



Produced on May 16 2024

A circular map of the Merrimack Valley area, showing towns like Bow, Hooksett, South Hooksett, and Merrimack. The map highlights the Merrimack River, major highways (I-93, I-293, I-495, I-95), and landmarks such as Bear Brook State Park and Manchester Waterworks. A black home icon is placed near South Hooksett, and a blue airplane icon is placed near the MHT airport.



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Executive Summary

Market: Manchester, NH

Market Type: City

Comparisons are made with: National Totals and Averages and New Hampshire 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	494,236	13,227,744	2,813,183,658
Sq Ft per Capita			
• 2022 Sq Ft per Capita	4.30	9.64	8.50
• 2024 Sq Ft per Capita	4.26	9.61	8.43
• 2026 Sq Ft per Capita	4.23	9.56	8.32
Sq Ft per Household	10.21	24.47	22.37
Total Stores	10	379	64,571
• REITS	3	58	9,694
• Mid Ops	6	151	24,108
• Small Ops	1	170	30,769
New Developments	1	42	3,928
Sq Ft of Developments	3,600	1,792,353	299,825,100
Stores opened within the last year	0	10	1,015
Demographics			
• 2022 Population	115,037	1,372,175	331,097,593
• 2024 Population	115,923 (+0.77% change)	1,376,014 (0.00% change)	333,584,158 (+0.01% change)
• 2026 Population	116,809 (+1.54% change)	1,384,190 (+0.01% change)	338,018,925 (+0.03% change)
Households	48,409	540,498	125,736,353
Rental Households	25076	153349	44238593

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	51.8%	28.37%	35.18%
Median Household Income	\$74,040	\$83,449	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$1.52	\$1.38	\$1.31
• All Units with Parking	\$1.50	\$1.35	\$1.26
• Regular Units	\$1.24	\$1.16	\$1.15
• Climate Controlled Units	\$1.68	\$1.74	\$1.15
• Only Parking	\$0.38	\$0.50	\$0.42
Rate Trend (12 months)	0.38%	1.46%	3.02%
Units Not Advertised	10%	4%	5%
Market Including Known Developments			
Net Rentable Sq Ft	497,836	15,020,097	3,113,008,758
Sq Ft per Capita			
• 2022 Sq Ft per Capita	4.33	10.95	9.40
• 2024 Sq Ft per Capita	4.29	10.92	9.33
• 2026 Sq Ft per Capita	4.26	10.85	9.21
Sq Ft per Household	10.28	27.79	24.76
Total Stores	11	421	68,499
• REITS	3	59	10,116
• Mid Ops	6	159	24,540
• Small Ops	1	170	30,773

