

STORTRACK

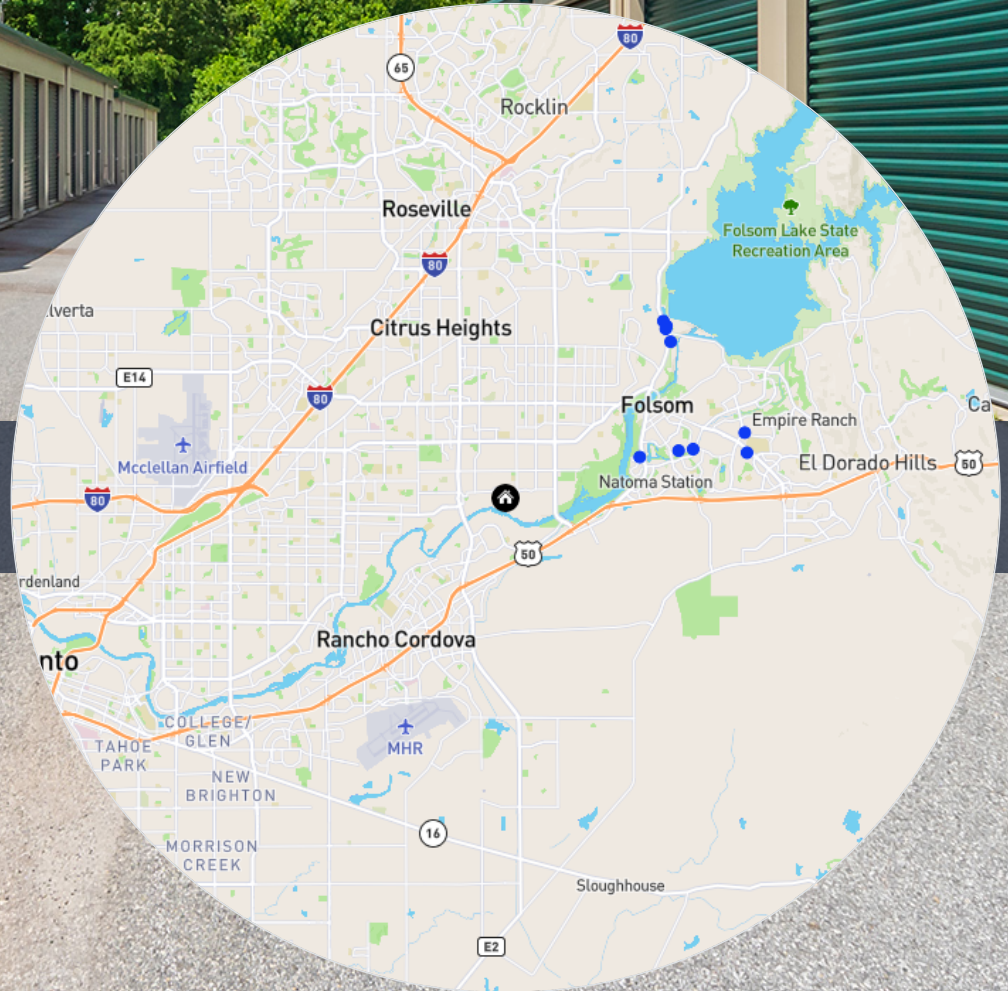
# EXPLORER

SELF-STORAGE

## Market Report

Produced on Jan 15 2025

Report for:  
Folsom, CA



 STORTRACK

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## Executive Summary

**Market:** Folsom, CA

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and California State Total and Averages

## Market Snapshot

The Market Snapshot is a one-look overview of the market.

