

STORTRACK

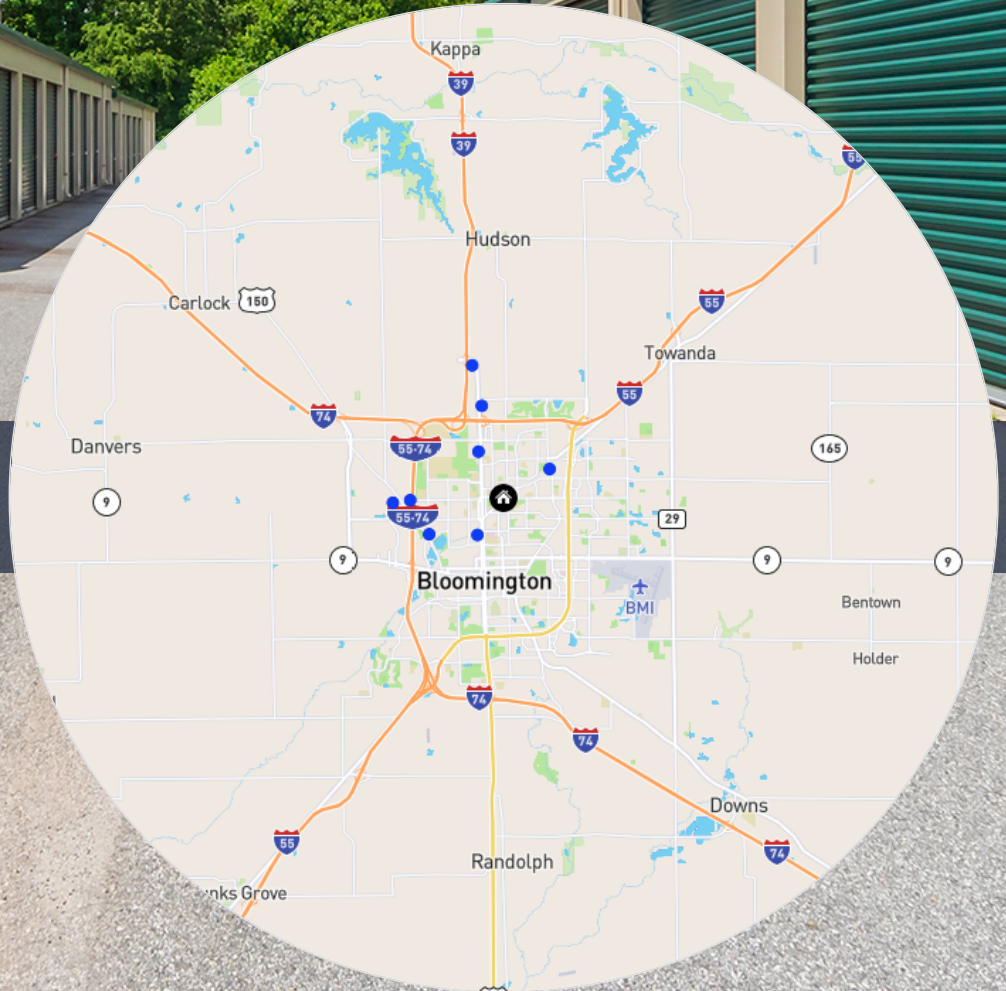
# EXPLORER

SELF-STORAGE

## Market Report

Produced on Apr 30 2025

Report for:  
Normal, IL



 STORTRACK

Questions?  
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## Executive Summary

**Market:** Normal, IL

**Market Type:** City

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

## Market Snapshot

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

	This Market	State	National
Self Storage Only Facilities Net Rentable SQ FT	86,443	45,415,713	1,391,670,933
Hybrid Facility Self Storage Net Rentable SQ FT	238,162	35,709,852	1,202,414,480
<b>Total Net Self Storage Rentable SQ FT</b>	<b>324,605</b>	<b>81,125,565</b>	<b>2,594,085,413</b>
Parking Net Rentable SQ FT	46,890	8,765,526	316,190,967
<b>Sq Ft per Capita</b>			
• 2022 Sq Ft per Capita	6.13	6.33	7.83
• 2024 Sq Ft per Capita	6.10	6.42	7.78
• 2026 Sq Ft per Capita	6.06	6.42	7.67
Sq Ft per Household	16.51	16.45	20.63
<b>Total Stores</b>	<b>8</b>	<b>2,211</b>	<b>67,389</b>
• REITS	1	415	10,516
• Large Ops	2	331	11,189
• Mid Ops	0	226	7,779
• Small Ops	4	279	7,310
• Single Ops	1	960	30,595
New Developments	1	90	3,875
Estimated Net Rentable Sq Ft of Development	112,907	3,918,839	198,873,908
Stores opened within the last year	0	6	556

