

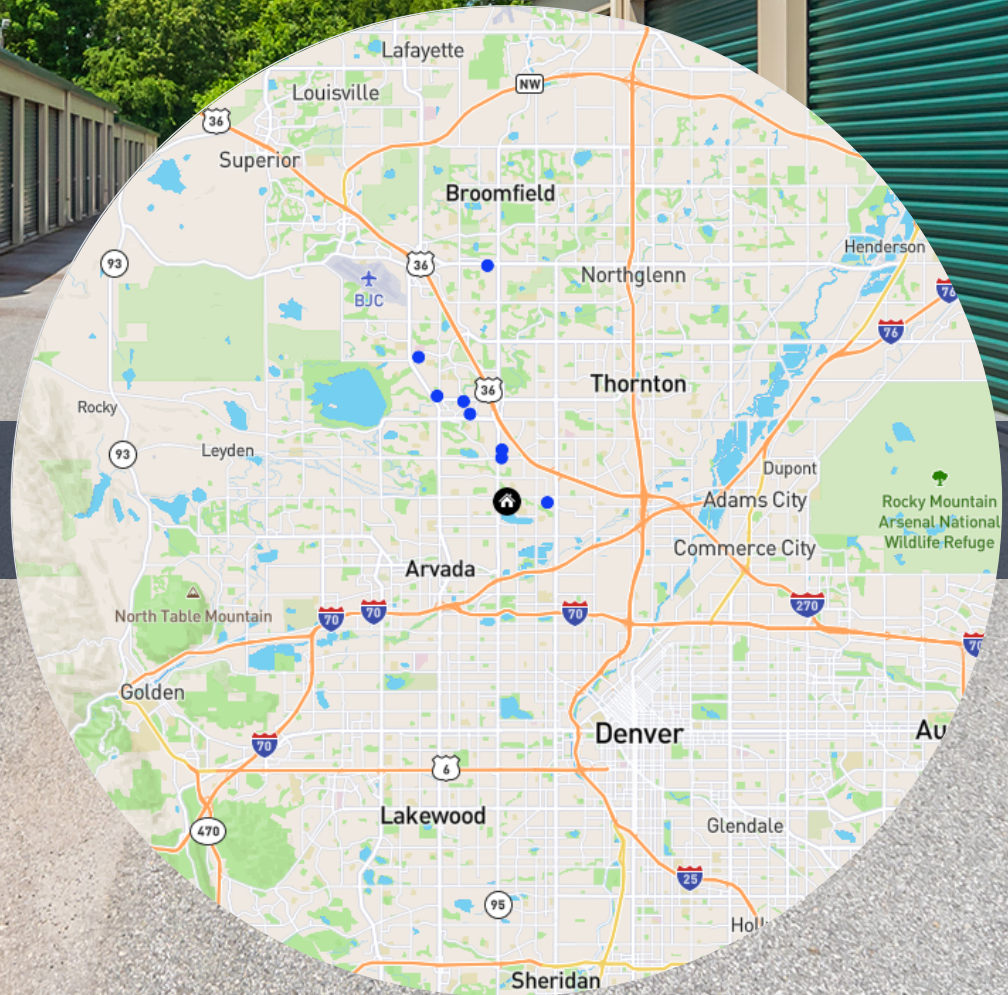
stortrack

EXPLORER

Market Report

Produced on Jul 07 2023

Report for:
Westminster, CO



stortrack

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Market Summary

Market: Westminster, CO

Market Type: City

Comparisons are made with: National Totals and Averages and Colorado 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	670,216	63,684,635	2,601,643,063
Sq Ft per Capita			
• 2020 Sq Ft per Capita	5.84	9.83	7.97
• 2023 Sq Ft per Capita	5.71	10.77	7.81
• 2025 Sq Ft per Capita	5.62	10.5	7.7
Sq Ft per Household	14.93	26.2	21.26
Total Stores	8	1,286	60,478
• REITS	5	202	9,153
• Mid Ops	3	417	22,785
• Small Ops	0	667	28,572
New Developments	0	53	3,058
Sq Ft of Developments	N/A	3,713,621	240,648,667
Stores opened within the last year	0	7	688
Demographics			
• 2020 Population	114,832	6,480,979	326,569,308
• 2023 Population	117,462 (+2.29% change)	5,912,297 (+0.04% change)	333,210,843 (+1.05% change)
• 2025 Population	119,216 (+3.82% change)	6,063,219 (+6.64% change)	337,715,556 (+2.37% change)
Households	44,887	2,430,255	122,354,219
Rental Households	15,671	722,078	43,552,843

