

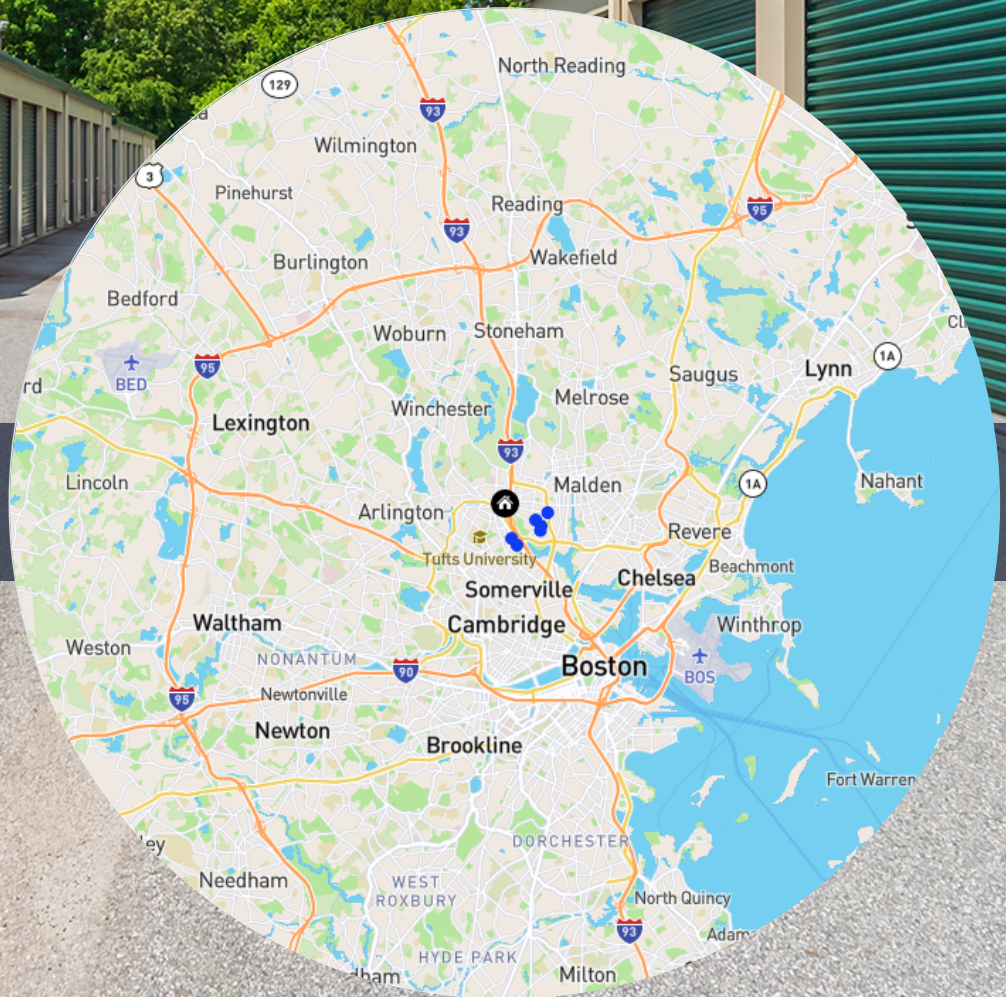
stortrack

EXPLORER

Market Report

Produced on Jan 10 2023

Report for:
Medford, MA



stortrack

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Market Summary

Market: Medford, MA

Market Type: City

Comparisons are made with: Massachusetts State Total and Averages

Market Snapshot

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

	This Market	State
Net Rentable Sq Ft	310,616	31,587,725
Sq Ft per Capita		
• 2020 Sq Ft per Capita	5.33	4.52
• 2023 Sq Ft per Capita	5.22	4.53
• 2025 Sq Ft per Capita	5.15	4.49
Sq Ft per Household	13.05	11.75
Total Stores	6	696
• REITS	3	199
• Mid Ops	3	227
• Small Ops	0	270
New Developments	0	79
Sq Ft of Developments	N/A	5,361,726
Stores opened within the last year	0	10
Demographics		
• 2020 Population	58,290	6,987,859
• 2023 Population	59,483 (+2.05% change)	6,971,982 (+1.44% change)
• 2025 Population	60,279 (+3.41% change)	7,037,817 (+2.4% change)
Households	23,807	2,689,131
Rental Households	10,604	992,088

