

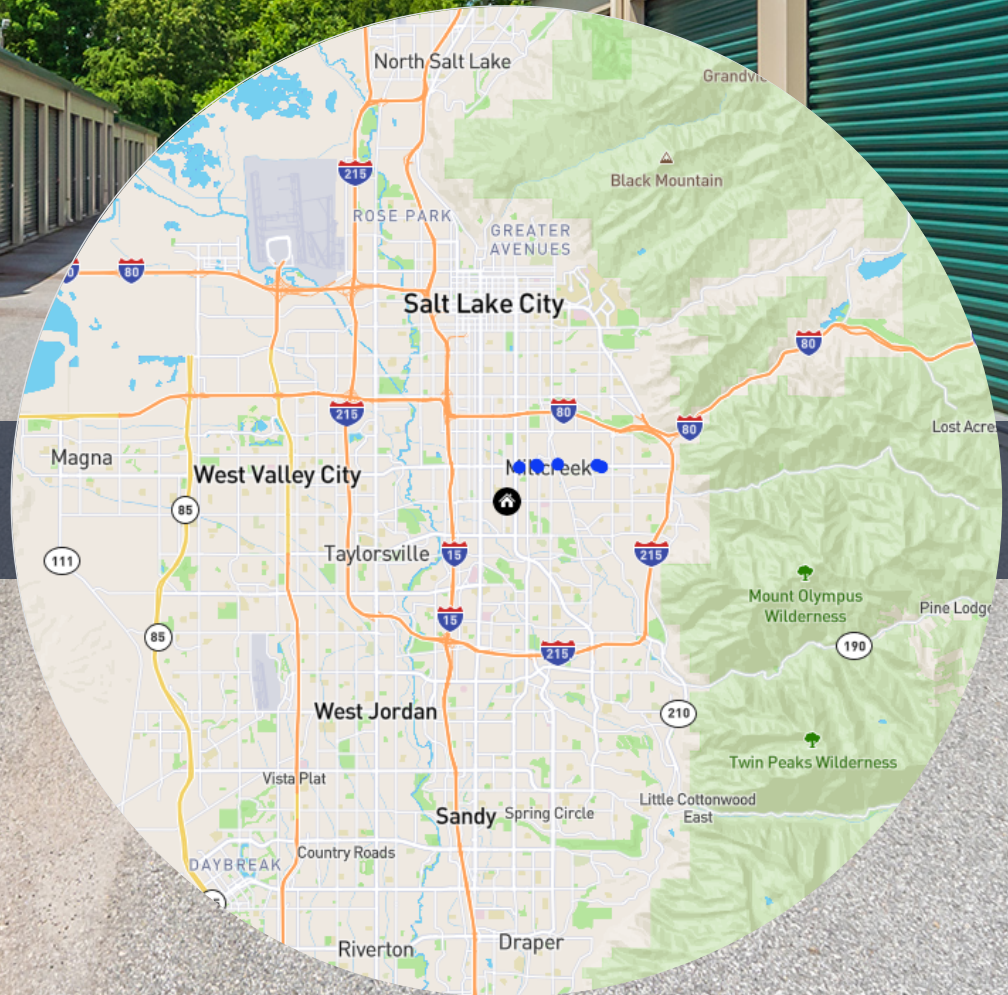
stortrack

EXPLORER

Market Report

Produced on Feb 23 2023

Report for:
Millcreek, UT



stortrack

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Market Summary

Market: Millcreek, UT

Market Type: City

Comparisons are made with: Utah State Total and Averages

Market Snapshot

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

	This Market	State
Net Rentable Sq Ft	216,943	35,388,603
Sq Ft per Capita		
• 2020 Sq Ft per Capita	3.57	8.43
• 2023 Sq Ft per Capita	3.45	10.76
• 2025 Sq Ft per Capita	3.37	10.47
Sq Ft per Household	9.05	26.57
Total Stores	6	778
• REITS	1	57
• Mid Ops	4	269
• Small Ops	1	452
New Developments	0	20
Sq Ft of Developments	N/A	1,630,350
Stores opened within the last year	0	4
Demographics		
• 2020 Population	60,828	4,197,121
• 2023 Population	62,969 (+3.52% change)	3,287,432 (+4.35% change)
• 2025 Population	64,396 (+5.87% change)	3,378,775 (+7.25% change)
Households	23,959	1,331,911
Rental Households	9,148	295,682