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	34.91%	33.78%	35.6%
Median Household Income	\$76,378	\$75,231	\$64,994
Average Rate Per Square Feet			
• All Units without Parking	\$1.93	\$1.57	\$1.42
• All Units with Parking	\$1.93	\$1.46	\$1.36
• Regular Units	\$1.81	\$1.29	\$1.13
• Climate Controlled Units	\$2.11	\$1.82	\$1.7
• Only Parking	N/A	\$0.36	\$0.43
Rate Trend (12 months)	-2.8%	6.12%	-0.8%
Units Not Advertised	0%	14%	22%
Market Including Known Developments			
Net Rentable Sq Ft	670,216	67,398,256	2,842,291,730
Sq Ft per Capita			
• 2020 Sq Ft per Capita	5.84	10.4	8.7
• 2023 Sq Ft per Capita	5.71	11.4	8.53
• 2025 Sq Ft per Capita	5.62	11.12	8.42
Sq Ft per Household	14.93	27.73	23.23
Total Stores	8	1,339	63,536
• REITS	5	203	9,518
• Mid Ops	6	424	23,091
• Small Ops	0	667	28,575

Unit Types Offered

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

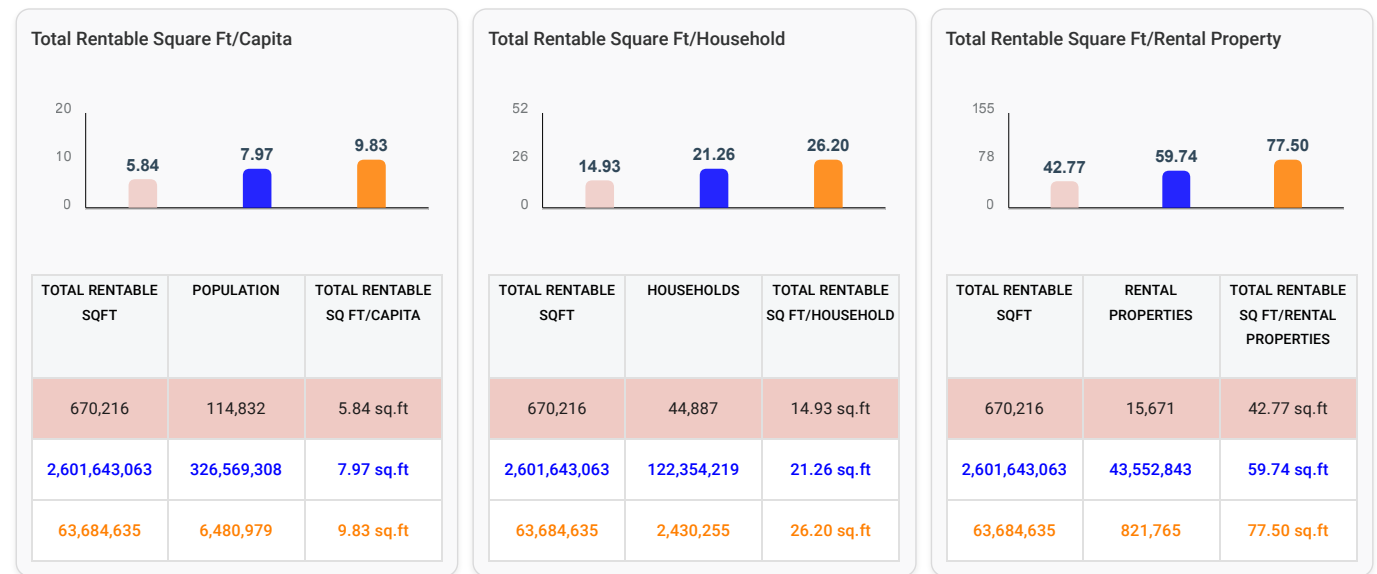
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	87.50%	62.50%	N/A	62.50%	62.50%	75.00%	62.50%	87.50%	50.00%	50.00%	62.50%	75.00%	37.50%	75.00%	12.50%	N/A	N/A
97.44%	100.00%	87.18%	47.97%	17.38%	28.26%	29.77%	60.14%	39.20%	68.63%	40.39%	56.62%	34.25%	63.47%	28.84%	34.31%	9.86%	3.63%	16.34%
95.07%	100.00%	90.15%	34.85%	17.00%	37.44%	25.99%	64.04%	30.17%	68.35%	29.68%	54.31%	25.12%	66.01%	19.46%	38.18%	4.68%	2.46%	16.38%