Market Snapshot Continued

	This Market	State
Rental Households Percentage	44.54%	37.48%
Median Household Income	\$101,168	\$84,385
Average Rate Per Square Feet		
• All Units without Parking	\$2.15	N/A
• All Units with Parking	\$2.15	\$1.77
• Regular Units	\$2.32	\$1.62
• Climate Controlled Units	\$2.01	\$1.91
• Only Parking	N/A	\$0.56
Rate Trend (12 months)	19.6%	-5.97%
Units Not Advertised	0%	20%
Market Including Known Developments		
Net Rentable Sq Ft	310,616	36,949,451
Sq Ft per Capita		
• 2020 Sq Ft per Capita	5.33	5.29
• 2023 Sq Ft per Capita	5.22	5.3
• 2025 Sq Ft per Capita	5.15	5.25
Sq Ft per Household	13.05	13.74
Total Stores	6	775
• REITS	3	207
• Mid Ops	6	232
• Small Ops	0	270

Unit Types Offered

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

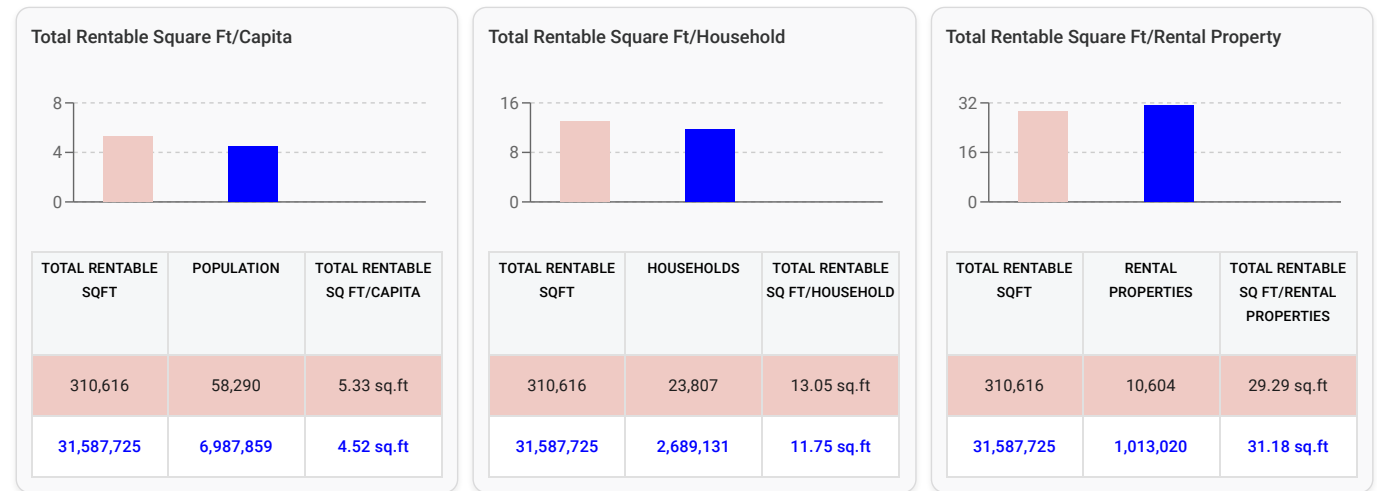
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	50.00%	50.00%	N/A	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	50.00%	16.67%	33.33%	N/A	N/A
99.58%	100.00%	69.10%	62.84%	7.52%	40.92%	45.30%	54.49%	54.07%	54.91%	56.58%	50.94%	48.23%	44.68%	34.45%	26.10%	13.15%	2.71%	6.47%

■ This Market
 ■ Massachusetts 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
 ■ Massachusetts State Total and Averages

