

stortrack

# EXPLORER

## Market Report

Produced on May 26 2022

Report for:  
Kitchener, ON



stortrack

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## Market Summary

**Market:** Kitchener, ON

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and Ontario State Total and Averages

## Market Snapshot

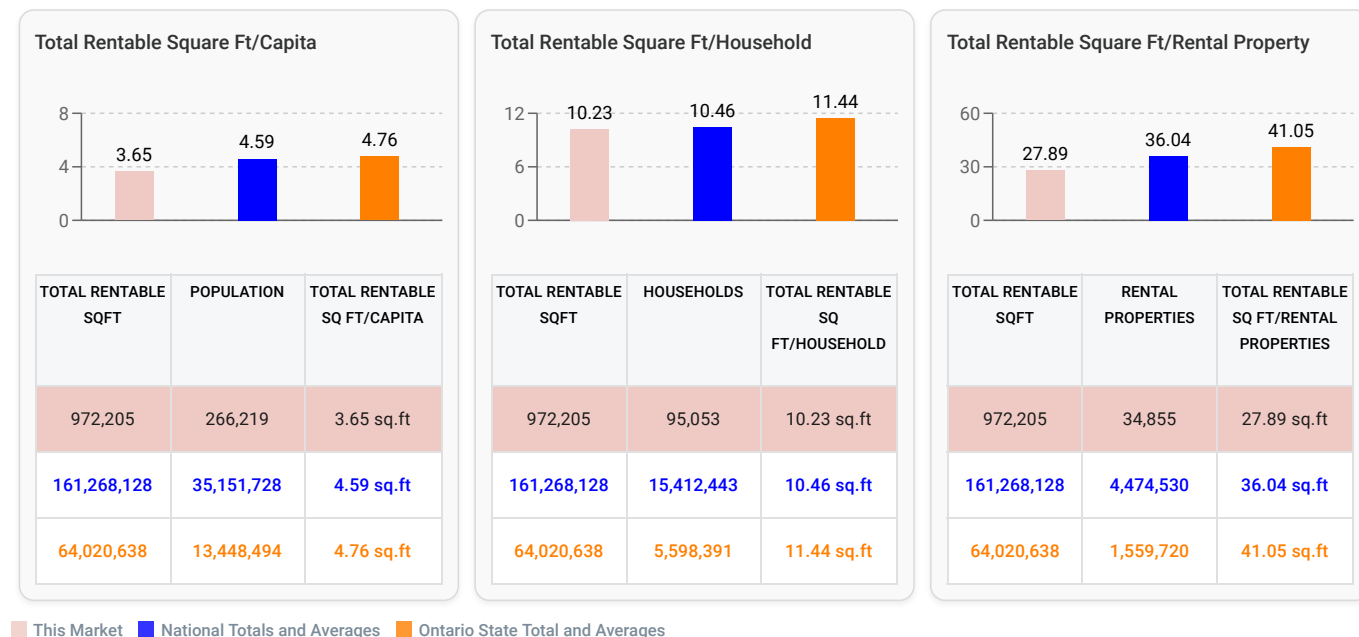
The Market Snapshot is a one-look overview of the market.

	This Market	State	National
Net Rentable Sq Ft	972,205	64,020,638	161,268,128
Sq Ft per Capita	3.65	4.76	4.59
Sq Ft per Household	10.23	11.44	10.46
Total Stores	20	1,296	3,227
• REITS	0	0	0
• Mid Ops	16	576	1,321
• Small Ops	4	720	1,923
New Developments	0	78	134
Stores opened within the last year	0	5	7
Population	266,219	13,448,494	35,151,728
Households	95,053	5,598,391	15,412,443
Rental Households	34,855	1,559,720	4,474,530
Rental Households Percentage	36.67%	27.86%	29.03%
Median Household Income	\$85,058	\$74,287	\$70,336
Average Rate per Sq Ft	\$2.54	\$3.16	\$3.55
Rate Trend (12 months)	6.72%	5.81%	4.07%
Units Not Advertised	13%	17%	19%