Market Snapshot Continued

	This Market	State
Rental Households Percentage	38.18%	29.47%
Median Household Income	\$74,325	\$74,197
Average Rate Per Square Feet		
• All Units without Parking	\$1.9	N/A
• All Units with Parking	\$1.86	\$1.18
• Regular Units	\$1.79	\$1.02
• Climate Controlled Units	\$2	\$1.6
• Only Parking	\$0.55	\$0.31
Rate Trend (12 months)	-9.05%	0.94%
Units Not Advertised	0%	21%
Market Including Known Developments		
Net Rentable Sq Ft	216,943	37,018,953
Sq Ft per Capita		
• 2020 Sq Ft per Capita	3.57	8.82
• 2023 Sq Ft per Capita	3.45	11.26
• 2025 Sq Ft per Capita	3.37	10.96
Sq Ft per Household	9.05	27.79
Total Stores	6	798
• REITS	1	58
• Mid Ops	8	271
• Small Ops	1	452

Unit Types Offered

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

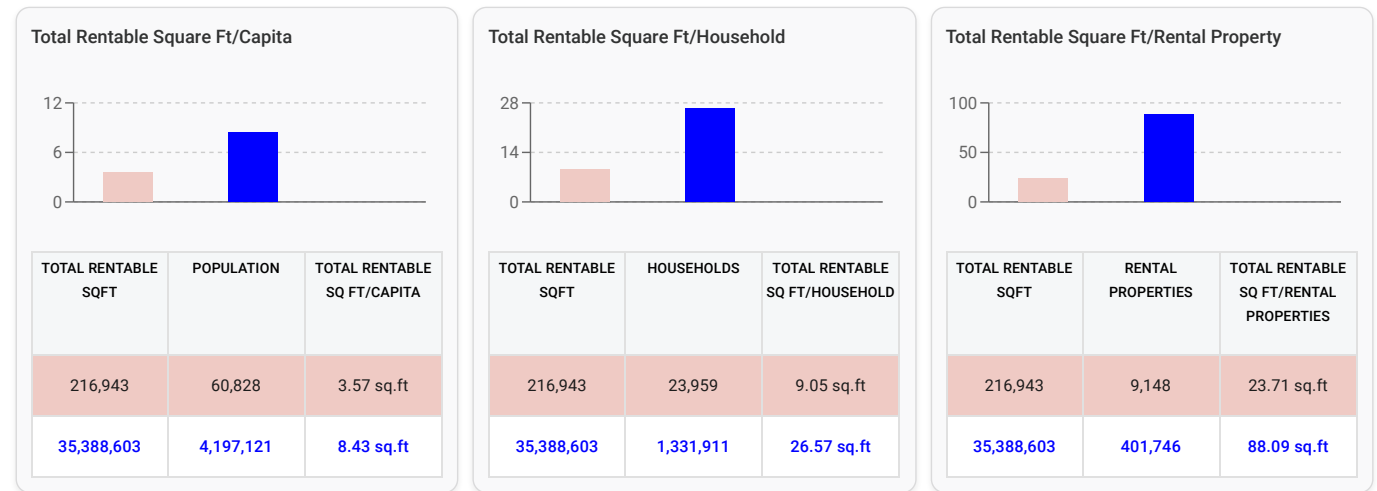
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	83.33%	83.33%	16.67%	33.33%	33.33%	33.33%	66.67%	50.00%	50.00%	50.00%	33.33%	66.67%	33.33%	16.67%	N/A	16.67%	N/A
93.10%	100.00%	95.33%	31.03%	29.41%	34.48%	21.50%	51.32%	26.98%	71.20%	26.57%	58.82%	23.33%	64.50%	19.88%	36.11%	1.83%	4.06%	27.99%

■ This Market ■ Utah 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 2020 American Community Survey.



■ This Market ■ Utah State Total and Averages

12 Month Trailing Average Rate History

View 12 month trailing average rates for the past one year.

Summary - (Premium, 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
Current Market Average Price		\$191.82	\$190.42	\$194.29	\$169.85	\$70.00	\$70.50	\$63.50	\$110.50	\$106.75	\$160.33	\$198.67	\$264.00	\$230.00	\$261.50	\$299.00	\$482.00	-	\$70.00	-
Cubes Self Storage 1053 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	\$271.18	\$271.18	\$323.71	\$218.65	-	-	-	-	\$120.03	\$196.23	\$183.10	\$278.57	\$251.60	\$345.46	\$319.87	\$474.58	-	-	-
Brickyard Self Storage 1066 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	\$100.84	\$100.84	\$100.84	-	-	\$57.46	-	\$77.45	-	\$107.46	-	-	-	\$160.93	-	-	-	-	-
Canyon Storage 750 East 3300 South, Millcreek, UT 84106	12 mo. trailing avg.	\$148.66	\$119.75	\$74.04	\$148.18	\$70.00	-	\$60.37	\$96.57	\$87.82	\$133.00	\$141.11	-	\$200.10	\$280.00	\$267.20	-	-	\$70.00	-
Extra Space 2150 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$191.86	\$198.45	\$206.91	\$160.49	\$392.00	\$62.71	\$72.43	\$128.93	\$116.48	\$172.04	\$220.26	\$236.75	\$281.91	\$296.95	\$309.95	\$440.96	-	\$392.00	-
The Storage House - Highland 3211 S Highland Dr, Millcreek, UT 84106	12 mo. trailing avg.	\$158.10	\$158.10	\$221.71	\$92.20	-	-	\$65.00	-	\$120.00	-	-	\$205.00	-	\$240.00	-	-	-	-	-
Canyon Storage - 2065 E 3300 S 2065 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$126.52	\$126.52	\$153.85	\$100.00	-	-	-	\$82.83	\$84.87	\$147.68	\$131.50	-	-	-	-	\$300.00	-	-	-

