

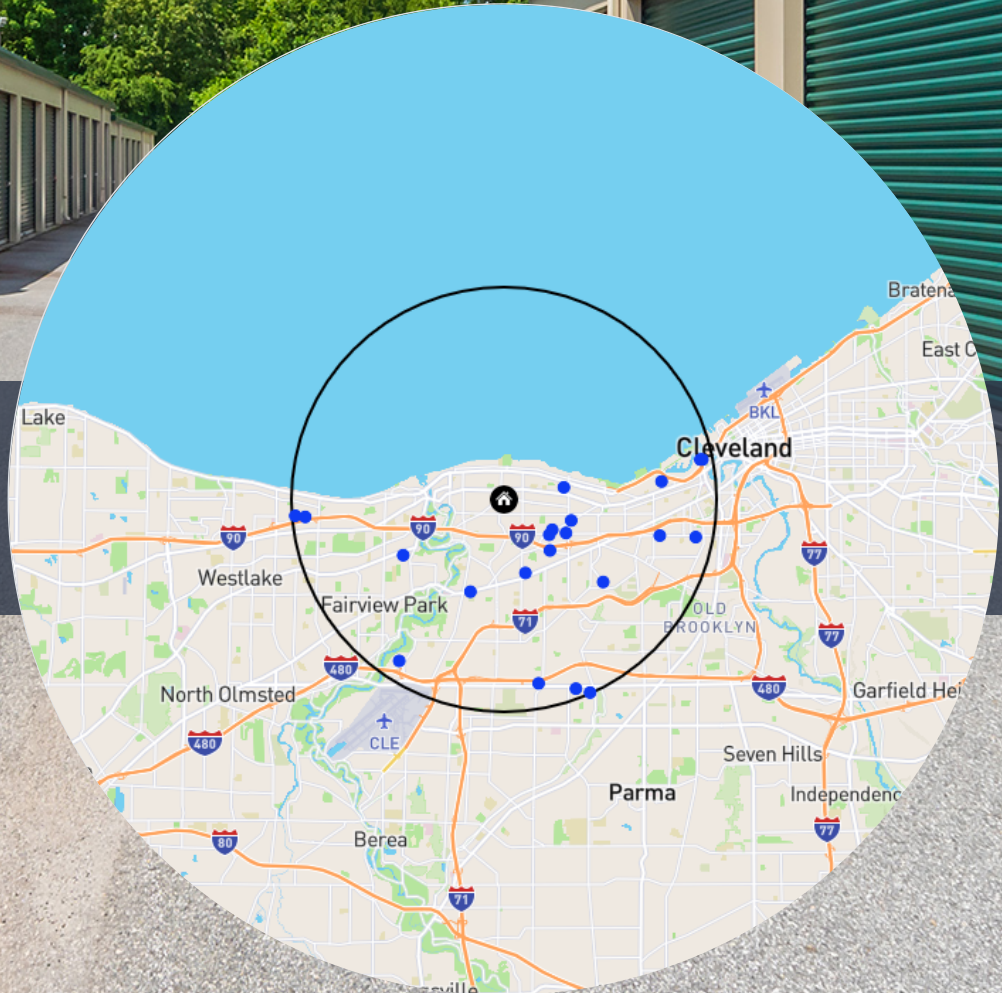
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EXPLORER

Market Report

Produced on Aug 11 2023

Report for:
Lakewood,
Lakewood, OH
5 mile radius



stortrack

Questions?
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Executive Summary

Market: Lakewood, Lakewood, OH

Market Type: 5 mile radius

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

Market Snapshot

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

	This Market	1 Mile	3 Miles	State	National
Net Rentable Sq Ft	1,213,625	N/A	567,050	82,502,368	2,611,267,443
Sq Ft per Capita					
• 2020 Sq Ft per Capita	5.1	N/A	4.36	6.37	8
• 2023 Sq Ft per Capita	5.17	N/A	4.42	7.04	7.84
• 2025 Sq Ft per Capita	5.22	N/A	4.46	7.02	7.73
Sq Ft per Household	11.18	N/A	9.31	15.7	21.34
Total Stores	21	0	9	2,203	61,433
• REITS	8	0	4	202	9,187
• Mid Ops	8	0	4	790	22,884
• Small Ops	5	0	1	1,211	29,394
New Developments	2	0	1	67	3,142
Sq Ft of Developments	45,192	N/A	39,000	3,696,498	245,193,743
Stores opened within the last year	0	0	0	29	969
Demographics					
• 2020 Population	238,023	28,927	130,157	12,947,589	326,569,308
• 2023 Population	234,790 (-1.36% change)	28,534 (-1.36% change)	128,389 (-1.36% change)	11,715,892 (+0% change)	333,210,843 (+1.05% change)
• 2025 Population	232,636 (-2.26% change)	28,272 (-2.26% change)	127,211 (-2.26% change)	11,746,442 (+0.65% change)	337,715,556 (+2.37% change)
Households	108,543	13,849	60,890	5,253,309	122,354,219
Rental Households	53,210	6,561	30,805	1,589,054	43,552,843

