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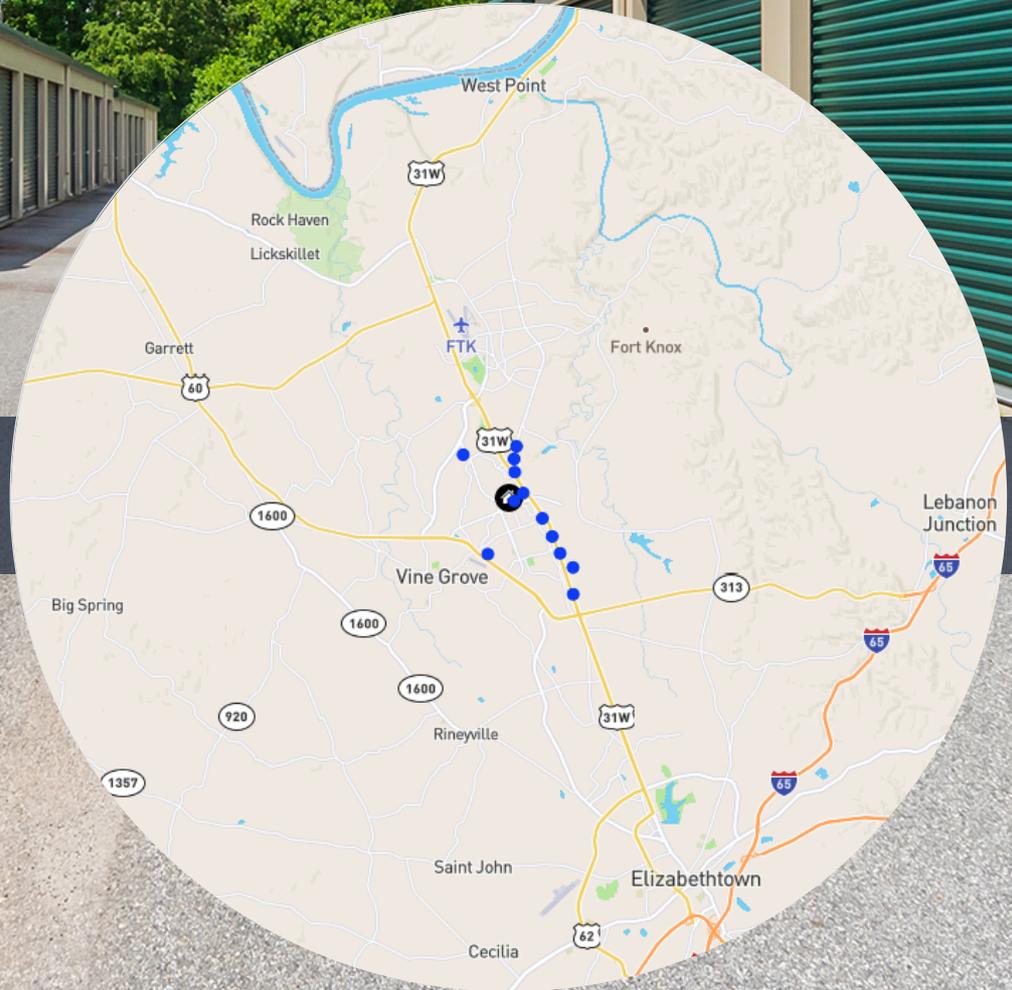
EXPLORER

SELF-STORAGE

Market Report

Produced on Mar 13 2024

Report for:
Radcliff, KY



stortrack

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Executive Summary

Market: Radcliff, KY

Market Type: City

Comparisons are made with: National Totals and Averages and Kentucky 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	329,827	33,879,228	2,782,794,635
Sq Ft per Capita			
• 2021 Sq Ft per Capita	14.44	7.54	8.44
• 2024 Sq Ft per Capita	14.19	7.52	8.34
• 2026 Sq Ft per Capita	13.99	7.46	8.23
Sq Ft per Household	37.18	19.38	22.44
Total Stores	12	1,040	63,675
• REITS	1	63	9,733
• Mid Ops	6	389	23,614
• Small Ops	5	588	30,359
New Developments	0	25	3,632
Sq Ft of Developments	N/A	1,268,498	280,068,078
Stores opened within the last year	0	8	926
Demographics			
• 2021 Population	22,839	4,494,141	329,725,481
• 2024 Population	23,244 (+0.02% change)	4,504,464 (+0% change)	333,584,158 (+0.01% change)
• 2026 Population	23,583 (+0.03% change)	4,541,442 (+0.01% change)	338,018,925 (+0.03% change)
Households	8,870	1,748,475	124,010,992
Rental Households	4,553	563,173	43,858,831