## 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.

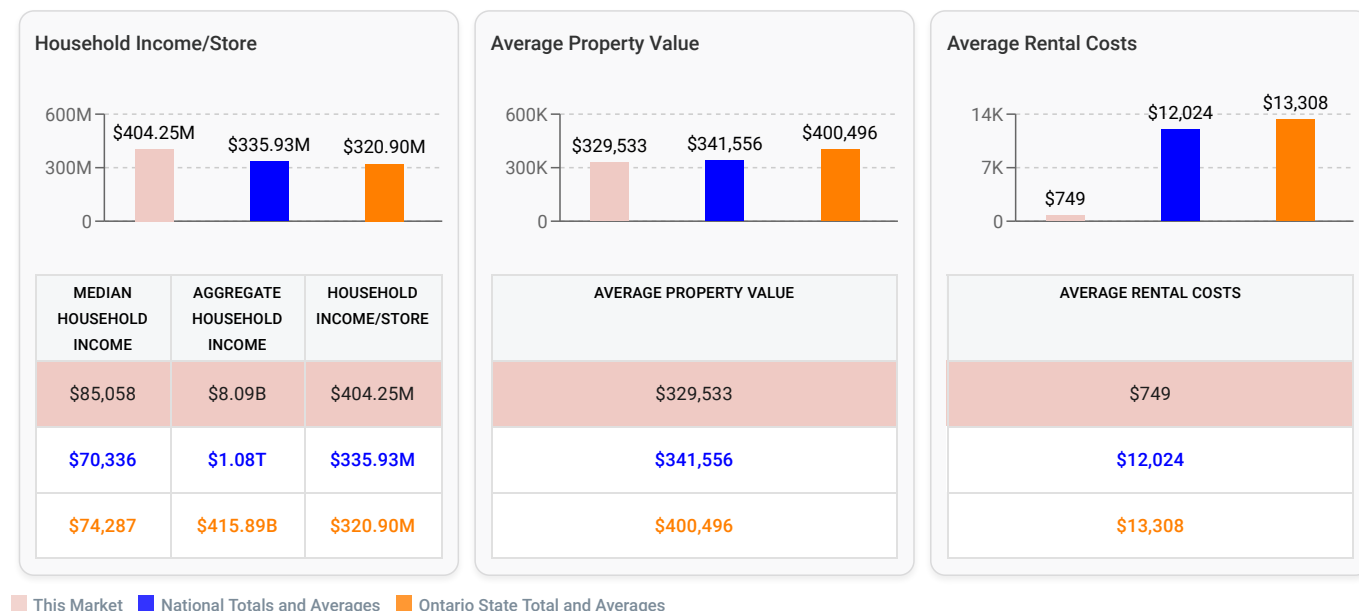
Population data based on 2020 demographics data. Households and Rental Properties data based on 2016 demographics data.



## 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.

Household Income, Average Property Value, and Average Rental Cost data based on 2016 demographics data.





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	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
\$2.54	\$2.31	\$2.64	\$3.85	\$4.08	\$2.53	\$3.07	\$2.15	\$2.27	\$1.87	\$1.90	\$1.70	\$1.67	\$1.73	\$1.68	N/A	N/A
\$3.71	\$4.32	\$2.88	\$4.10	\$4.46	\$2.69	\$3.23	\$1.98	\$2.50	\$1.64	\$2.20	\$1.45	\$2.09	\$1.35	\$1.92	\$38.18	\$12.90
\$3.23	\$3.60	\$2.78	\$4.02	\$4.19	\$2.69	\$3.10	\$2.00	\$2.43	\$1.66	\$2.14	\$1.47	\$2.05	\$1.31	\$1.97	\$26.43	\$23.19

This Market National Totals and Averages Ontario 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	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
\$237.50	\$254.84	\$230.27	\$96.27	\$102.10	\$126.38	\$153.41	\$215.46	\$227.10	\$279.98	\$284.41	\$339.25	\$333.57	\$519.60	\$503.57	N/A	N/A
\$223.72	\$195.60	\$262.69	\$102.42	\$111.40	\$134.25	\$161.60	\$198.01	\$249.93	\$245.40	\$330.64	\$289.02	\$417.75	\$404.16	\$576.57	\$121.63	\$83.94
\$231.20	\$210.82	\$256.03	\$100.53	\$104.82	\$134.30	\$155.16	\$199.77	\$242.69	\$248.56	\$321.16	\$293.62	\$410.29	\$392.97	\$589.74	\$128.54	\$90.61

