

STORTRACK

EXPLORER

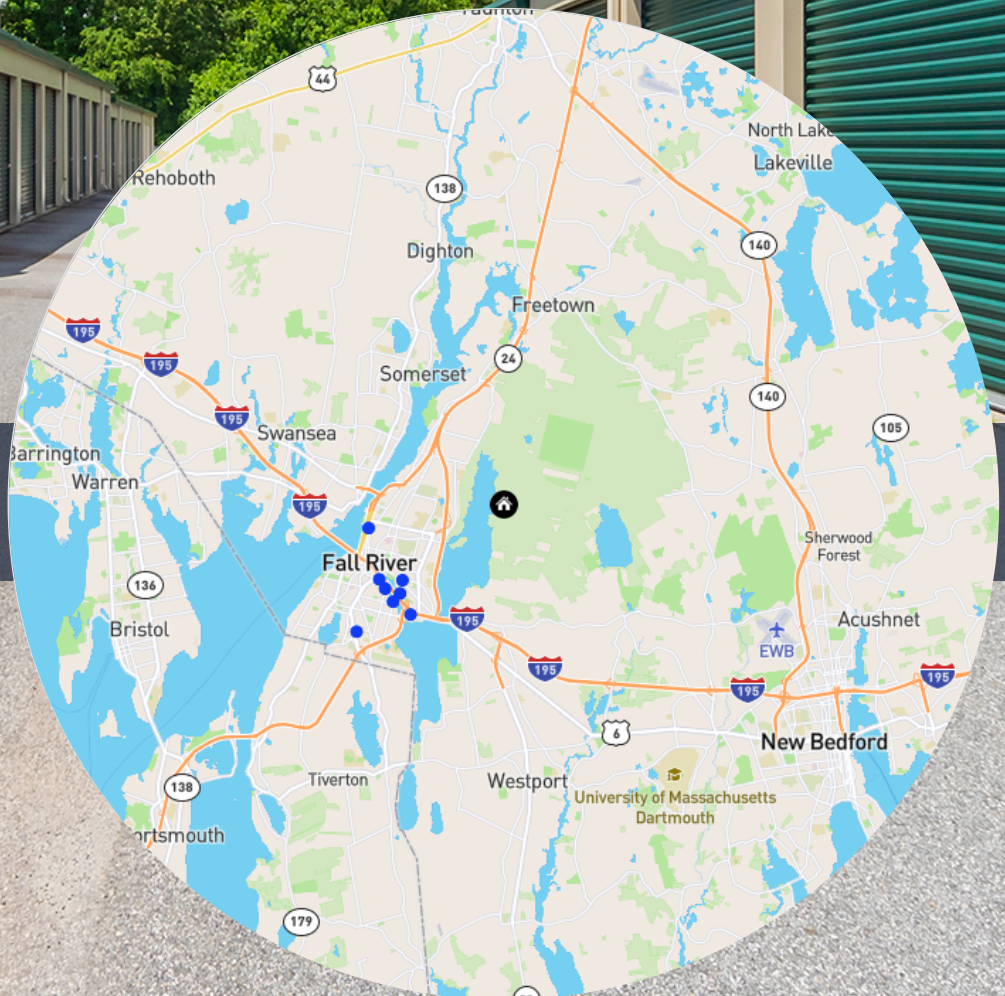
SELF-STORAGE

Market Report

Produced on Jun 13 2024



Report for:
Fall River, MA



 STORTRACK

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Executive Summary

Market: Fall River, MA

Market Type: City

Comparisons are made with: National Totals and Averages and Massachusetts 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	482,058	35,373,208	2,814,338,123
Sq Ft per Capita			
• 2022 Sq Ft per Capita	5.15	5.06	8.50
• 2024 Sq Ft per Capita	5.11	5.02	8.44
• 2026 Sq Ft per Capita	5.07	4.97	8.33
Sq Ft per Household	11.73	13.03	22.38
Total Stores	8	705	64,629
• REITS	2	221	9,725
• Mid Ops	3	248	24,203
• Small Ops	3	236	30,701
New Developments	0	90	3,984
Sq Ft of Developments	0	5,893,608	303,594,398
Stores opened within the last year	0	25	1,071
Demographics			
• 2022 Population	93,638	6,991,852	331,097,593
• 2024 Population	94,351 (+0.76% change)	7,050,242 (+0.01% change)	333,584,158 (+0.01% change)
• 2026 Population	95,064 (+1.52% change)	7,120,182 (+0.02% change)	338,018,925 (+0.03% change)
Households	41,113	2,714,448	125,736,353
Rental Households	26,358	1,020,041	44,238,593

