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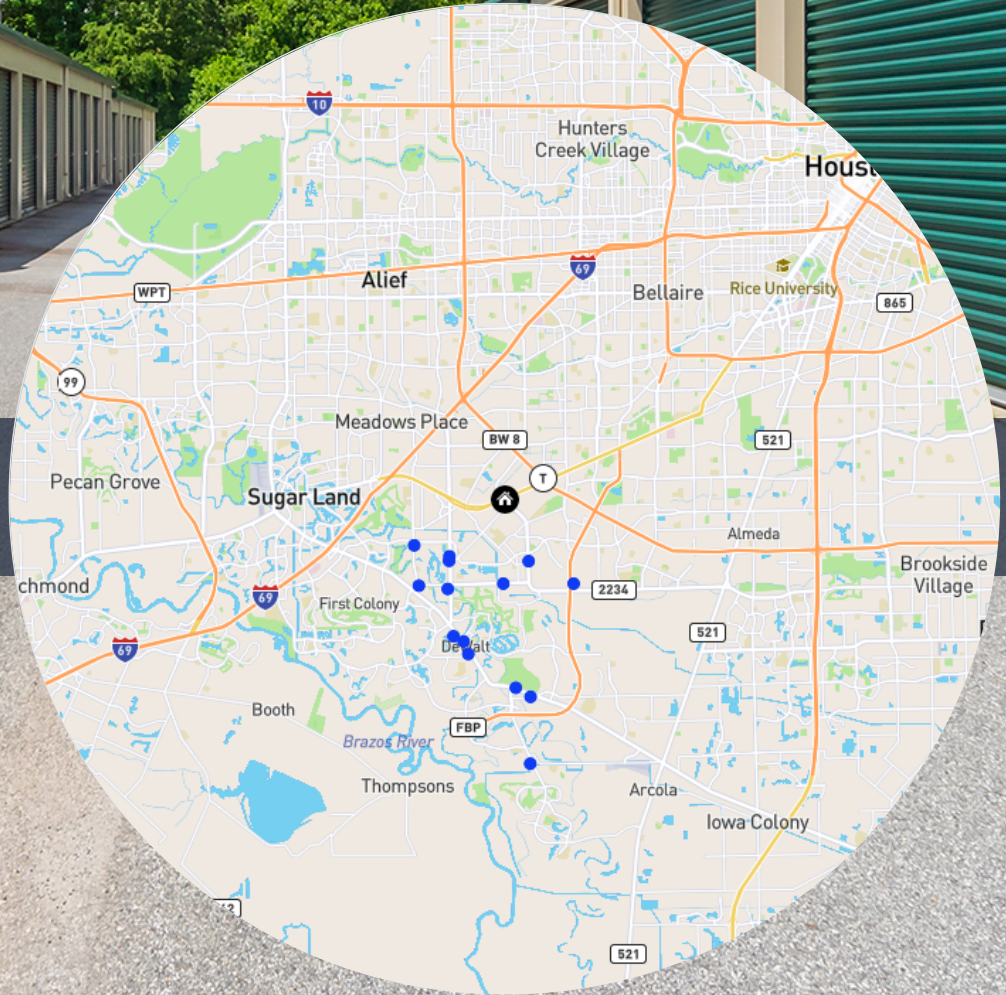
EXPLORER

SELF-STORAGE

Market Report

Produced on Jan 11 2024

Report for:
Missouri City, TX



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	6
10x10 CC	6
Rate per Square Foot by Unit Type	7
Average Unit Type Rates	7
Average Rates History	8
All Units Without Parking	8
All Stores List	8