12 Month Trailing Average Rate History

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

Summary - 10x10 Reg (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		\$239.26	\$239.26	\$242.06	\$236.62	-	-	-	-	-	\$243.67	-	-	-	-	-	-	-	-	-
Extra Space 970 Fellsway, Medford, MA 02155	12 mo. trailing avg.	\$190.46	\$190.46	-	\$190.46	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Storage Bunker Annex 25 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$239.97	\$239.97	\$240.18	\$186.60	-	-	-	-	-	\$265.00	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Medford 55 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$203.32	\$203.39	-	\$203.32	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mccarthy Self Storage 22 Harvard St, Medford, MA 02155	12 mo. trailing avg.	\$177.28	\$177.28	\$177.28	-	-	-	-	-	-	\$154.90	-	-	-	-	-	-	-	-	-
Public Storage 327 Mystic Ave, Medford, MA 02155	12 mo. trailing avg.	\$257.60	\$257.60	\$204.50	\$257.69	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Storage Bunker 20 Sycamore Ave, Medford, MA 02155	12 mo. trailing avg.	\$258.12	\$258.12	\$258.12	-	-	-	-	-	-	\$256.87	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022
Current Market Average Price		\$181.42	\$184.60	\$188.91	\$193.04	\$196.77	\$199.61	\$202.67	\$204.96	\$207.46	\$212.03	\$216.16	\$220.08
Storage Bunker 20 Sycamore Ave, Medford, MA 02155	12 mo. trailing avg.	\$217.03	\$221.57	\$226.60	\$230.63	\$233.30	\$238.32	\$243.50	\$245.00	\$246.86	\$250.26	\$253.55	\$256.87
CubeSmart Self Storage of Medford 55 Commercial St, Medford, MA 02155	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
The Storage Bunker Annex 25 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$190.00	\$202.01	\$221.61	\$236.81	\$243.98	\$245.00	\$245.00	\$248.49	\$251.91	\$257.94	\$262.00	\$265.00
Extra Space 970 Fellsway, Medford, MA 02155	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 327 Mystic Ave, Medford, MA 02155	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Mccarthy Self Storage 22 Harvard St, Medford, MA 02155	12 mo. trailing avg.	\$146.00	\$146.00	\$146.00	\$146.00	\$146.12	\$147.36	\$148.63	\$149.90	\$151.14	\$152.41	\$153.64	\$154.90

12 Month Trailing Average Rate History Continued

Summary - 10x10 CC (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		\$239.26	\$239.26	\$242.06	\$236.62	-	-	-	-	-	-	\$170.50	-	-	-	-	-	-	-	-
Storage Bunker																				
20 Sycamore Ave, Medford, MA 02155	12 mo. trailing avg.	\$258.12	\$258.12	\$258.12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
The Storage Bunker Annex																				
25 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$239.97	\$239.97	\$240.18	\$186.60	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage																				
327 Mystic Ave, Medford, MA 02155	12 mo. trailing avg.	\$257.60	\$257.60	\$204.50	\$257.69	-	-	-	-	-	-	\$249.05	-	-	-	-	-	-	-	-
Extra Space																				
970 Fellsway, Medford, MA 02155	12 mo. trailing avg.	\$190.46	\$190.46	-	\$190.46	-	-	-	-	-	-	\$228.97	-	-	-	-	-	-	-	-
Mccarthy Self Storage																				
22 Harvard St, Medford, MA 02155	12 mo. trailing avg.	\$177.28	\$177.28	\$177.28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Medford																				
55 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$203.32	\$203.39	-	\$203.32	-	-	-	-	-	-	\$186.97	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022
Current Market Average Price		\$211.34	\$209.20	\$212.54	\$215.27	\$215.03	\$216.40	\$218.47	\$220.74	\$222.55	\$222.05	\$224.34	\$223.36
Extra Space 970 Fellsway, Medford, MA 02155	12 mo. trailing avg.	\$216.84	\$218.05	\$225.66	\$230.25	\$230.50	\$235.07	\$234.74	\$234.83	\$233.64	\$229.49	\$229.88	\$228.97
The Storage Bunker Annex 25 Commercial St, Medford, MA 02155	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage Bunker 20 Sycamore Ave, Medford, MA 02155	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Medford 55 Commercial St, Medford, MA 02155	12 mo. trailing avg.	\$199.02	\$194.03	\$189.37	\$187.19	\$183.62	\$174.46	\$174.41	\$180.79	\$184.78	\$188.80	\$188.71	\$186.97
Public Storage 327 Mystic Ave, Medford, MA 02155	12 mo. trailing avg.	\$216.77	\$213.76	\$220.83	\$225.59	\$227.43	\$232.78	\$238.18	\$241.09	\$243.71	\$243.17	\$249.46	\$249.05
Mccarthy Self Storage 22 Harvard St, Medford, MA 02155	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
\$2.15	\$2.15	N/A	\$2.32	\$2.01	\$3.18	\$2.98	\$2.93	\$2.28	\$2.01	\$1.70	\$1.80	\$1.62	\$1.80	\$1.58	\$0.97	\$1.84	N/A	N/A
\$1.79	\$1.77	\$0.56	\$1.62	\$1.91	\$2.59	\$2.70	\$1.90	\$2.09	\$1.53	\$1.70	\$1.36	\$1.53	\$1.31	\$1.50	\$1.14	\$1.45	\$0.79	\$0.44

■ This Market ■ Massachusetts 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.