Market Snapshot Continued

	This Market	1 Mile	3 Miles	State	National
Rental Households Percentage	49.02%	47.38%	50.59%	33.69%	35.6%
Median Household Income	\$52,094	\$62,949	\$53,825	\$58,116	\$64,994
Average Rate Per Square Feet					
• All Units without Parking	\$1.44	N/A	\$1.52	\$1.07	\$1.4
• All Units with Parking	\$1.43	N/A	\$1.52	\$1.04	\$1.33
• Regular Units	\$1.22	N/A	\$1.3	\$0.89	\$1.11
• Climate Controlled Units	\$1.66	N/A	\$1.65	\$1.42	\$1.67
• Only Parking	\$0.4	N/A	N/A	\$0.35	\$0.42
Rate Trend (12 months)	-15.14%	N/A	-8.71%	-3.64%	0.4%
Units Not Advertised	6%	0%	0%	15%	22%
Market Including Known Developments					
Net Rentable Sq Ft	1,258,817	N/A	606,050	86,198,866	2,856,461,186
Sq Ft per Capita					
• 2020 Sq Ft per Capita	5.29	N/A	4.66	6.66	8.75
• 2023 Sq Ft per Capita	5.36	N/A	4.72	7.36	8.57
• 2025 Sq Ft per Capita	5.41	N/A	4.76	7.34	8.46
Sq Ft per Household	11.6	N/A	9.95	16.41	23.35
Total Stores	23	0	10	2,270	64,575
• REITS	8	0	4	212	9,578
• Mid Ops	8	0	4	802	23,205
• Small Ops	5	0	1	1,211	29,397

Unit Types Offered

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

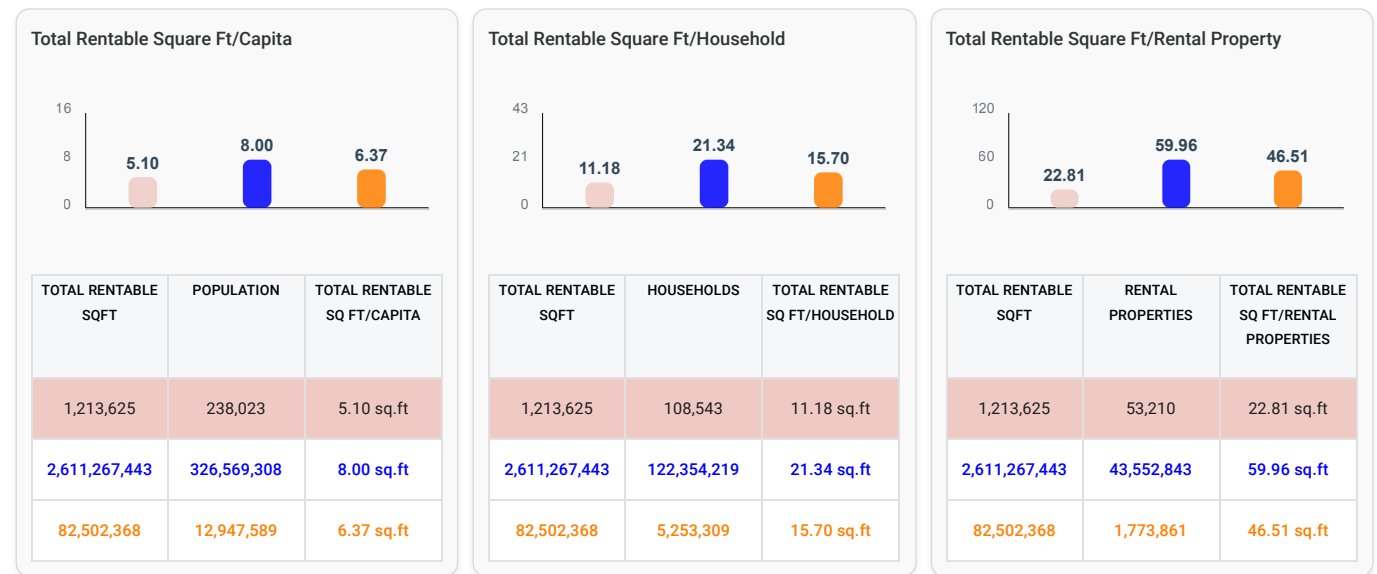
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
77.27%	77.27%	59.09%	45.45%	4.55%	40.91%	27.27%	40.91%	36.36%	45.45%	40.91%	40.91%	18.18%	31.82%	13.64%	13.64%	N/A	N/A	4.55%
97.88%	100.00%	87.10%	48.15%	17.70%	28.45%	30.35%	60.88%	39.55%	69.06%	40.37%	57.10%	34.14%	62.20%	28.85%	33.48%	9.74%	4.27%	16.59%
98.92%	100.00%	91.85%	34.00%	14.38%	31.01%	21.78%	70.41%	28.26%	78.30%	26.27%	63.51%	22.61%	68.83%	16.63%	44.31%	5.15%	4.57%	12.88%