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	51.33%	32.21%	35.37%
Median Household Income	\$48,325	\$55,454	\$69,021
Average Rate Per Square Feet			
• All Units without Parking	\$1.04	\$1	\$1.27
• All Units with Parking	\$1.01	\$0.95	\$1.22
• Regular Units	\$0.89	\$0.78	\$1.04
• Climate Controlled Units	\$1.29	\$1.27	\$1.47
• Only Parking	\$0.17	\$0.31	\$0.43
Rate Trend (12 months)	-2.22%	0.61%	0.74%
Units Not Advertised	14%	18%	21%
Market Including Known Developments			
Net Rentable Sq Ft	329,827	35,147,726	3,062,862,713
Sq Ft per Capita			
• 2021 Sq Ft per Capita	14.44	7.82	9.29
• 2024 Sq Ft per Capita	14.19	7.8	9.18
• 2026 Sq Ft per Capita	13.99	7.74	9.06
Sq Ft per Household	37.18	20.1	24.7
Total Stores	12	1,065	67,307
• REITS	1	65	10,165
• Mid Ops	6	391	24,049
• Small Ops	5	588	30,363

Unit Types Offered

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

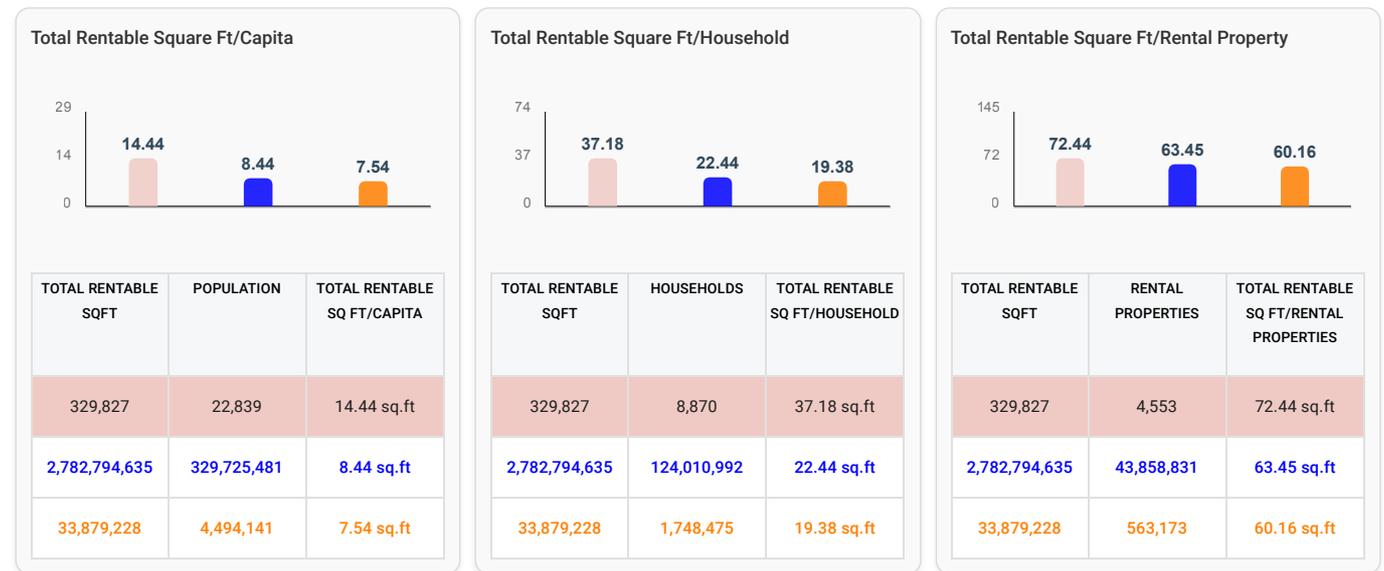
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
50.00%	50.00%	50.00%	33.33%	8.33%	16.67%	16.67%	33.33%	25.00%	50.00%	33.33%	41.67%	16.67%	41.67%	8.33%	8.33%	8.33%	N/A	8.33%
97.68%	100.00%	87.60%	48.55%	18.10%	29.56%	32.35%	61.94%	41.25%	70.22%	42.37%	57.54%	35.94%	65.99%	30.40%	35.32%	10.54%	3.56%	17.09%
98.35%	100.00%	93.41%	49.63%	24.91%	32.78%	28.02%	72.71%	41.76%	79.67%	44.69%	71.25%	39.01%	73.44%	33.33%	45.60%	14.29%	2.93%	24.18%

