

STORTRACK

EXPLORER

SELF-STORAGE

Market Report

Produced on Oct 11 2024

Report for:
Reston,
VA
10 mins drive time



 STORTRACK

Questions?
1-800-969-7424
info@stortrack.com
www.stortrack.com

Table of Contents

Market Snapshot	1
Unit Types Offered	3
Overall Market Supply Metrics	3
12 Month Trailing Average Rate History	4
10x10 Reg	5
10x10 CC	5
Rate per Square Foot by Unit Type	6
Average Unit Type Rates	6
Average Rates History	7
All Units Without Parking	7
All Stores List	7

Executive Summary

Market: Reston, VA

Market Type: 10 mins drive time

Comparisons are made with: National Totals and Averages and Virginia State Total and Averages

Market Snapshot

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

	This Market	5 Minute Drive Time	7 Minute Drive Time	State	National
Net Rentable Sq Ft	658,026	N/A	457,067	69,956,487	2,870,903,060
Sq Ft per Capita					
• 2022 Sq Ft per Capita	5.73	N/A	12.83	8.15	8.67
• 2024 Sq Ft per Capita	5.65	N/A	12.65	8.01	8.61
• 2026 Sq Ft per Capita	5.57	N/A	12.47	7.89	8.49
Sq Ft per Household	14.30	N/A	27.59	21.53	22.83
Total Stores					
• REITS	6	0	4	287	9,872
• Large Ops	3	0	2	444	14,765
• Mid Ops	0	0	0	218	10,946
• Single Ops	0	0	0	464	30,259
New Developments	2	0	1	116	3,865
Estimated Net Rentable Sq Ft of Development	112,162	0	68,324	8,338,817	246,621,356
Stores opened within the last year	0	0	0	29	1,238
Demographics					
• 2022 Population	114,752	10,204	35,622	8,582,479	331,097,593
• 2024 Population	116,391 (+1.43% change)	10,344 (+1.37% change)	36,127 (+1.42% change)	8,729,314 (+0.02% change)	333,584,158 (+0.01% change)
• 2026 Population	118,137 (+2.95% change)	10,499 (+2.89% change)	36,667 (+2.93% change)	8,866,491 (+0.03% change)	338,018,925 (+0.03% change)
Households	46,016	6,079	16,566	3,248,528	125,736,353
Rental Households	19,199	3,586	8,271	1,083,561	44,238,593

Market Snapshot Continued

	This Market	5 Minute Drive Time	7 Minute Drive Time	State	National
Rental Households Percentage	41.72%	58.99%	49.93%	33.36%	35.18%
Median Household Income	\$148,724	\$136,318	\$128,149	\$80,615	\$75,149
Average Rate Per Square Feet					
• All Units without Parking	\$2.58	N/A	\$2.64	\$1.69	\$1.46
• All Units with Parking	\$2.50	N/A	\$2.54	\$1.65	\$1.40
• Regular Units	\$2.54	N/A	\$2.56	\$1.43	\$1.24
• Climate Controlled Units	\$2.64	N/A	\$2.77	\$1.99	\$1.74
• Only Parking	\$0.89	N/A	\$0.89	\$0.52	\$0.46
Rate Trend (12 months)	9.96%	N/A	10.96%	-11.55%	-3.49%
Units Not Advertised	0%	0%	0%	4%	6%
Market Including Known Developments					
Net Rentable Sq Ft	770,188	N/A	525,391	78,295,304	3,117,524,416
Sq Ft per Capita					
• 2022 Sq Ft per Capita	6.71	N/A	14.75	9.12	9.42
• 2024 Sq Ft per Capita	6.62	N/A	14.54	8.97	9.35
• 2026 Sq Ft per Capita	6.52	N/A	14.33	8.83	9.22
Sq Ft per Household	16.74	N/A	31.72	24.10	24.79
Total Stores	11	0	7	1,529	69,707
• REITS	6	0	4	304	10,305
• Large Ops	3	0	2	455	14,850
• Mid Ops	0	0	0	223	11,100
• Single Ops	1	0	1	468	30,732
New Supply Ratio	17.05%	N/A	14.95%	11.92%	8.59%