|   | This Market    | State              | National             |
|---|----------------|--------------------|----------------------|
| Self Storage Only Facilities Net Rentable SQ FT | 208,318        | 158,104,974        | 1,517,379,315        |
| Hybrid Facility Self Storage Net Rentable SQ FT | 362,168        | 102,668,586        | 1,071,108,703        |
| <b>Total Net Self Storage Rentable SQ FT</b>    | <b>570,486</b> | <b>260,773,560</b> | <b>2,588,488,018</b> |
| Parking Net Rentable SQ FT                      | 106,604        | 25,857,606         | 276,230,841          |
| <b>Sq Ft per Capita</b>                         |                |                    |                      |
| • 2022 Sq Ft per Capita                         | 7.04           | 6.61               | 7.82                 |
| • 2024 Sq Ft per Capita                         | 6.90           | 6.51               | 7.76                 |
| • 2026 Sq Ft per Capita                         | 6.77           | 6.43               | 7.66                 |
| Sq Ft per Household                             | 20.16          | 19.73              | 20.59                |
| <b>Total Stores</b>                             | <b>9</b>       | <b>4,292</b>       | <b>66,057</b>        |
| • REITS   | 2              | 1,064              | 10,123               |
| • Large Ops                                     | 4              | 934                | 11,167               |
| • Mid Ops                                       | 1              | 514                | 7,543                |
| • Small Ops                                     | 0              | 283                | 7,229                |
| • Single Ops                                    | 2              | 1,497              | 29,995               |
| New Developments                                | 0              | 311                | 3,985                |
| Estimated Net Rentable Sq Ft of Development     | 0              | 23,054,678         | 208,241,794          |
| Stores opened within the last year              | 0              | 28                 | 455                  |

## Market Snapshot Continued

|   | This Market            | State                      | National                    |
|---|------------------------|----------------------------|-----------------------------|
| <b>Demographics</b>                             |                        |                            |                             |
| • 2022 Population                               | 81,077                 | 39,455,353                 | 331,097,593                 |
| • 2024 Population                               | 82,658 (+1.95% change) | 40,064,358 (+0.01% change) | 333,584,158 (+0.01% change) |
| • 2026 Population                               | 84,239 (+3.90% change) | 40,573,298 (+0.03% change) | 338,018,925 (+0.03% change) |
| Households                                      | 28,298                 | 13,217,586                 | 125,736,353                 |
| Rental Households                               | 8,719                  | 5,882,339                  | 44,238,593                  |
| Rental Households Percentage                    | 30.81%                 | 44.5%                      | 35.18%                      |
| Median Household Income                         | \$134,935              | \$84,097                   | \$75,149                    |
| <b>Average Rate Per Square Feet</b>             |                        |                            |                             |
| • All Units without Parking                     | \$1.72                 | \$1.80                     | \$1.20                      |
| • All Units with Parking                        | \$1.71                 | \$1.72                     | \$1.15                      |
| • Regular Units                                 | \$1.82                 | \$1.78                     | \$1.06                      |
| • Climate Controlled Units                      | \$1.58                 | \$1.91                     | \$1.36                      |
| • Only Parking                                  | \$0.59                 | \$0.66                     | \$0.42                      |
| Rate Trend (12 months)                          | -0.26%                 | 6.13%                      | 12.91%                      |
| Units Not Advertised                            | 0%                     | 6%                         | 7%                          |
| <b>Market Including Known Developments</b>      |                        |                            |                             |
| Self Storage Only Facilities Net Rentable SQ FT | 208,318                | 173,972,135                | 1,684,081,200               |
| Hybrid Facility Self Storage Net Rentable SQ FT | 362,168                | 109,856,103                | 1,112,648,612               |
| <b>Total Net Self Storage Rentable SQ FT</b>    | <b>570,486</b>         | <b>283,828,238</b>         | <b>2,796,729,812</b>        |
| Parking Net Rentable SQ FT                      | 106,604                | 27,054,010                 | 284,458,671                 |

## Market Snapshot Continued

|                         | This Market | State        | National      |
|-------------------------|-------------|--------------|---------------|
| <b>Sq Ft per Capita</b> |             |              |               |
| • 2022 Sq Ft per Capita | 7.04        | 7.19         | 8.45          |
| • 2024 Sq Ft per Capita | 6.90        | 7.08         | 8.38          |
| • 2026 Sq Ft per Capita | 6.77        | 7.00         | 8.27          |
| Sq Ft per Household     | 20.16       | 21.47        | 22.24         |
| <b>Total Stores</b>     | <b>9</b>    | <b>4,603</b> | <b>70,042</b> |
| • REITS                 | 2           | 1,111        | 10,571        |
| • Large Ops             | 4           | 984          | 11,661        |
| • Mid Ops               | 1           | 522          | 7,648         |
| • Small Ops             | 0           | 286          | 7,271         |
| • Single Ops            | 2           | 1,502        | 30,086        |
| New Supply Ratio        | N/A         | 8.84%        | 8.04%         |

