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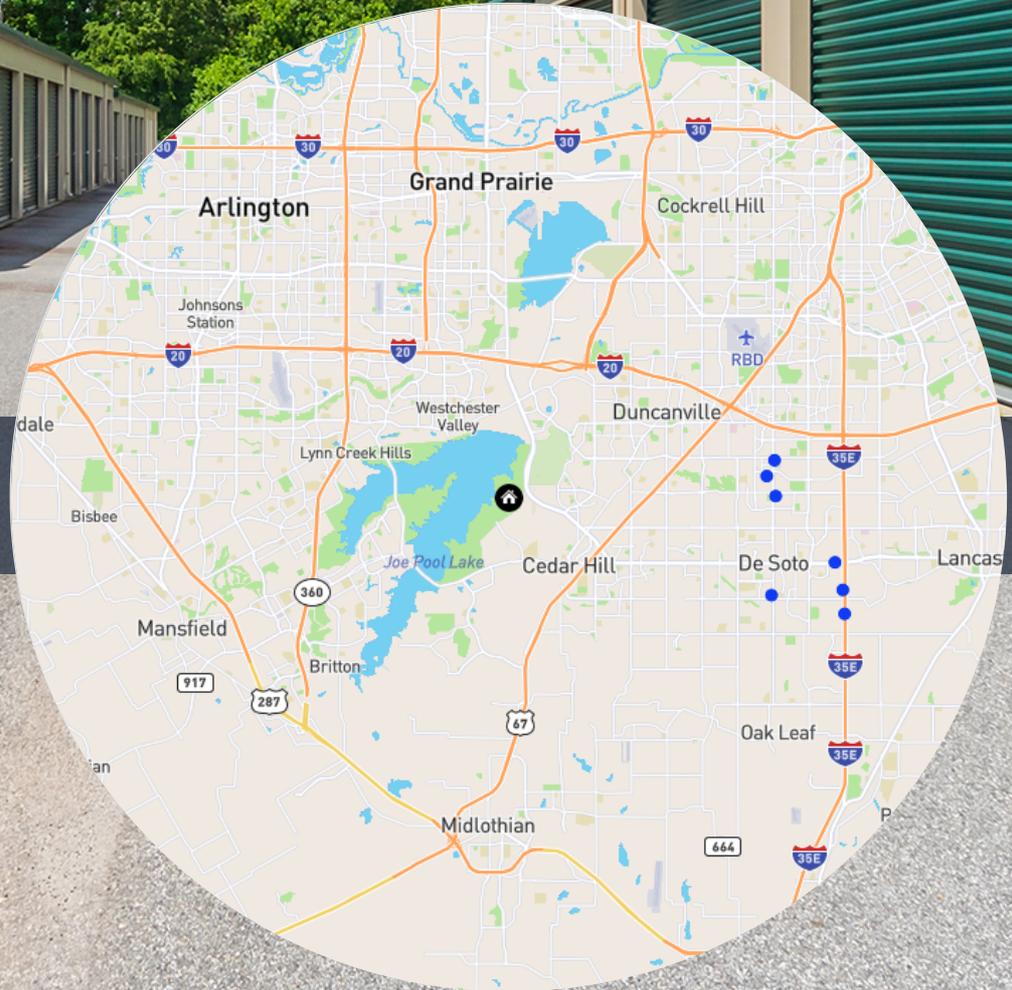
EXPLORER

SELF-STORAGE

Market Report

Produced on Nov 14 2023

Report for:
DeSoto, TX



stortrack

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Executive Summary

Market: DeSoto, 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	419,808	316,643,987	2,637,029,319
Sq Ft per Capita			
• 2021 Sq Ft per Capita	7.53	10.97	8
• 2024 Sq Ft per Capita	7.4	10.59	7.91
• 2026 Sq Ft per Capita	7.28	10.31	7.8
Sq Ft per Household	21.14	30.92	21.26
Total Stores	7	6,508	63,221
• REITS	2	1,353	9,557
• Mid Ops	4	2,271	23,246
• Small Ops	1	2,884	30,449
New Developments	0	206	3,131
Sq Ft of Developments	N/A	16,182,060	242,497,711
Stores opened within the last year	0	105	1,132
Demographics			
• 2021 Population	55,761	28,862,581	329,725,481
• 2024 Population	56,737 (+0.02% change)	29,888,065 (+0.04% change)	333,584,158 (+0.01% change)
• 2026 Population	57,700 (+0.04% change)	30,706,901 (+0.06% change)	338,018,925 (+0.03% change)
Households	19,856	10,239,341	124,010,992
Rental Households	6,319	3,848,280	43,858,831

