

stortrack

EXPLORER

Market Report

Produced on Jun 29 2022

Report for:
Auburn, AL



stortrack

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

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Market Summary

Market: Auburn, AL

Market Type: City

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

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National	Alabama
No. of Stores in Market	11	60,798	1,328

Current Supply to Market:

There is 6.91 square feet/capita supply in this market. The US national average is 7.96 sqft/capita, and the Alabama state average is 7.93 sqft/capita.

Across all unit types, there is currently 54.55% of inventory offline (not available). The US national figure at the moment is 44.67% of inventory offline and the Alabama state number is 48.87% offline. Therefore, comparing against national and state averages, this market's supply level could be characterized as an under-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 14.84%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 3.67%. The Alabama state is showing a rate trend up for the last 3 months of 1.84%.

Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has decreased by 0.52%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 2,413 new developments across the USA.

Market Snapshot

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

	This Market	National	State
Net Rentable Sq Ft	452,520	2,645,949,141	42,082,644
Sq Ft per Capita	6.91	8.1	8.24
Sq Ft per Household	18.56	21.63	21.36
Total Stores	11	60,798	1,328
• REITS	5	8,611	105
• Mid Ops	5	21,091	456
• Small Ops	1	31,123	767
New Developments	0	2,414	26
Stores opened within the last year	0	616	5
Population	65,508	326,569,308	5,105,373
Households	24,386	122,354,219	1,969,770
Rental Households	12,633	43,552,843	581,999
Rental Households Percentage	51.8%	35.6%	30.82%
Median Household Income	\$49,028	\$64,994	\$52,035
Average Rate Per Square Feet - All Units with Parking	\$1.2	\$1.49	\$1.08
Average Rate Per Square Feet - Regular Units	\$0.76	\$1.24	\$0.85
Average Rate Per Square Feet - Climate Controlled Units	\$1.57	\$1.9	\$1.44
Average Rate Per Square Feet - Only Parking	N/A	\$0.77	\$0.42
Rate Trend (12 months)	24.38%	3.67%	1.84%
Units Not Advertised	55%	23%	28%

Store Types

Breakdown of all the stores within the market, broken down by total REITs (Real Estate Investment Trusts include: Public Storage, Extra Space, Cubesmart, National Storage Affiliates, Life Storage, and Global Self Storage), Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

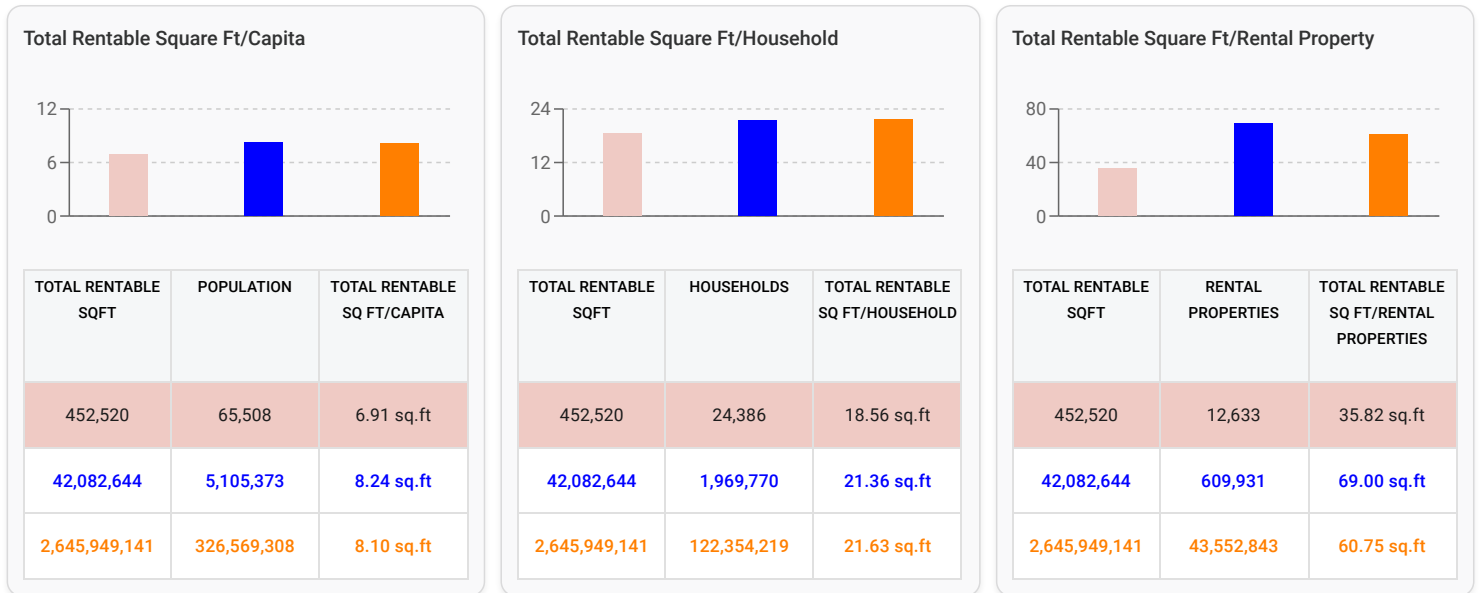
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
11	5	45.45%	5	45.45%	1	9.09%
1,328	105	7.91%	456	34.34%	767	57.76%
60,798	8,611	14.16%	21,074	34.66%	31,109	51.17%