● This Market ● National Totals and Averages ● Colorado 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 ● Colorado 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		\$1.92	\$1.92	\$1.78	\$2.11	-	\$3.18	\$3.30	\$2.25	\$2.38	\$1.75	\$1.64	\$1.30	\$1.46	\$1.38	\$1.48	\$1.23	\$1.91	-	-	
Public Storage																					
5005 W 80th Ave, Westminster, CO 80030	12 mo. trailing avg.	\$1.61	\$1.61	\$1.61	-	-	\$2.89	-	\$1.69	-	\$1.47	-	\$1.74	-	\$1.08	-	\$1.01	-	-	-	
Life Storage - Westminster																					
5100 W 81st Pl, Westminster, CO 80031	12 mo. trailing avg.	\$1.44	\$1.44	\$1.44	-	-	\$1.97	-	\$1.58	-	\$1.60	-	\$1.25	-	\$1.15	-	\$1.14	-	-	-	
Security Self-Storage																					
9150 Pierce St, Westminster, CO 80021	12 mo. trailing avg.	\$2.34	\$2.34	\$1.97	\$2.95	-	\$2.98	\$3.85	\$2.30	\$2.97	\$1.95	-	-	\$2.09	\$1.46	-	\$1.15	-	-	-	
Storage Etc... Westminster																					
8390 W. Church Ranch Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$1.82	\$1.82	\$1.77	\$1.87	-	-	\$2.36	\$2.35	\$1.91	\$2.10	\$1.74	\$1.57	\$1.47	\$1.46	-	\$1.37	-	-	-	
Guardian Storage Westminster																					
9241 Wadsworth Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$2.61	\$2.61	\$2.46	\$2.76	-	\$3.74	\$4.95	\$3.40	\$3.49	\$2.38	\$2.48	\$1.91	\$2.03	\$1.69	\$1.84	\$1.64	\$1.77	-	-	
Public Storage																					
8889 Marshall Ct, Westminster, CO 80031	12 mo. trailing avg.	\$1.56	\$1.56	\$1.67	\$1.46	-	\$2.59	\$2.08	\$1.95	\$1.67	\$1.46	\$1.27	\$1.18	\$1.11	\$1.18	\$1.09	\$0.91	-	-	-	
Extra Space																					
7140 Irving St, Westminster, CO 80030	12 mo. trailing avg.	\$1.18	\$0.80	\$0.80	-	\$0.31	\$2.39	-	\$0.98	-	\$1.26	-	\$1.11	-	-	-	\$1.04	-	\$0.89	\$0.31	
Extra space																					
5602 W 120th Ave, Westminster, CO 80020	12 mo. trailing avg.	\$1.34	\$1.34	-	\$1.34	-	-	\$1.73	-	\$1.51	-	\$1.21	-	\$1.14	-	\$1.28	-	\$0.94	-	-	