This Market National Totals and Averages Ontario State Total 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		NATIONAL TOTALS AND AVERAGES		ONTARIO STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	14(88%)	2(13%)	1,419(81%)	338(19%)	624(83%)	125(17%)
ALL REG	5(50%)	5(50%)	1,141(69%)	517(31%)	478(68%)	230(32%)
ALL CC	12(92%)	1(8%)	661(66%)	338(34%)	319(72%)	125(28%)
5X5 REG	4(50%)	4(50%)	424(47%)	483(53%)	195(47%)	219(53%)
5X5 CC	9(82%)	2(18%)	505(64%)	288(36%)	258(70%)	113(30%)
5X10 REG	4(44%)	5(56%)	762(59%)	536(41%)	353(59%)	241(41%)
5X10 CC	10(83%)	2(17%)	569(64%)	324(36%)	277(68%)	131(32%)
10X10 REG	4(44%)	5(56%)	803(59%)	556(41%)	374(60%)	245(40%)
10X10 CC	9(82%)	2(18%)	550(62%)	344(38%)	269(67%)	134(33%)
10X15 REG	5(63%)	3(38%)	656(56%)	512(44%)	321(58%)	235(42%)
10X15 CC	10(91%)	1(9%)	460(61%)	297(39%)	228(62%)	137(38%)
10X20 REG	4(44%)	5(56%)	763(60%)	506(40%)	354(60%)	236(40%)
10X20 CC	9(100%)	0(0%)	418(59%)	287(41%)	197(60%)	132(40%)
10X30 REG	4(67%)	2(33%)	390(53%)	350(47%)	215(56%)	169(44%)
10X30 CC	6(100%)	0(0%)	178(52%)	166(48%)	90(47%)	100(53%)
CAR PARKING	0(0%)	3(100%)	63(13%)	431(87%)	25(13%)	174(87%)
RV PARKING	0(0%)	3(100%)	266(47%)	299(53%)	59(31%)	133(69%)

■ This Market
 ■ National Totals and Averages
 ■ Ontario 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.

<div> <span>✓</span> Rate available for this unit type                         <span>✗</span> Rate not available for this unit type                         <span>🚫</span> Rate previously available, but not currently advertised                     </div>													
<div> <div> <div> <b>U-Haul Moving &amp; Storage of Kitchener</b> <div> 0.29 mile 144 Charles St W, Kitchener, ON N2G1H7                             </div> </div> <div> Monday - Thursday Friday Saturday Sunday                             </div> <div> <b>07:00 AM - 07:00 PM</b> <b>07:00 AM - 08:00 PM</b> <b>07:00 AM - 07:00 PM</b> <b>09:00 AM - 05:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>14,592 sqft</div> <div>13,862 sqft</div> <div>Amerco</div> <div>Traditional</div> <div>7%</div> </div> <div> <div>Marketing Scorecard</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> </div> <div> <div>31/100</div> <div>6/11</div> <div>0/35</div> <div>0/15</div> <div>7/14</div> <div>18/25</div> </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> <div> <div> <b>Access Storage - Kitchener Queen St</b> <div> 0.68 mile 675 Queen St S, Kitchener, ON N2M1A1                             </div> </div> <div> Monday - Friday Saturday Sunday                             </div> <div> <b>08:00 AM - 10:00 PM</b> <b>09:00 AM - 07:00 PM</b> <b>09:00 AM - 06:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>94,201 sqft</div> <div>89,490 sqft</div> <div>Access Storage</div> <div>Self Storage</div> <div>2%</div> </div> <div> <div>Marketing Scorecard</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> </div> <div> <div>38/100</div> <div>6/11</div> <div>0/35</div> <div>3/15</div> <div>7/14</div> <div>22/25</div> </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