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	64.11%	37.58%	35.18%
Median Household Income	\$52,734	\$89,026	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$1.90	\$1.78	\$1.31
• All Units with Parking	\$1.90	\$1.76	\$1.26
• Regular Units	\$1.75	\$1.59	\$1.14
• Climate Controlled Units	\$2.02	\$1.97	\$1.14
• Only Parking	N/A	\$0.57	\$0.43
Rate Trend (12 months)	-4.71%	13.13%	0.07%
Units Not Advertised	0%	5%	6%
Market Including Known Developments			
Net Rentable Sq Ft	482,058	41,266,816	3,117,932,521
Sq Ft per Capita			
• 2022 Sq Ft per Capita	5.15	5.90	9.42
• 2024 Sq Ft per Capita	5.11	5.85	9.35
• 2026 Sq Ft per Capita	5.07	5.80	9.22
Sq Ft per Household	11.73	15.20	24.80
Total Stores	8	795	68,613
• REITS	2	238	10,159
• Mid Ops	3	255	24,645
• Small Ops	3	236	30,705

Unit Types Offered

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

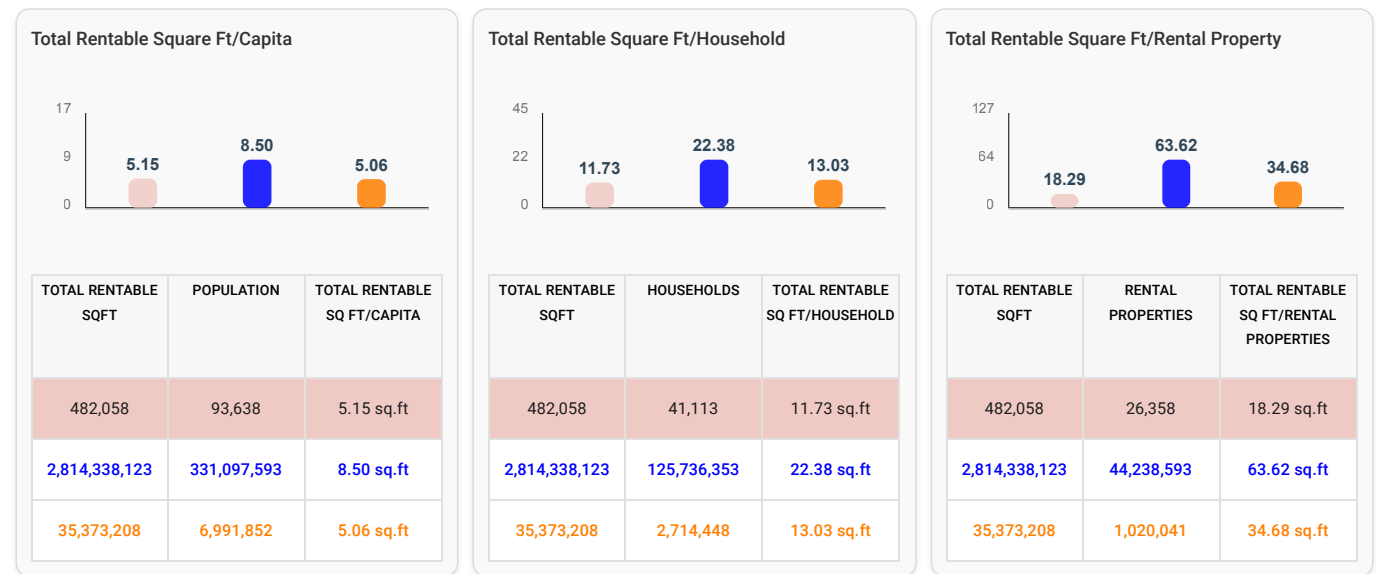
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
87.50%	87.50%	50.00%	62.50%	N/A	50.00%	50.00%	50.00%	37.50%	50.00%	37.50%	50.00%	25.00%	37.50%	12.50%	12.50%	N/A	N/A	N/A
97.56%	100.00%	83.54%	48.01%	18.03%	28.00%	30.74%	60.25%	39.65%	69.16%	41.19%	56.76%	34.80%	65.25%	29.35%	35.18%	10.19%	2.96%	16.99%
99.81%	100.00%	70.39%	62.38%	8.19%	35.75%	41.90%	51.58%	52.51%	53.82%	52.70%	50.28%	43.20%	55.68%	34.82%	29.05%	11.55%	2.61%	6.89%