12 Month Trailing Average Rate History Continued

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

		JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
Current Market Average Price		\$1.86	\$1.87	\$1.89	\$1.90	\$1.89	\$1.87	\$1.84	\$1.83	\$1.81	\$1.79	\$1.77	\$1.77
Guardian Storage Westminster 9241 Wadsworth Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$2.35	\$2.42	\$2.50	\$2.55	\$2.59	\$2.59	\$2.56	\$2.55	\$2.50	\$2.44	\$2.39	\$2.38
Public Storage 5005 W 80th Ave, Westminster, CO 80030	12 mo. trailing avg.	\$1.55	\$1.54	\$1.55	\$1.56	\$1.55	\$1.54	\$1.54	\$1.55	\$1.53	\$1.50	\$1.50	\$1.47
Life Storage - Westminster 5100 W 81st Pl, Westminster, CO 80031	12 mo. trailing avg.	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.60	\$1.60
Public Storage 8889 Marshall Ct, Westminster, CO 80031	12 mo. trailing avg.	\$1.58	\$1.62	\$1.64	\$1.67	\$1.64	\$1.59	\$1.55	\$1.51	\$1.49	\$1.45	\$1.46	\$1.46
Security Self-Storage 9150 Pierce St, Westminster, CO 80021	12 mo. trailing avg.	\$2.44	\$2.44	\$2.43	\$2.41	\$2.35	\$2.27	\$2.18	\$2.10	\$2.06	\$2.02	\$1.96	\$1.95
Storage Etc... Westminster 8390 W. Church Ranch Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$1.94	\$1.96	\$1.96	\$1.98	\$2.00	\$2.01	\$2.03	\$2.05	\$2.07	\$2.08	\$2.09	\$2.10
Extra Space 7140 Irving St, Westminster, CO 80030	12 mo. trailing avg.	\$1.34	\$1.33	\$1.31	\$1.30	\$1.28	\$1.28	\$1.26	\$1.28	\$1.28	\$1.27	\$1.27	\$1.26
Extra space 5602 W 120th Ave, Westminster, CO 80020	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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

		JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
Current Market Average Price		\$1.72	\$1.74	\$1.75	\$1.75	\$1.76	\$1.75	\$1.74	\$1.74	\$1.73	\$1.70	\$1.69	\$1.68
Guardian Storage Westminster 9241 Wadsworth Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$2.54	\$2.58	\$2.62	\$2.66	\$2.70	\$2.70	\$2.67	\$2.66	\$2.62	\$2.55	\$2.49	\$2.48
Life Storage - Westminster 5100 W 81st Pl, Westminster, CO 80031	12 mo. trailing avg.	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	\$1.59	-	-	-	-	-	-
Security Self-Storage 9150 Pierce St, Westminster, CO 80021	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage Etc... Westminster 8390 W. Church Ranch Blvd, Westminster, CO 80021	12 mo. trailing avg.	\$1.51	\$1.53	\$1.56	\$1.58	\$1.61	\$1.63	\$1.66	\$1.68	\$1.71	\$1.72	\$1.74	\$1.74
Public Storage 8889 Marshall Ct, Westminster, CO 80031	12 mo. trailing avg.	\$1.41	\$1.42	\$1.42	\$1.41	\$1.39	\$1.36	\$1.34	\$1.32	\$1.30	\$1.27	\$1.27	\$1.27
Public Storage 5005 W 80th Ave, Westminster, CO 80030	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra space 5602 W 120th Ave, Westminster, CO 80020	12 mo. trailing avg.	\$1.43	\$1.44	\$1.40	\$1.35	\$1.34	\$1.32	\$1.30	\$1.27	\$1.29	\$1.27	\$1.24	\$1.21

12 Month Trailing Average Rate History Continued

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

		JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023
Extra Space 7140 Irving St, Westminster, CO 80030	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
\$1.93	\$1.93	N/A	\$1.81	\$2.11	\$2.98	\$3.41	\$2.13	\$2.43	\$1.72	\$1.66	\$1.29	\$1.43	\$1.36	\$1.49	\$1.30	\$1.83	N/A	N/A
\$1.42	\$1.35	\$0.43	\$1.13	\$1.70	\$2.38	\$2.63	\$1.53	\$1.92	\$1.16	\$1.49	\$1.00	\$1.32	\$0.88	\$1.28	\$0.80	\$1.23	\$0.48	\$0.43
\$1.57	\$1.45	\$0.36	\$1.29	\$1.82	\$2.54	\$2.77	\$1.68	\$1.96	\$1.37	\$1.56	\$1.18	\$1.39	\$1.06	\$1.34	\$1.00	\$1.40	\$0.51	\$0.35

● This Market
 ● National Totals and Averages
 ● Colorado 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.