● This Market ● National Totals and Averages ● Ohio 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 ● National Totals and Averages ● Ohio 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
Current Market Average Price		\$1.43	\$1.40	\$1.19	\$1.75	\$0.40	\$1.90	\$2.53	\$1.27	\$1.83	\$1.16	\$1.57	\$1.02	\$1.20	\$0.79	\$1.21	\$0.87	-	-	\$0.40
National Storage - Lakewood 1.34 miles 12600 Berea Road, Lakewood, OH 44111	12 mo. trailing avg.	\$1.29	\$1.29	\$1.16	\$1.37	-	-	\$1.93	\$1.58	\$1.71	\$1.11	\$1.20	\$0.95	\$0.96	\$1.04	\$1.03	\$0.87	\$0.83	-	-
IncaAztec Self Storage - Berea Rd 1.35 miles 12775 Berea Rd, Cleveland, OH 44111	12 mo. trailing avg.	\$1.12	\$1.12	\$1.12	\$1.06	-	\$1.64	-	\$1.38	\$1.19	\$1.21	\$1.12	\$0.92	\$0.99	\$0.79	\$0.84	-	-	-	-
CubeSmart Self Storage of Lakewood 1.43 miles 1324 Hird Ave, Lakewood, OH 44107	12 mo. trailing avg.	\$1.73	\$1.73	\$1.57	\$2.24	-	\$1.89	\$2.43	\$1.69	\$2.12	\$1.48	\$1.86	\$1.36	-	\$1.26	-	\$1.09	-	-	-
Triskett Road Storage - Cleveland 1.61 miles 12610 Triskett Rd, Cleveland, OH 44111	12 mo. trailing avg.	\$1.24	\$1.24	\$1.06	\$1.43	-	-	-	\$1.49	\$1.92	\$1.10	\$1.15	\$0.84	\$0.90	\$0.79	\$1.17	\$0.80	-	-	-
Public Storage 1.65 miles 2250 W 117th Street, Cleveland, OH 44111	12 mo. trailing avg.	\$1.29	\$1.29	\$0.94	\$1.48	-	-	\$2.23	-	\$1.66	-	\$1.20	\$1.01	\$1.04	\$0.93	\$1.03	\$0.80	\$0.64	-	-
Helm Storage 1.65 miles 11600 Berea Road, Cleveland, OH 44102	12 mo. trailing avg.	\$1.27	\$1.27	\$1.27	-	-	\$1.79	-	\$1.22	-	\$1.11	-	\$1.00	-	\$0.90	-	\$0.92	-	-	-
Life Storage - Cleveland 1.79 miles 13820 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	\$1.44	\$1.44	\$0.98	\$1.53	-	-	\$2.39	-	\$1.61	\$1.09	\$1.32	\$0.91	\$1.13	\$1.05	\$1.21	-	\$1.32	-	-
U-Haul Moving & Storage at Lorain Ave 2.3 miles 16515 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	\$2.11	\$2.11	\$2.11	-	-	\$3.20	-	\$2.22	-	\$1.46	-	\$1.10	-	-	-	-	-	-	-

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
CubeSmart Self Storage of Rocky River 2.7 miles 19901 Center Ridge Rd, Rocky River, OH 44116	12 mo. trailing avg.	\$2.06	\$2.06	-	\$2.06	-	-	\$3.11	-	\$2.33	-	\$1.61	-	\$1.54	-	\$1.54	-	\$1.39	-	-
ADC Warehouse 3.03 miles 9955 Walford Ave, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Breakwater Storage - Cleveland 3.72 miles 1278 W 58th St, Cleveland, OH 44102	12 mo. trailing avg.	\$1.24	\$1.24	-	\$1.24	-	-	-	-	\$1.70	-	\$1.42	-	\$1.11	-	\$1.07	-	-	-	-
U-Haul Moving & Storage at Clark Ave 3.75 miles 6000 Clark Ave, Cleveland, OH 44102	12 mo. trailing avg.	\$2.00	\$2.00	-	\$2.00	-	-	-	-	\$2.00	-	-	-	-	-	-	-	-	-	-
Extra Space 4.4 miles 4976 W 130th St, Cleveland, OH 44135	12 mo. trailing avg.	\$1.38	\$1.38	\$1.35	\$1.44	-	\$1.96	\$2.03	\$1.79	\$1.76	\$1.30	\$1.33	\$1.01	\$1.10	\$1.07	\$1.15	\$0.96	-	-	-
Amsdell Storage 4.52 miles 20445 Emerald Pkwy, Cleveland, OH 44135	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IncaAztec Self Storage - Clark Ave 4.59 miles 3815 Clark Ave, Cleveland, OH 44109	12 mo. trailing avg.	\$1.39	\$1.38	\$1.38	-	\$0.46	\$1.84	-	\$1.30	-	\$1.07	-	-	-	\$0.84	-	-	-	\$0.46	-
CubeSmart Self Storage of Westlake 4.68 miles 24360 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.43	\$1.43	\$1.35	\$1.87	-	\$1.89	-	\$1.63	\$2.11	\$1.36	\$1.97	\$1.15	-	\$0.93	\$1.37	\$1.06	-	-	-
CLE Self Storage 4.7 miles 2401 Center Street, Cleveland, OH 44113	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 4.75 miles 11395 Brookpark Road, Parma, OH 44130	12 mo. trailing avg.	\$1.40	\$1.40	\$1.40	-	-	\$2.25	-	\$1.74	-	\$1.30	-	\$1.07	-	\$0.99	-	\$0.84	-	-	-
Downtown Self Storage - OH 4.75 miles 2390 Center St, Cleveland, OH 44113	12 mo. trailing avg.	\$1.45	\$1.45	\$1.45	-	-	\$2.36	-	\$1.58	-	\$0.99	-	\$0.86	-	-	-	-	-	-	-
Life Storage - Westlake 4.91 miles 24560 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.45	\$1.45	\$1.45	\$1.29	-	\$2.02	-	\$1.65	\$1.52	\$1.36	\$1.27	\$1.25	\$1.26	\$1.18	\$1.16	\$1.12	\$1.27	-	-
U-Haul Self- Storage of Parma 4.96 miles 10701 Brookpark Rd, Parma, OH 44130	12 mo. trailing avg.	\$1.80	\$1.80	\$1.41	\$2.00	-	-	\$2.76	-	\$2.09	\$1.45	\$1.69	\$1.37	\$1.56	-	-	-	-	-	-