<div> <div>✓ Rate available for this unit type</div> <div>✗ Rate not available for this unit type</div> <div>🚫 Rate previously available, but not currently advertised</div> </div>													
<div>  <div> <b>Public Storage at Kitchener</b> 0.85 mile  409 Weber St W, Kitchener, ON N2H4B1 </div> <div> Monday - Friday  Saturday - Sunday </div> <div> <b>09:30 AM - 06:00 PM</b>  <b>09:30 AM - 05:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>27,059 sqft</div> <div>25,706 sqft</div> <div>Public Storage</div> <div>Traditional</div> <div>11%</div> </div> <div> <div>Marketing Scorecard</div> <div>41/100</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> <div>8/11</div> <div>0/35</div> <div>2/15</div> <div>7/14</div> <div>24/25</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>  <div> <b>Access Storage - Kitchener</b> 1.17 miles  50 Ottawa Street South, Kitchener, ON N2G3S7 </div> <div> Monday - Friday  Saturday  Sunday </div> <div> <b>08:00 AM - 10:00 PM</b>  <b>09:00 AM - 07:00 PM</b>  <b>09:00 AM - 06:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>16,293 sqft*</div> <div>15,478 sqft</div> <div>Access Storage</div> <div>Traditional</div> <div>11%</div> </div> <div> <div>Marketing Scorecard</div> <div>38/100</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> <div>6/11</div> <div>0/35</div> <div>3/15</div> <div>7/14</div> <div>22/25</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>  <div> <b>Access Storage - Kitchener Woodside (Self-Serve)</b> 1.17 miles  891 Guelph St, Kitchener, ON N2H5Z2 </div> <div> Monday - Friday  Saturday  Sunday </div> <div> <b>08:00 AM - 10:00 PM</b>  <b>09:00 AM - 07:00 PM</b>  <b>09:00 AM - 06:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>31,161 sqft</div> <div>29,602 sqft</div> <div>Access Storage</div> <div>Traditional</div> <div>1%</div> </div> <div> <div>Marketing Scorecard</div> <div>37/100</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> <div>6/11</div> <div>0/35</div> <div>3/15</div> <div>7/14</div> <div>21/25</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>  <div> <b>Kitchener Self Storage</b> 1.24 miles  240 Gage Ave, Kitchener, ON N2M2C8 </div> <div> </div> <div> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>12,776 sqft</div> <div>12,137 sqft</div> <div>Space at Hand</div> <div>Traditional and Open Space</div> <div>0%</div> </div> <div> <div>Marketing Scorecard</div> <div>25/100</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> <div>6/11</div> <div>0/35</div> <div>0/15</div> <div>1/14</div> <div>18/25</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>  <div> <b>Access Storage - Kitchener Northward</b> 1.39 miles  352 Maple Ave, Kitchener, ON N2H4X3 </div> <div> Monday - Friday  Saturday  Sunday </div> <div> <b>08:00 AM - 10:00 PM</b>  <b>09:00 AM - 07:00 PM</b>  <b>09:00 AM - 06:00 PM</b> </div> </div> <div> <div>Total Square Feet</div> <div>Rentable Square Footage</div> <div>Owned by</div> <div>Store Type</div> <div>Rate Volatility</div> </div> <div> <div>54,764 sqft</div> <div>52,025 sqft</div> <div>Access Storage</div> <div>Traditional and Open Space</div> <div>0%</div> </div> <div> <div>Marketing Scorecard</div> <div>37/100</div> <div>Contactability</div> <div>Paid Search</div> <div>Search</div> <div>Social Media</div> <div>Website</div> <div>6/11</div> <div>0/35</div> <div>3/15</div> <div>7/14</div> <div>21/25</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