Executive Summary

Market: Missouri City, TX

Market Type: City

Comparisons are made with: National Totals and Averages and Texas 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	1,131,503	334,715,140	2,803,887,064
Sq Ft per Capita			
• 2021 Sq Ft per Capita	15.36	11.6	8.5
• 2024 Sq Ft per Capita	14.22	11.2	8.41
• 2026 Sq Ft per Capita	13.51	10.9	8.3
Sq Ft per Household	44.84	32.69	22.61
Total Stores	14	6,643	64,015
• REITS	9	1,370	9,648
• Mid Ops	2	2,332	23,751
• Small Ops	3	2,941	30,647
New Developments	1	269	3,530
Sq Ft of Developments	134,220	21,264,479	272,815,264
Stores opened within the last year	0	68	850
Demographics			
• 2021 Population	73,682	28,862,581	329,725,481
• 2024 Population	79,598 (+0.08% change)	29,888,065 (+0.04% change)	333,584,158 (+0.01% change)
• 2026 Population	83,744 (+0.14% change)	30,706,901 (+0.06% change)	338,018,925 (+0.03% change)
Households	25,235	10,239,341	124,010,992
Rental Households	4,867	3,848,280	43,858,831

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	19.29%	37.58%	35.37%
Median Household Income	\$88,426	\$67,321	\$69,021
Average Rate Per Square Feet			
• All Units without Parking	\$1.06	\$1.1	\$1.27
• All Units with Parking	\$1.05	\$1.04	\$1.21
• Regular Units	\$0.97	\$0.85	\$1.03
• Climate Controlled Units	\$1.11	\$1.29	\$1.48
• Only Parking	\$0.24	\$0.37	\$0.43
Rate Trend (12 months)	8.65%	-4.48%	4.08%
Units Not Advertised	0%	12%	20%
Market Including Known Developments			
Net Rentable Sq Ft	1,265,723	355,979,619	3,076,702,328
Sq Ft per Capita			
• 2021 Sq Ft per Capita	17.18	12.33	9.33
• 2024 Sq Ft per Capita	15.9	11.91	9.22
• 2026 Sq Ft per Capita	15.11	11.59	9.1
Sq Ft per Household	50.16	34.77	24.81
Total Stores	15	6,912	67,545
• REITS	9	1,403	10,079
• Mid Ops	2	2,371	24,185
• Small Ops	3	2,941	30,651

Unit Types Offered

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

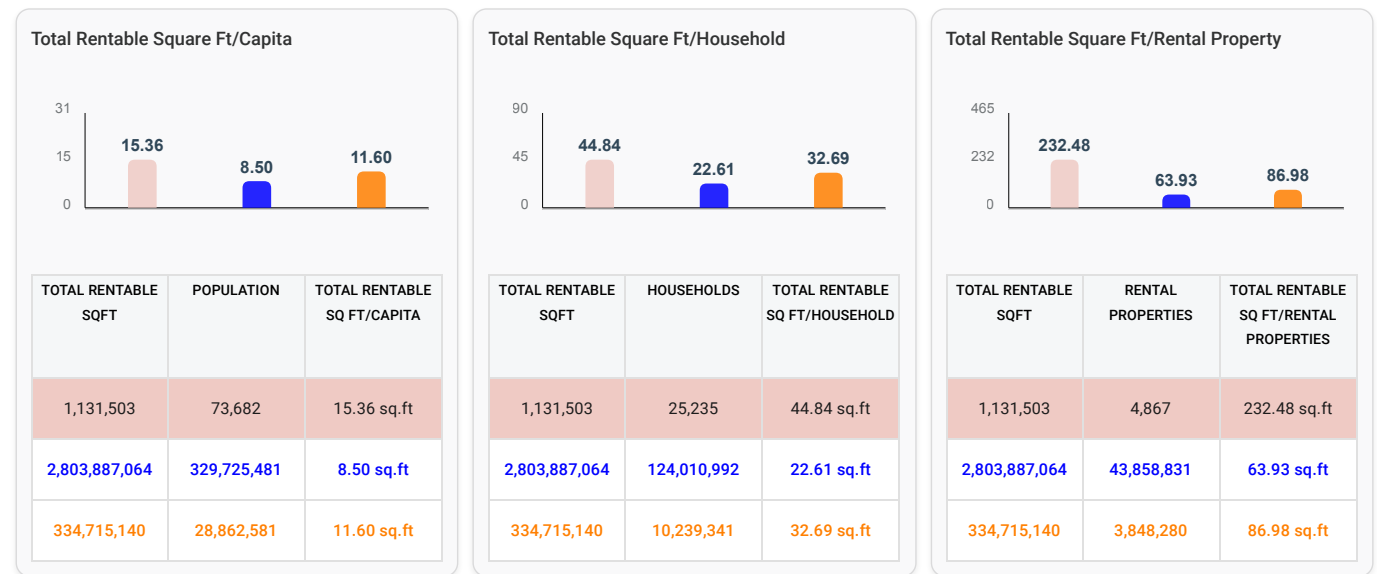
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
85.71%	85.71%	78.57%	71.43%	7.14%	21.43%	64.29%	42.86%	64.29%	21.43%	57.14%	57.14%	57.14%	42.86%	57.14%	57.14%	35.71%	N/A	7.14%
97.51%	100.00%	87.64%	48.51%	18.31%	29.46%	32.43%	61.95%	41.28%	70.34%	42.33%	58.05%	36.16%	66.28%	30.80%	36.11%	10.66%	3.74%	17.24%
96.20%	100.00%	90.85%	60.44%	21.67%	25.93%	38.28%	59.59%	50.78%	72.38%	53.93%	59.48%	46.94%	68.18%	40.83%	35.92%	15.61%	3.66%	20.91%