## Unit Types Offered

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

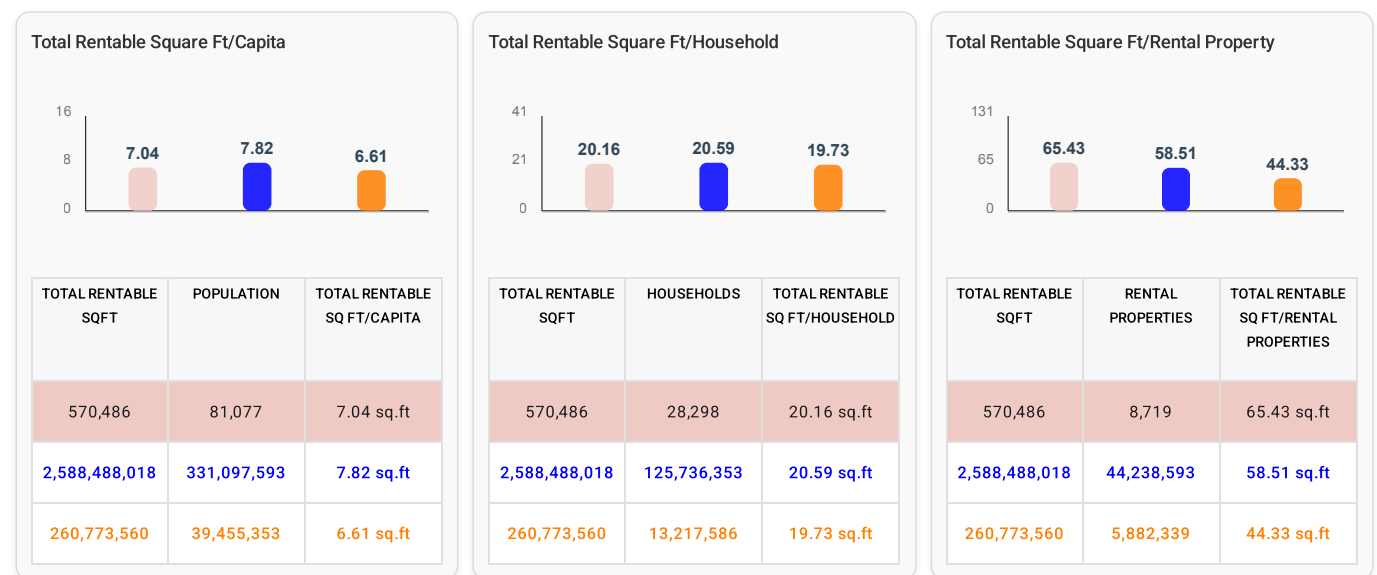
| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL REG | ALL CC | ALL PARKING | 5X5 REG | 5X5 CC | 5X10 REG | 5X10 CC | 10X10 REG | 10X10 CC | 10X15 REG | 10X15 CC | 10X20 REG | 10X20 CC | 10X30 REG | 10X30 CC | CAR PARKING | RV PARKING |
|---------------------------|------------------------|---------|--------|-------------|---------|--------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| 100.00%                   | 100.00%                | 88.89%  | 33.33% | 11.11%      | 66.67%  | 22.22% | 88.89%   | 33.33%  | 77.78%    | 33.33%   | 77.78%    | 22.22%   | 88.89%    | 22.22%   | 77.78%    | N/A      | N/A         | 11.11%     |
| 97.41%                    | 100.00%                | 83.20%  | 48.32% | 18.62%      | 28.60%  | 32.72% | 60.72%   | 41.19%  | 69.39%    | 42.31%   | 56.73%    | 35.98%   | 65.39%    | 30.54%   | 35.13%    | 10.45%   | 1.90%       | 17.72%     |
| 97.92%                    | 100.00%                | 91.83%  | 24.61% | 16.47%      | 60.16%  | 17.98% | 77.00%   | 20.41%  | 76.21%    | 21.01%   | 62.05%    | 15.49%   | 67.44%    | 10.60%   | 33.15%    | 2.24%    | 1.01%       | 15.96%     |