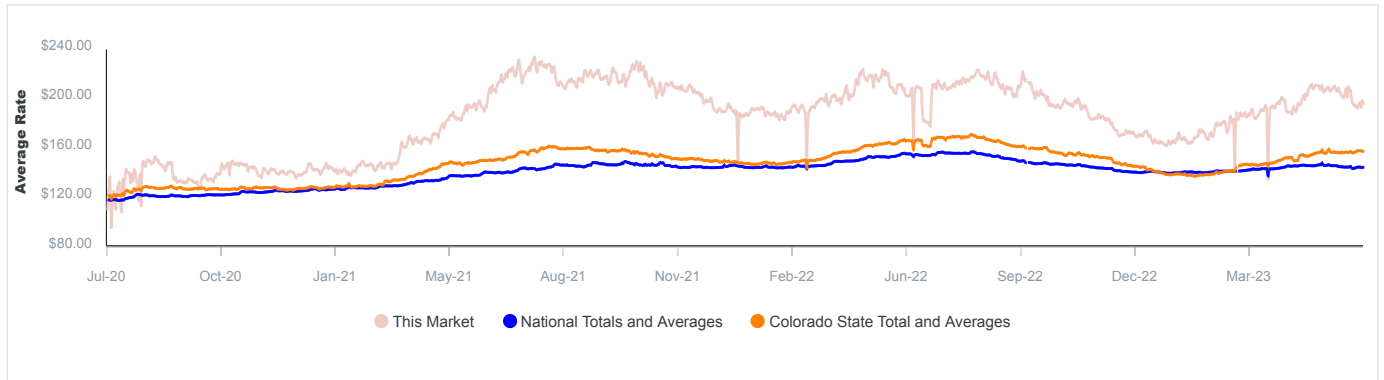
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$194.59	\$194.59	N/A	\$197.74	\$189.68	\$74.50	\$85.14	\$106.40	\$121.43	\$172.18	\$166.00	\$193.00	\$214.63	\$272.56	\$298.50	\$390.25	\$548.00	N/A	N/A
\$143.61	\$143.74	\$145.44	\$134.47	\$158.38	\$59.59	\$65.76	\$76.69	\$96.19	\$116.13	\$148.89	\$149.72	\$197.69	\$176.69	\$256.11	\$239.18	\$369.93	\$137.82	\$146.71
\$156.31	\$153.40	\$126.80	\$151.37	\$158.00	\$63.51	\$69.34	\$84.19	\$98.13	\$137.30	\$156.43	\$176.37	\$207.96	\$212.12	\$268.02	\$299.52	\$418.77	\$138.02	\$125.42