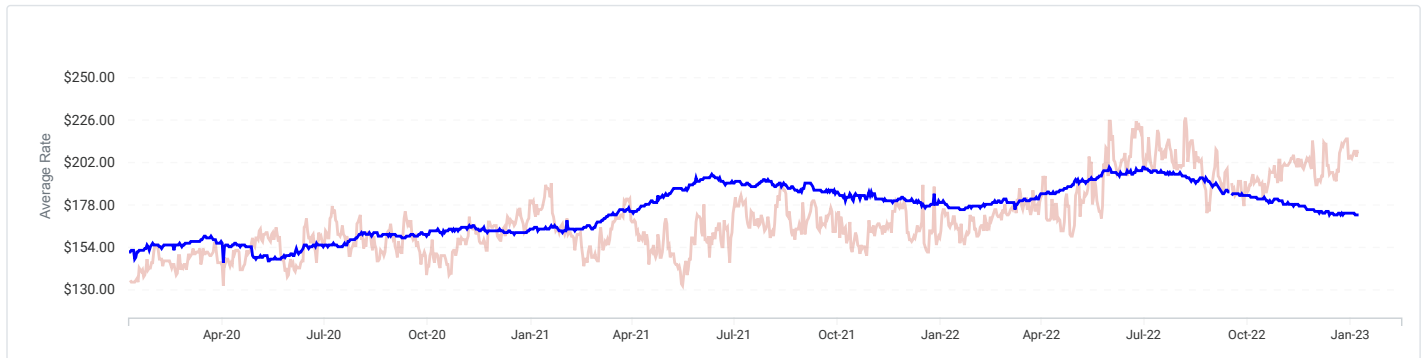
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$208.32	\$208.32	N/A	\$205.08	\$210.99	\$79.50	\$74.58	\$146.33	\$114.09	\$200.60	\$170.38	\$269.80	\$242.29	\$360.67	\$315.57	\$292.00	\$553.00	N/A	N/A
\$172.13	\$171.20	\$128.86	\$168.50	\$173.88	\$64.82	\$67.49	\$95.06	\$104.30	\$153.27	\$169.60	\$204.66	\$229.80	\$262.94	\$300.57	\$342.83	\$434.69	\$170.25	\$107.40

■ This Market ■ Massachusetts 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 ■ Massachusetts 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					
Storage Bunker 0.86 mile 20 Sycamore Ave, Medford, MA 02155 Monday - Friday 09:00 AM - 04:00 PM Saturday - Sunday Closed				Total Square Feet 33,200 sqft Rentable Square Footage 31,540 sqft Owned by Twenty Sycamore LLC Class Type B Store Type Self Storage Rate Volatility 0%				Marketing Scorecard 27/100 Contactability 8/11 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗
Mccarthy Self Storage 0.88 mile 22 Harvard St, Medford, MA 02155 Monday - Friday 08:00 AM - 05:00 PM Saturday 09:00 AM - 02:45 PM Sunday 10:00 AM - 02:45 PM				Total Square Feet 37,017 sqft Rentable Square Footage 35,166 sqft Owned by William E Mccarthy Realty Corp Class Type B Store Type Self Storage Rate Volatility 0%				Marketing Scorecard 20/100 Contactability 3/11 Paid Search 5/35 Search 1/15 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗
The Storage Bunker Annex 1.05 miles 25 Commercial St, Medford, MA 02155 Monday - Friday 09:00 AM - 04:00 PM Saturday - Sunday Closed				Total Square Feet 28,897 sqft* Rentable Square Footage 27,452 sqft Owned by The Storage Bunker Class Type A Store Type Self Storage Rate Volatility 0%				Marketing Scorecard 20/100 Contactability 8/11 Paid Search 0/35 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
✓	👁	✓	👁	✓	✗	✓	✗	✓	👁	✗	✗	✗	✗
Public Storage 1.07 miles 327 Mystic Ave, Medford, MA 02155 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM				Total Square Feet 89,990 sqft Rentable Square Footage 67,492 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 14%				Marketing Scorecard 71/100 Contactability 8/11 Paid Search 29/35 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
✗	✓	👁	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗

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 1.08 miles 970 Fellsway, Medford, MA 02155		Total Square Feet 89,830 sqft*		Marketing Scorecard 55/100									
Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed		Rentable Square Footage 85,339 sqft Owned by Extra Space Storage Inc		Contactability 6/11 Paid Search 8/35 Search 11/15 Social Media 7/14 Website 23/25									
Class Type A		Store Type Self Storage											
Rate Volatility 51%													
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
 CubeSmart Self Storage of Medford 1.1 miles 55 Commercial St, Medford, MA 02155		Total Square Feet 84,836 sqft		Marketing Scorecard 46/100									
Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM		Rentable Square Footage 63,627 sqft Owned by Cubesmart LP		Contactability 8/11 Paid Search 6/35 Search 4/15 Social Media 7/14 Website 21/25									
Class Type A		Store Type Self Storage											
Rate Volatility 15%													
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