● This Market ● National Totals and Averages ● California 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 ● California 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<br>WITHOUT PARKING | ALL UNITS WITH<br>PARKING | ALL<br>REG | ALL<br>CC | ALL<br>PARKING | 5X5<br>REG | 5X5<br>CC | 5X10<br>REG | 5X10<br>CC | 10X10<br>REG | 10X10<br>CC | 10X15<br>REG | 10X15<br>CC | 10X20<br>REG | 10X20<br>CC | 10X30<br>REG | 10X30<br>CC | CAR<br>PARKING | RV<br>PARKING |
|--|-------------------------|------------------------------|---------------------------|------------|-----------|----------------|------------|-----------|-------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|----------------|---------------|
| Market Average Price   |                         | \$2.03                       | \$1.99                    | \$1.86     | \$2.58    | \$0.74         | \$3.44     | \$3.89    | \$2.10      | \$2.64     | \$1.76       | \$2.30      | \$1.55       | \$1.95      | \$1.39       | \$1.63      | \$1.21       | \$1.29      | \$0.56         | \$0.75        |
| <b>Extra Space</b><br>3.67 miles<br>185 Parkshore Dr,<br>Folsom, CA<br>95630   | 12 mo.<br>trailing avg. | \$2.31                       | \$2.31                    | \$1.91     | \$2.67    | -              | -          | \$3.37    | \$2.75      | \$2.57     | -            | \$2.33      | \$2.03       | \$1.78      | \$1.71       | \$1.98      | \$1.56       | \$1.48      | -              | -             |
| <b>Gold Country Self Storage</b><br>4.70 miles<br>590 Levy Road,<br>Folsom, CA<br>95630                                  | 12 mo.<br>trailing avg. | \$1.42                       | \$1.42                    | \$1.42     | \$1.43    | -              | -          | -         | \$1.81      | \$1.80     | \$1.58       | \$1.60      | \$1.35       | \$1.37      | \$1.28       | \$1.30      | \$1.09       | \$1.10      | -              | -             |
| <b>Blue Ravine Self Storage</b><br>5.07 miles<br>4000 Riley Street,<br>Folsom, CA<br>95630                               | 12 mo.<br>trailing avg. | \$1.69                       | \$1.57                    | \$1.69     | \$1.61    | \$0.85         | \$2.64     | \$2.64    | \$2.10      | -          | \$1.54       | \$1.54      | \$1.43       | \$1.43      | \$1.35       | \$1.35      | \$1.08       | \$1.08      | -              | \$0.85        |
| <b>Clock Tower Self Storage</b><br>5.95 miles<br>7500 Folsom<br>Auburn Road,<br>Folsom, CA<br>95630                      | 12 mo.<br>trailing avg. | \$1.62                       | \$1.62                    | \$1.62     | \$1.68    | -              | \$2.55     | \$2.36    | \$1.85      | -          | \$1.61       | \$1.74      | \$1.33       | \$1.56      | \$1.19       | \$1.40      | \$1.16       | \$1.35      | -              | -             |
| <b>Sentry Storage - Folsom Dam</b><br>6.09 miles<br>201 Folsom Dam<br>Road, Folsom, CA<br>95630                          | 12 mo.<br>trailing avg. | \$1.63                       | \$1.52                    | \$1.63     | \$1.88    | \$0.59         | \$2.33     | \$2.88    | \$1.98      | \$2.06     | \$1.56       | \$1.83      | \$1.50       | \$1.87      | \$1.22       | \$1.28      | \$1.17       | \$1.34      | \$0.56         | \$0.60        |
| <b>Superior Boat, RV &amp; Commercial Self Storage</b><br>6.16 miles<br>7740 Folsom<br>Auburn Rd,<br>Folsom, CA<br>95630 | 12 mo.<br>trailing avg. | \$1.98                       | \$1.98                    | \$1.98     | -         | -              | \$3.80     | -         | \$1.29      | -          | \$1.85       | -           | \$1.66       | -           | \$1.32       | -           | -            | -           | -              | -             |
| <b>Extra Space</b><br>6.20 miles<br>7770 Folsom<br>Auburn Rd,<br>Folsom, CA<br>95630                                     | 12 mo.<br>trailing avg. | \$2.06                       | \$2.06                    | \$1.64     | \$2.08    | -              | -          | \$2.88    | -           | \$2.22     | -            | \$2.01      | \$1.90       | \$1.80      | -            | \$1.22      | \$1.61       | -           | -              | -             |
| <b>Storage Star Nesmith Court</b><br>6.43 miles<br>600 Nesmith<br>Court, Folsom, CA<br>95630                             | 12 mo.<br>trailing avg. | \$1.72                       | \$1.72                    | \$1.72     | \$2.18    | -              | \$2.60     | \$2.60    | \$2.04      | -          | \$1.88       | \$1.75      | \$1.39       | -           | \$1.30       | -           | \$1.12       | -           | -              | -             |

