

STORTRACK

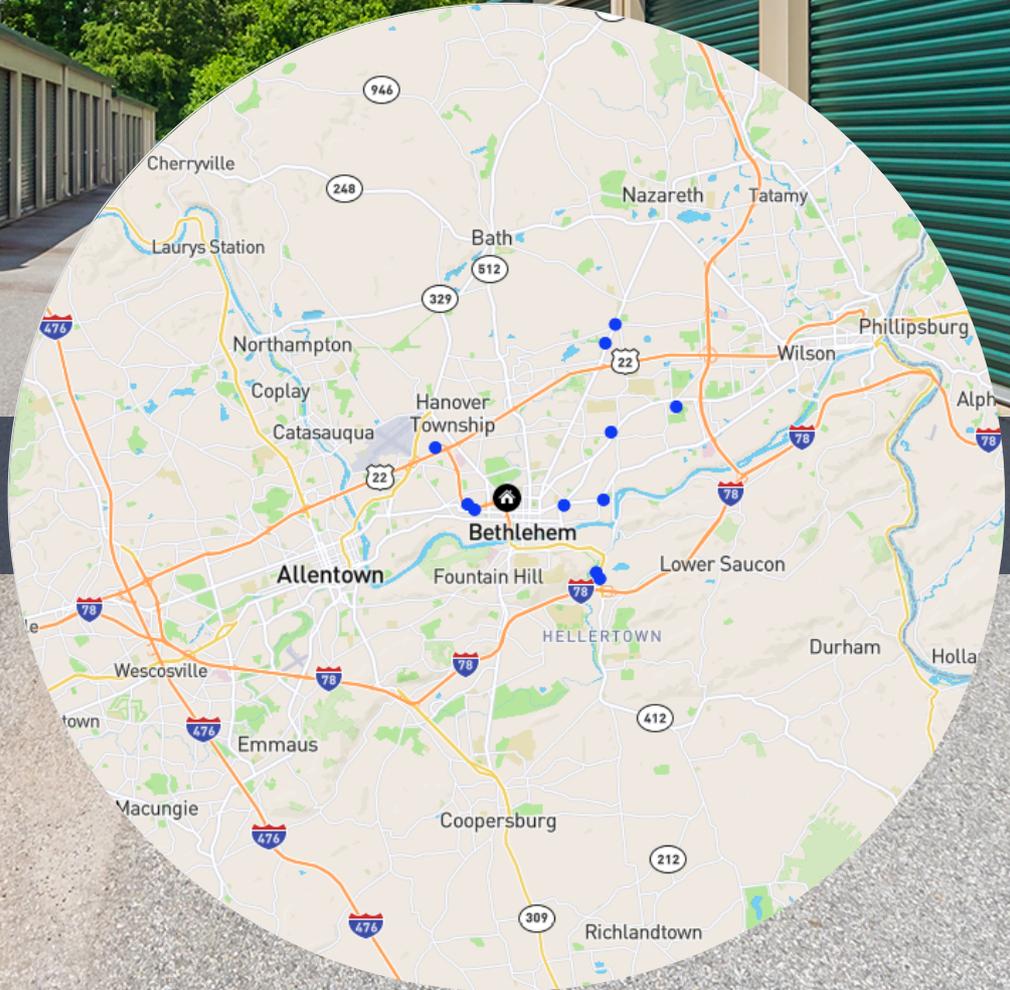
# EXPLORER

SELF-STORAGE

## Market Report

Produced on Apr 29 2024

Report for:  
Bethlehem, PA



 STORTRACK

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## Table of Contents

Market Snapshot .....	1
Unit Types Offered .....	3
Overall Market Supply Metrics .....	3
12 Month Trailing Average Rate History .....	4
10x10 Reg .....	5
10x10 CC .....	6
Rate per Square Foot by Unit Type .....	7
Average Unit Type Rates .....	7
All Stores List .....	7