■ This Market
 ■ Alabama State Total and Averages
 ■ National Totals 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 2020 American Community Survey.

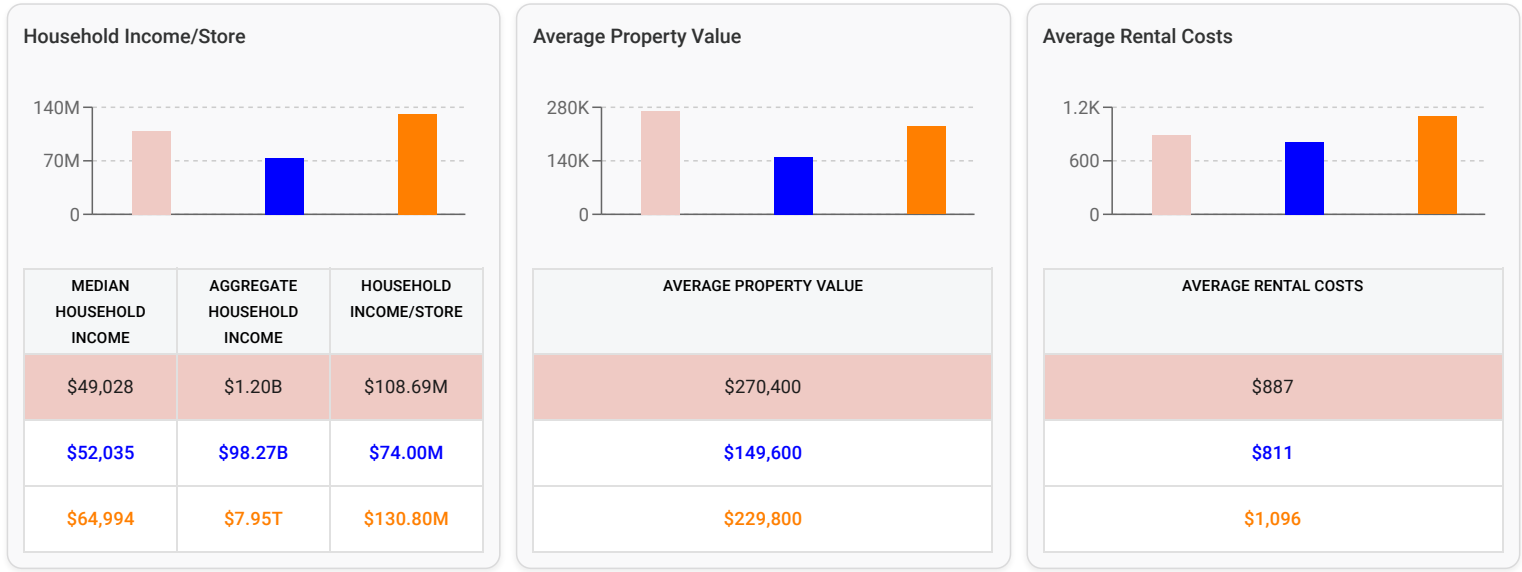


■ This Market
 ■ Alabama State Total and Averages
 ■ National Totals and Averages

Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



■ This Market ■ Alabama State Total and Averages ■ National Totals and Averages

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 WITH PARKING	ALL UNITS WITHOUT 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
\$1.20	\$1.20	\$0.76	\$1.57	\$1.60	\$2.27	\$1.00	\$1.60	\$0.72	\$1.65	\$0.55	\$1.15	\$0.46	\$1.16	\$0.40	N/A	N/A	N/A
\$1.07	\$1.12	\$0.85	\$1.44	\$1.80	\$2.51	\$1.20	\$1.71	\$0.88	\$1.28	\$0.75	\$1.11	\$0.69	\$1.05	\$0.66	\$1.09	\$0.41	\$0.42
\$1.48	\$1.55	\$1.24	\$1.90	\$2.57	\$2.93	\$1.63	\$2.13	\$1.25	\$1.67	\$1.07	\$1.47	\$0.93	\$1.40	\$0.82	\$1.33	\$0.71	\$0.78