Unit Types Offered

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

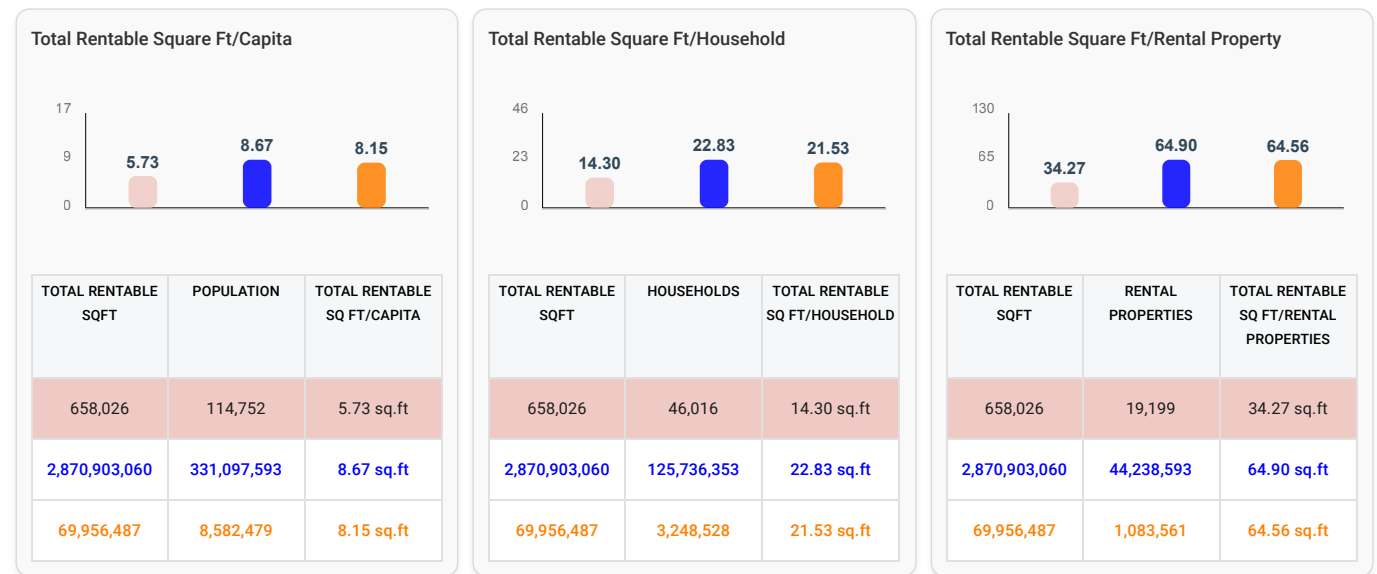
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	66.67%	77.78%	11.11%	55.56%	66.67%	44.44%	66.67%	66.67%	55.56%	44.44%	44.44%	55.56%	33.33%	11.11%	22.22%	N/A	11.11%
97.44%	100.00%	83.38%	47.93%	18.41%	28.99%	32.51%	61.11%	40.57%	69.28%	41.33%	56.34%	34.58%	64.68%	29.00%	34.39%	9.89%	1.95%	17.45%
99.59%	100.00%	81.69%	60.43%	14.04%	39.88%	43.23%	65.31%	51.68%	68.16%	50.36%	60.33%	44.15%	64.19%	36.01%	41.20%	13.63%	1.12%	13.63%