## Executive Summary

**Market:** Bethlehem, PA

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and Pennsylvania 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	506,742	75,516,410	2,813,262,440
Sq Ft per Capita			
• 2022 Sq Ft per Capita	6.62	5.82	8.50
• 2024 Sq Ft per Capita	6.55	5.85	8.43
• 2026 Sq Ft per Capita	6.48	5.83	8.32
Sq Ft per Household	16.80	14.67	22.37
Total Stores	11	2,186	64,599
• REITS	0	224	9,787
• Mid Ops	7	844	23,963
• Small Ops	4	1,118	30,849
New Developments	2	157	3,899
Sq Ft of Developments	68,616	10,886,919	296,643,047
Stores opened within the last year	0	50	982
Demographics			
• 2022 Population	76,555	12,970,650	331,097,593
• 2024 Population	77,405 (+1.11% change)	12,903,121 (-0.01% change)	333,584,158 (+0.01% change)
• 2026 Population	78,256 (+2.22% change)	12,957,240 (0.00% change)	338,018,925 (+0.03% change)
Households	30,162	5,147,783	125,736,353
Rental Households	14,853	1,586,866	44,238,593

## Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	49.24%	30.83%	35.18%
Median Household Income	\$62,072	N/A	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$1.78	\$1.40	\$1.31
• All Units with Parking	\$1.78	\$1.35	\$1.25
• Regular Units	\$1.68	\$1.21	\$1.15
• Climate Controlled Units	\$2.19	\$1.65	\$1.15
• Only Parking	N/A	\$0.37	\$0.44
Rate Trend (12 months)	-0.68%	5.53%	2.11%
Units Not Advertised	20%	6%	5%
Market Including Known Developments			
Net Rentable Sq Ft	575,358	86,403,329	3,109,905,487
Sq Ft per Capita			
• 2022 Sq Ft per Capita	7.52	6.66	9.39
• 2024 Sq Ft per Capita	7.43	6.70	9.32
• 2026 Sq Ft per Capita	7.35	6.67	9.20
Sq Ft per Household	19.08	16.78	24.73
Total Stores	13	2,343	68,498
• REITS	0	241	10,206
• Mid Ops	7	859	24,400
• Small Ops	4	1,118	30,853

## Unit Types Offered

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

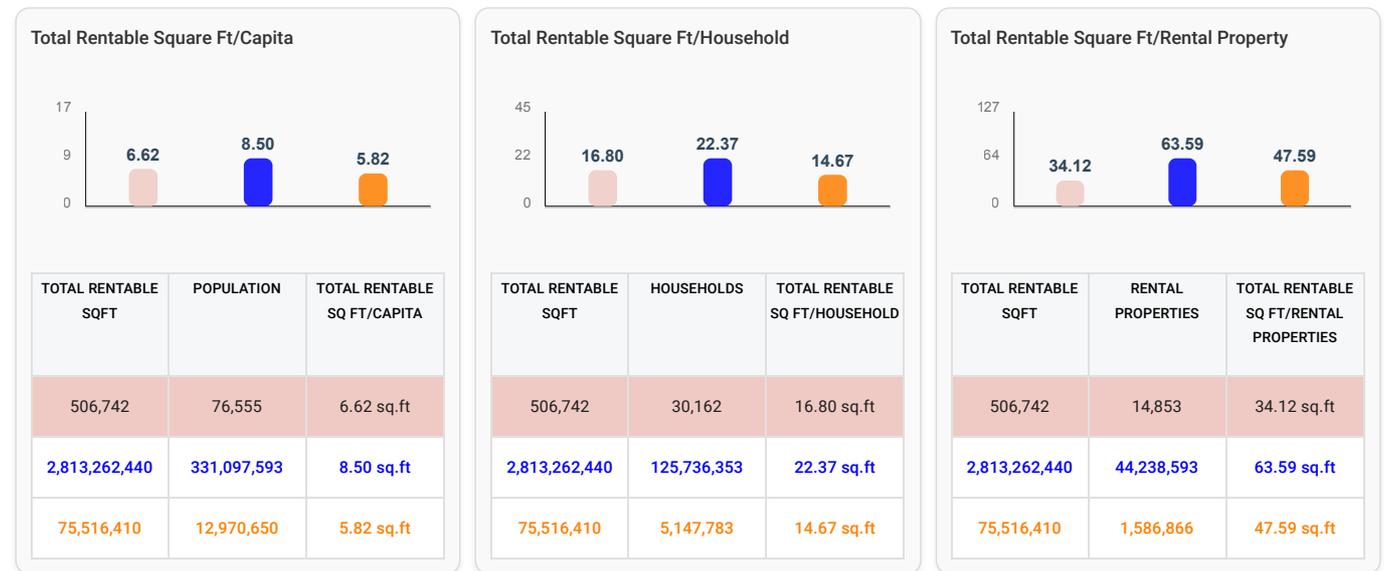
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
72.73%	72.73%	63.64%	36.36%	N/A	45.45%	27.27%	63.64%	18.18%	63.64%	36.36%	54.55%	18.18%	63.64%	18.18%	36.36%	N/A	N/A	N/A
97.59%	100.00%	83.89%	47.71%	18.16%	27.56%	30.03%	60.87%	39.48%	68.70%	41.15%	56.50%	34.85%	64.89%	29.74%	34.88%	10.33%	2.96%	17.13%
98.61%	100.00%	82.82%	46.81%	16.45%	36.58%	34.78%	64.48%	41.16%	69.48%	41.00%	57.28%	34.86%	64.40%	29.13%	37.73%	11.37%	5.07%	14.98%