● This Market ● National Totals and Averages ● Kentucky 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 ● Kentucky 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		\$1.04	\$0.99	\$0.83	\$1.29	\$0.17	\$1.26	\$1.90	\$1.11	\$1.59	\$0.96	\$1.16	\$0.71	\$0.97	\$0.70	\$0.88	\$0.67	\$0.78	-	\$0.17
Gold Vault Storage 1355 N Wilson Rd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.02	\$1.02	\$0.86	\$1.31	-	\$1.00	\$1.60	\$1.04	\$1.50	\$0.85	\$0.95	\$0.66	\$0.87	\$0.68	-	-	-	-	-
Dixie Storage 1736 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rent-A-Space Mini Warehouses - Radcliff 176 Vine St, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blue Sky Self Storage - Radcliff 1295 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage of Radcliff 501 W Lincoln Trail Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.54	\$1.03	\$0.40	\$1.60	\$0.17	-	\$2.12	-	\$1.56	\$1.21	\$1.37	-	\$1.21	-	\$1.19	-	-	\$0.17	\$0.17
Red Dot Storage - Radcliff 2500 S Dixie Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.03	\$1.03	\$0.98	\$1.35	-	\$1.54	-	\$1.11	\$1.61	\$0.93	\$1.15	\$0.71	-	\$0.66	-	-	-	-	-
DJ's Storage LLC 125 Commerce Dr, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Radcliff Mini Storage 262 Shelby Ave, Radcliff, KY 40160	12 mo. trailing avg.	\$0.77	\$0.77	\$0.77	-	-	-	-	\$1.10	-	\$0.75	-	\$0.64	-	\$0.60	-	-	-	-	-

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
Knox Locks Self Storage 924 North Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$1.25	\$1.25	\$1.24	\$1.27	-	-	-	-	-	\$1.18	\$1.25	\$1.30	\$1.30	-	-	-	-	-	-
A Another Room Self Storage - Radcliff 100 W. Knox Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$1.00	\$1.00	\$0.88	\$1.13	-	-	-	\$1.26	\$1.68	\$0.93	\$1.25	\$0.81	\$1.07	\$0.72	\$0.88	\$0.67	\$0.78	-	-
Turbo Storage - Radcliff 1625 N Logsdon Parkway, Radcliff, KY 40160	12 mo. trailing avg.	\$1.09	\$1.09	\$1.09	-	-	-	-	\$1.68	-	\$1.26	-	\$0.97	-	\$0.79	-	\$0.73	-	-	-
Safe Storage Solutions 329 North Wilson Road, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
	Market Average Price	\$0.97	\$0.97	\$0.98	\$0.99	\$0.99	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$0.99
Dixie Storage 1736 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Gold Vault Storage 1355 N Wilson Rd, Radcliff, KY 40160	12 mo. trailing avg.	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85
U-Haul Moving & Storage of Radcliff 501 W Lincoln Trail Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.13	\$1.13	\$1.13	\$1.14	\$1.14	\$1.14	\$1.15	\$1.17	\$1.18	\$1.19	\$1.20	\$1.21
Safe Storage Solutions 329 North Wilson Road, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Turbo Storage - Radcliff 1625 N Logsdon Parkway, Radcliff, KY 40160	12 mo. trailing avg.	\$1.04	\$1.06	\$1.07	\$1.09	\$1.11	\$1.15	\$1.18	\$1.20	\$1.21	\$1.24	\$1.26	\$1.26
Rent-A-Space Mini Warehouses - Radcliff 176 Vine St, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Knox Locks Self Storage 924 North Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$1.50	\$1.50	\$1.50	\$1.50	\$1.45	\$1.40	\$1.36	\$1.31	\$1.27	\$1.24	\$1.21	\$1.18
A Another Room Self Storage - Radcliff 100 W. Knox Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93	\$0.93
Blue Sky Self Storage - Radcliff 1295 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Radcliff Mini Storage 262 Shelby Ave, Radcliff, KY 40160	12 mo. trailing avg.	\$0.68	\$0.68	\$0.69	\$0.69	\$0.70	\$0.70	\$0.71	\$0.71	\$0.72	\$0.73	\$0.74	\$0.75
DJ's Storage LLC 125 Commerce Dr, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Red Dot Storage - Radcliff 2500 S Dixie Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$0.99	\$0.96	\$0.93	\$0.92	\$0.91	\$0.91	\$0.92	\$0.93	\$0.92	\$0.93	\$0.93	\$0.93