Unit Types Offered

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

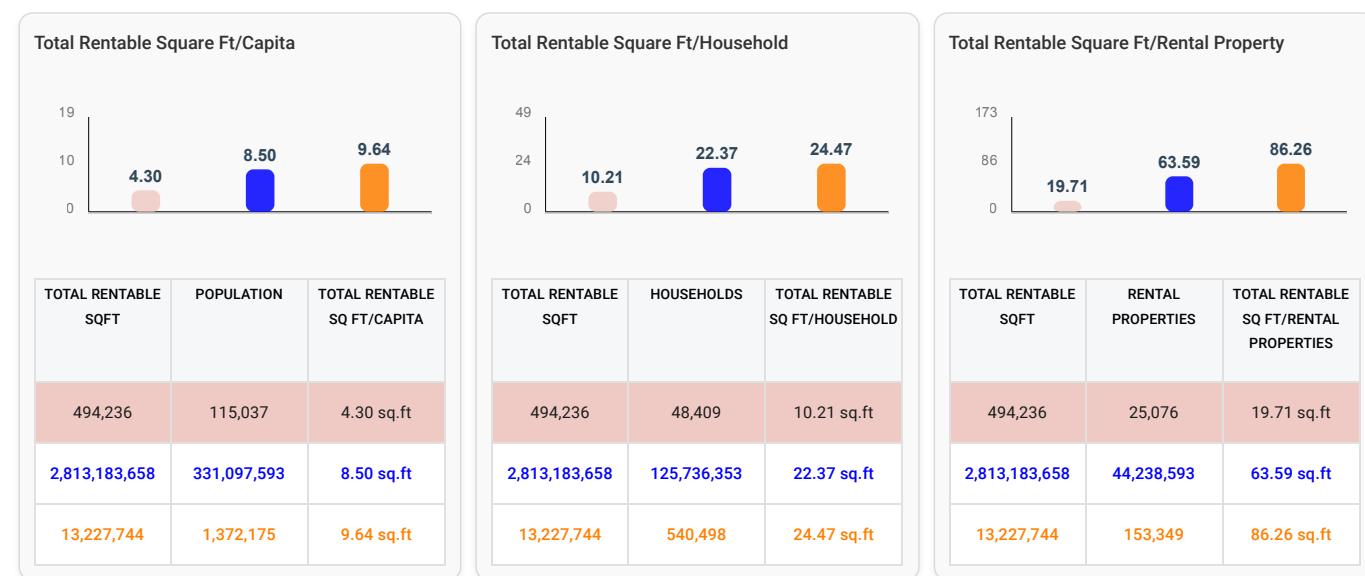
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
90.00%	90.00%	50.00%	50.00%	10.00%	20.00%	30.00%	40.00%	50.00%	30.00%	40.00%	40.00%	40.00%	50.00%	30.00%	40.00%	20.00%	N/A	10.00%
97.56%	100.00%	83.84%	47.53%	18.23%	27.11%	29.64%	60.77%	39.01%	68.64%	40.91%	56.38%	34.64%	64.81%	29.37%	34.89%	10.15%	2.89%	17.26%
98.59%	100.00%	85.87%	36.40%	12.37%	40.99%	25.44%	72.08%	29.33%	72.08%	31.10%	69.61%	25.44%	74.91%	19.79%	47.35%	7.77%	4.59%	10.25%

● This Market ● National Totals and Averages ● New Hampshire 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 ● New Hampshire 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		\$1.60	\$1.55	\$1.35	\$1.86	\$0.43	\$2.66	\$2.75	\$1.74	\$2.26	\$1.32	\$1.86	\$1.13	\$1.49	\$1.09	\$1.33	\$0.89	\$1.11	-	\$0.43
Chestnut Street Self Storage 0.77 mile 351 Chestnut St, Manchester, NH 03101	12 mo. trailing avg.	\$3.00	\$1.91	-	\$3.00	\$1.32	-	\$3.00	-	-	-	-	-	-	-	-	-	-	\$1.32	\$1.32
Prime Storage - Manchester Eddy Rd. 1.39 miles 93 Eddy Rd, Manchester, NH 03102	12 mo. trailing avg.	\$1.51	\$1.51	-	\$1.51	-	-	\$2.41	-	\$2.00	-	\$1.39	-	\$1.18	-	\$0.92	-	\$1.00	-	-
Bluebird Self Storage - Manchester 1.53 miles 97 Brown Avenue, Manchester, NH 03103	12 mo. trailing avg.	\$1.87	\$1.87	\$1.25	\$1.98	-	-	\$3.46	\$2.64	\$2.60	\$1.79	\$1.72	\$1.26	\$1.53	\$1.24	\$1.27	-	\$1.23	-	-
U-Haul Moving & Storage at S Willow 1.54 miles 515 S Willow St, Manchester, NH 03103	12 mo. trailing avg.	\$2.49	\$2.49	-	\$2.49	-	-	\$3.73	-	\$2.29	-	\$1.94	-	\$1.47	-	-	-	-	-	-
U-Haul Moving & Storage of N Manchester 1.68 miles 443 Hooksett Rd, Manchester, NH 03104	12 mo. trailing avg.	\$2.77	\$2.77	\$2.98	\$2.27	-	\$3.51	\$3.20	\$2.51	\$2.45	\$1.60	-	-	\$1.33	-	-	-	-	-	-
Prime Storage - Manchester 1.70 miles 655 S Willow St Suite 140, Manchester, NH 03103	12 mo. trailing avg.	\$1.74	\$1.74	-	\$1.74	-	-	\$2.71	-	\$1.94	-	\$1.47	-	\$1.34	-	\$1.22	-	-	-	-
Extra Space 1.75 miles 901 Candia Rd, Manchester, NH 03109	12 mo. trailing avg.	\$1.40	\$1.30	\$1.40	-	\$0.48	\$2.08	-	\$1.63	-	\$1.33	-	\$1.09	-	\$0.90	-	\$0.87	-	-	\$0.48
Life Storage - Manchester 2.79 miles 1902 Wellington Rd, Manchester, NH 03104	12 mo. trailing avg.	\$1.36	\$1.36	\$1.36	\$1.63	\$0.80	\$2.35	\$1.86	\$1.69	\$1.57	\$1.25	\$1.36	\$1.07	\$1.74	\$1.02	\$1.61	\$0.91	-	-	\$0.80