● This Market
 ● National Totals and Averages
 ● Virginia 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
 ● Virginia 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		\$2.67	\$2.63	\$2.61	\$2.72	\$0.75	\$3.81	\$3.88	\$2.66	\$2.69	\$2.44	\$2.39	\$2.20	\$1.98	\$2.08	\$1.97	\$1.69	\$2.77	-	\$0.75
Public Storage 0.62 mile 2055 Mercator Dr, Reston, VA 20191	12 mo. trailing avg.	\$2.56	\$2.56	-	\$2.56	-	-	\$3.38	-	\$2.87	-	\$2.40	-	\$2.19	-	\$2.04	-	\$2.27	-	-
Extra Space 0.66 mile 12260 Sunrise Valley Dr, Reston, VA 20191	12 mo. trailing avg.	\$2.98	\$2.91	\$2.67	\$3.46	\$1.27	\$4.04	\$4.93	\$3.14	\$3.47	\$2.96	\$2.93	\$2.43	\$2.68	\$2.08	\$2.26	\$1.65	\$2.21	-	\$1.27
Extra Space 0.94 mile 250 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$2.74	\$2.54	\$2.60	\$3.16	\$1.12	\$4.24	\$4.73	\$3.04	\$3.45	\$2.85	\$2.62	\$2.01	\$2.57	\$1.84	\$1.83	\$1.69	-	-	\$1.12
Public Storage 0.99 mile 466 Herndon Parkway, Herndon, VA 20170	12 mo. trailing avg.	\$2.15	\$2.15	\$2.15	-	-	-	-	-	-	\$2.25	-	\$2.29	-	\$1.93	-	\$1.39	-	-	-
Security Public Storage - Herndon 1.10 miles 385 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$2.96	\$2.79	\$2.84	\$3.61	\$1.98	\$4.03	\$4.81	\$3.29	\$3.86	\$2.65	\$3.20	\$2.25	\$2.42	\$2.11	\$2.63	\$1.66	-	-	\$1.98
Reston Self Storage 1.46 miles 1808 Michael Faraday Ct, Reston, VA 20190	12 mo. trailing avg.	\$2.58	\$2.58	\$1.12	\$2.60	-	\$1.12	\$4.31	-	\$2.53	-	\$2.41	-	\$2.06	-	\$1.68	-	\$2.33	-	-
U-Haul Moving & Storage of Sterling 3.57 miles 45715 Old Ox Rd, Sterling, VA 20166	12 mo. trailing avg.	\$2.91	\$2.91	\$2.66	\$3.43	-	\$4.20	\$4.60	\$3.03	\$3.20	\$2.02	\$2.25	\$1.68	\$1.73	\$1.47	-	\$1.20	-	-	-
Public Storage 4.01 miles 45941 Old Ox Road, Sterling, VA 20166	12 mo. trailing avg.	\$1.59	\$1.59	\$1.66	\$1.58	-	-	\$1.84	\$1.25	\$1.08	-	\$1.44	-	\$1.85	\$1.56	\$1.70	\$1.76	-	-	-

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 4.35 miles 1800 South Sterling Blvd, Sterling, VA 20166	12 mo. trailing avg.	\$2.08	\$2.08	\$2.08	-	-	\$2.58	-	\$1.97	-	\$1.94	-	\$1.94	-	\$1.86	-	-	-	-	-	-

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

		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024
	Market Average Price	\$2.23	\$2.23	\$2.25	\$2.25	\$2.28	\$2.32	\$2.36	\$2.39	\$2.40	\$2.42	\$2.45	\$2.49
Public Storage 0.62 mile 2055 Mercator Dr, Reston, VA 20191	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 0.66 mile 12260 Sunrise Valley Dr, Reston, VA 20191	12 mo. trailing avg.	\$2.39	\$2.51	\$2.59	\$2.58	\$2.60	\$2.68	\$2.74	\$2.74	\$2.75	\$2.83	\$2.89	\$2.96
Extra Space 0.94 mile 250 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$2.24	\$2.26	\$2.29	\$2.34	\$2.39	\$2.52	\$2.63	\$2.70	\$2.71	\$2.73	\$2.76	\$2.85
Public Storage 0.99 mile 466 Herndon Parkway, Herndon, VA 20170	12 mo. trailing avg.	\$2.33	\$2.29	\$2.26	\$2.26	\$2.26	\$2.26	\$2.28	\$2.28	\$2.28	\$2.24	\$2.20	\$2.25
Security Public Storage - Herndon 1.10 miles 385 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$2.35	\$2.40	\$2.44	\$2.46	\$2.48	\$2.49	\$2.50	\$2.51	\$2.53	\$2.59	\$2.64	\$2.65
Reston Self Storage 1.46 miles 1808 Michael Faraday Ct, Reston, VA 20190	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage of Sterling 3.57 miles 45715 Old Ox Rd, Sterling, VA 20166	12 mo. trailing avg.	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.01	\$2.02
Public Storage 4.01 miles 45941 Old Ox Road, Sterling, VA 20166	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 4.35 miles 1800 South Sterling Blvd, Sterling, VA 20166	12 mo. trailing avg.	\$1.95	\$1.86	\$1.83	\$1.83	\$1.87	\$1.89	\$1.90	\$1.93	\$1.94	\$1.92	\$1.92	\$1.94