Market Snapshot Continued

	This Market	State	National
Rental Households Percentage	31.82%	37.58%	35.37%
Median Household Income	\$79,570	\$67,321	\$69,021
Average Rate Per Square Feet			
• All Units without Parking	\$1.53	\$1.13	\$1.3
• All Units with Parking	\$1.53	\$1.08	\$1.24
• Regular Units	\$1.45	\$0.88	\$1.05
• Climate Controlled Units	\$2	\$1.33	\$1.52
• Only Parking	N/A	\$0.36	\$0.42
Rate Trend (12 months)	0.45%	-7.53%	3.37%
Units Not Advertised	0%	12%	21%
Market Including Known Developments			
Net Rentable Sq Ft	419,808	332,826,047	2,879,527,030
Sq Ft per Capita			
• 2021 Sq Ft per Capita	7.53	11.53	8.73
• 2024 Sq Ft per Capita	7.4	11.14	8.63
• 2026 Sq Ft per Capita	7.28	10.84	8.52
Sq Ft per Household	21.14	32.5	23.22
Total Stores	7	6,714	66,352
• REITS	2	1,378	9,934
• Mid Ops	8	2,308	23,659
• Small Ops	1	2,884	30,452

Unit Types Offered

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

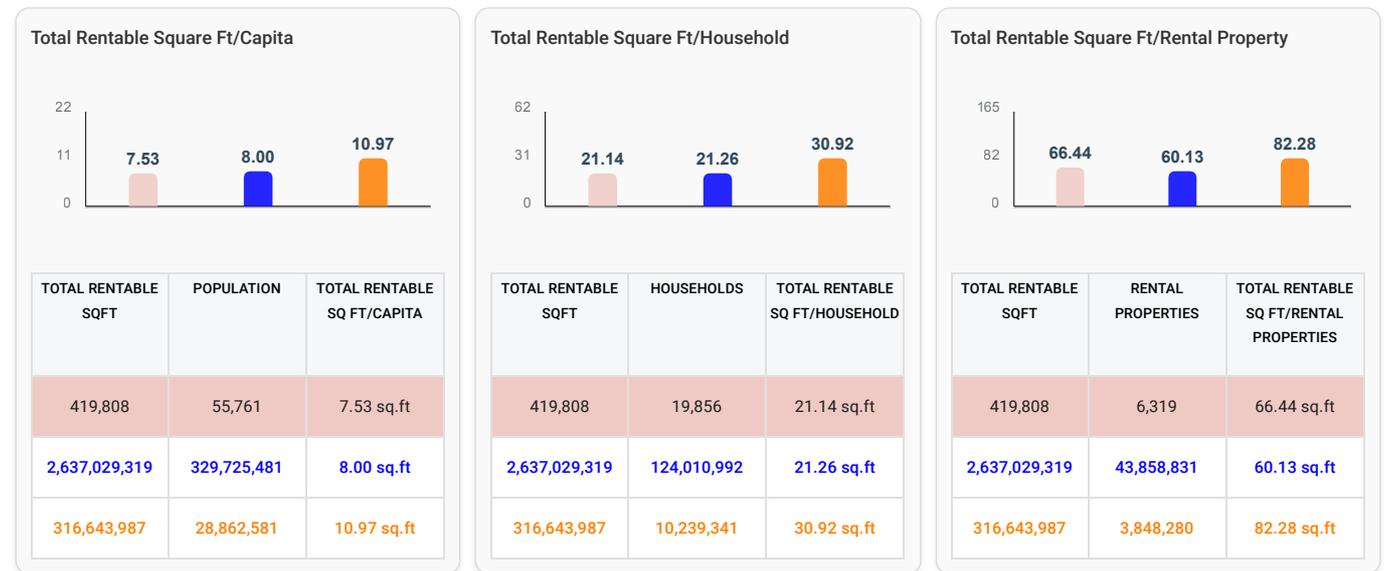
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
85.71%	85.71%	85.71%	42.86%	N/A	57.14%	14.29%	57.14%	28.57%	57.14%	14.29%	71.43%	14.29%	85.71%	N/A	28.57%	N/A	N/A	N/A
98.04%	100.00%	87.44%	48.77%	18.08%	29.77%	32.51%	62.11%	41.23%	70.35%	41.96%	57.60%	35.79%	65.79%	30.18%	35.59%	10.34%	3.73%	17.00%
97.45%	100.00%	90.46%	61.09%	20.13%	26.30%	38.23%	60.63%	51.12%	72.93%	53.26%	59.97%	46.31%	67.96%	40.57%	35.18%	14.89%	3.46%	19.38%

● 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.