● This Market ● National Totals and Averages ● Texas 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 2021 American Community Survey.



● This Market ● National Totals and Averages ● Texas 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		\$1.12	\$1.10	\$0.93	\$1.22	\$0.24	\$1.43	\$1.41	\$1.06	\$1.18	\$1.01	\$1.20	\$0.98	\$1.22	\$0.88	\$1.19	\$0.80	\$1.08	-	\$0.24
iStorage Self Storage 1850 FM 1092 Rd, Missouri City, TX 77477	12 mo. trailing avg.	\$0.58	\$0.58	\$0.57	\$1.09	-	\$0.49	\$1.16	\$0.60	-	\$0.55	\$0.86	\$0.58	-	\$0.69	-	\$0.59	\$1.17	-	-
Life Storage - Missouri City 4717 Cartwright Rd, Missouri City, TX 77459	12 mo. trailing avg.	\$1.31	\$1.31	\$0.99	\$1.55	-	-	\$1.08	\$1.05	\$1.81	\$1.07	\$1.56	\$1.06	\$1.28	\$0.90	\$1.54	\$0.94	\$1.72	-	-
American Storage 2427 Texas Pkwy, Missouri City, TX 77489	12 mo. trailing avg.	\$1.58	\$1.58	\$1.45	\$2.04	-	\$2.29	\$2.89	\$1.54	\$2.09	\$1.43	\$1.72	\$1.28	\$1.38	\$1.10	-	\$1.01	-	-	-
Public Storage 7210 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.02	\$1.02	\$0.92	\$1.06	-	\$1.15	\$1.12	\$1.03	\$1.16	\$1.14	\$0.95	\$0.76	\$0.99	\$0.89	\$1.07	\$0.87	\$0.94	-	-
Fort Bend Toll Road Storage 3018 Barron Ln, Missouri City, TX 77489	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
iStorage Self Storage 1924 FM 1092 Rd, Missouri City, TX 77459	12 mo. trailing avg.	\$1.15	\$1.15	\$1.21	\$1.10	-	\$1.65	\$1.12	\$1.26	\$1.05	\$0.96	\$1.04	\$1.11	\$1.18	\$1.04	\$1.09	\$1.11	-	-	-
Extra Space 6400 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$0.94	\$0.79	\$0.52	\$0.96	\$0.33	\$1.68	\$1.00	\$0.78	\$0.90	\$0.95	\$0.90	\$0.82	\$0.90	\$1.03	\$1.04	\$0.84	\$0.99	\$0.95	\$0.33
CubeSmart Self Storage of Missouri City 4121 Sienna Pkwy, Missouri City, TX 77459	12 mo. trailing avg.	\$1.55	\$1.55	\$1.38	\$1.62	-	-	\$2.66	-	\$1.77	\$1.53	\$1.62	\$1.33	\$1.35	\$1.42	\$1.27	\$1.31	\$0.99	-	-