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

		MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Market Average Price		\$1.29	\$1.28	\$1.26	\$1.24	\$1.22	\$1.21	\$1.19	\$1.19	\$1.19	\$1.19	\$1.19	\$1.18
Turbo Storage - Radcliff 1625 N Logsdon Parkway, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Safe Storage Solutions 329 North Wilson Road, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
DJ's Storage LLC 125 Commerce Dr, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Radcliff Mini Storage 262 Shelby Ave, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Red Dot Storage - Radcliff 2500 S Dixie Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.38	\$1.35	\$1.32	\$1.27	\$1.27	\$1.24	\$1.21	\$1.17	\$1.17	\$1.18	\$1.18	\$1.15
U-Haul Moving & Storage of Radcliff 501 W Lincoln Trail Blvd, Radcliff, KY 40160	12 mo. trailing avg.	\$1.28	\$1.28	\$1.28	\$1.29	\$1.29	\$1.29	\$1.30	\$1.31	\$1.33	\$1.34	\$1.35	\$1.37
Dixie Storage 1736 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
A Another Room Self Storage - Radcliff 100 W. Knox Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Gold Vault Storage 1355 N Wilson Rd, Radcliff, KY 40160	12 mo. trailing avg.	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95	\$0.95

12 Month Trailing Average Rate History Continued

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

		MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024
Rent-A-Space Mini Warehouses - Radcliff 176 Vine St, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Blue Sky Self Storage - Radcliff 1295 South Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Knox Locks Self Storage 924 North Dixie Boulevard, Radcliff, KY 40160	12 mo. trailing avg.	\$1.50	\$1.50	\$1.50	\$1.50	\$1.42	\$1.32	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25

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
\$1.04	\$0.98	\$0.28	\$0.82	\$1.29	\$1.26	\$1.90	\$1.12	\$1.59	\$0.96	\$1.16	\$0.71	\$0.97	\$0.70	\$0.88	\$0.67	\$0.78	N/A	\$0.17
\$1.27	\$1.22	\$0.43	\$1.04	\$1.47	\$2.03	\$2.15	\$1.37	\$1.63	\$1.06	\$1.33	\$0.92	\$1.17	\$0.83	\$1.14	\$0.76	\$1.11	\$0.49	\$0.42
\$1.00	\$0.95	\$0.31	\$0.78	\$1.27	\$1.54	\$1.93	\$1.06	\$1.47	\$0.81	\$1.16	\$0.70	\$1.05	\$0.66	\$1.01	\$0.60	\$1.01	\$0.50	\$0.30

● This Market ● National Totals and Averages ● Kentucky 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
\$105.58	\$105.43	\$99.95	\$100.08	\$115.30	\$31.50	\$47.48	\$55.75	\$79.65	\$96.49	\$116.24	\$106.60	\$145.00	\$140.60	\$175.00	\$201.00	\$235.00	N/A	\$99.95
\$129.31	\$130.21	\$142.39	\$124.91	\$137.96	\$50.65	\$53.80	\$68.60	\$81.72	\$106.45	\$132.59	\$138.55	\$176.10	\$166.19	\$227.90	\$229.08	\$333.27	\$138.92	\$142.95
\$110.54	\$110.54	\$110.48	\$100.44	\$130.85	\$38.52	\$48.24	\$53.08	\$73.49	\$80.91	\$116.46	\$105.73	\$156.98	\$131.70	\$201.00	\$179.67	\$303.51	\$163.05	\$107.28