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

		AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023
Current Market Average Price		\$1.37	\$1.36	\$1.36	\$1.35	\$1.34	\$1.34	\$1.32	\$1.31	\$1.29	\$1.29	\$1.28	\$1.27
National Storage - Lakewood 1.34 miles 12600 Berea Road, Lakewood, OH 44111	12 mo. trailing avg.	\$1.46	\$1.44	\$1.44	\$1.43	\$1.42	\$1.39	\$1.32	\$1.21	\$1.14	\$1.11	\$1.10	\$1.11
IncaAztec Self Storage - Berea Rd 1.35 miles 12775 Berea Rd, Cleveland, OH 44111	12 mo. trailing avg.	\$1.26	\$1.26	\$1.27	\$1.30	\$1.30	\$1.31	\$1.29	\$1.27	\$1.25	\$1.24	\$1.23	\$1.21
CubeSmart Self Storage of Lakewood 1.43 miles 1324 Hird Ave, Lakewood, OH 44107	12 mo. trailing avg.	\$1.62	\$1.61	\$1.61	\$1.58	\$1.52	\$1.48	\$1.46	\$1.49	\$1.50	\$1.48	\$1.46	\$1.48
Triskett Road Storage - Cleveland 1.61 miles 12610 Triskett Rd, Cleveland, OH 44111	12 mo. trailing avg.	\$1.15	\$1.15	\$1.15	\$1.14	\$1.14	\$1.13	\$1.13	\$1.12	\$1.12	\$1.11	\$1.11	\$1.10
Helm Storage 1.65 miles 11600 Berea Road, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	\$1.10	\$1.10	\$1.10	\$1.10	\$1.10	\$1.11
Public Storage 1.65 miles 2250 W 117th Street, Cleveland, OH 44111	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023
Life Storage - Cleveland 1.79 miles 13820 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	\$1.10	\$1.10	\$1.10	\$1.10	\$1.11	\$1.11	\$1.10	\$1.10	\$1.11	\$1.09	\$1.09	\$1.09
U-Haul Moving & Storage at Lorain Ave 2.3 miles 16515 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	\$1.42	\$1.42	\$1.42	\$1.42	\$1.42	\$1.43	\$1.43	\$1.42	\$1.41	\$1.42	\$1.44	\$1.46
CubeSmart Self Storage of Rocky River 2.7 miles 19901 Center Ridge Rd, Rocky River, OH 44116	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
ADC Warehouse 3.03 miles 9955 Walford Ave, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Breakwater Storage - Cleveland 3.72 miles 1278 W 58th St, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-Haul Moving & Storage at Clark Ave 3.75 miles 6000 Clark Ave, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 4.4 miles 4976 W 130th St, Cleveland, OH 44135	12 mo. trailing avg.	\$1.54	\$1.52	\$1.51	\$1.50	\$1.49	\$1.48	\$1.47	\$1.44	\$1.42	\$1.39	\$1.34	\$1.30
Amsdell Storage 4.52 miles 20445 Emerald Pkwy, Cleveland, OH 44135	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
IncaAztec Self Storage - Clark Ave 4.59 miles 3815 Clark Ave, Cleveland, OH 44109	12 mo. trailing avg.	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.21	\$1.17	\$1.13	\$1.11	\$1.09	\$1.07
CubeSmart Self Storage of Westlake 4.68 miles 24360 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.44	\$1.44	\$1.43	\$1.40	\$1.39	\$1.40	\$1.41	\$1.42	\$1.41	\$1.41	\$1.38	\$1.36
CLE Self Storage 4.7 miles 2401 Center Street, Cleveland, OH 44113	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Downtown Self Storage - OH 4.75 miles 2390 Center St, Cleveland, OH 44113	12 mo. trailing avg.	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99	\$0.99
Public Storage 4.75 miles 11395 Brookpark Road, Parma, OH 44130	12 mo. trailing avg.	\$1.50	\$1.48	\$1.47	\$1.46	\$1.45	\$1.43	\$1.42	\$1.40	\$1.37	\$1.37	\$1.33	\$1.30
Life Storage - Westlake 4.91 miles 24560 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.49	\$1.48	\$1.47	\$1.47	\$1.45	\$1.42	\$1.39	\$1.37	\$1.37	\$1.36	\$1.37	\$1.36
U-Haul Self-Storage of Parma 4.96 miles 10701 Brookpark Rd, Parma, OH 44130	12 mo. trailing avg.	\$1.44	\$1.44	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45	\$1.45