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
Essential Storage 9119 Hwy 6 Ste 230-307, Missouri City, TX 77459	12 mo. trailing avg.	\$0.90	\$0.90	\$0.90	-	-	-	-	\$1.30	-	\$0.95	-	\$0.70	-	-	-	\$0.67	-	-	-
US Storage Centers - Missouri City 2604 Farm to Market Road 1092, Missouri City, TX 77459	12 mo. trailing avg.	\$1.72	\$1.72	-	\$1.72	-	-	\$2.22	-	\$1.86	-	\$1.44	-	\$1.70	-	\$1.52	-	\$1.51	-	-
The Storage Place - FM 3345 1092 Farm To Market Road 3345, Missouri City, TX 77489	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 9544 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.13	\$1.13	\$0.97	\$1.14	-	\$1.44	\$1.45	-	\$1.19	-	\$1.17	\$0.99	\$0.96	\$0.95	\$0.95	-	\$0.97	-	-
Public Storage 6725 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.14	\$1.14	\$1.09	\$1.21	-	\$1.35	\$1.39	\$1.17	\$1.17	\$1.05	\$1.24	\$1.10	\$1.16	\$1.00	\$1.03	\$0.88	\$0.91	-	-
Public Storage 1745 Dulles Ave, Missouri City, TX 77459	12 mo. trailing avg.	\$1.31	\$1.31	\$1.20	\$1.42	-	\$1.57	\$1.63	\$1.31	\$1.33	\$1.11	\$1.43	\$1.16	\$1.31	\$1.08	\$1.40	\$0.84	\$1.23	-	-

12 Month Trailing Average Rate History Continued

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

		JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023
	Market Average Price	\$1.15	\$1.13	\$1.11	\$1.08	\$1.06	\$1.05	\$1.05	\$1.05	\$1.07	\$1.08	\$1.09	\$1.10
CubeSmart Self Storage of Missouri City 4121 Sienna Pkwy, Missouri City, TX 77459	12 mo. trailing avg.	\$1.77	\$1.71	\$1.61	\$1.52	\$1.47	\$1.45	\$1.51	\$1.56	\$1.56	\$1.55	\$1.54	\$1.53
American Storage 2427 Texas Pkwy, Missouri City, TX 77489	12 mo. trailing avg.	\$1.37	\$1.38	\$1.38	\$1.39	\$1.45	\$1.47	\$1.49	\$1.49	\$1.45	\$1.43	\$1.44	\$1.43
Public Storage 1745 Dulles Ave, Missouri City, TX 77459	12 mo. trailing avg.	\$1.09	\$1.07	\$1.07	\$1.06	\$1.05	\$1.06	\$1.07	\$1.09	\$1.12	\$1.13	\$1.13	\$1.11
US Storage Centers - Missouri City 2604 Farm to Market Road 1092, Missouri City, TX 77459	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Essential Storage 9119 Hwy 6 Ste 230-307, Missouri City, TX 77459	12 mo. trailing avg.	\$0.93	\$0.93	\$0.93	\$0.94	\$0.94	\$0.94	\$0.94	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95
Extra Space 6400 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.02	\$0.99	\$0.98	\$0.96	\$0.94	\$0.91	\$0.92	\$0.90	\$0.91	\$0.91	\$0.92	\$0.95
Public Storage 6725 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.29	\$1.26	\$1.25	\$1.21	\$1.19	\$1.17	\$1.12	\$1.10	\$1.10	\$1.07	\$1.06	\$1.05
Public Storage 9544 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
The Storage Place - FM 3345 1092 Farm To Market Road 3345, Missouri City, TX 77489	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 7210 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.43	\$1.45	\$1.45	\$1.57	\$1.50	\$1.48	\$1.44	\$1.19	\$1.04	\$1.04	\$1.04	\$1.14
iStorage Self Storage 1924 FM 1092 Rd, Missouri City, TX 77459	12 mo. trailing avg.	\$0.93	\$0.93	\$0.92	\$0.91	\$0.90	\$0.90	\$0.89	\$0.89	\$0.91	\$0.93	\$0.93	\$0.96
Fort Bend Toll Road Storage 3018 Barron Ln, Missouri City, TX 77489	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
iStorage Self Storage 1850 FM 1092 Rd, Missouri City, TX 77477	12 mo. trailing avg.	\$0.67	\$0.67	\$0.64	\$0.63	\$0.63	\$0.60	\$0.60	\$0.44	\$0.43	\$0.51	\$0.55	\$0.55
Life Storage - Missouri City 4717 Cartwright Rd, Missouri City, TX 77459	12 mo. trailing avg.	\$1.14	\$1.11	\$1.09	\$1.09	\$1.09	\$1.06	\$1.03	\$1.02	\$1.03	\$1.04	\$1.06	\$1.07