● This Market 
 ● National Totals and Averages 
 ● Pennsylvania 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 2022 American Community Survey.



● This Market 
 ● National Totals and Averages 
 ● Pennsylvania 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
Market Average Price		\$1.84	\$1.84	\$1.71	\$2.19	-	\$3.25	\$3.47	\$2.30	\$2.37	\$1.52	\$1.90	\$1.25	\$1.46	\$1.11	\$1.39	\$0.89	-	-	-
<b>Lehigh Valley Self Storage</b> 0.87 mile 830 13th Ave, Bethlehem, PA 18018	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Bethlehem Self Storage</b> 1.01 miles 1650 Gary Street, Bethlehem, PA 18018	12 mo. trailing avg.	\$1.92	\$1.92	-	\$1.92	-	-	\$3.08	-	\$2.24	-	\$1.48	-	\$1.35	-	\$1.46	-	-	-	-
<b>Budget Store And Lock Self Storage - Marshall St</b> 1.45 miles 1007 Marshall St, Bethlehem, PA 18017	12 mo. trailing avg.	\$1.43	\$1.43	\$1.43	-	-	-	-	\$2.26	-	\$1.50	-	-	-	\$1.05	-	\$0.90	-	-	-
<b>Budget Store And Lock Self Storage - Industrial</b> 2.21 miles 2178 Industrial Dr, Bethlehem, PA 18017	12 mo. trailing avg.	\$2.07	\$2.07	\$1.81	\$3.03	-	\$3.61	\$3.92	\$2.26	\$2.76	\$1.68	\$2.15	\$1.23	-	\$1.05	-	\$0.90	-	-	-
<b>Budget Store And Lock Self Storage - Washington St</b> 2.44 miles 333 Washington St, Bethlehem, PA 18017	12 mo. trailing avg.	\$1.74	\$1.74	\$1.74	-	-	\$3.44	-	\$2.26	-	\$1.50	-	\$1.23	-	\$1.05	-	\$0.90	-	-	-
<b>Storage Sense</b> 2.95 miles 815 Traveler Ave, Bethlehem, PA 18015	12 mo. trailing avg.	\$1.64	\$1.58	\$1.64	-	\$0.30	-	-	\$2.37	-	\$1.64	-	\$1.35	-	\$1.19	-	-	-	\$0.30	\$0.30
<b>Bethlehem Township Storage - PA</b> 3.12 miles 2739 Santee Rd, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.94	\$1.94	\$1.77	\$2.12	-	\$2.80	\$3.40	\$2.10	\$2.50	\$1.50	\$1.80	\$1.27	\$1.57	\$1.13	\$1.32	-	-	-	-
<b>Storage Sense - Bethlehem</b> 3.13 miles 1022 Hellertown Road, Bethlehem, PA 18015	12 mo. trailing avg.	\$1.66	\$1.59	\$1.66	-	\$0.32	-	-	\$2.41	-	\$1.65	-	\$1.35	-	\$1.20	-	-	-	\$0.32	\$0.30