## 12 Month Trailing Average Rate History Continued

### Summary - (Premium - Rate Per Square Foot, Any Floor)

|  |                      | ALL UNITS<br>WITHOUT PARKING | ALL UNITS WITH<br>PARKING | ALL<br>REG | ALL<br>CC | ALL<br>PARKING | 5X5<br>REG | 5X5<br>CC | 5X10<br>REG | 5X10<br>CC | 10X10<br>REG | 10X10<br>CC | 10X15<br>REG | 10X15<br>CC | 10X20<br>REG | 10X20<br>CC | 10X30<br>REG | 10X30<br>CC | CAR<br>PARKING | RV<br>PARKING |
|--|----------------------|------------------------------|---------------------------|------------|-----------|----------------|------------|-----------|-------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|----------------|---------------|
| <b>Mini U Storage - Folsom</b> 6.49 miles<br>300 S. Lexington Dr, Folsom, CA 95630 | 12 mo. trailing avg. | \$2.92                       | \$2.92                    | \$2.86     | \$2.99    | -              | \$6.54     | \$5.30    | \$3.36      | \$3.06     | \$2.29       | \$2.58      | \$1.88       | \$2.12      | \$1.72       | \$1.89      | \$1.39       | \$1.38      | -              | -             |

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

|  |                      | JAN 2024 | FEB 2024 | MAR 2024 | APR 2024 | MAY 2024 | JUN 2024 | JUL 2024 | AUG 2024 | SEP 2024 | OCT 2024 | NOV 2024 | DEC 2024 |
|--|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|  | Market Average Price | \$1.78   | \$1.77   | \$1.77   | \$1.77   | \$1.78   | \$1.78   | \$1.78   | \$1.77   | \$1.76   | \$1.76   | \$1.76   | \$1.76   |
| <b>Extra Space</b> 3.67 miles<br>185 Parkshore Dr, Folsom, CA 95630  | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Gold Country Self Storage</b> 4.70 miles<br>590 Levy Road, Folsom, CA 95630                               | 12 mo. trailing avg. | \$1.60   | \$1.59   | \$1.59   | \$1.59   | \$1.58   | \$1.58   | \$1.58   | \$1.58   | \$1.58   | \$1.58   | \$1.58   | \$1.58   |
| <b>Blue Ravine Self Storage</b> 5.07 miles<br>4000 Riley Street, Folsom, CA 95630                            | 12 mo. trailing avg. | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   | \$1.54   |
| <b>Clock Tower Self Storage</b> 5.95 miles<br>7500 Folsom Auburn Road, Folsom, CA 95630                      | 12 mo. trailing avg. | \$1.85   | \$1.84   | \$1.84   | \$1.84   | \$1.84   | \$1.83   | \$1.80   | \$1.71   | \$1.64   | \$1.61   | \$1.61   | \$1.61   |
| <b>Sentry Storage - Folsom Dam</b> 6.09 miles<br>201 Folsom Dam Road, Folsom, CA 95630                       | 12 mo. trailing avg. | \$1.42   | \$1.39   | \$1.40   | \$1.42   | \$1.45   | \$1.48   | \$1.49   | \$1.52   | \$1.50   | \$1.50   | \$1.52   | \$1.56   |
| <b>Superior Boat, RV &amp; Commercial Self Storage</b> 6.16 miles<br>7740 Folsom Auburn Rd, Folsom, CA 95630 | 12 mo. trailing avg. | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   | \$1.85   |
| <b>Extra Space</b> 6.20 miles<br>7770 Folsom Auburn Rd, Folsom, CA 95630                                     | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Storage Star Nesmith Court</b> 6.43 miles<br>600 Nesmith Court, Folsom, CA 95630                          | 12 mo. trailing avg. | \$1.89   | \$1.88   | \$1.89   | \$1.90   | \$1.91   | \$1.92   | \$1.92   | \$1.91   | \$1.91   | \$1.90   | \$1.89   | \$1.88   |
| <b>Mini U Storage - Folsom</b> 6.49 miles<br>300 S. Lexington Dr, Folsom, CA 95630                           | 12 mo. trailing avg. | \$2.32   | \$2.30   | \$2.29   | \$2.28   | \$2.27   | \$2.28   | \$2.26   | \$2.24   | \$2.25   | \$2.26   | \$2.27   | \$2.29   |