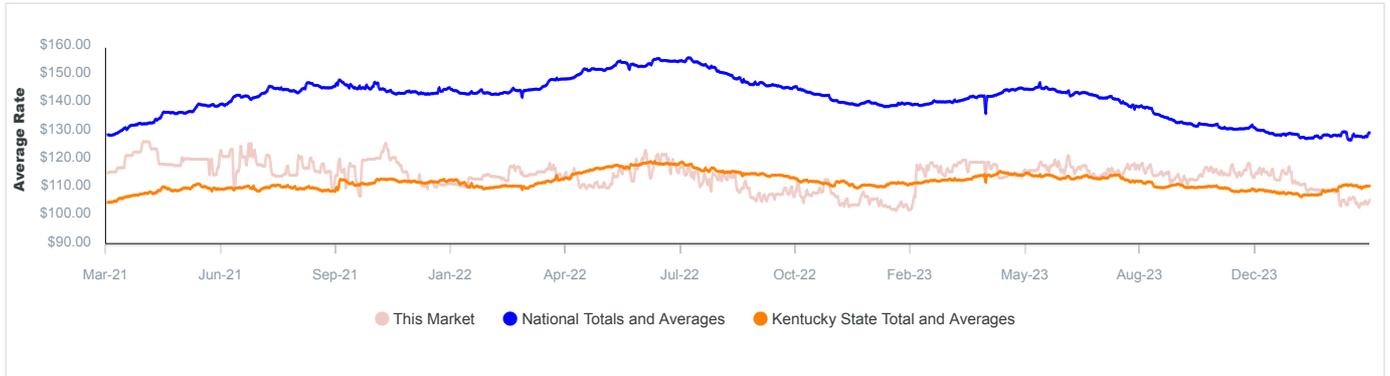
● This Market ● National Totals and Averages ● Kentucky State Total and Averages

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 ● Kentucky State Total 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															
U-Haul Moving & Storage of Radcliff 0.16 mile 501 W Lincoln Trail Blvd, Radcliff, KY 40160 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: 0.28 mile Drive Time: 2.21 minutes Total Square Feet: 85,718 sqft Rentable Square Footage: 81,432 sqft Class Type: A Store Type: Self Storage and Parking Rate Volatility: 2%		Marketing Scorecard 41/100 Contactability: 6/11 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
✗	✓	✗	✓	✓	✓	✗	👁️	✗	👁️	✗	✗	✗	✗	👁️	✓				
Safe Storage Solutions 0.4 mile 329 North Wilson Road, Radcliff, KY 40160 Monday - Friday: 09:00 AM - 05:00 PM Saturday: 09:00 AM - 01:00 PM Sunday: Closed		Drive Distance: 0.75 mile Drive Time: 2.57 minutes Total Square Feet: 13,510 sqft Rentable Square Footage: 12,835 sqft Class Type: B Store Type: Self Storage Rate Volatility: N/A		Marketing Scorecard 0/100 Contactability: 0/11 Paid Search: 0/35 Search: 0/15 Social Media: 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗			