12 Month Trailing Average Rate History Continued

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

		AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023
Current Market Average Price		\$1.56	\$1.55	\$1.55	\$1.54	\$1.53	\$1.52	\$1.51	\$1.50	\$1.48	\$1.47	\$1.46	\$1.44
National Storage - Lakewood 1.34 miles 12600 Berea Road, Lakewood, OH 44111	12 mo. trailing avg.	\$1.52	\$1.50	\$1.47	\$1.44	\$1.42	\$1.39	\$1.34	\$1.29	\$1.26	\$1.23	\$1.22	\$1.20
IncaAztec Self Storage - Berea Rd 1.35 miles 12775 Berea Rd, Cleveland, OH 44111	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	\$1.08	\$1.11	\$1.12
CubeSmart Self Storage of Lakewood 1.43 miles 1324 Hird Ave, Lakewood, OH 44107	12 mo. trailing avg.	\$1.79	\$1.78	\$1.77	\$1.77	\$1.77	\$1.74	\$1.71	\$1.71	\$1.72	\$1.72	\$1.86	\$1.86
Triskett Road Storage - Cleveland 1.61 miles 12610 Triskett Rd, Cleveland, OH 44111	12 mo. trailing avg.	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15	\$1.15
Helm Storage 1.65 miles 11600 Berea Road, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 1.65 miles 2250 W 117th Street, Cleveland, OH 44111	12 mo. trailing avg.	\$1.38	\$1.36	\$1.34	\$1.33	\$1.31	\$1.29	\$1.29	\$1.30	\$1.29	\$1.27	\$1.26	\$1.20
Life Storage - Cleveland 1.79 miles 13820 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	\$1.43	\$1.43	\$1.43	\$1.44	\$1.45	\$1.45	\$1.44	\$1.42	\$1.39	\$1.37	\$1.34	\$1.32
U-Haul Moving & Storage at Lorain Ave 2.3 miles 16515 Lorain Ave, Cleveland, OH 44111	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Rocky River 2.7 miles 19901 Center Ridge Rd, Rocky River, OH 44116	12 mo. trailing avg.	\$1.95	\$1.92	\$1.89	\$1.85	\$1.79	\$1.73	\$1.69	\$1.64	\$1.58	\$1.55	\$1.56	\$1.61
ADC Warehouse 3.03 miles 9955 Walford Ave, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Breakwater Storage - Cleveland 3.72 miles 1278 W 58th St, Cleveland, OH 44102	12 mo. trailing avg.	\$1.36	\$1.37	\$1.39	\$1.40	\$1.42	\$1.45	\$1.47	\$1.48	\$1.47	\$1.45	\$1.44	\$1.42
U-Haul Moving & Storage at Clark Ave 3.75 miles 6000 Clark Ave, Cleveland, OH 44102	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 4.4 miles 4976 W 130th St, Cleveland, OH 44135	12 mo. trailing avg.	\$1.59	\$1.58	\$1.57	\$1.56	\$1.55	\$1.54	\$1.52	\$1.48	\$1.45	\$1.42	\$1.38	\$1.33
Amsdell Storage 4.52 miles 20445 Emerald Pkwy, Cleveland, OH 44135	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
IncaAztec Self Storage - Clark Ave 4.59 miles 3815 Clark Ave, Cleveland, OH 44109	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
CubeSmart Self Storage of Westlake 4.68 miles 24360 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.99	\$1.98	\$1.98	\$1.97	\$1.99	\$2.00	\$2.02	\$2.07	\$2.09	\$2.09	\$2.06	\$1.97

12 Month Trailing Average Rate History Continued

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

		AUG 2022	SEP 2022	OCT 2022	NOV 2022	DEC 2022	JAN 2023	FEB 2023	MAR 2023	APR 2023	MAY 2023	JUN 2023	JUL 2023
CLE Self Storage 4.7 miles 2401 Center Street, Cleveland, OH 44113	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 4.75 miles 11395 Brookpark Road, Parma, OH 44130	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Downtown Self Storage - OH 4.75 miles 2390 Center St, Cleveland, OH 44113	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Life Storage - Westlake 4.91 miles 24560 Sperry Dr, Westlake, OH 44145	12 mo. trailing avg.	\$1.48	\$1.48	\$1.49	\$1.49	\$1.49	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.57	\$1.27
U-Haul Self-Storage of Parma 4.96 miles 10701 Brookpark Rd, Parma, OH 44130	12 mo. trailing avg.	\$1.62	\$1.63	\$1.63	\$1.63	\$1.64	\$1.65	\$1.65	\$1.66	\$1.67	\$1.68	\$1.68	\$1.69