<div> <div>✓ Rate available for this unit type</div> <div>✗ Rate not available for this unit type</div> <div>🚫 Rate previously available, but not currently advertised</div> </div>													
<div> <div>No Image Available</div> <div> <b>Make Space Storage - Kitchener</b> 1.71 miles  130 Imperial Drive, Kitchener, ON N2M1C4 </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>23,738 sqft</b>  <b>22,551 sqft</b>  <b>Make Space Storage</b>  <b>Traditional</b>  <b>0%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>25/100</b>  <b>6/11</b>  <b>0/35</b>  <b>0/15</b>  <b>1/14</b>  <b>18/25</b> </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> <div></div> <div> <b>Access Storage - Kitchener Rockway</b> 1.93 miles  49 Overland Dr, Kitchener, ON N2C2B3 </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>17,281 sqft*</b>  <b>16,416 sqft</b>  <b>Access Storage</b>  <b>Traditional</b>  <b>7%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>38/100</b>  <b>6/11</b>  <b>0/35</b>  <b>3/15</b>  <b>7/14</b>  <b>22/25</b> </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> <div></div> <div> <b>ALTBIN SELF STORAGE</b> 2.04 miles  20 Shirk Pl, Kitchener, ON N2K1R4 </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>11,269 sqft</b>  <b>10,705 sqft</b>  <b>ALTBIN SELF STORAGE</b>  <b>Container</b>  <b>N/A</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>0/100</b>  <b>0/11</b>  <b>0/35</b>  <b>0/15</b>  <b>0/14</b>  <b>0/25</b> </div> </div>													
Monday - Saturday		09:00 AM - 05:00 AM											
Sunday		12:00 PM - 05:00 AM											
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> <div></div> <div> <b>Access Storage - Kitchener Alpine Village</b> 2.27 miles  176 Hayward Ave, Kitchener, ON N2C2E4 </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>101,870 sqft</b>  <b>96,776 sqft</b>  <b>Access Storage</b>  <b>Traditional</b>  <b>5%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>37/100</b>  <b>6/11</b>  <b>0/35</b>  <b>3/15</b>  <b>7/14</b>  <b>21/25</b> </div> </div>													
Monday - Friday		08:00 AM - 10:00 PM											
Saturday		09:00 AM - 07:00 PM											
Sunday		09:00 AM - 06:00 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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✗	✗
<div> <div>No Image Available</div> <div> <b>Bell Storage</b> 2.4 miles  94 Howard Pl, Kitchener, ON N2K2Z4 </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>6,261 sqft</b>  <b>5,947 sqft</b>  <b>Bell Storage</b>  <b>Open Space</b>  <b>N/A</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>0/100</b>  <b>0/11</b>  <b>0/35</b>  <b>0/15</b>  <b>0/14</b>  <b>0/25</b> </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

<div> <div>✓ Rate available for this unit type</div> <div>✗ Rate not available for this unit type</div> <div>✗ Rate previously available, but not currently advertised</div> </div>													
<div>  <div> <b>Self Storage Plus - ON</b> 3.04 miles  1545 Victoria St North, Kitchener, ON N2B3E4 </div> <div> Monday - Friday  Saturday  Sunday </div> <div> <b>09:00 AM - 06:00 PM</b>  <b>08:00 AM - 05:00 PM</b>  <b>12:00 PM - 04:00 PM</b> </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>85,556 sqft</b>  <b>81,278 sqft</b>  <b>Self Storage Plus</b>  <b>Traditional</b>  <b>12%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>15/100</b>  <b>9/11</b>  <b>0/35</b>  <b>0/15</b>  <b>0/14</b>  <b>6/25</b> </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>  <div> <b>U-Haul Moving &amp; Storage at Fairway Rd</b> 3.24 miles  555 Fairway Rd S, Kitchener, ON N2C1X4 </div> <div> Monday - Thursday  Friday  Saturday  Sunday </div> <div> <b>07:00 AM - 07:00 PM</b>  <b>07:00 AM - 08:00 PM</b>  <b>07:00 AM - 07:00 PM</b>  <b>09:00 AM - 05:00 PM</b> </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>77,752 sqft</b>  <b>73,864 sqft</b>  <b>Amerco</b>  <b>Traditional</b>  <b>0%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>35/100</b>  <b>6/11</b>  <b>0/35</b>  <b>1/15</b>  <b>7/14</b>  <b>21/25</b> </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>  <div> <b>Make Space Storage - Kitchener</b> 3.28 miles  171 Webster Rd, Kitchener, ON N2C2E7 </div> <div> Monday - Friday  Saturday - Sunday </div> <div> <b>09:00 AM - 05:00 PM</b>  <b>Closed</b> </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>36,404 sqft</b>  <b>34,583 sqft</b>  <b>Make Space Storage</b>  <b>Traditional and Open Space</b>  <b>0%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>25/100</b>  <b>6/11</b>  <b>0/35</b>  <b>0/15</b>  <b>1/14</b>  <b>18/25</b> </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>  <div> <b>Kitchener Self Storage</b> 3.53 miles  110 Manitou Drive, Kitchener, ON N2C1L3 </div> <div> No Image Available </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>55,188 sqft*</b>  <b>52,428 sqft</b>  <b>Space at Hand</b>  <b>Traditional and Open Space</b>  <b>0%</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>25/100</b>  <b>6/11</b>  <b>0/35</b>  <b>0/15</b>  <b>1/14</b>  <b>18/25</b> </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>  <div> <b>CONESTOGA COLD STORAGE</b> 3.73 miles  299 Trillium Drive, Kitchener, ON N2E1W9 </div> <div> Monday - Friday  Saturday - Sunday </div> <div> <b>08:30 AM - 04:30 PM</b>  <b>Closed</b> </div> <div> Total Square Feet  Rentable Square Footage  Owned by  Store Type  Rate Volatility </div> <div> <b>219,133 sqft</b>  <b>208,176 sqft</b>  <b>CONESTOGA COLD STORAGE</b>  <b>Traditional</b>  <b>N/A</b> </div> <div> <b>Marketing Scorecard</b>  Contactability  Paid Search  Search  Social Media  Website </div> <div> <b>5/100</b>  <b>0/11</b>  <b>0/35</b>  <b>0/15</b>  <b>0/14</b>  <b>5/25</b> </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