● This Market
 ● National Totals and Averages
 ● Massachusetts 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
 ● Massachusetts 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		\$1.87	\$1.87	\$1.69	\$2.13	-	\$2.80	\$2.92	\$1.97	\$2.53	\$1.48	\$1.49	\$1.22	\$1.23	\$1.05	\$1.50	\$0.87	-	-	-
U-Haul Moving & Storage of Fall River 3.17 miles 1030 Pleasant St, Fall River, MA 02723	12 mo. trailing avg.	\$2.37	\$2.37	-	\$2.37	-	-	-	-	\$2.44	-	\$1.65	-	-	-	-	-	-	-	-
Tower Mill Self Storage 3.42 miles 657 Quarry St, Fall River, MA 02723	12 mo. trailing avg.	\$2.02	\$2.02	\$1.68	\$2.22	-	\$2.54	\$3.56	\$1.78	\$2.58	\$1.39	\$1.89	\$1.24	\$1.53	\$1.19	\$1.50	-	-	-	-
Alpert's Storage 3.43 miles 1641 N Main, Fall River, MA 02720	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Fall River 3.61 miles 55 Father Devalles Blvd, Fall River, MA 02723	12 mo. trailing avg.	\$1.50	\$1.50	\$1.50	-	-	\$2.48	-	\$1.84	-	\$1.32	-	\$1.16	-	\$1.02	-	\$0.97	-	-	-
Store Space Self Storage - Fall River 3.64 miles 288 Plymouth Ave, Fall River, MA 02721	12 mo. trailing avg.	\$1.59	\$1.59	-	\$1.59	-	-	\$2.40	-	\$2.00	-	\$1.16	-	\$1.03	-	-	-	-	-	-
U-Haul Moving & Storage at Fall River at I-195 3.64 miles 110 Lewiston St, Fall River, MA 02721	12 mo. trailing avg.	\$2.28	\$2.28	\$1.81	\$2.72	-	\$3.60	\$3.99	\$2.27	\$2.48	\$1.55	\$1.63	\$1.30	\$1.40	\$1.10	-	\$1.00	-	-	-
Extra Space 3.69 miles 749 Quequechan St, Fall River, MA 02721	12 mo. trailing avg.	\$2.29	\$2.29	\$1.18	\$2.31	-	-	\$2.46	\$1.18	\$1.92	-	-	-	-	-	-	-	-	-	-
Affordable Storage- Fall River 4.87 miles 36 Lawton St., Fall River, MA 02721	12 mo. trailing avg.	\$1.42	\$1.42	\$1.42	-	-	\$2.20	-	\$1.50	-	\$1.35	-	\$1.10	-	\$0.95	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
	Market Average Price	\$1.44	\$1.42	\$1.41	\$1.40	\$1.38	\$1.37	\$1.37	\$1.38	\$1.40	\$1.40	\$1.39	\$1.39
U-Haul Moving & Storage of Fall River 3.17 miles 1030 Pleasant St, Fall River, MA 02723	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Tower Mill Self Storage 3.42 miles 657 Quarry St, Fall River, MA 02723	12 mo. trailing avg.	\$1.27	\$1.27	\$1.28	\$1.29	\$1.28	\$1.28	\$1.30	\$1.36	\$1.41	\$1.41	\$1.38	\$1.39
Alpert's Storage 3.43 miles 1641 N Main, Fall River, MA 02720	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Fall River 3.61 miles 55 Father Devalles Blvd, Fall River, MA 02723	12 mo. trailing avg.	\$1.55	\$1.50	\$1.46	\$1.43	\$1.38	\$1.36	\$1.35	\$1.36	\$1.37	\$1.36	\$1.36	\$1.32
Store Space Self Storage - Fall River 3.64 miles 288 Plymouth Ave, Fall River, MA 02721	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage at Fall River at I-195 3.64 miles 110 Lewiston St, Fall River, MA 02721	12 mo. trailing avg.	\$1.50	\$1.51	\$1.51	\$1.51	\$1.52	\$1.53	\$1.54	\$1.54	\$1.54	\$1.54	\$1.54	\$1.55
Extra Space 3.69 miles 749 Quequechan St, Fall River, MA 02721	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Affordable Storage- Fall River 4.87 miles 36 Lawton St., Fall River, MA 02721	12 mo. trailing avg.	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35	\$1.35