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
Public Storage 2.97 miles 2028 S Willow Street, Manchester, NH 03103	12 mo. trailing avg.	\$1.49	\$1.49	\$1.49	-	-	\$2.63	-	\$1.74	-	\$1.34	-	\$1.13	-	\$1.07	-	\$0.89	-	-	-
Manchester Self Storage 3.77 miles 2200 Front St, Manchester, NH 03102	12 mo. trailing avg.	\$1.41	\$1.41	\$1.41	-	-	\$2.48	-	\$1.70	-	\$1.32	-	\$1.10	-	\$0.98	-	\$0.89	-	-	-

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

		MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024
	Market Average Price	\$1.49	\$1.47	\$1.47	\$1.45	\$1.45	\$1.43	\$1.40	\$1.37	\$1.35	\$1.34	\$1.32	\$1.31
Chestnut Street Self Storage 0.77 mile 351 Chestnut St, Manchester, NH 03101	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Prime Storage - Manchester Eddy Rd. 1.39 miles 93 Eddy Rd, Manchester, NH 03102	12 mo. trailing avg.	\$1.52	\$1.53	\$1.54	\$1.56	\$1.59	-	-	-	-	-	-	-
Bluebird Self Storage - Manchester 1.53 miles 97 Brown Avenue, Manchester, NH 03103	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	\$1.79
U-Haul Moving & Storage at S Willow 1.54 miles 515 S Willow St, Manchester, NH 03103	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage of N Manchester 1.68 miles 443 Hooksett Rd, Manchester, NH 03104	12 mo. trailing avg.	\$1.48	\$1.48	\$1.48	\$1.48	\$1.52	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60
Prime Storage - Manchester 1.70 miles 655 S Willow St Suite 140, Manchester, NH 03103	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1.75 miles 901 Candia Rd, Manchester, NH 03109	12 mo. trailing avg.	\$1.44	\$1.43	\$1.42	\$1.40	\$1.44	\$1.45	\$1.42	\$1.36	\$1.34	\$1.35	\$1.33	\$1.33
Life Storage - Manchester 2.79 miles 1902 Wellington Rd, Manchester, NH 03104	12 mo. trailing avg.	\$1.67	\$1.65	\$1.62	\$1.59	\$1.56	\$1.49	\$1.44	\$1.39	\$1.34	\$1.32	\$1.28	\$1.25
Public Storage 2.97 miles 2028 S Willow Street, Manchester, NH 03103	12 mo. trailing avg.	\$1.52	\$1.49	\$1.49	\$1.47	\$1.47	\$1.45	\$1.42	\$1.39	\$1.38	\$1.38	\$1.36	\$1.34
Manchester Self Storage 3.77 miles 2200 Front St, Manchester, NH 03102	12 mo. trailing avg.	\$1.30	\$1.31	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32	\$1.32