## 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
<b>Nazareth Pike Self Storage</b> 4.66 miles 173 Nazareth Pike, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.53	\$1.53	\$1.53	-	-	\$2.65	-	\$2.01	-	\$1.30	-	\$1.22	-	\$1.07	-	\$0.90	-	-	-
<b>Budget Store And Lock Self Storage - Falmer Dr</b> 4.87 miles 4570 Falmer Dr, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.96	\$1.96	\$1.92	\$2.18	-	\$3.52	-	\$2.26	-	\$1.50	\$2.18	\$1.23	-	\$1.05	-	-	-	-	-
<b>Nazareth Pike Self Storage</b> 5.20 miles 281 Nazareth Pike, Bethlehem, PA 18020	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024
	Market Average Price	\$1.45	\$1.45	\$1.46	\$1.47	\$1.48	\$1.48	\$1.49	\$1.50	\$1.51	\$1.52	\$1.53	\$1.53
<b>Lehigh Valley Self Storage</b> 0.87 mile 830 13th Ave, Bethlehem, PA 18018	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Bethlehem Self Storage</b> 1.01 miles 1650 Gary Street, Bethlehem, PA 18018	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Budget Store And Lock Self Storage - Marshall St</b> 1.45 miles 1007 Marshall St, Bethlehem, PA 18017	12 mo. trailing avg.	\$1.47	\$1.47	\$1.48	\$1.49	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
<b>Budget Store And Lock Self Storage - Industrial</b> 2.21 miles 2178 Industrial Dr, Bethlehem, PA 18017	12 mo. trailing avg.	\$1.50	\$1.51	\$1.52	\$1.54	\$1.56	\$1.58	\$1.63	\$1.67	\$1.67	\$1.67	\$1.67	\$1.68
<b>Budget Store And Lock Self Storage - Washington St</b> 2.44 miles 333 Washington St, Bethlehem, PA 18017	12 mo. trailing avg.	\$1.47	\$1.47	\$1.48	\$1.49	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
<b>Storage Sense</b> 2.95 miles 815 Traveler Ave, Bethlehem, PA 18015	12 mo. trailing avg.	\$1.44	\$1.45	\$1.46	\$1.47	\$1.48	\$1.49	\$1.51	\$1.53	\$1.55	\$1.58	\$1.62	\$1.64
<b>Bethlehem Township Storage - PA</b> 3.12 miles 2739 Santee Rd, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.43	\$1.45	\$1.46	\$1.47	\$1.47	\$1.47	\$1.48	\$1.48	\$1.49	\$1.49	\$1.50	\$1.50
<b>Storage Sense - Bethlehem</b> 3.13 miles 1022 Hellertown Road, Bethlehem, PA 18015	12 mo. trailing avg.	\$1.44	\$1.45	\$1.46	\$1.47	\$1.48	\$1.49	\$1.51	\$1.53	\$1.55	\$1.58	\$1.62	\$1.65
<b>Nazareth Pike Self Storage</b> 4.66 miles 173 Nazareth Pike, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.36	\$1.34	\$1.32	\$1.31	\$1.31	\$1.30	\$1.30	\$1.30	\$1.31	\$1.31	\$1.30	\$1.30

## 12 Month Trailing Average Rate History Continued

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

		APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024
<b>Budget Store And Lock Self Storage - Falmer Dr</b> 4.87 miles 4570 Falmer Dr, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.47	\$1.47	\$1.48	\$1.49	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50
<b>Nazareth Pike Self Storage</b> 5.20 miles 281 Nazareth Pike, Bethlehem, PA 18020	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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

		APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024
	Market Average Price	\$1.87	\$1.88	\$1.89	\$1.89	\$1.90	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89
<b>Lehigh Valley Self Storage</b> 0.87 mile 830 13th Ave, Bethlehem, PA 18018	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Bethlehem Self Storage</b> 1.01 miles 1650 Gary Street, Bethlehem, PA 18018	12 mo. trailing avg.	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48	\$1.48
<b>Budget Store And Lock Self Storage - Marshall St</b> 1.45 miles 1007 Marshall St, Bethlehem, PA 18017	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Budget Store And Lock Self Storage - Industrial</b> 2.21 miles 2178 Industrial Dr, Bethlehem, PA 18017	12 mo. trailing avg.	\$2.12	\$2.12	\$2.13	\$2.14	\$2.15	\$2.15	\$2.15	\$2.15	\$2.15	\$2.15	\$2.15	\$2.15
<b>Budget Store And Lock Self Storage - Washington St</b> 2.44 miles 333 Washington St, Bethlehem, PA 18017	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Storage Sense</b> 2.95 miles 815 Traveler Ave, Bethlehem, PA 18015	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Bethlehem Township Storage - PA</b> 3.12 miles 2739 Santee Rd, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.77	\$1.78	\$1.79	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80
<b>Storage Sense - Bethlehem</b> 3.13 miles 1022 Hellertown Road, Bethlehem, PA 18015	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Nazareth Pike Self Storage</b> 4.66 miles 173 Nazareth Pike, Bethlehem, PA 18020	12 mo. trailing avg.	\$1.19	\$1.19	\$1.19	\$1.19	\$1.19	\$1.19	\$1.19	-	-	-	-	-
<b>Budget Store And Lock Self Storage - Falmer Dr</b> 4.87 miles 4570 Falmer Dr, Bethlehem, PA 18020	12 mo. trailing avg.	\$2.15	\$2.15	\$2.16	\$2.17	\$2.18	\$2.18	\$2.18	\$2.18	\$2.18	\$2.18	\$2.18	\$2.18
<b>Nazareth Pike Self Storage</b> 5.20 miles 281 Nazareth Pike, Bethlehem, PA 18020	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
\$1.78	\$1.70	\$0.40	\$1.59	\$2.19	\$3.07	\$3.47	\$2.14	\$2.37	\$1.46	\$1.90	\$1.20	\$1.46	\$1.08	\$1.39	\$0.89	N/A	N/A	N/A
\$1.31	\$1.25	\$0.44	\$1.15	\$1.52	\$2.09	\$2.25	\$1.44	\$1.69	\$1.08	\$1.37	\$0.94	\$1.21	\$0.85	\$1.17	\$0.77	\$1.14	\$0.52	\$0.43
\$1.40	\$1.35	\$0.37	\$1.21	\$1.65	\$2.06	\$2.46	\$1.47	\$1.86	\$1.14	\$1.45	\$0.99	\$1.26	\$0.88	\$1.23	\$0.84	\$1.19	\$0.41	\$0.36

● This Market ● National Totals and Averages ● Pennsylvania 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
\$157.78	\$157.78	N/A	\$154.06	\$173.23	\$76.71	\$86.67	\$106.85	\$118.50	\$146.45	\$190.25	\$180.73	\$218.50	\$216.25	\$278.50	\$266.00	N/A	N/A	N/A
\$134.98	\$135.90	\$148.57	\$128.11	\$144.00	\$52.37	\$56.36	\$83.99	\$84.49	\$108.20	\$136.87	\$140.68	\$180.82	\$169.19	\$234.61	\$232.35	\$343.15	\$140.84	\$149.43
\$138.40	\$136.95	\$107.89	\$129.22	\$150.63	\$51.47	\$61.39	\$75.00	\$92.78	\$113.56	\$145.49	\$147.94	\$188.67	\$176.97	\$245.93	\$251.15	\$358.17	\$94.28	\$110.95

● This Market ● National Totals and Averages ● Pennsylvania 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