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 Reg (Premium, Any Floor)

		FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023
Current Market Average Price		\$155.30	\$157.42	\$160.91	\$161.27	\$160.89	\$160.57	\$162.06	\$159.84	\$158.70	\$156.60	\$156.46	\$156.72
Brickyard Self Storage 1066 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	\$85.00	\$86.95	\$89.61	\$91.76	\$93.38	\$94.86	\$96.99	\$99.04	\$101.16	\$103.22	\$105.33	\$107.46
Canyon Storage 750 East 3300 South, Millcreek, UT 84106	12 mo. trailing avg.	\$133.25	\$133.67	\$133.70	\$134.22	\$135.15	\$136.31	\$138.22	\$138.50	\$138.00	\$135.18	\$134.00	\$133.00
Canyon Storage - 2065 E 3300 S 2065 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$147.97	\$145.88	\$145.88	\$146.61	\$146.10	\$146.10	\$146.38	\$143.23	\$142.67	\$145.88	\$149.70	\$147.68
Cubes Self Storage 1053 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	\$185.11	\$186.80	\$188.44	\$189.79	\$190.93	\$191.69	\$192.46	\$193.20	\$193.96	\$194.70	\$195.46	\$196.23
The Storage House - Highland 3211 S Highland Dr, Millcreek, UT 84106	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 2150 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$200.38	\$202.95	\$207.90	\$206.59	\$204.46	\$204.64	\$202.68	\$193.02	\$186.38	\$176.80	\$171.87	\$172.04

12 Month Trailing Average Rate History Continued

Specific Unit - 10x10 CC (Premium, Any Floor)

		FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023
Current Market Average Price		\$175.46	\$175.48	\$176.66	\$179.15	\$181.16	\$182.23	\$180.88	\$178.51	\$178.75	\$176.34	\$175.63	\$174.85
Canyon Storage - 2065 E 3300 S 2065 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$125.61	\$125.54	\$125.54	\$125.54	\$125.54	\$125.51	\$126.73	\$127.54	\$129.89	\$129.89	\$130.06	\$131.50
Brickyard Self Storage 1066 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Canyon Storage 750 East 3300 South, Millcreek, UT 84106	12 mo. trailing avg.	\$138.67	\$139.81	\$140.25	\$139.10	\$138.45	\$138.33	\$139.86	\$142.02	\$144.12	\$138.51	\$139.41	\$141.11
Extra Space 2150 E 3300 S, Millcreek, UT 84109	12 mo. trailing avg.	\$230.79	\$224.56	\$222.05	\$223.55	\$225.88	\$226.62	\$225.04	\$218.69	\$219.79	\$218.82	\$223.42	\$220.26
Cubes Self Storage 1053 E 3300 S, Millcreek, UT 84106	12 mo. trailing avg.	\$176.12	\$176.79	\$177.45	\$177.75	\$177.99	\$178.25	\$178.50	\$179.07	\$180.09	\$181.08	\$182.08	\$183.10
The Storage House - Highland 3211 S Highland Dr, Millcreek, UT 84106	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
\$1.90	\$1.84	\$1.24	\$1.70	\$2.00	\$2.82	\$2.54	\$2.21	\$2.18	\$1.60	\$1.99	\$1.76	\$1.53	\$1.38	\$1.54	\$1.61	N/A	\$0.55	N/A
\$1.29	\$1.18	\$0.31	\$1.02	\$1.60	\$2.14	\$2.54	\$1.48	\$1.82	\$1.08	\$1.35	\$0.94	\$1.16	\$0.83	\$1.15	\$0.76	\$1.10	\$0.40	\$0.31

This Market Utah 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.