12 Month Trailing Average Rate History Continued

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

		MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024
	Market Average Price	\$1.65	\$1.65	\$1.65	\$1.65	\$1.65	\$1.64	\$1.63	\$1.60	\$1.58	\$1.57	\$1.57	\$1.57
Chestnut Street Self Storage 0.77 mile 351 Chestnut St, Manchester, NH 03101	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Prime Storage - Manchester Eddy Rd. 1.39 miles 93 Eddy Rd, Manchester, NH 03102	12 mo. trailing avg.	\$1.59	\$1.59	\$1.58	\$1.57	\$1.54	\$1.50	\$1.46	\$1.43	\$1.39	\$1.38	\$1.37	\$1.39
Bluebird Self Storage - Manchester 1.53 miles 97 Brown Avenue, Manchester, NH 03103	12 mo. trailing avg.	\$1.75	\$1.74	\$1.76	\$1.77	\$1.76	\$1.78	\$1.79	\$1.73	\$1.70	\$1.71	\$1.72	\$1.72
U-Haul Moving & Storage at S Willow 1.54 miles 515 S Willow St, Manchester, NH 03103	12 mo. trailing avg.	\$1.89	\$1.90	\$1.90	\$1.91	\$1.92	\$1.92	\$1.93	\$1.93	\$1.93	\$1.94	\$1.94	\$1.94
U-Haul Moving & Storage of N Manchester 1.68 miles 443 Hooksett Rd, Manchester, NH 03104	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Prime Storage - Manchester 1.70 miles 655 S Willow St Suite 140, Manchester, NH 03103	12 mo. trailing avg.	\$1.51	\$1.51	\$1.51	\$1.51	\$1.53	\$1.54	\$1.54	\$1.53	\$1.51	\$1.48	\$1.48	\$1.47
Extra Space 1.75 miles 901 Candia Rd, Manchester, NH 03109	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Life Storage - Manchester 2.79 miles 1902 Wellington Rd, Manchester, NH 03104	12 mo. trailing avg.	-	-	-	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36
Public Storage 2.97 miles 2028 S Willow Street, Manchester, NH 03103	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Manchester Self Storage 3.77 miles 2200 Front St, Manchester, NH 03102	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
\$1.52	\$1.45	\$0.71	\$1.17	\$1.68	\$2.72	\$2.36	\$1.60	\$2.05	\$1.25	\$1.72	\$1.05	\$1.23	\$1.02	\$1.17	\$0.82	\$1.10	N/A	\$0.38
\$1.31	\$1.25	\$0.42	\$1.15	\$1.53	\$2.12	\$2.29	\$1.48	\$1.71	\$1.09	\$1.37	\$0.94	\$1.22	\$0.85	\$1.19	\$0.78	\$1.15	\$0.48	\$0.42
\$1.38	\$1.35	\$0.50	\$1.16	\$1.74	\$1.92	\$2.67	\$1.46	\$2.04	\$1.15	\$1.50	\$0.93	\$1.30	\$0.88	\$1.24	\$0.79	\$1.21	\$0.61	\$0.47

● This Market ● National Totals and Averages ● New Hampshire 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.

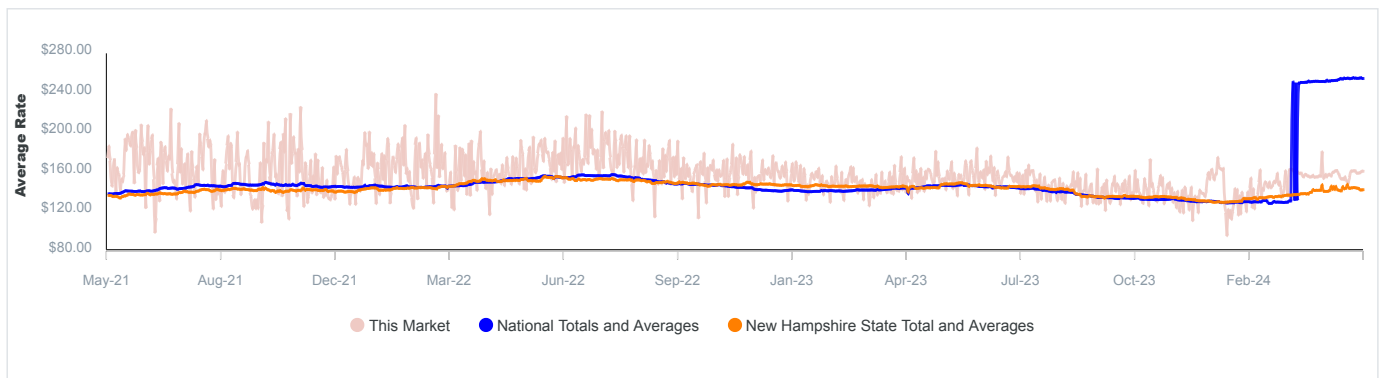
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$158.43	\$156.11	\$61.00	\$161.14	\$156.92	\$68.00	\$58.92	\$80.25	\$102.73	\$125.40	\$172.43	\$156.78	\$184.75	\$203.18	\$233.15	\$246.38	\$330.67	N/A	\$61.00
\$136.52	\$137.30	\$148.17	\$129.83	\$145.54	\$52.90	\$57.37	\$88.82	\$85.45	\$108.76	\$137.14	\$141.33	\$182.44	\$169.24	\$237.09	\$233.08	\$343.70	\$135.12	\$149.54
\$140.75	\$140.94	\$145.33	\$131.46	\$155.65	\$48.01	\$66.82	\$74.85	\$101.83	\$114.94	\$150.23	\$139.86	\$194.27	\$176.40	\$248.78	\$235.72	\$361.76	\$149.63	\$144.22