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

		JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023
	Market Average Price	\$1.27	\$1.24	\$1.21	\$1.21	\$1.21	\$1.21	\$1.21	\$1.23	\$1.25	\$1.26	\$1.26	\$1.28
Essential Storage 9119 Hwy 6 Ste 230-307, Missouri City, TX 77459	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023
Extra Space													
6400 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.07	\$0.99	\$0.93	\$0.88	\$0.86	\$0.83	\$0.82	\$0.86	\$0.89	\$0.90	\$0.89	\$0.90
Public Storage													
7210 Highway 6, Missouri City, TX 77459	12 mo. trailing avg.	\$1.18	\$1.14	\$1.10	\$1.09	\$1.08	\$1.06	\$1.03	\$1.01	\$1.00	\$0.97	\$0.96	\$0.95

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
\$1.06	\$0.99	\$0.60	\$0.85	\$1.11	\$1.43	\$1.22	\$1.02	\$1.01	\$1.01	\$1.09	\$0.99	\$1.18	\$0.88	\$1.08	\$0.80	\$1.08	N/A	\$0.24
\$1.27	\$1.21	\$0.43	\$1.03	\$1.48	\$2.07	\$2.21	\$1.37	\$1.66	\$1.05	\$1.32	\$0.91	\$1.17	\$0.82	\$1.13	\$0.75	\$1.10	\$0.48	\$0.43
\$1.10	\$1.04	\$0.37	\$0.85	\$1.29	\$1.70	\$1.93	\$1.17	\$1.44	\$0.90	\$1.16	\$0.79	\$1.04	\$0.73	\$1.00	\$0.70	\$1.00	\$0.34	\$0.38

● This Market
 ● National Totals and Averages
 ● Texas 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
\$129.29	\$128.90	\$88.00	\$139.76	\$123.16	\$35.67	\$30.58	\$50.86	\$50.47	\$101.33	\$109.08	\$148.62	\$176.86	\$175.00	\$216.15	\$241.05	\$324.90	N/A	\$88.00
\$128.68	\$129.94	\$145.68	\$124.48	\$138.39	\$51.86	\$55.19	\$68.73	\$82.99	\$105.30	\$132.04	\$136.72	\$175.11	\$163.13	\$225.21	\$223.68	\$330.38	\$137.34	\$147.17
\$117.21	\$119.94	\$147.85	\$114.81	\$126.90	\$42.42	\$48.37	\$58.74	\$71.94	\$89.96	\$116.24	\$119.00	\$156.46	\$145.18	\$200.06	\$210.01	\$301.27	\$115.31	\$151.99