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

		NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023
	Market Average Price	\$1.40	\$1.40	\$1.38	\$1.37	\$1.38	\$1.37	\$1.38	\$1.39	\$1.40	\$1.41	\$1.41	\$1.40
Grizzly Self Storage 1480 N Hampton Rd, DeSoto, TX 75115	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage of De Soto 1245 S I-35, DeSoto, TX 75115	12 mo. trailing avg.	\$1.53	\$1.53	\$1.55	\$1.55	\$1.58	\$1.59	\$1.61	\$1.61	\$1.63	\$1.64	\$1.64	\$1.65
DFW Self Storage - DeSoto 601 S Interstate 35 East Service Rd, DeSoto, TX 75115	12 mo. trailing avg.	\$1.30	\$1.31	\$1.32	\$1.37	\$1.42	\$1.46	\$1.49	\$1.53	\$1.50	\$1.46	\$1.43	\$1.32
Access Self Storage- DeSoto 2140 North Hampton Road, Desoto, TX 75115	12 mo. trailing avg.	\$1.65	\$1.64	\$1.64	\$1.63	\$1.61	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60	\$1.60
Public Storage 1817 N. Hampton Rd, DeSoto, TX 75115	12 mo. trailing avg.	\$1.53	\$1.50	\$1.47	\$1.47	\$1.44	\$1.41	\$1.39	\$1.37	\$1.36	\$1.35	\$1.35	\$1.35
All American City Self Storage 1209 E Belt Line Rd, Desoto, TX 75115	12 mo. trailing avg.	\$1.08	\$1.07	\$1.07	\$1.07	\$1.07	\$1.07	\$1.07	\$1.12	\$1.16	\$1.21	\$1.23	\$1.25
Extra Space 811 S Hampton Rd, Desoto, TX 75115	12 mo. trailing avg.	\$1.32	\$1.32	\$1.26	\$1.20	\$1.27	\$1.27	\$1.32	\$1.31	\$1.34	\$1.37	\$1.39	\$1.37

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

		NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023	AUG 2023	SEP 2023	OCT 2023
	Market Average Price	\$1.50	\$1.51	\$1.51	\$1.47	\$1.48	\$1.50	\$1.54	\$1.54	\$1.55	\$1.55	\$1.55	\$1.57
U-Haul Moving & Storage of De Soto 1245 S I-35, DeSoto, TX 75115	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
DFW Self Storage - DeSoto 601 S Interstate 35 East Service Rd, DeSoto, TX 75115	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Access Self Storage- DeSoto 2140 North Hampton Road, Desoto, TX 75115	12 mo. trailing avg.	\$1.46	\$1.50	\$1.50	\$1.48	\$1.45	\$1.45	\$1.45	\$1.43	\$1.43	\$1.41	\$1.40	\$1.40
Grizzly Self Storage 1480 N Hampton Rd, DeSoto, TX 75115	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 1817 N. Hampton Rd, DeSoto, TX 75115	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
All American City Self Storage 1209 E Belt Line Rd, Desoto, TX 75115	12 mo. trailing avg.	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.51	\$1.54	\$1.58	\$1.58	\$1.58	\$1.58
Extra Space 811 S Hampton Rd, Desoto, TX 75115	12 mo. trailing avg.	\$1.53	\$1.52	\$1.52	\$1.46	\$1.48	\$1.52	\$1.56	\$1.55	\$1.56	\$1.54	\$1.55	\$1.58

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
\$1.53	\$1.49	\$0.78	\$1.42	\$2.00	\$2.34	\$1.92	\$1.64	\$2.38	\$1.43	\$1.61	\$1.21	\$1.33	\$1.08	N/A	\$0.88	N/A	N/A	N/A
\$1.30	\$1.23	\$0.42	\$1.05	\$1.52	\$2.14	\$2.26	\$1.40	\$1.70	\$1.07	\$1.34	\$0.93	\$1.19	\$0.83	\$1.16	\$0.76	\$1.13	\$0.43	\$0.42
\$1.13	\$1.07	\$0.36	\$0.88	\$1.33	\$1.74	\$2.00	\$1.20	\$1.49	\$0.91	\$1.20	\$0.81	\$1.07	\$0.74	\$1.03	\$0.71	\$1.03	\$0.35	\$0.36

● 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.