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

		JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
	Market Average Price	\$1.58	\$1.60	\$1.64	\$1.66	\$1.70	\$1.72	\$1.73	\$1.70	\$1.67	\$1.66	\$1.65	\$1.64
U-Haul Moving & Storage of Fall River 3.17 miles 1030 Pleasant St, Fall River, MA 02723	12 mo. trailing avg.	\$1.53	\$1.53	\$1.52	\$1.51	\$1.55	\$1.55	\$1.56	\$1.56	\$1.58	\$1.59	\$1.65	\$1.65
Tower Mill Self Storage 3.42 miles 657 Quarry St, Fall River, MA 02723	12 mo. trailing avg.	-	\$1.87	\$1.88	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89	\$1.89
Alpert's Storage 3.43 miles 1641 N Main, Fall River, MA 02720	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Fall River 3.61 miles 55 Father Devalles Blvd, Fall River, MA 02723	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Store Space Self Storage - Fall River 3.64 miles 288 Plymouth Ave, Fall River, MA 02721	12 mo. trailing avg.	-	-	-	-	-	-	\$1.46	\$1.24	\$1.16	\$1.14	\$1.16	\$1.16
U-Haul Moving & Storage at Fall River at I-195 3.64 miles 110 Lewiston St, Fall River, MA 02721	12 mo. trailing avg.	\$1.59	\$1.60	\$1.60	\$1.60	\$1.60	\$1.61	\$1.62	\$1.62	\$1.62	\$1.62	\$1.62	\$1.63
Extra Space 3.69 miles 749 Quequechan St, Fall River, MA 02721	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024
Affordable Storage- Fall River 4.87 miles 36 Lawton St., Fall River, MA 02721		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
\$1.90	\$1.90	N/A	\$1.75	\$2.02	\$2.77	\$2.43	\$1.93	\$2.35	\$1.46	\$1.36	\$1.22	\$1.04	\$1.05	\$1.50	\$0.87	N/A	N/A	N/A
\$1.31	\$1.25	\$0.43	\$1.14	\$1.54	\$2.10	\$2.28	\$1.40	\$1.71	\$1.09	\$1.38	\$0.95	\$1.23	\$0.86	\$1.19	\$0.78	\$1.18	\$0.51	\$0.42
\$1.78	\$1.76	\$0.57	\$1.59	\$1.97	\$2.44	\$2.70	\$1.90	\$2.14	\$1.54	\$1.80	\$1.32	\$1.57	\$1.31	\$1.64	\$1.08	\$1.63	\$0.68	\$0.52

● This Market
 ● National Totals and Averages
 ● Massachusetts 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.

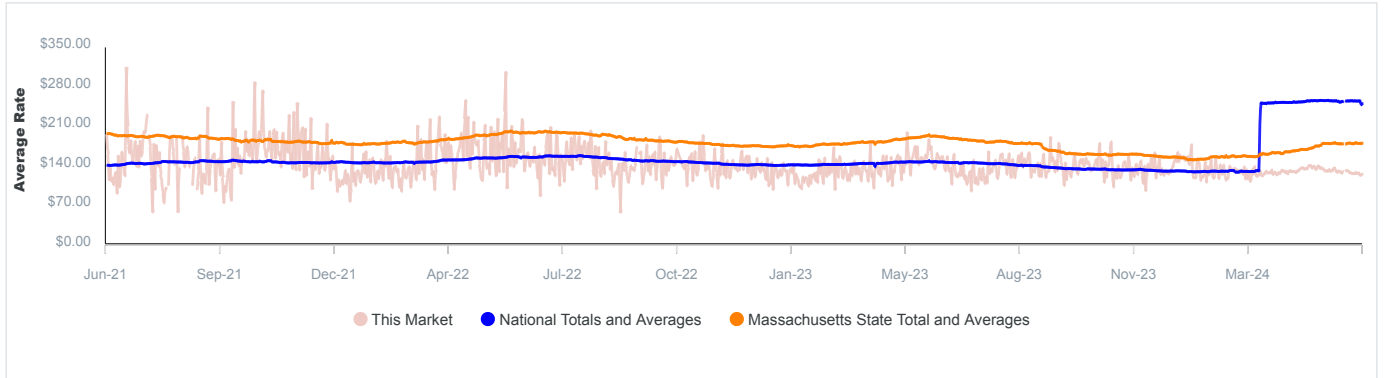
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$119.10	\$119.10	N/A	\$133.31	\$107.90	\$69.14	\$60.68	\$96.31	\$117.54	\$146.07	\$135.56	\$182.29	\$155.33	\$209.58	\$299.00	\$261.60	N/A	N/A	N/A
\$134.70	\$135.62	\$148.33	\$126.59	\$145.34	\$52.59	\$56.89	\$69.79	\$85.33	\$108.64	\$137.78	\$141.82	\$184.49	\$171.17	\$238.61	\$234.74	\$352.53	\$138.04	\$149.48
\$179.10	\$178.31	\$141.87	\$175.80	\$182.45	\$60.98	\$67.53	\$94.90	\$106.76	\$153.50	\$180.45	\$198.42	\$235.34	\$261.90	\$328.55	\$324.53	\$488.87	\$171.50	\$129.71