<div> <span>✓</span> Rate available for this unit type           <span>✗</span> Rate not available for this unit type           <span>🚫</span> Rate previously available, but not currently advertised         </div>													
<div>  <b>Access Storage - Kitchener Highland West</b> 3.79 miles            1575 Highland Rd, Kitchener, ON N2N3K6            Monday - Friday <b>09:00 AM - 11:00 PM</b>            Saturday <b>09:00 AM - 08:00 PM</b>            Sunday <b>10:00 AM - 07:00 PM</b> </div>													
<div>             Total Square Feet <b>67,364 sqft</b>              Rentable Square Footage <b>63,995 sqft</b>              Owned by <b>Access Storage</b>              Store Type <b>Traditional</b>              Rate Volatility <b>11%</b> </div>										<div> <b>Marketing Scorecard</b> <b>37/100</b>              Contactability <b>6/11</b>              Paid Search <b>0/35</b>              Search <b>3/15</b>              Social Media <b>7/14</b>              Website <b>21/25</b> </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>  <b>Access Storage - Kitchener North</b> 3.83 miles            2444 Shirley Dr., Kitchener, ON N2B3X8            Monday - Friday <b>08:00 AM - 10:00 PM</b>            Saturday <b>09:00 AM - 07:00 PM</b>            Sunday <b>09:00 AM - 06:00 PM</b> </div>													
<div>             Total Square Feet <b>43,178 sqft</b>              Rentable Square Footage <b>41,019 sqft</b>              Owned by <b>Access Storage</b>              Store Type <b>Traditional</b>              Rate Volatility <b>10%</b> </div>										<div> <b>Marketing Scorecard</b> <b>39/100</b>              Contactability <b>6/11</b>              Paid Search <b>0/35</b>              Search <b>3/15</b>              Social Media <b>7/14</b>              Website <b>23/25</b> </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>  <b>Chicopee Affordable Storage</b> 4.03 miles            1000 Hofstetter Ave, Kitchener, ON N2A1B3         </div>													
<div>             Total Square Feet <b>27,545 sqft</b>              Rentable Square Footage <b>26,167 sqft</b>              Owned by <b>Chicopee Affordable Storage</b>              Store Type <b>Container</b>              Rate Volatility <b>0%</b> </div>										<div> <b>Marketing Scorecard</b> <b>11/100</b>              Contactability <b>3/11</b>              Paid Search <b>0/35</b>              Search <b>0/15</b>              Social Media <b>0/14</b>              Website <b>8/25</b> </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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

## 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