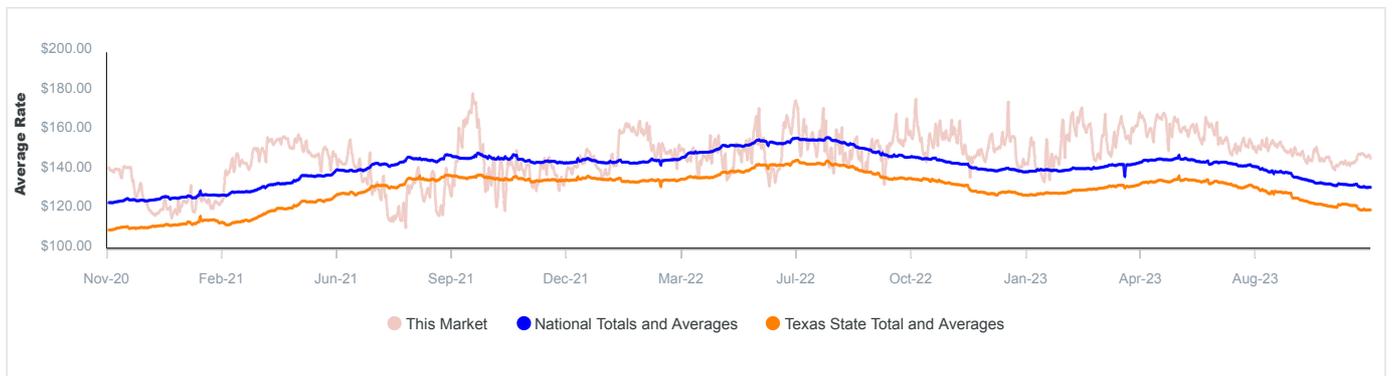
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$145.34	\$145.34	N/A	\$148.16	\$127.50	\$58.60	\$48.00	\$82.13	\$119.00	\$143.14	\$161.00	\$181.89	\$199.00	\$216.56	N/A	\$262.50	N/A	N/A	N/A
\$130.79	\$131.35	\$138.72	\$125.09	\$141.13	\$53.52	\$56.57	\$70.17	\$85.00	\$107.04	\$134.43	\$138.90	\$178.95	\$165.32	\$231.60	\$227.38	\$339.19	\$128.96	\$140.56
\$119.41	\$120.93	\$138.69	\$114.13	\$130.08	\$43.62	\$50.03	\$59.81	\$74.38	\$91.24	\$119.92	\$121.00	\$160.88	\$147.38	\$206.77	\$213.52	\$308.98	\$122.59	\$141.01

● 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)



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 7.24 miles 1817 N. Hampton Rd, DeSoto, TX 75115 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Drive Distance 10.37 miles Drive Time 22.82 minutes Total Square Feet 78,989 sqft Rentable Square Footage 75,040 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 11%		Marketing Scorecard 53/100 Contactability 8/11 Paid Search 11/35 Search 5/15 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
✗	✗	✓	✗	🚫	✗	✓	✗	✓	✗	✓	✗	✗	✗
Grizzly Self Storage 7.47 miles 1480 N Hampton Rd, DeSoto, TX 75115 Monday Closed Tuesday - Saturday 09:00 AM - 05:00 PM Sunday Closed		Drive Distance 9.48 miles Drive Time 21.78 minutes Total Square Feet 65,431 sqft Rentable Square Footage 63,950 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Access Self Storage- DeSoto 7.51 miles 2140 North Hampton Road, Desoto, TX 75115 Monday - Saturday 09:00 AM - 06:00 PM Sunday 01:00 PM - 06:00 PM		Drive Distance 9.95 miles Drive Time 20.48 minutes Total Square Feet 97,250 sqft Rentable Square Footage 82,662 sqft Class Type B Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 29/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 2/14 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 7.85 miles 811 S Hampton Rd, Desoto, TX 75115		Drive Distance 10.18 miles Drive Time 23.25 minutes Total Square Feet 85,050 sqft Rentable Square Footage 78,665 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 54%		Marketing Scorecard 65/100 Contactability 8/11 Paid Search 17/35 Search 11/15 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
✓	🚫	✓	✓	✓	✓	✓	🚫	✓	🚫	✗	🚫	🚫	🚫

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 All American City Self Storage 9.31 miles 1209 E Belt Line Rd, Desoto, TX 75115 Monday - Saturday 09:00 AM - 05:00 PM Sunday Closed		Drive Distance 11.1 miles Drive Time 24.61 minutes Total Square Feet 57,351 sqft Rentable Square Footage 54,484 sqft Class Type B Store Type Self Storage Rate Volatility 2%		Marketing Scorecard 33/100 Contactability 3/11 Paid Search 5/35 Search 2/15 Social Media 2/14 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
✓	✗	✓	✓	✓	🚫	✓	✓	✓	✗	✓	✗	✗	✗
 DFW Self Storage - DeSoto 9.7 miles 601 S Interstate 35 East Service Rd, DeSoto, TX 75115 Monday - Sunday 09:00 AM - 08:00 PM		Drive Distance 12.02 miles Drive Time 25.95 minutes Total Square Feet 29,628 sqft Rentable Square Footage 28,147 sqft Class Type B Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 24/100 Contactability 6/11 Paid Search 5/35 Search 3/15 Social Media 0/14 Website 10/25									
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 De Soto 9.96 miles 1245 S I-35, DeSoto, TX 75115 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 12.67 miles Drive Time 26.39 minutes Total Square Feet 38,800 sqft Rentable Square Footage 36,860 sqft Class Type B Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 39/100 Contactability 6/11 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
✗	✗	✗	✗	🚫	✗	✗	✗	✓	✗	✗	✗	✗	✗

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