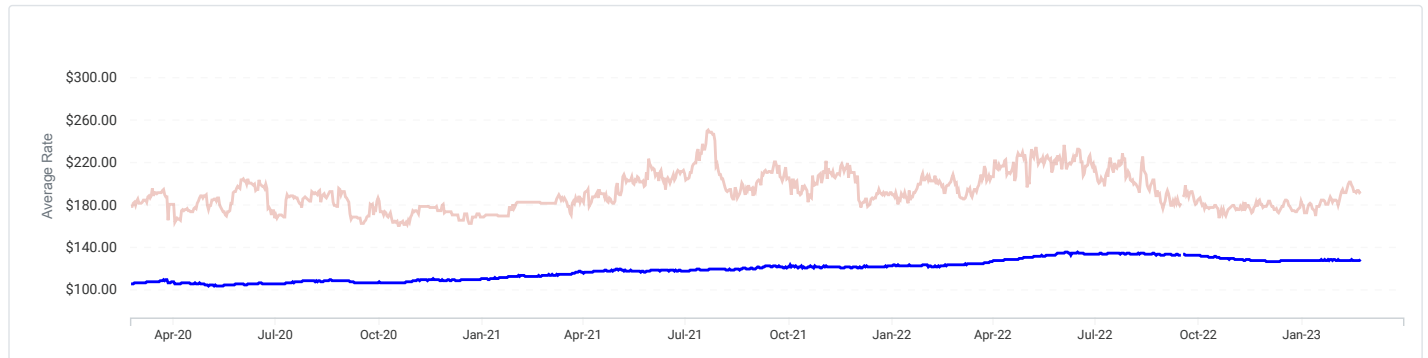
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$192.79	\$189.18	\$70.00	\$209.59	\$168.76	\$70.50	\$63.50	\$110.50	\$109.00	\$160.33	\$198.67	\$264.00	\$230.00	\$275.20	\$307.67	\$482.00	N/A	\$70.00	N/A
\$128.96	\$127.99	\$120.68	\$124.78	\$136.69	\$53.48	\$63.55	\$74.10	\$90.99	\$107.60	\$135.40	\$140.29	\$174.53	\$166.21	\$229.52	\$228.24	\$331.18	\$117.13	\$120.91

This Market Utah 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 Utah 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											
Canyon Storage 0.92 mile 750 East 3300 South, Millcreek, UT 84106 Monday - Saturday 10:00 AM - 06:00 PM Sunday Closed		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		70,000 sqft 68,500 sqft Johnson, Joshua D; 10% Kajdrj Properties B Self Storage and Parking 0%		Marketing Scorecard 23/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 20/25		5x5 Reg		5x5 CC		5x10 Reg		5x10 CC	
✗		✓		🚫		✓		✗		✓		✗			
5x10 Reg		10x10 CC		10x15 Reg		10x15 CC		10x20 Reg		10x20 CC		10x30 Reg			
✗		✓		🚫		✓		✗		✓		✗			
10x30 CC		Car Parking		RV Parking											
✗		✓		✗		✓		✗		✗		✓			
Brickyard Self Storage 1.18 miles 1066 E 3300 S, Millcreek, UT 84106 Monday - Sunday 09:00 AM - 05:00 PM		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		7,425 sqft 6,850 sqft Heritage Storage, LLC & Ira Aspen Park LLC C Self Storage 0%		Marketing Scorecard 23/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 12/25		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											
✗		✗		✗		✗		✗		✗		✗			
Cubes Self Storage 1.19 miles 1053 E 3300 S, Millcreek, UT 84106 Monday - Saturday 09:00 AM - 06:00 PM Sunday 10:00 AM - 03:00 PM		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		108,814 sqft 86,466 sqft Cubes Brickyard LLC A Self Storage 0%		Marketing Scorecard 28/100 Contactability 3/11 Paid Search 2/35 Search 3/15 Social Media 0/14 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											
✗		✗		✗		✗		✗		✗		✗			
The Storage House - Highland 1.6 miles 3211 S Highland Dr, Millcreek, UT 84106 Monday Closed Tuesday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		17,549 sqft 15,998 sqft US Property Management LLC A Self Storage 0%		Marketing Scorecard 33/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 0/14 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											
✗		✗		✗		✗		✗		✗		✗			

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		👁 Rate previously available, but not currently advertised									
 Canyon Storage - 2065 E 3300 S 2.46 miles 2065 E 3300 S, Millcreek, UT 84109		Total Square Feet 13,820 sqft		Marketing Scorecard 23/100									
Rentable Square Footage 13,129 sqft		Owned by Kajdrj Properties LLC		Contactability 3/11									
Class Type B		Store Type Self Storage		Paid Search 0/35									
Rate Volatility 0%		Marketing Scorecard 23/100		Search 0/15									
				Social Media 0/14									
				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
✗	✗	👁	✓	👁	👁	✗	✗	✗	✗	👁	✗	✗	✗
 Extra Space 2.56 miles 2150 E 3300 S, Millcreek, UT 84109		Total Square Feet 26,780 sqft		Marketing Scorecard 51/100									
Rentable Square Footage 26,000 sqft		Owned by Extra Space Storage Inc		Contactability 8/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type A		Paid Search 5/35									
Saturday 09:00 AM - 05:30 PM		Store Type Self Storage and Parking		Search 9/15									
Sunday Closed		Rate Volatility 34%		Social Media 7/14									
				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