<b>Lehigh Valley Self Storage</b> 0.87 mile 830 13th Ave, Bethlehem, PA 18018		Drive Distance <b>1.53 miles</b>	<b>Marketing Scorecard</b> Contactability: 3/11 PaidSearch: 5/35 Search: 0/15 SocialMedia: 0/14 Website: 8/25	16/100									
Monday - Friday: <b>03:00 PM - 06:00 PM</b> Saturday: <b>Closed</b> Sunday: <b>03:00 PM - 06:00 PM</b>		Drive Time <b>6.93 minutes</b>											
Total Square Feet <b>63,920 sqft</b>		Total Square Feet <b>60,724 sqft</b>											
Rentable Square Footage Class Type <b>B</b>		Rentable Square Footage <b>60,724 sqft</b>											
Store Type <b>Self Storage</b>		Class Type <b>B</b>											
Rate Volatility <b>0%</b>		Store Type <b>Self Storage</b>											
Rate Volatility <b>0%</b>		Rate Volatility <b>0%</b>											
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

<b>Bethlehem Self Storage</b> 1.01 miles 1650 Gary Street, Bethlehem, PA 18018		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.85 miles 8.93 minutes 172,794 sqft 129,596 sqft B Self Storage and Parking 0%	<b>Marketing Scorecard</b> Contactability PaidSearch Search SocialMedia Website	19/100 3/11 0/35 8/15 0/14 8/25								
Monday - Friday	09:00 AM - 06:00 PM												
Saturday	09:00 AM - 05:00 PM												
Sunday	10:00 AM - 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗

<b>Budget Store And Lock Self Storage - Marshall St</b> 1.45 miles 1007 Marshall St, Bethlehem, PA 18017		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.84 miles 9.79 minutes 26,339 sqft 25,022 sqft B Self Storage 0%	<b>Marketing Scorecard</b> Contactability PaidSearch Search SocialMedia Website	28/100 6/11 5/35 0/15 0/14 17/25								
Monday - Tuesday	07:00 AM - 07:00 PM												
Wednesday	Closed												
Thursday - Friday	07:00 AM - 07:00 PM												
Saturday	08:00 AM - 06:00 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
✗	✗	✓	✗	✓	✗	✗	✗	✓	✗	✓	✗	✗	✗

<b>Budget Store And Lock Self Storage - Industrial</b> 2.21 miles 2178 Industrial Dr, Bethlehem, PA 18017		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	3.03 miles 11.7 minutes 75,161 sqft 71,403 sqft B Self Storage and Parking 0%	<b>Marketing Scorecard</b> Contactability PaidSearch Search SocialMedia Website	31/100 6/11 5/35 3/15 0/14 17/25								
Monday - 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
✓	✓	✓		✓	✓	✓	✗	✓	✗	✓	✗	✗	✗

<b>Budget Store And Lock Self Storage - Washington St</b> 2.44 miles 333 Washington St, Bethlehem, PA 18017		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	2.78 miles 11.1 minutes 11,250 sqft 10,687 sqft B Self Storage and Parking 0%	<b>Marketing Scorecard</b> Contactability PaidSearch Search SocialMedia Website	28/100 6/11 5/35 0/15 0/14 17/25								
Monday - Tuesday	09:00 AM - 05:00 PM												
Wednesday	Closed												
Thursday - 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗

<b>Storage Sense</b> 2.95 miles 815 Traveler Ave, Bethlehem, PA 18015		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	4.45 miles 15.76 minutes 11,179 sqft 10,620 sqft B Self Storage and Parking N/A	<b>Marketing Scorecard</b> Contactability PaidSearch Search SocialMedia Website	33/100 5/11 0/35 1/15 6/14 21/25								
Monday - Friday	09:30 AM - 05:30 PM												
Saturday	09:00 AM - 02:00 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
✗	✗		✗		✗		✗		✗	✗	✗		