● This Market
 ● National Totals and Averages
 ● Massachusetts 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													
	U-Haul Moving & Storage of Fall River 3.17 miles 1030 Pleasant St, Fall River, MA 02723	Drive Distance 6.13 miles	Drive Time 18.56 minutes	Total Square Feet 5,875 sqft	Rentable Square Footage 5,581 sqft	Class Type B	Store Type Self Storage	Rate Volatility 0%	Marketing Scorecard 42/100		Contactability 6/11	PaidSearch 5/35	Search 3/15	SocialMedia 7/14	Website 21/25		
Monday - Thursday 07:00 AM - 07:00 PM	Friday 07:00 AM - 08:00 PM	Saturday 07:00 AM - 07:00 PM	Sunday 09:00 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
				✗	✗	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗
No Image Available	Tower Mill Self Storage 3.42 miles 657 Quarry St, Fall River, MA 02723	Drive Distance 6.46 miles	Drive Time 19.77 minutes	Total Square Feet 13,202 sqft	Rentable Square Footage 12,542 sqft	Class Type B	Store Type Self Storage	Rate Volatility 1%	Marketing Scorecard 28/100		Contactability 3/11	PaidSearch 5/35	Search 2/15	SocialMedia 2/14	Website 16/25		
Monday - Friday 09:00 AM - 05:00 PM	Saturday - 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

Alpert's Storage 3.43 miles 1641 N Main, Fall River, MA 02720		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	6.26 miles 27.68 minutes 29,007 sqft 27,557 sqft B Self Storage N/A	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	11/100 3/11 0/35 3/15 0/14 5/25								
Monday - Saturday Sunday		08:00 AM - 05:00 PM 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

CubeSmart Self Storage of Fall River 3.61 miles 55 Father Devalles Blvd, Fall River, MA 02723		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	5.29 miles 16.45 minutes 86,718 sqft 82,382 sqft B Self Storage 42%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	54/100 8/11 12/35 3/15 7/14 24/25								
Monday - Friday Saturday Sunday		09:30 AM - 06:00 PM 08:30 AM - 05:00 PM 11:00 AM - 03:00 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗


U-Haul Moving & Storage at Fall River at I-195 3.64 miles 110 Lewiston St, Fall River, MA 02721		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	6.71 miles 20.51 minutes 82,139 sqft 69,818 sqft B Self Storage 1%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	42/100 6/11 5/35 3/15 7/14 21/25								
Monday - Thursday Friday Saturday Sunday		07:00 AM - 07:00 PM 07:00 AM - 08:00 PM 07:00 AM - 07:00 PM 09:00 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
✓	✓	✓	✓	✓	✓	✓		✓			✗	✗	✗

Store Space Self Storage - Fall River 3.64 miles 288 Plymouth Ave, Fall River, MA 02721		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	7.48 miles 21.63 minutes 182,280 sqft 136,710 sqft B Self Storage 3%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	29/100 6/11 0/35 2/15 0/14 21/25								
Monday - Sunday		06:00 AM - 10:00 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
✗	✓	✗		✗	✓	✗	✓	✗	✗	✗	✗	✗	✗

Extra Space 3.69 miles 749 Quequechan St, Fall River, MA 02721		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	6.12 miles 19.23 minutes 179,881 sqft 134,910 sqft A Self Storage 75%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	55/100 8/11 13/35 6/15 7/14 21/25								
Monday - Friday Saturday Sunday		09:30 AM - 06:00 PM 09:00 AM - 05:30 PM 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

 Affordable Storage- Fall River 4.87 miles 36 Lawton St., Fall River, MA 02721		Drive Distance 7.54 miles	Marketing Scorecard 22/100
Monday - Saturday 08:00 AM - 04:00 PM Sunday Closed		Drive Time 20.11 minutes	Contactability 6/11
		Total Square Feet 14,775 sqft	PaidSearch 5/35
		Rentable Square Footage 12,558 sqft	Search 1/15
		Class Type B	SocialMedia 1/14
		Store Type Self Storage	Website 9/25
		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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗

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