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

		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024
	Market Average Price	\$2.39	\$2.36	\$2.30	\$2.27	\$2.28	\$2.32	\$2.33	\$2.35	\$2.37	\$2.37	\$2.37	\$2.37
Public Storage 0.62 mile 2055 Mercator Dr, Reston, VA 20191	12 mo. trailing avg.	\$2.49	\$2.41	\$2.34	\$2.32	\$2.33	\$2.34	\$2.35	\$2.36	\$2.40	\$2.43	\$2.43	\$2.40
Extra Space 0.66 mile 12260 Sunrise Valley Dr, Reston, VA 20191	12 mo. trailing avg.	\$2.90	\$2.80	\$2.76	\$2.77	\$2.78	\$2.93	\$2.89	\$2.94	\$2.97	\$2.92	\$2.92	\$2.93
Extra Space 0.94 mile 250 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$2.37	\$2.34	\$2.35	\$2.37	\$2.42	\$2.52	\$2.53	\$2.56	\$2.59	\$2.59	\$2.57	\$2.62

12 Month Trailing Average Rate History Continued

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

		OCT 2023	NOV 2023	DEC 2023	JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024
Public Storage 0.99 mile 466 Herndon Parkway, Herndon, VA 20170	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Security Public Storage - Herndon 1.10 miles 385 Spring St, Herndon, VA 20170	12 mo. trailing avg.	\$3.21	\$3.19	\$3.19	\$3.19	\$3.20	\$3.20	\$3.20	\$3.20	\$3.20	\$3.20	\$3.20	\$3.20
Reston Self Storage 1.46 miles 1808 Michael Faraday Ct, Reston, VA 20190	12 mo. trailing avg.	\$2.48	\$2.42	\$2.40	\$2.35	\$2.36	\$2.37	\$2.38	\$2.39	\$2.40	\$2.42	\$2.43	\$2.41
U-Haul Moving & Storage of Sterling 3.57 miles 45715 Old Ox Rd, Sterling, VA 20166	12 mo. trailing avg.	-	-	-	-	-	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25	\$2.25

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
\$1.88	\$1.81	\$0.60	\$1.79	\$2.01	\$2.63	\$2.80	\$1.72	\$2.06	\$1.68	\$1.79	\$1.46	\$1.38	\$1.51	\$1.54	\$1.17	\$2.01	N/A	\$0.60
\$1.20	\$1.15	\$0.42	\$1.05	\$1.39	\$1.85	\$1.99	\$1.27	\$1.53	\$1.00	\$1.24	\$0.87	\$1.10	\$0.79	\$1.08	\$0.73	\$1.06	\$0.51	\$0.41
\$1.33	\$1.30	\$0.43	\$1.17	\$1.52	\$1.91	\$2.17	\$1.36	\$1.67	\$1.12	\$1.34	\$0.96	\$1.17	\$0.89	\$1.18	\$0.80	\$1.22	\$0.79	\$0.40

● This Market
 ● National Totals and Averages
 ● Virginia 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.

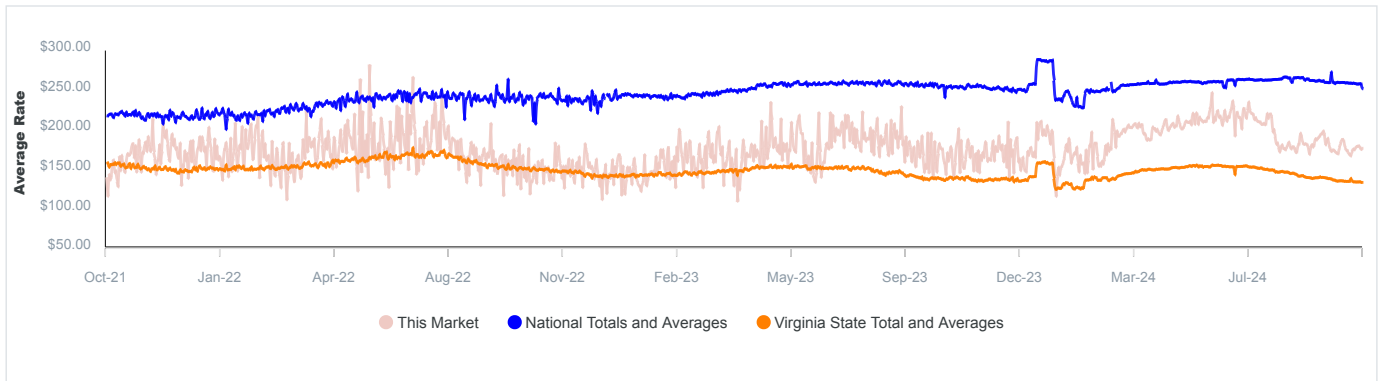
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$172.61	\$169.47	\$108.83	\$173.98	\$170.59	\$65.85	\$70.00	\$86.20	\$102.91	\$168.06	\$178.89	\$219.27	\$206.75	\$301.80	\$308.80	\$352.33	\$602.50	N/A	\$108.83
\$120.56	\$122.23	\$146.55	\$114.95	\$127.47	\$46.30	\$49.77	\$63.46	\$76.29	\$99.90	\$124.32	\$129.91	\$165.66	\$157.82	\$215.84	\$220.23	\$319.18	\$129.37	\$147.57
\$131.60	\$131.14	\$118.71	\$124.87	\$139.12	\$47.66	\$54.31	\$68.04	\$83.31	\$111.95	\$134.31	\$143.52	\$176.23	\$178.21	\$236.32	\$239.16	\$365.80	\$83.08	\$121.40