All Stores List Continued

✔ Rate available for this unit type ✘ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised													
 Knox Locks Self Storage <small>0.7 mile</small> 924 North Dixie Boulevard, Radcliff, KY 40160 Monday - Sunday 09:00 AM - 05:00 PM				Drive Distance 0.9 mile Drive Time 2.46 minutes Total Square Feet 18,412 sqft Rentable Square Footage 17,491 sqft Class Type B Store Type Self Storage and Parking Rate Volatility N/A				Marketing Scorecard 42/100 Contactability 6/11 Paid Search 5/35 Search 6/15 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
✘	✘	✘	✘	🚫	🚫	🚫	🚫	✘	✘	✘	✘	✘	✘
 Rent-A-Space Mini Warehouses - Radcliff <small>1.03 miles</small> 176 Vine St, Radcliff, KY 40160 Monday - Friday 09:00 AM - 05:00 PM Saturday 09:00 AM - 01:00 PM Sunday Closed				Drive Distance 1.64 miles Drive Time 4.06 minutes Total Square Feet 8,867 sqft Rentable Square Footage 8,424 sqft Class Type B Store Type Self Storage Rate Volatility N/A				Marketing Scorecard 9/100 Contactability 0/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 4/25					
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
✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
 Gold Vault Storage <small>1.04 miles</small> 1355 N Wilson Rd, Radcliff, KY 40160 Monday - Friday 09:00 AM - 05:00 PM Saturday 09:00 AM - 01:00 PM Sunday Closed				Drive Distance 1.4 miles Drive Time 3.74 minutes Total Square Feet 21,181 sqft Rentable Square Footage 18,003 sqft Class Type B Store Type Self Storage Rate Volatility 0%				Marketing Scorecard 22/100 Contactability 3/11 Paid Search 5/35 Search 1/15 Social Media 0/14 Website 13/25					
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
✔	✔	✔	✔	✔	✔	✔	✔	✔	✘	✘	✘	✘	✘
 A Another Room Self Storage - Radcliff <small>1.38 miles</small> 100 W. Knox Boulevard, Radcliff, KY 40160 Monday - Friday 08:30 AM - 05:30 PM Saturday 08:30 AM - 03:00 PM Sunday Closed				Drive Distance 1.66 miles Drive Time 3.82 minutes Total Square Feet 75,370 sqft Rentable Square Footage 71,602 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 0%				Marketing Scorecard 23/100 Contactability 3/11 Paid Search 5/35 Search 1/15 Social Media 0/14 Website 14/25					
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
✘	✘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✔	✘	✘
 Blue Sky Self Storage - Radcliff <small>1.53 miles</small> 1295 South Dixie Boulevard, Radcliff, KY 40160 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 02:00 PM Sunday Closed				Drive Distance 2.12 miles Drive Time 4.37 minutes Total Square Feet 20,224 sqft Rentable Square Footage 19,213 sqft Class Type B Store Type Self Storage Rate Volatility N/A				Marketing Scorecard 29/100 Contactability 3/11 Paid Search 0/35 Search 5/15 Social Media 1/14 Website 20/25					
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									
DJ's Storage LLC 1.59 miles 125 Commerce Dr, Radcliff, KY 40160		Drive Distance 2.72 miles Drive Time 6.26 minutes Total Square Feet 7,114 sqft Rentable Square Footage 6,758 sqft Class Type B Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Turbo Storage - Radcliff 1.66 miles 1625 N Logsdon Parkway, Radcliff, KY 40160 Monday - Sunday 12:01 AM - 11:59 PM		Drive Distance 2.21 miles Drive Time 4.53 minutes Total Square Feet 15,506 sqft Rentable Square Footage 14,730 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 2%		Marketing Scorecard 22/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 11/25									
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
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	👁	✗	✗	✗
Dixie Storage 1.99 miles 1736 South Dixie Boulevard, Radcliff, KY 40160		Drive Distance 2.66 miles Drive Time 5.39 minutes Total Square Feet 9,024 sqft Rentable Square Footage 8,573 sqft Class Type B Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 33/100 Contactability 6/11 Paid Search 0/35 Search 1/15 Social Media 8/14 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Radcliff Mini Storage 2.5 miles 262 Shelby Ave, Radcliff, KY 40160 Monday - Sunday 12:01 AM - 11:59 PM		Drive Distance 3.29 miles Drive Time 6.21 minutes Total Square Feet 9,991 sqft Rentable Square Footage 8,541 sqft Class Type B Store Type Self Storage Rate Volatility 3%		Marketing Scorecard 15/100 Contactability 6/11 Paid Search 0/35 Search 1/15 Social Media 0/14 Website 8/25									
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
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗
Red Dot Storage - Radcliff 3.06 miles 2500 S Dixie Blvd, Radcliff, KY 40160 Monday - Saturday 08:00 AM - 08:00 PM Sunday 10:00 AM - 06:30 PM		Drive Distance 3.8 miles Drive Time 7.5 minutes Total Square Feet 65,500 sqft Rentable Square Footage 62,225 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 9%		Marketing Scorecard 38/100 Contactability 8/11 Paid Search 0/35 Search 7/15 Social Media 1/14 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
✓	✗	✓	👁	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗

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