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
\$1.44	\$1.35	\$0.53	\$1.10	\$1.66	\$1.86	\$2.48	\$1.29	\$1.77	\$1.14	\$1.48	\$1.02	\$1.26	\$0.79	\$1.14	\$0.87	N/A	N/A	\$0.40
\$1.40	\$1.33	\$0.42	\$1.11	\$1.67	\$2.33	\$2.56	\$1.50	\$1.89	\$1.14	\$1.47	\$0.98	\$1.29	\$0.86	\$1.25	\$0.78	\$1.21	\$0.44	\$0.41
\$1.07	\$1.04	\$0.35	\$0.89	\$1.42	\$1.68	\$2.13	\$1.17	\$1.58	\$0.92	\$1.27	\$0.77	\$1.07	\$0.68	\$1.04	\$0.63	\$1.00	\$0.47	\$0.32

● This Market
 ● National Totals and Averages
 ● Ohio 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.

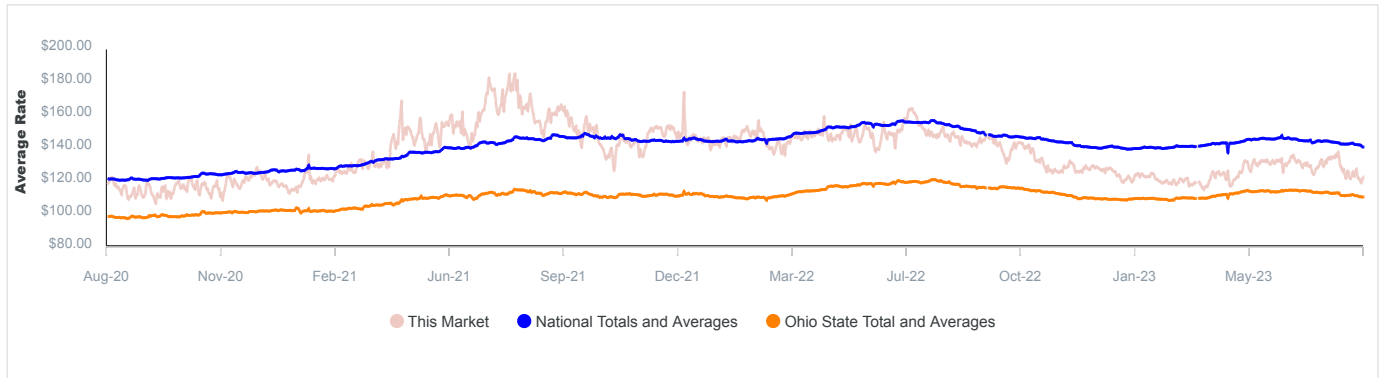
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$121.92	\$121.89	\$119.00	\$112.76	\$131.37	\$46.56	\$61.95	\$64.30	\$88.54	\$113.70	\$147.55	\$152.82	\$189.55	\$158.86	\$228.00	\$261.73	N/A	N/A	\$119.00
\$139.90	\$139.79	\$138.49	\$130.45	\$154.67	\$58.21	\$64.06	\$75.17	\$94.27	\$113.77	\$147.16	\$146.47	\$194.09	\$172.08	\$250.16	\$233.92	\$363.11	\$125.25	\$141.03
\$109.68	\$109.50	\$105.97	\$103.75	\$124.76	\$42.09	\$53.16	\$58.69	\$78.75	\$91.94	\$127.09	\$115.95	\$160.90	\$135.50	\$208.46	\$187.58	\$300.44	\$108.06	\$105.45