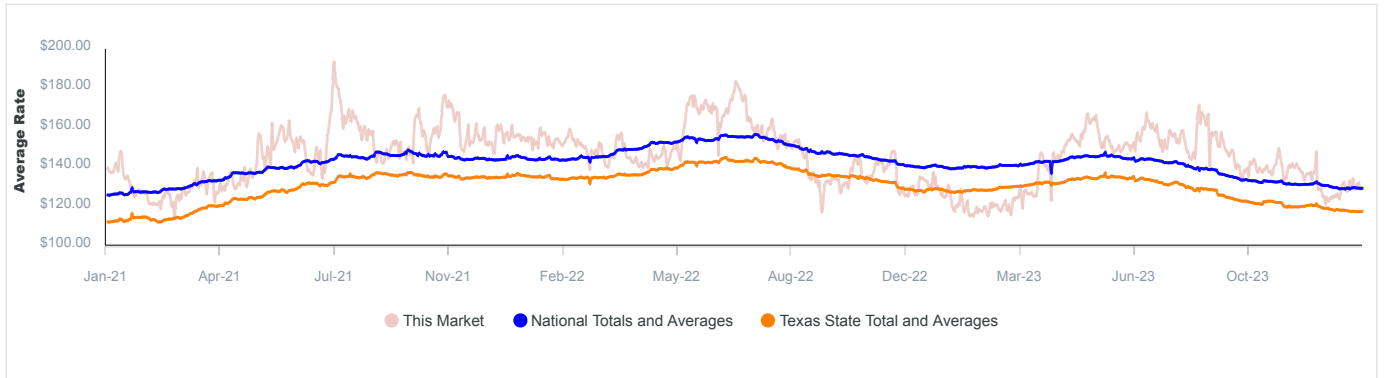
● This Market
 ● National Totals and Averages
 ● Texas State Total and Averages

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 has same value in the series.



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											
American Storage 1.92 miles 2427 Texas Pkwy, Missouri City, TX 77489		Drive Distance: 2.18 miles Drive Time: 5.69 minutes		Total Square Feet: 75,708 sqft Rentable Square Footage: 71,922 sqft		Class Type: B Store Type: Self Storage Rate Volatility: 6%		Marketing Scorecard 31/100 Contactability: 5/11 Paid Search: 5/35 Search: 3/15 Social Media: 0/14 Website: 18/25							
Monday - Friday	09:00 AM - 06:00 PM	5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
Saturday	09:00 AM - 05:00 PM	✓	✓	✓	✗	👁	👁	✓	✓	✓	✗	✓	✗	✗	✗
Sunday	10:00 AM - 02:00 PM														
iStorage Self Storage 2.31 miles 1850 FM 1092 Rd, Missouri City, TX 77477		Drive Distance: 3.31 miles Drive Time: 8.71 minutes		Total Square Feet: 93,516 sqft Rentable Square Footage: 88,840 sqft		Class Type: A Store Type: Self Storage and Parking Rate Volatility: 13%		Marketing Scorecard 41/100 Contactability: 8/11 Paid Search: 5/35 Search: 0/15 Social Media: 7/14 Website: 21/25							
Monday - Friday	10:00 AM - 06:00 PM	5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
Saturday	10:00 AM - 05:00 PM	👁	👁	👁	✗	👁	👁	✓	✗	✓	✗	✓	👁	✗	✗
Sunday	Closed														