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

|   |                      | JAN 2024 | FEB 2024 | MAR 2024 | APR 2024 | MAY 2024 | JUN 2024 | JUL 2024 | AUG 2024 | SEP 2024 | OCT 2024 | NOV 2024 | DEC 2024 |
|---|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|   | Market Average Price | \$2.14   | \$2.16   | \$2.17   | \$2.17   | \$2.17   | \$2.19   | \$2.20   | \$2.24   | \$2.28   | \$2.31   | \$2.31   | \$2.30   |
| <b>Extra Space</b> 3.67 miles<br>185 Parkshore Dr, Folsom, CA 95630               | 12 mo. trailing avg. | \$2.26   | \$2.27   | \$2.28   | \$2.27   | \$2.28   | \$2.32   | \$2.28   | \$2.32   | \$2.36   | \$2.40   | \$2.36   | \$2.33   |
| <b>Gold Country Self Storage</b> 4.70 miles<br>590 Levy Road, Folsom, CA 95630    | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | \$1.60   | \$1.60   |
| <b>Blue Ravine Self Storage</b> 5.07 miles<br>4000 Riley Street, Folsom, CA 95630 | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | \$1.54   | \$1.54   |



## 12 Month Trailing Average Rate History Continued

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

|  |                      | JAN 2024 | FEB 2024 | MAR 2024 | APR 2024 | MAY 2024 | JUN 2024 | JUL 2024 | AUG 2024 | SEP 2024 | OCT 2024 | NOV 2024 | DEC 2024 |
|--|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>Clock Tower Self Storage</b> 5.95 miles<br>7500 Folsom Auburn Road, Folsom, CA 95630                      | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | \$1.74   | \$1.74   |
| <b>Sentry Storage - Folsom Dam</b> 6.09 miles<br>201 Folsom Dam Road, Folsom, CA 95630                       | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | \$1.83   | \$1.83   |
| <b>Superior Boat, RV &amp; Commercial Self Storage</b> 6.16 miles<br>7740 Folsom Auburn Rd, Folsom, CA 95630 | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Extra Space</b> 6.20 miles<br>7770 Folsom Auburn Rd, Folsom, CA 95630                                     | 12 mo. trailing avg. | \$1.68   | \$1.76   | \$1.81   | \$1.84   | \$1.86   | \$1.86   | \$1.89   | \$1.95   | \$2.01   | \$2.04   | \$2.02   | \$2.01   |

## 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 |
|---------------------------|------------------------|-------------|---------|--------|---------|--------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| \$1.72                    | \$1.71                 | \$0.59      | \$1.82  | \$1.58 | \$3.21  | \$2.80 | \$2.05   | \$1.87  | \$1.71    | \$1.46   | \$1.44    | \$1.13   | \$1.31    | \$1.16   | \$1.16    | N/A      | N/A         | \$0.59     |
| \$1.20                    | \$1.15                 | \$0.42      | \$1.06  | \$1.36 | \$1.86  | \$1.95 | \$1.28   | \$1.50  | \$1.01    | \$1.23   | \$0.88    | \$1.10   | \$0.80    | \$1.07   | \$0.74    | \$1.04   | \$0.52      | \$0.41     |
| \$1.80                    | \$1.72                 | \$0.66      | \$1.78  | \$1.91 | \$2.68  | \$2.71 | \$1.97   | \$1.99  | \$1.63    | \$1.68   | \$1.45    | \$1.56   | \$1.38    | \$1.51   | \$1.23    | \$1.60   | \$0.83      | \$0.65     |

● This Market ● National Totals and Averages ● California 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.