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

Average Rates History

Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

All Units Without Parking (Last 3 Years)



All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✓ Rate available for this unit type		✗ Rate not available for this unit type		👁️ Rate previously available, but not currently advertised									
Public Storage 0.62 mile 2055 Mercator Dr, Reston, VA 20191 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance 1.77 miles Drive Time 6.43 minutes Total Square Feet 113,472 sqft Rentable Square Footage 85,104 sqft Class Type A Store Type Self Storage Rate Volatility 19%		Marketing Scorecard 52/100 Contactability 8/11 PaidSearch 12/35 Search 3/15 SocialMedia 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
✗	✓	👁️	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Extra Space 0.66 mile 12260 Sunrise Valley Dr, Reston, VA 20191 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 1.69 miles Drive Time 5.64 minutes Total Square Feet 115,154 sqft Rentable Square Footage 109,396 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 50%		Marketing Scorecard 67/100 Contactability 8/11 PaidSearch 23/35 Search 5/15 SocialMedia 7/14 Website 24/25									
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

Extra Space 0.94 mile 250 Spring St, Herndon, VA 20170 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.41 miles 5.95 minutes 87,130 sqft 82,773 sqft A Self Storage and Parking 51%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	70/100 8/11 23/35 7/15 7/14 25/25									
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 0.99 mile 466 Herndon Parkway, Herndon, VA 20170 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.41 miles 5.81 minutes 45,520 sqft 43,244 sqft B Self Storage 33%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	68/100 8/11 24/35 7/15 8/14 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
✗	✗	✗	✗	✓	✗	✓	✗	✓	✗		✗	✗	✗

Security Public Storage - Herndon 1.1 miles 385 Spring St, Herndon, VA 20170 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.54 miles 6.85 minutes 49,000 sqft 46,550 sqft A Self Storage and Parking 76%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	37/100 5/11 5/35 0/15 6/14 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
✓	✓	✓		✓	✓	✓		✓					

Reston Self Storage 1.46 miles 1808 Michael Faraday Ct, Reston, VA 20190 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	1.74 miles 6.46 minutes 120,000 sqft 90,000 sqft B Self Storage 1%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	60/100 6/11 22/35 9/15 2/14 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
	✓	✗	✓	✗	✓		✓				✓	✗	✗

U-Haul Moving & Storage of Sterling 3.57 miles 45715 Old Ox Rd, Sterling, VA 20166 Monday - Sunday 05:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility	6 miles 9.63 minutes 47,100 sqft 44,745 sqft B Self Storage 0%	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	39/100 6/11 5/35 0/15 7/14 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									
 Public Storage 4.01 miles 45941 Old Ox Road, Sterling, VA 20166 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance 6.42 miles Drive Time 9.44 minutes Total Square Feet 163,000 sqft Rentable Square Footage 122,250 sqft Class Type B Store Type Self Storage Rate Volatility 55%		Marketing Scorecard 66/100 Contactability 8/11 PaidSearch 23/35 Search 6/15 SocialMedia 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
✗	✓	🚫	✓	✗	✓	✗	✓	🚫	✓	🚫	✗	✗	✗
 Public Storage 4.35 miles 1800 South Sterling Blvd, Sterling, VA 20166 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance 6.54 miles Drive Time 10.4 minutes Total Square Feet 35,752 sqft Rentable Square Footage 33,964 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 47%		Marketing Scorecard 66/100 Contactability 8/11 PaidSearch 23/35 Search 6/15 SocialMedia 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
✓	✗	✓	✗	✓	✗	🚫	✗	✓	✗	✗	✗	✗	✗

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