■ This Market ■ Alabama State Total and Averages ■ National Totals 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 WITH PARKING	ALL UNITS WITHOUT 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
\$111.85	\$111.85	\$73.00	\$145.41	\$40.00	\$56.67	\$50.00	\$79.75	\$72.25	\$165.25	\$82.25	\$172.75	\$92.25	\$232.33	\$120.00	N/A	N/A	N/A
\$121.93	\$120.92	\$109.82	\$141.68	\$44.93	\$62.64	\$59.86	\$85.31	\$88.20	\$128.29	\$113.12	\$166.88	\$137.70	\$209.47	\$197.53	\$326.18	\$129.44	\$136.13
\$152.33	\$153.24	\$140.42	\$173.14	\$64.18	\$73.27	\$81.67	\$106.55	\$124.96	\$167.24	\$159.76	\$220.56	\$185.40	\$279.67	\$245.64	\$398.08	\$137.94	\$144.01

■ This Market
 ■ Alabama State Total and Averages
 ■ National Totals and Averages

Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		ALABAMA STATE TOTAL AND AVERAGES		NATIONAL TOTALS AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS WITHOUT PARKING	5(45%)	6(55%)	655(72%)	252(28%)	32,191(77%)	9,557(23%)
ALL UNITS WITH PARKING	5(45%)	6(55%)	679(72%)	259(28%)	33,604(77%)	10,034(23%)
ALL REG	4(40%)	6(60%)	583(65%)	312(35%)	29,054(69%)	12,978(31%)
ALL CC	5(50%)	5(50%)	353(59%)	242(41%)	15,591(61%)	9,875(39%)
5X5 REG	2(33%)	4(67%)	118(32%)	251(68%)	9,046(40%)	13,312(60%)
5X5 CC	3(33%)	6(67%)	151(40%)	227(60%)	9,246(46%)	10,857(54%)
5X10 REG	4(50%)	4(50%)	376(52%)	345(48%)	19,164(57%)	14,721(43%)
5X10 CC	4(40%)	6(60%)	264(51%)	254(49%)	12,018(52%)	11,218(48%)
10X10 REG	4(44%)	5(56%)	460(57%)	344(43%)	21,508(59%)	15,214(41%)
10X10 CC	5(50%)	5(50%)	289(53%)	261(47%)	12,278(51%)	11,567(49%)
10X15 REG	4(44%)	5(56%)	361(52%)	332(48%)	17,559(54%)	15,117(46%)
10X15 CC	4(50%)	4(50%)	253(50%)	252(50%)	10,214(47%)	11,431(53%)
10X20 REG	4(40%)	6(60%)	424(55%)	342(45%)	19,559(55%)	16,248(45%)
10X20 CC	3(38%)	5(63%)	227(46%)	267(54%)	8,477(42%)	11,620(58%)
10X30 REG	1(13%)	7(88%)	195(41%)	282(59%)	10,650(43%)	14,396(57%)
10X30 CC	0(0%)	6(100%)	65(31%)	147(69%)	2,885(28%)	7,370(72%)
CAR PARKING	0(0%)	4(100%)	30(9%)	295(91%)	1,235(7%)	15,351(93%)
RV PARKING	0(0%)	1(100%)	104(26%)	294(74%)	5,248(28%)	13,784(72%)

■ This Market
 ■ Alabama State Total and Averages
 ■ National Totals and Averages

Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

There are no known developments in this market.

We are currently tracking 2,413 in the US.

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									
		CubeSmart Self Storage of Auburn 0.12 mile 312 N Gay St, Auburn, AL 36830		Total Square Feet 91,893 sqft		Marketing Scorecard 42/100							
				Rentable Square Footage 68,919 sqft		Contactability 8/11							
Owned by CubeSmart Self Storage				Class Type A		Paid Search 5/35							
Store Type Self Storage				Rate Volatility 24%		Search 1/15							
Friday 09:30 AM - 06:00 PM						Social Media 7/14							
Saturday 08:30 AM - 05:00 PM						Website 21/25							
Sunday 11:00 AM - 03:00 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

Sun Self Storage - 601 Opelika Rd 0.76 mile 601 Opelika Rd, Auburn, AL 36830		Total Square Feet 13,709 sqft		Marketing Scorecard 12/100									
Monday - Friday 09:00 AM - 05:00 PM Saturday 09:00 AM - 12:30 PM Sunday Closed		Rentable Square Footage 13,023 sqft		Contactability 3/11									
		Owned by Sun Self Storage		Paid Search 0/35									
		Class Type B		Search 1/15									
		Store Type Self Storage		Social Media 0/14									
		Rate Volatility 0%		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
✘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✘	✘	✘	✘