● This Market
 ● National Totals and Averages
 ● Ohio 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	★ Your Store										
<div style="display: flex; justify-content: space-between;"> <div>  <p>National Storage - Lakewood 1.34 miles 12600 Berea Road, Lakewood, OH 44111</p> <p>Monday Closed Tuesday - Saturday 09:00 AM - 05:30 PM Sunday Closed</p> </div> <div> <p>Drive Distance 2.38 miles Drive Time 6.77 minutes Total Square Feet 12,600 sqft Rentable Square Footage 11,970 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 25%</p> </div> <div> <p>Marketing Scorecard 32/100</p> <p>Contactability 3/11 Paid Search 5/35 Search 3/15 Social Media 0/14 Website 21/25</p> </div> </div>													
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
✗	✓	✓	✓	✓	✓	✓	✓	👁	✓	👁	✗	✗	✗
<div style="display: flex; justify-content: space-between;"> <div> <p>No Image Available</p> <p>IncaAztec Self Storage - Berea Rd 1.35 miles 12775 Berea Rd, Cleveland, OH 44111</p> <p>Monday - Friday 09:00 AM - 05:00 PM Saturday - Sunday Closed</p> </div> <div> <p>Drive Distance 2.1 miles Drive Time 5.92 minutes Total Square Feet 54,689 sqft Rentable Square Footage 51,955 sqft Class Type B Store Type Self Storage Rate Volatility 9%</p> </div> <div> <p>Marketing Scorecard 26/100</p> <p>Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 18/25</p> </div> </div>													
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		★ Your Store							
	CubeSmart Self Storage of Lakewood 1.43 miles 1324 Hird Ave, Lakewood, OH 44107	Drive Distance	2.33 miles	Marketing Scorecard				59/100					
Friday	09:30 AM - 06:00 PM	Drive Time	6.63 minutes	Contactability				8/11					
Saturday	08:30 AM - 05:00 PM	Total Square Feet	52,966 sqft	Paid Search				11/35					
Sunday	11:00 AM - 03:00 PM	Rentable Square Footage	45,021 sqft	Search				12/15					
		Class Type	A	Social Media				7/14					
		Store Type	Self Storage	Website				21/25					
		Rate Volatility	29%										
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
✓	👁	✓	👁	✓	👁	👁	✗	👁	✗	👁	✗	✗	✗
	Triskett Road Storage - Cleveland 1.61 miles 12610 Triskett Rd, Cleveland, OH 44111	Drive Distance	2.37 miles	Marketing Scorecard				30/100					
		Drive Time	6.75 minutes	Contactability				3/11					
		Total Square Feet	48,207 sqft	Paid Search				5/35					
		Rentable Square Footage	45,796 sqft	Search				0/15					
		Class Type	B	Social Media				1/14					
		Store Type	Self Storage and Parking	Website				21/25					
		Rate Volatility	4%										
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
✗	✗	✓	✓	👁	👁	👁	👁	✓	✓	👁	✗	✗	✗
	Helm Storage 1.65 miles 11600 Berea Road, Cleveland, OH 44102	Drive Distance	2.41 miles	Marketing Scorecard				28/100					
		Drive Time	6.35 minutes	Contactability				6/11					
		Total Square Feet	41,480 sqft	Paid Search				5/35					
		Rentable Square Footage	39,406 sqft	Search				0/15					
		Class Type	B	Social Media				0/14					
		Store Type	Self Storage and Parking	Website				17/25					
		Rate Volatility	10%										
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 1.65 miles 2250 W 117th Street, Cleveland, OH 44111	Drive Distance	2.29 miles	Marketing Scorecard				57/100					
Monday - Friday	09:30 AM - 06:00 PM	Drive Time	6.89 minutes	Contactability				8/11					
Saturday - Sunday	09:30 AM - 05:00 PM	Total Square Feet	179,062 sqft	Paid Search				12/35					
		Rentable Square Footage	170,109 sqft	Search				6/15					
		Class Type	B	Social Media				8/14					
		Store Type	Self Storage	Website				23/25					
		Rate Volatility	27%										
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 - Cleveland 1.79 miles 13820 Lorain Ave, Cleveland, OH 44111	Drive Distance	2.47 miles	Marketing Scorecard				47/100					
Monday - Friday	09:30 AM - 06:00 PM	Drive Time	7.42 minutes	Contactability				11/11					
Saturday	08:30 AM - 05:00 PM	Total Square Feet	130,000 sqft	Paid Search				5/35					
Sunday	12:00 PM - 04:00 PM	Rentable Square Footage	110,500 sqft	Search				3/15					
		Class Type	A	Social Media				7/14					
		Store Type	Self Storage	Website				21/25					
		Rate Volatility	23%										
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		★ Your Store							
	U-Haul Moving & Storage at Lorain Ave 2.3 miles 16515 Lorain Ave, Cleveland, OH 44111	Drive Distance	2.84 miles	Marketing Scorecard		39/100							
Monday - Thursday	07:00 AM - 07:00 PM	Drive Time	7.38 minutes	Contactability	6/11								
Friday	07:00 AM - 08:00 PM	Total Square Feet	15,540 sqft	Paid Search	5/35								
Saturday	07:00 AM - 07:00 PM	Rentable Square Footage	14,763 sqft	Search	0/15								
Sunday	09:00 AM - 05:00 PM	Class Type	B	Social Media	7/14								
		Store Type	Self Storage	Website	21/25								
		Rate Volatility	4%										
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 Rocky River 2.7 miles 19901 Center Ridge Rd, Rocky River, OH 44116	Drive Distance	3.09 miles	Marketing Scorecard		59/100							
Friday	09:30 AM - 06:00 PM	Drive Time	9.22 minutes	Contactability	8/11								
Saturday	08:30 AM - 05:00 PM	Total Square Feet	81,611 sqft	Paid Search	11/35								
Sunday	11:00 AM - 03:00 PM	Rentable Square Footage	77,530 sqft	Search	10/15								
		Class Type	A	Social Media	8/14								
		Store Type	Self Storage	Website	22/25								
		Rate Volatility	26%										
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
✗	✓	✗	✓	✗	✓	✗	👁	✗	👁	✗	👁	✗	✗