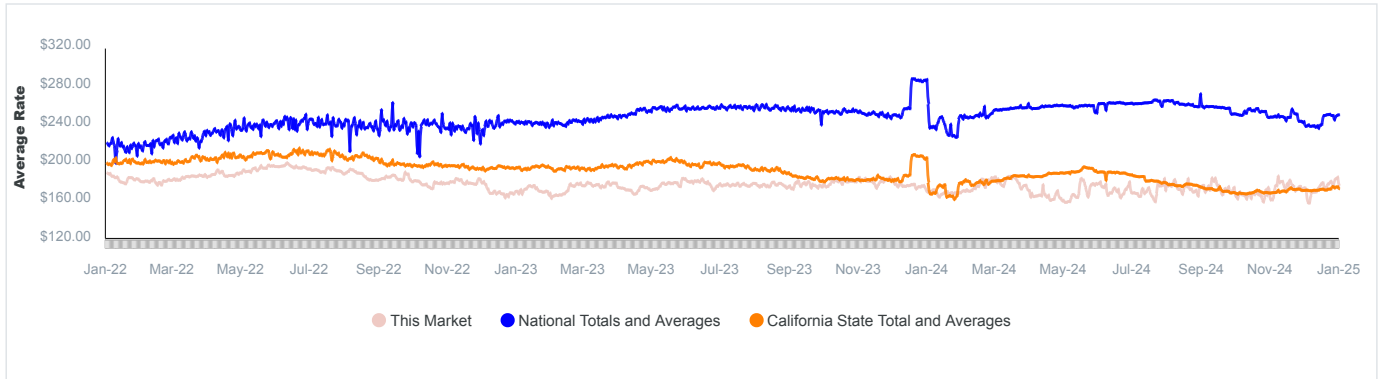
| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | ALL REG  | ALL CC   | 5X5 REG | 5X5 CC  | 5X10 REG | 5X10 CC | 10X10 REG | 10X10 CC | 10X15 REG | 10X15 CC | 10X20 REG | 10X20 CC | 10X30 REG | 10X30 CC | CAR PARKING | RV PARKING |
|---------------------------|------------------------|-------------|----------|----------|---------|---------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| \$172.12                  | \$171.40               | \$95.00     | \$190.69 | \$145.95 | \$80.33 | \$70.00 | \$102.57 | \$93.29 | \$171.30  | \$145.63 | \$215.33  | \$169.38 | \$262.09  | \$231.60 | \$347.78  | N/A      | N/A         | \$95.00    |
| \$121.68                  | \$123.25               | \$145.98    | \$116.80 | \$127.51 | \$46.57 | \$48.76 | \$64.19  | \$75.20 | \$100.70  | \$123.02 | \$131.39  | \$164.48 | \$160.42  | \$213.26 | \$222.91  | \$312.48 | \$131.69    | \$146.81   |
| \$171.83                  | \$173.78               | \$198.31    | \$173.70 | \$164.56 | \$66.91 | \$67.63 | \$98.46  | \$99.34 | \$163.36  | \$168.29 | \$217.41  | \$233.78 | \$275.91  | \$301.30 | \$368.19  | \$479.15 | \$278.57    | \$194.80   |