## All Stores List Continued

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

<b>Bethlehem Township Storage - PA</b> 3.12 miles 2739 Santee Rd, Bethlehem, PA 18020		Drive Distance <b>3.75 miles</b> Drive Time <b>14.59 minutes</b> Total Square Feet <b>51,980 sqft</b> Rentable Square Footage <b>49,381 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>	<b>Marketing Scorecard</b> Contactability <b>20/100</b> PaidSearch <b>3/11</b> Search <b>5/35</b> SocialMedia <b>3/15</b> Website <b>0/14</b> <b>9/25</b>										
Monday - Friday	<b>09:00 AM - 05:00 PM</b>												
Saturday	<b>08:30 AM - 04:00 PM</b>												
Sunday	<b>Closed</b>												
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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗

<b>Storage Sense - Bethlehem</b> 3.13 miles 1022 Hellertown Road, Bethlehem, PA 18015		Drive Distance <b>4.51 miles</b> Drive Time <b>14.8 minutes</b> Total Square Feet <b>18,543 sqft</b> Rentable Square Footage <b>17,616 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage and Parking</b> Rate Volatility <b>11%</b>	<b>Marketing Scorecard</b> Contactability <b>42/100</b> PaidSearch <b>5/11</b> Search <b>5/35</b> SocialMedia <b>1/15</b> Website <b>6/14</b> <b>25/25</b>										
Monday - Friday	<b>09:30 AM - 05:30 PM</b>												
Saturday	<b>09:00 AM - 02:00 PM</b>												
Sunday	<b>Closed</b>												
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
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	👁️	👁️

<b>Nazareth Pike Self Storage</b> 4.66 miles 173 Nazareth Pike, Bethlehem, PA 18020		Drive Distance <b>7.5 miles</b> Drive Time <b>18.85 minutes</b> Total Square Feet <b>40,245 sqft</b> Rentable Square Footage <b>38,232 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>4%</b>	<b>Marketing Scorecard</b> Contactability <b>37/100</b> PaidSearch <b>5/11</b> Search <b>5/35</b> SocialMedia <b>3/15</b> Website <b>0/14</b> <b>24/25</b>										
Monday - Friday	<b>09:00 AM - 05:00 PM</b>												
Saturday	<b>10:00 AM - 02:00 PM</b>												
Sunday	<b>Closed</b>												
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
✓	✗	✓	✗	✓	👁️	✓	👁️	✓	✗	✓	✗	✗	✗

<b>Budget Store And Lock Self Storage - Falmer Dr</b> 4.87 miles 4570 Falmer Dr, Bethlehem, PA 18020		Drive Distance <b>5.66 miles</b> Drive Time <b>18.8 minutes</b> Total Square Feet <b>52,816 sqft</b> Rentable Square Footage <b>50,175 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage and Parking</b> Rate Volatility <b>0%</b>	<b>Marketing Scorecard</b> Contactability <b>28/100</b> PaidSearch <b>6/11</b> Search <b>5/35</b> SocialMedia <b>0/15</b> Website <b>0/14</b> <b>17/25</b>										
Monday	<b>09:00 AM - 05:00 PM</b>												
Tuesday - Thursday	<b>Closed</b>												
Friday - Saturday	<b>09:00 AM - 05:00 PM</b>												
Sunday	<b>Closed</b>												
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
✓	✗	✓	✗	✓	✓	✓	✗	✓	✗	👁️	✗	✗	✗

<b>Nazareth Pike Self Storage</b> 5.2 miles 281 Nazareth Pike, Bethlehem, PA 18020		Drive Distance <b>7.83 miles</b> Drive Time <b>17.34 minutes</b> Total Square Feet <b>45,564 sqft</b> Rentable Square Footage <b>43,286 sqft</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>	<b>Marketing Scorecard</b> Contactability <b>0/100</b> PaidSearch <b>0/11</b> Search <b>0/35</b> SocialMedia <b>0/15</b> Website <b>0/14</b> <b>0/25</b>										
Monday - Friday	<b>09:00 AM - 05:00 PM</b>												
Saturday	<b>10:00 AM - 02:00 PM</b>												
Sunday	<b>Closed</b>												
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