44	\$92.56	\$115.05	\$145.61	\$148.34	\$192.93	\$175.00	\$248.84	\$237.98	\$362.03	\$131.46	\$144.28
\$138.54	\$140.11	\$150.18	\$142.08	\$133.95	\$60.78	\$61.72	\$82.30	\$85.53	\$126.67	\$138.41	\$163.69	\$179.48	\$190.78	\$226.03	\$270.04	\$330.24	\$114.20	\$154.31

● This Market ● National Totals and Averages ● Oregon 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

Public Storage 0.42 mile 19350 SW Shaw Street, Aloha, OR 97007		Total Square Feet 74,749 sqft	Marketing Scorecard 55/100										
Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Rentable Square Footage 71,012 sqft	Contactability 8/11										
		Owned by Public Storage	Paid Search 5/35										
		Class Type B	Search 13/15										
		Store Type Self Storage	Social Media 8/14										
		Rate Volatility 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

 Security Public Storage - Aloha 1.28 miles 21075 SW Tualatin Valley Hwy, Aloha, OR 97006		Total Square Feet 6,556 sqft Rentable Square Footage 6,228 sqft Owned by Security Public Storage-Aloha LLC Class Type B Store Type Self Storage Rate Volatility 77%	Marketing Scorecard 35/100 Contactability 5/11 Paid Search 0/35 Search 0/15 Social Media 7/14 Website 23/25										
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
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