● This Market ● National Totals and Averages ● New Hampshire 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)



● This Market ● National Totals and Averages ● New Hampshire 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



Chestnut Street Self Storage

0.77 mile

351 Chestnut St, Manchester, NH 03101

Monday - Friday

08:00 AM - 05:00 PM

Saturday

09:00 AM - 01:00 PM

Sunday

Closed

Drive Distance

2.02 miles

Drive Time

4.84 minutes

Total Square Feet

26,584 sqft

Rentable Square Footage

22,596 sqft

Class Type

B

Store Type

Self Storage and Parking

Rate Volatility

N/A

Marketing Scorecard

0/100

Contactability

0/11

PaidSearch

0/35

Search

0/15

SocialMedia

0/14

Website

0/25

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
✖	🚫	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	🚫	🚫

No Image Available

Prime Storage - Manchester Eddy Rd.

1.39 miles

93 Eddy Rd, Manchester, NH 03102

Monday - Friday

10:00 AM - 06:00 PM

Saturday

10:00 AM - 04:00 PM

Sunday

Closed

Drive Distance

2.38 miles

Drive Time

11.22 minutes

Total Square Feet

57,281 sqft

Rentable Square Footage

48,688 sqft

Class Type

B

Store Type

Self Storage

Rate Volatility

18%

Marketing Scorecard

37/100

Contactability

5/11

PaidSearch

5/35

Search

0/15


SocialMedia

6/14

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
✖	✔	✖	✔	✖	✔	✖	✔	✖	✔	✖	✔	✖	✖



Bluebird Self Storage - Manchester

1.53 miles

97 Brown Avenue, Manchester, NH 03103

Monday - Friday

10:00 AM - 08:00 PM

Saturday

10:00 AM - 06:00 PM

Sunday

12:00 PM - 04:00 PM

Drive Distance

2.3 miles

Drive Time

9.22 minutes

Total Square Feet

115,367 sqft

Rentable Square Footage

86,525 sqft

Class Type

B

Store Type

Self Storage

Rate Volatility

36%

Marketing Scorecard

33/100

Contactability

3/11

PaidSearch

5/35

Search

5/15


SocialMedia

1/14

Website

19/25

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
✖	✔	🚫	✔	🚫	✔	🚫	✔	✔	✔	✖	✔	✖	✖



U-Haul Moving & Storage at S Willow

1.54 miles

515 S Willow St, Manchester, NH 03103

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

Drive Distance

2.14 miles

Drive Time

8.14 minutes

Total Square Feet

82,228 sqft

Rentable Square Footage

69,894 sqft

Class Type

A

Store Type

Self Storage

Rate Volatility

20%

Marketing Scorecard

39/100

Contactability

6/11

PaidSearch

5/35

Search

0/15

SocialMedia

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
🚫	🚫	🚫	✔	🚫	✔	🚫	✔	✖	✖	✖	✖	✖	✖

All Stores List Continued




✓ Rate available for this unit type
















✗ Rate not available for this unit type


👁 Rate previously available, but not currently advertised

<div></div> <div><div>U-Haul Moving & Storage of N Manchester</div><div>1.68 miles</div><div>443 Hooksett Rd, Manchester, NH 03104</div></div>				<div>Drive Distance</div> <div>Drive Time</div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Class Type</div> <div>Store Type</div> <div>Rate Volatility</div>				<div>2.16 miles</div> <div>7.1 minutes</div> <div>6,120 sqft</div> <div>5,202 sqft</div> <div>B</div> <div>Self Storage</div> <div>13%</div>				<div>Marketing Scorecard</div> <div>Contactability</div> <div>PaidSearch</div> <div>Search</div> <div>SocialMedia</div> <div>Website</div>				<div>39/100</div> <div>6/11</div> <div>5/35</div> <div>0/15</div> <div>7/14</div> <div>21/25</div>	
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				
																	