	ADC Warehouse 3.03 miles 9955 Walford Ave, Cleveland, OH 44102	Drive Distance	4.47 miles	Marketing Scorecard		9/100							
Monday - Friday	07:00 AM - 04:30 PM	Drive Time	9.71 minutes	Contactability	3/11								
Saturday - Sunday	Closed	Total Square Feet	43,756 sqft	Paid Search	0/35								
		Rentable Square Footage	41,568 sqft	Search	0/15								
		Class Type	B	Social Media	0/14								
		Store Type	Self Storage	Website	6/25								
		Rate Volatility	N/A										
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
	Breakwater Storage - Cleveland 3.72 miles 1278 W 58th St, Cleveland, OH 44102	Drive Distance	4.15 miles	Marketing Scorecard		29/100							
		Drive Time	12.29 minutes	Contactability	3/11								
		Total Square Feet	44,163 sqft	Paid Search	5/35								
		Rentable Square Footage	41,955 sqft	Search	0/15								
		Class Type	B	Social Media	1/14								
		Store Type	Self Storage	Website	20/25								
		Rate Volatility	0%										
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 at Clark Ave 3.75 miles 6000 Clark Ave, Cleveland, OH 44102	Drive Distance	4.86 miles	Marketing Scorecard		40/100							
Monday - Thursday	07:00 AM - 07:00 PM	Drive Time	10.99 minutes	Contactability	6/11								
Friday	07:00 AM - 08:00 PM	Total Square Feet	91,788 sqft	Paid Search	5/35								
Saturday	07:00 AM - 07:00 PM	Rentable Square Footage	68,841 sqft	Search	0/15								
Sunday	09:00 AM - 05:00 PM	Class Type	B	Social Media	7/14								
		Store Type	Self Storage	Website	22/25								
		Rate Volatility	0%										
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		★ Your Store							
 Extra Space 4.4 miles 4976 W 130th St, Cleveland, OH 44135		Drive Distance 5.41 miles Drive Time 15.25 minutes Total Square Feet 84,410 sqft Rentable Square Footage 80,189 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 40%		Marketing Scorecard 52/100 Contactability 8/11 Paid Search 13/35 Search 0/15 Social Media 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
✓	✓	✓	✓	✓	✓	✓	🚫	✗	✗	✗	✗	✗	✗
 Amsdell Storage 4.52 miles 20445 Emerald Pkwy, Cleveland, OH 44135		Drive Distance 6.75 miles Drive Time 13.55 minutes Total Square Feet 37,342 sqft* Rentable Square Footage 35,475 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 IncaAztec Self Storage - Clark Ave 4.59 miles 3815 Clark Ave, Cleveland, OH 44109 Monday - Friday 09:00 AM - 05:00 PM Saturday - Sunday Closed		Drive Distance 6.04 miles Drive Time 10.11 minutes Total Square Feet 43,707 sqft Rentable Square Footage 37,151 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 6%		Marketing Scorecard 26/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 0/14 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
✓	✗	✓	✗	🚫	✗	✗	✗	✓	✗	✗	✗	🚫	✗
 CubeSmart Self Storage of Westlake 4.68 miles 24360 Sperry Dr, Westlake, OH 44145 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM		Drive Distance 5.16 miles Drive Time 9.34 minutes Total Square Feet 73,900 sqft Rentable Square Footage 62,815 sqft Class Type B Store Type Self Storage Rate Volatility 31%		Marketing Scorecard 52/100 Contactability 8/11 Paid Search 9/35 Search 7/15 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
✓	✗	✓	🚫	✓	✓	✓	✗	✓	🚫	✓	✗	✗	✗
 CLE Self Storage 4.7 miles 2401 Center Street, Cleveland, OH 44113 Monday - Saturday 09:00 AM - 05:00 PM Sunday Closed		Drive Distance 6.07 miles Drive Time 13.98 minutes Total Square Feet 23,958 sqft Rentable Square Footage 22,760 sqft Class Type B Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 11/100 Contactability 0/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 6/25									
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		★ Your Store							
 Public Storage 4.75 miles 11395 Brookpark Road, Parma, OH 44130 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM				Drive Distance 6.81 miles Drive Time 17.4 minutes Total Square Feet 70,100 sqft Rentable Square Footage 66,595 sqft Class Type B Store Type Self Storage Rate Volatility 20%				Marketing Scorecard 54/100 Contactability 8/11 Paid Search 16/35 Search 1/15 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗
 Downtown Self Storage - OH 4.75 miles 2390 Center St, Cleveland, OH 44113				Drive Distance 6.02 miles Drive Time 13.84 minutes Total Square Feet 34,048 sqft Rentable Square Footage 25,536 sqft Class Type B Store Type Self Storage Rate Volatility 0%				Marketing Scorecard 9/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 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 - Westlake 4.91 miles 24560 Sperry Dr, Westlake, OH 44145 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed				Drive Distance 5.57 miles Drive Time 11.22 minutes Total Square Feet 70,620 sqft Rentable Square Footage 67,089 sqft Class Type A Store Type Self Storage and Parking Rate Volatility 20%				Marketing Scorecard 56/100 Contactability 11/11 Paid Search 5/35 Search 12/15 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
✓	✗	✓	👁	✓	👁	✓	👁	👁	👁	👁	👁	✗	✓
 U-Haul Self-Storage of Parma 4.96 miles 10701 Brookpark Rd, Parma, OH 44130 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 6.54 miles Drive Time 17.2 minutes Total Square Feet 101,685 sqft Rentable Square Footage 96,601 sqft Class Type B Store Type Self Storage Rate Volatility 6%				Marketing Scorecard 45/100 Contactability 6/11 Paid Search 5/35 Search 4/15 Social Media 7/14 Website 23/25					
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