All Stores List Continued


✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
iStorage Self Storage 2.41 miles 1924 FM 1092 Rd, Missouri City, TX 77459 Monday - Friday 10:00 AM - 06:00 PM Saturday 10:00 AM - 05:00 PM Sunday Closed		Drive Distance 2.87 miles Drive Time 8.63 minutes Total Square Feet 83,217 sqft Rentable Square Footage 62,412 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 0%		Marketing Scorecard 41/100 Contactability 8/11 Paid Search 5/35 Search 0/15 Social Media 7/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🚫	✓	✓	✓	🚫	✓	✓	✓	✓	✓	🚫	✗	✗	✗
The Storage Place - FM 3345 2.45 miles 1092 Farm To Market Road 3345, Missouri City, TX 77489 		Drive Distance 3.52 miles Drive Time 8.41 minutes Total Square Feet 83,485 sqft Rentable Square Footage 79,310 sqft Class Type B Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 31/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 7/14 Website 18/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Public Storage 2.96 miles 1745 Dulles Ave, Missouri City, TX 77459 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Distance 3.73 miles Drive Time 9.7 minutes Total Square Feet 51,061 sqft Rentable Square Footage 48,507 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 15%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	🚫	✓	✓	✓	✓	✓	✓	✓	🚫	🚫	✗	✗
US Storage Centers - Missouri City 3.09 miles 2604 Farm to Market Road 1092, Missouri City, TX 77459 Tuesday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed		Drive Distance 3.51 miles Drive Time 10.13 minutes Total Square Feet 75,750 sqft Rentable Square Footage 71,963 sqft Class Type B Store Type Self Storage Rate Volatility 41%		Marketing Scorecard 34/100 Contactability 8/11 Paid Search 0/35 Search 1/15 Social Media 2/14 Website 23/25									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Fort Bend Toll Road Storage 3.16 miles 3018 Barron Ln, Missouri City, TX 77489 Monday - Sunday 09:00 AM - 05:00 PM		Drive Distance 4.58 miles Drive Time 11.49 minutes Total Square Feet 54,748 sqft Rentable Square Footage 52,011 sqft Class Type B Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 6/100 Contactability 0/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 1/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗


All Stores List Continued


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

 Life Storage - Missouri City 3.54 miles 4717 Cartwright Rd, Missouri City, TX 77459		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	4.33 miles 13.43 minutes 142,322 sqft 135,205 sqft B Self Storage and Parking 19%	Marketing Scorecard 48/100 Contactability 11/11 Paid Search 5/35 Search 3/15 Social Media 7/14 Website 22/25									
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
✗		✓	✓		✓		✓		✓	✓		✗	✗



 Extra Space 4.25 miles 6400 Highway 6, Missouri City, TX 77459		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	5 miles 15.79 minutes 147,502 sqft 125,376 sqft A Self Storage and Parking 33%	Marketing Scorecard 48/100 Contactability 8/11 Paid Search 5/35 Search 5/15 Social Media 7/14 Website 23/25									
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
	✓	✓	✓	✓	✓					✓	✓		✓

 Public Storage 4.3 miles 6725 Highway 6, Missouri City, TX 77459		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	5.77 miles 15.45 minutes 73,212 sqft 69,551 sqft B Self Storage 16%	Marketing Scorecard 47/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 22/25									
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✗	✗

 Public Storage 4.62 miles 7210 Highway 6, Missouri City, TX 77459		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	5.6 miles 15.9 minutes 80,576 sqft 68,489 sqft A Self Storage and Parking 20%	Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
	✓		✓		✓		✓		✓	✓		✗	✗

 Essential Storage 5.49 miles 9119 Hwy 6 Ste 230-307, Missouri City, TX 77459		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	10.66 miles 16.31 minutes 29,564 sqft 28,086 sqft B Self Storage and Parking 1%	Marketing Scorecard 17/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 11/25									
Tuesday - Friday	08:00 AM - 07:00 PM												
Saturday	09:00 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
✗	✗	✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		👁 Rate previously available, but not currently advertised									
 Public Storage 5.79 miles 9544 Highway 6, Missouri City, TX 77459 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Distance 10.16 miles Drive Time 15.69 minutes Total Square Feet 185,130 sqft Rentable Square Footage 138,847 sqft Class Type B Store Type Self Storage Rate Volatility 24%		Marketing Scorecard 47/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 22/25									
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
👁	✓	✗	✓	✗	✓	✓	✓	👁	✓	✗	✓	✗	✗
 CubeSmart Self Storage of Missouri City 7.73 miles 4121 Sienna Pkwy, Missouri City, TX 77459 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM		Drive Distance 12.32 miles Drive Time 18.22 minutes Total Square Feet 107,040 sqft Rentable Square Footage 90,984 sqft Class Type A Store Type Self Storage Rate Volatility 19%		Marketing Scorecard 43/100 Contactability 8/11 Paid Search 5/35 Search 2/15 Social Media 7/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	👁	✓	✓	✓	👁	✓	✓	✓	✗	✗

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