<div>No Image Available</div> <div>Prime Storage - Manchester1.7 miles655 S Willow St Suite 140, Manchester, NH 03103</div>					<div>Drive Distance</div> <div>Drive Time</div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Class Type</div> <div>Store Type</div> <div>Rate Volatility</div>					<div>2.35 miles</div> <div>9.73 minutes</div> <div>85,382 sqft</div> <div>72,575 sqft</div> <div>B</div> <div>Self Storage</div> <div>34%</div>					<div>Marketing Scorecard</div> <div>Contactability</div> <div>PaidSearch</div> <div>Search</div> <div>SocialMedia</div> <div>Website</div>			<div>40/100</div> <div>5/11</div> <div>5/35</div> <div>3/15</div> <div>6/14</div> <div>21/25</div>	
Tuesday - Friday					10:00 AM - 06:00 PM														
Saturday					10:00 AM - 04:00 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						
✖	✔	✖	✔	✖	✔	✖	✔	✖	✔	✖	✖	✖	✖						

<div></div> <div><div>Extra Space</div><div>1.75 miles</div><div>901 Candia Rd, Manchester, NH 03109</div></div>				<div>Drive Distance</div> <div>Drive Time</div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Class Type</div> <div>Store Type</div> <div>Rate Volatility</div>				<div>2.2 miles</div> <div>7.51 minutes</div> <div>48,214 sqft</div> <div>40,981 sqft</div> <div>B</div> <div>Self Storage and Parking</div> <div>44%</div>				<div>Marketing Scorecard</div> <div>42/100</div> <div>Contactability</div> <div>PaidSearch</div> <div>Search</div> <div>SocialMedia</div> <div>Website</div>			
<div>Monday - Friday</div> <div>Saturday</div> <div>Sunday</div>				<div>09:30 AM - 06:00 PM</div> <div>09:00 AM - 05:30 PM</div> <div>Closed</div>											
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		
	✗	✓	✗		✗	✓	✗	✓	✗	✓	✗	✓	✓		


<div></div> <div><div>Life Storage - Manchester</div><div>2.79 miles</div><div>1902 Wellington Rd, Manchester, NH 03104</div></div>					<div>Drive Distance</div> <div>Drive Time</div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Class Type</div> <div>Store Type</div> <div>Rate Volatility</div>					<div>3.77 miles</div> <div>10.25 minutes</div> <div>58,528 sqft</div> <div>55,601 sqft</div> <div>B</div> <div>Self Storage and Parking</div> <div>56%</div>					<div>Marketing Scorecard</div> <div>39/100</div> <div><div>Contactability</div><div>5/11</div></div> <div><div>PaidSearch</div><div>5/35</div></div> <div><div>Search</div><div>1/15</div></div> <div><div>SocialMedia</div><div>7/14</div></div> <div><div>Website</div><div>21/25</div></div>				
Monday - Friday	09:30 AM - 06:00 PM																		
Saturday	09:00 AM - 05:30 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						
																			


<div></div> <div><div>Public Storage</div><div>2.97 miles</div><div>2028 S Willow Street, Manchester, NH 03103</div></div>					<div>Drive Distance</div> <div>Drive Time</div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Class Type</div> <div>Store Type</div> <div>Rate Volatility</div>					<div>3.84 miles</div> <div>11.27 minutes</div> <div>64,600 sqft</div> <div>61,370 sqft</div> <div>B</div> <div>Self Storage</div> <div>10%</div>					<div>Marketing Scorecard</div> <div>39/100</div> <div>Contactability</div> <div>5/11</div> <div>PaidSearch</div> <div>5/35</div> <div>Search</div> <div>0/15</div> <div>SocialMedia</div> <div>8/14</div> <div>Website</div> <div>21/25</div>				
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

		Manchester Self Storage 3.77 miles 2200 Front St, Manchester, NH 03102		Drive Distance 6.51 miles		Drive Time 12.92 minutes		Total Square Feet 36,240 sqft		Rentable Square Footage 30,804 sqft		Class Type B		Store Type Self Storage and Parking		Rate Volatility 0%		Marketing Scorecard		22/100	
Monday - Friday		09:00 AM - 05:00 PM																Contactability		6/11	
Saturday - Sunday		Closed																PaidSearch		0/35	
																		Search		1/15	
																		SocialMedia		0/14	
																		Website		15/25	
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								
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗								

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