● This Market
 ● National Totals and Averages
 ● Colorado 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 1.04 miles 7140 Irving St, Westminster, CO 80030 Monday - Friday: 09:30 AM - 06:00 PM Saturday: 09:00 AM - 05:30 PM Sunday: Closed		Drive Distance: 1.48 miles Drive Time: 4.32 minutes Total Square Feet: 53,737 sqft Rentable Square Footage: 51,050 sqft Class Type: B Store Type: Self Storage and Parking Rate Volatility: 49%		Marketing Scorecard 57/100 Contactability: 8/11 Paid Search: 13/35 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
🚫	✗	🚫	✗	✓	✗	✓	✗	✗	✗	✓	✗	🚫	🚫
Public Storage 1.13 miles 5005 W 80th Ave, Westminster, CO 80030 Monday - Friday: 09:30 AM - 06:00 PM Saturday - Sunday: 09:30 AM - 05:00 PM		Drive Distance: 1.41 miles Drive Time: 4.36 minutes Total Square Feet: 73,712 sqft Rentable Square Footage: 70,026 sqft Class Type: B Store Type: Self Storage Rate Volatility: 30%		Marketing Scorecard 59/100 Contactability: 8/11 Paid Search: 17/35 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
✓	✗	✓	✗	✓	✗	🚫	✗	✓	✗	✓	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 Life Storage - Westminster 1.33 miles 5100 W 81st Pl, Westminster, CO 80031		Drive Distance 1.68 miles Drive Time 5.64 minutes Total Square Feet 51,508 sqft Rentable Square Footage 48,933 sqft Class Type B Store Type Self Storage Rate Volatility 21%		Marketing Scorecard 53/100 Contactability 11/11 Paid Search 11/35 Search 3/15 Social Media 7/14 Website 21/25									
Monday	09:30 AM - 06:00 PM	Tuesday	Closed	Wednesday - Friday	09:30 AM - 06:00 PM	Saturday	08:30 AM - 05:00 PM	Sunday	12:00 PM - 04:00 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗
 Public Storage 2.44 miles 8889 Marshall Ct, Westminster, CO 80031		Drive Distance 3.59 miles Drive Time 9.18 minutes Total Square Feet 216,825 sqft Rentable Square Footage 205,984 sqft Class Type B Store Type Self Storage Rate Volatility 27%		Marketing Scorecard 59/100 Contactability 8/11 Paid Search 15/35 Search 6/15 Social Media 8/14 Website 22/25									
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
✓	✓	✓	✓	✓	✓	🚫	✓	✓	✓	✓	✗	✗	✗
 Security Self-Storage 2.8 miles 9150 Pierce St, Westminster, CO 80021		Drive Distance 3.98 miles Drive Time 10.31 minutes Total Square Feet 57,915 sqft Rentable Square Footage 55,019 sqft Class Type B Store Type Self Storage Rate Volatility 43%		Marketing Scorecard 46/100 Contactability 6/11 Paid Search 17/35 Search 1/15 Social Media 7/14 Website 15/25									
Monday - Friday	10:00 AM - 06:00 PM	Saturday	09:00 AM - 05:00 PM	Sunday	01:00 PM - 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
✓	✓	✓	✓	✓	✗	✗	✓	✓	✗	✓	✗	✗	✗
 Guardian Storage Westminster 3.25 miles 9241 Wadsworth Blvd, Westminster, CO 80021		Drive Distance 4.62 miles Drive Time 11.04 minutes Total Square Feet 119,424 sqft Rentable Square Footage 89,568 sqft Class Type A Store Type Self Storage Rate Volatility 62%		Marketing Scorecard 51/100 Contactability 8/11 Paid Search 9/35 Search 2/15 Social Media 7/14 Website 25/25									
Monday	Closed	Tuesday - Friday	09:00 AM - 06:00 PM	Saturday	09:00 AM - 05:00 PM	Sunday	Closed						
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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
 Storage Etc... Westminster 4.35 miles 8390 W. Church Ranch Blvd, Westminster, CO 80021		Drive Distance 5.78 miles Drive Time 11.91 minutes Total Square Feet 94,873 sqft Rentable Square Footage 80,642 sqft Class Type A Store Type Self Storage Rate Volatility 8%		Marketing Scorecard 38/100 Contactability 8/11 Paid Search 6/35 Search 2/15 Social Media 1/14 Website 21/25									
Monday - Friday	09:30 AM - 06:00 PM	Saturday	08:30 AM - 05:00 PM	Sunday	09:30 AM - 06:00 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
✗	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		👁 Rate previously available, but not currently advertised									
 Extra space 6.08 miles 5602 W 120th Ave, Westminster, CO 80020		Drive Distance 6.72 miles		Marketing Scorecard 54/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed		Drive Time 14.74 minutes		Contactability 8/11									
		Total Square Feet 91,992 sqft		Paid Search 13/35									
		Rentable Square Footage 68,994 sqft		Search 5/15									
		Class Type A		Social Media 7/14									
		Store Type Self Storage and Parking		Website 21/25									
		Rate Volatility 39%											
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