U-Haul Moving & Storage of Auburn 1.71 miles 1301 Opelika Rd, Auburn, AL 36830		Total Square Feet 7,500 sqft		Marketing Scorecard 31/100									
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		Rentable Square Footage 5,625 sqft		Contactability 6/11									
		Owned by U-Haul International Inc.		Paid Search 0/35									
		Class Type B		Search 0/15									
		Store Type Self Storage		Social Media 7/14									
		Rate Volatility 0%		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
✘		✘		✘		✘	✘	✘	✘	✘	✘	✘	✘

Sun Self Storage 1.74 miles 1671 Shug Jordan Pkwy, Auburn, AL 36830		Total Square Feet 52,400 sqft		Marketing Scorecard 12/100									
Monday - Friday 09:00 AM - 05:00 PM Saturday 09:00 AM - 02:00 PM Sunday Closed		Rentable Square Footage 49,780 sqft		Contactability 3/11									
		Owned by Sun Self Storage		Paid Search 0/35									
		Class Type B		Search 1/15									
		Store Type Self Storage		Social Media 0/14									
		Rate Volatility 0%		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
✘	✔	✔	✔	✔	✔	✔	✔	✔	✔	✘	✘	✘	✘

Extra Space 1.84 miles 1242 N Dean Rd, Auburn, AL 36830		Total Square Feet 58,305 sqft		Marketing Scorecard 40/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed		Rentable Square Footage 55,389 sqft		Contactability 6/11									
		Owned by Extra Space Storage Inc.		Paid Search 0/35									
		Class Type A		Search 6/15									
		Store Type Self Storage		Social Media 7/14									
		Rate Volatility 46%		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 1.9 miles 1412 Opelika Rd, Auburn, AL 36830		Total Square Feet 39,600 sqft		Marketing Scorecard 44/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed		Rentable Square Footage 37,620 sqft		Contactability 6/11									
		Owned by Extra Space Storage Inc.		Paid Search 5/35									
		Class Type B		Search 4/15									
		Store Type Self Storage		Social Media 8/14									
		Rate Volatility 31%		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

Life Storage - Gatewood Dr 2.13 miles 1231 Gatewood Dr, Auburn, AL 36830		Total Square Feet 67,234 sqft		Marketing Scorecard 50/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed		Rentable Square Footage 63,872 sqft		Contactability 9/11									
		Owned by Life Storage, Inc.		Paid Search 5/35									
		Class Type A		Search 8/15									
		Store Type Self Storage		Social Media 7/14									
		Rate Volatility 18%		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
												✗	✗

Twin Cities Self Storage 2.6 miles 1901 Opelika Rd, Auburn, AL 36830		Total Square Feet 33,400 sqft		Marketing Scorecard 12/100									
Monday - Friday 09:00 AM - 05:00 PM Saturday - Sunday Closed		Rentable Square Footage 31,730 sqft		Contactability 3/11									
		Owned by Twin Cities Self Storage		Paid Search 0/35									
		Class Type B		Search 0/15									
		Store Type Self Storage		Social Media 0/14									
		Rate Volatility 0%		Website 9/25									
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
✓	✓	✓	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗	✗

Bent Creek Storage 2.8 miles 2357 E Glenn Ave, Auburn, AL 36830		Total Square Feet 37,810 sqft*		Marketing Scorecard 41/100									
Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 03:00 PM Sunday Closed		Rentable Square Footage 28,357 sqft		Contactability 6/11									
		Owned by Absolute Storage Management Inc		Paid Search 5/35									
		Class Type A		Search 3/15									
		Store Type Self Storage		Social Media 7/14									
		Rate Volatility 43%		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
✗		✗	✗	✗	✓	✗	✓		✓			✗	✗

Silver Eagle Storage 3.05 miles 1978 Wire Road, Auburn, AL 36832		Total Square Feet 30,874 sqft		Marketing Scorecard 20/100									
Monday - Friday 09:00 AM - 05:00 PM Saturday 09:00 AM - 12:00 PM Sunday Closed		Rentable Square Footage 29,330 sqft		Contactability 3/11									
		Owned by Silver Eagle Storage		Paid Search 5/35									
		Class Type B		Search 3/15									
		Store Type Self Storage		Social Media 0/14									
		Rate Volatility 0%		Website 9/25									
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
✓	✗	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗	✓

Life Storage - 2020 S College St 3.18 miles 2020 S College St, Auburn, AL 36832		Total Square Feet 72,500 sqft		Marketing Scorecard 52/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed		Rentable Square Footage 68,875 sqft		Contactability 9/11									
		Owned by Life Storage, Inc.		Paid Search 5/35									
		Class Type A		Search 10/15									
		Store Type Self Storage		Social Media 7/14									
		Rate Volatility 100%		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 a 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