● This Market ● National Totals and Averages ● California 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 90% of TSF if the property has 1 floor | RSF is 80% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 80% 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>Extra Space</b> 3.67 miles<br>185 Parkshore Dr, Folsom, CA 95630<br>Monday - Sunday <b>06:00 AM - 10:00 PM</b>           |        | Drive Distance <b>6.19 miles</b><br>Drive Time <b>17.63 minutes</b><br>Total Square Feet <b>48,775 sqft</b><br>Rentable Square Footage <b>39,020 sqft</b><br>Class Type <b>A</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>26%</b>     |         | <b>Marketing Scorecard 66/100</b><br>Contactability <b>8/11</b><br>PaidSearch <b>22/35</b><br>Search <b>6/15</b><br>SocialMedia <b>7/14</b><br>Website <b>23/25</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>Gold Country Self Storage</b> 4.7 miles<br>590 Levy Road, Folsom, CA 95630<br>Monday - Sunday <b>06:00 AM - 09:00 PM</b> |        | Drive Distance <b>6.9 miles</b><br>Drive Time <b>19.72 minutes</b><br>Total Square Feet <b>88,400 sqft</b><br>Rentable Square Footage <b>79,560 sqft</b><br>Class Type <b>C</b><br>Store Type <b>Self Storage</b><br>Rate Volatility <b>0%</b> |         | <b>Marketing Scorecard 29/100</b><br>Contactability <b>5/11</b><br>PaidSearch <b>8/35</b><br>Search <b>3/15</b><br>SocialMedia <b>1/14</b><br>Website <b>12/25</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>Blue Ravine Self Storage</b> 5.07 miles<br>4000 Riley Street, Folsom, CA 95630<br><br>Monday - Thursday <b>09:00 AM - 05:00 PM</b><br>Friday <b>09:00 AM - 09:00 PM</b><br>Saturday <b>Closed</b><br>Sunday <b>12:00 PM - 04:00 PM</b> | Drive Distance <b>7.25 miles</b><br>Drive Time <b>19.29 minutes</b><br>Total Square Feet <b>59,531 sqft</b><br>Rentable Square Footage <b>53,578 sqft</b><br>Class Type <b>C</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>0%</b>        | <b>Marketing Scorecard</b> <b>25/100</b><br>Contactability <b>3/11</b><br>PaidSearch <b>5/35</b><br>Search <b>7/15</b><br>SocialMedia <b>0/14</b><br>Website <b>10/25</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>Clock Tower Self Storage</b> 5.95 miles<br>7500 Folsom Auburn Road, Folsom, CA 95630<br><br>   | Drive Distance <b>7.12 miles</b><br>Drive Time <b>18.07 minutes</b><br>Total Square Feet <b>73,019 sqft</b><br>Rentable Square Footage <b>65,717 sqft</b><br>Class Type <b>B</b><br>Store Type <b>Self Storage</b><br>Rate Volatility <b>45%</b> | <b>Marketing Scorecard</b> <b>47/100</b><br>Contactability <b>8/11</b><br>PaidSearch <b>16/35</b><br>Search <b>0/15</b><br>SocialMedia <b>2/14</b><br>Website <b>21/25</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>Sentry Storage - Folsom Dam</b> 6.09 miles<br>201 Folsom Dam Road, Folsom, CA 95630<br><br>Monday - Sunday <b>07:00 AM - 07:00 PM</b>  | Drive Distance <b>7.57 miles</b><br>Drive Time <b>20.06 minutes</b><br>Total Square Feet <b>36,039 sqft</b><br>Rentable Square Footage <b>32,435 sqft</b><br>Class Type <b>B</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>2%</b>        | <b>Marketing Scorecard</b> <b>27/100</b><br>Contactability <b>3/11</b><br>PaidSearch <b>5/35</b><br>Search <b>1/15</b><br>SocialMedia <b>0/14</b><br>Website <b>18/25</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>Superior Boat, RV &amp; Commercial Self Storage</b> 6.16 miles<br>7740 Folsom Auburn Rd, Folsom, CA 95630<br><br>Monday - Sunday <b>06:00 AM - 09:00 PM</b>  | Drive Distance <b>8.33 miles</b><br>Drive Time <b>21.17 minutes</b><br>Total Square Feet <b>59,181 sqft</b><br>Rentable Square Footage <b>53,263 sqft</b><br>Class Type <b>B</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>0%</b>        | <b>Marketing Scorecard</b> <b>44/100</b><br>Contactability <b>8/11</b><br>PaidSearch <b>17/35</b><br>Search <b>0/15</b><br>SocialMedia <b>1/14</b><br>Website <b>18/25</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>Extra Space</b> 6.2 miles<br>7770 Folsom Auburn Rd, Folsom, CA 95630<br><br>Monday - Sunday <b>06:00 AM - 10:00 PM</b>   | Drive Distance <b>7.75 miles</b><br>Drive Time <b>21.25 minutes</b><br>Total Square Feet <b>111,155 sqft</b><br>Rentable Square Footage <b>83,366 sqft</b><br>Class Type <b>A</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>24%</b>      | <b>Marketing Scorecard</b> <b>64/100</b><br>Contactability <b>8/11</b><br>PaidSearch <b>22/35</b><br>Search <b>3/15</b><br>SocialMedia <b>7/14</b><br>Website <b>24/25</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>Storage Star Nesmith Court</b> 6.43 miles<br>600 Nesmith Court, Folsom, CA 95630<br>Monday - Sunday <b>06:00 AM - 10:00 PM</b> |        | Drive Distance <b>10.48 miles</b><br>Drive Time <b>23.06 minutes</b><br>Total Square Feet <b>111,673 sqft</b><br>Rentable Square Footage <b>100,506 sqft</b><br>Class Type <b>B</b><br>Store Type <b>Hybrid</b><br>Rate Volatility <b>18%</b>   |         | <b>Marketing Scorecard 30/100</b><br>Contactability <b>5/11</b><br>PaidSearch <b>5/35</b><br>Search <b>0/15</b><br>SocialMedia <b>0/14</b><br>Website <b>20/25</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>Mini U Storage - Folsom</b> 6.49 miles<br>300 S. Lexington Dr, Folsom, CA 95630  |        | Drive Distance <b>11.1 miles</b><br>Drive Time <b>24.69 minutes</b><br>Total Square Feet <b>84,054 sqft</b><br>Rentable Square Footage <b>63,041 sqft</b><br>Class Type <b>A</b><br>Store Type <b>Self Storage</b><br>Rate Volatility <b>0%</b> |         | <b>Marketing Scorecard 40/100</b><br>Contactability <b>3/11</b><br>PaidSearch <b>5/35</b><br>Search <b>3/15</b><br>SocialMedia <b>7/14</b><br>Website <b>22/25</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 |