**Market Snapshot** Continued

	This Market	State	National
<b>Demographics</b>			
• 2022 Population	52,920	12,821,813	331,097,593
• 2024 Population	53,225 (+0.58% change)	12,635,938 (-0.01% change)	333,584,158 (+0.01% change)
• 2026 Population	53,531 (+1.15% change)	12,642,326 (-0.01% change)	338,018,925 (+0.03% change)
Households	19,658	4,930,255	125,736,353
Rental Households	8,690	1,650,933	44,238,593
Rental Households Percentage	44.21%	33.49%	35.18%
Median Household Income	\$63,965	\$72,563	\$75,149
<b>Average Rate Per Square Feet</b>			
• All Units without Parking	\$0.79	\$1.21	\$1.29
• All Units with Parking	\$0.78	\$1.17	\$1.24
• Regular Units	\$0.79	\$0.90	\$1.12
• Climate Controlled Units	\$0.65	\$1.51	\$1.49
• Only Parking	\$0.60	\$0.47	\$0.47
Rate Trend (12 months)	-32.10%	9.06%	-2.31%
Units Not Advertised	0%	8%	7%
<b>Market Including Known Developments</b>			
Self Storage Only Facilities Net Rentable SQ FT	199,350	48,595,146	1,551,596,180
Hybrid Facility Self Storage Net Rentable SQ FT	238,162	36,449,258	1,241,363,141
<b>Total Net Self Storage Rentable SQ FT</b>	<b>437,512</b>	<b>85,044,404</b>	<b>2,792,959,321</b>
Parking Net Rentable SQ FT	46,890	8,911,896	325,437,768



Market Snapshot Continued

	This Market	State	National
Sq Ft per Capita			
• 2022 Sq Ft per Capita	8.27	6.63	8.44
• 2024 Sq Ft per Capita	8.22	6.73	8.37
• 2026 Sq Ft per Capita	8.17	6.73	8.26
Sq Ft per Household	22.26	17.25	22.21
Total Stores	9	2,301	71,264
• REITS	1	431	10,943
• Large Ops	2	343	11,621
• Mid Ops	0	229	7,872
• Small Ops	4	280	7,348
• Single Ops	1	961	30,683
New Supply Ratio	34.78%	4.83%	7.67%

## Unit Types Offered

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

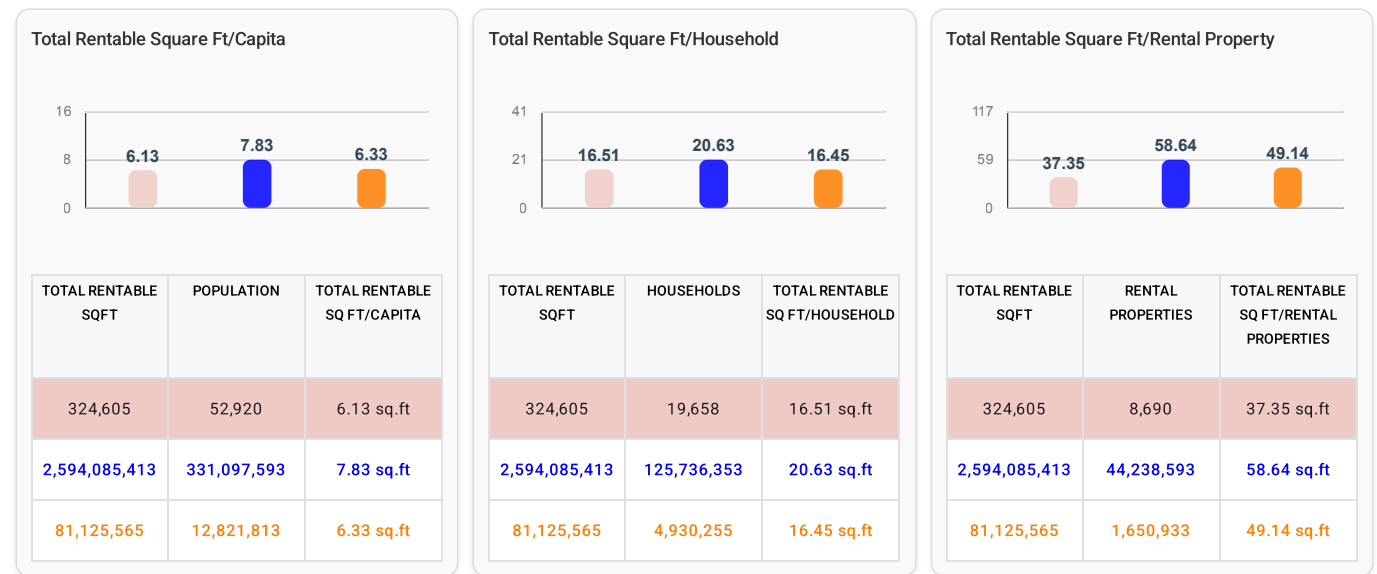
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
62.50%	62.50%	62.50%	12.50%	12.50%	12.50%	N/A	12.50%	N/A	12.50%	N/A	37.50%	N/A	62.50%	12.50%	37.50%	N/A	N/A	12.50%
97.22%	100.00%	82.22%	48.22%	22.50%	26.72%	30.32%	58.64%	40.08%	67.79%	41.88%	55.15%	35.38%	62.01%	30.04%	32.07%	10.11%	2.05%	21.45%
98.12%	100.00%	77.54%	43.99%	20.29%	19.35%	29.93%	54.06%	36.74%	63.41%	37.68%	50.80%	30.43%	60.14%	28.04%	33.48%	9.49%	2.75%	18.99%

● This Market 
 ● National Totals and Averages 
 ● Illinois 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 2022 American Community Survey.



● This Market 
 ● National Totals and Averages 
 ● Illinois 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
Market Average Price		\$0.90	\$0.88	\$0.91	\$0.67	\$0.60	\$2.08	-	\$1.42	-	\$1.00	-	\$0.85	\$0.76	\$0.65	\$0.67	\$0.53	\$0.67	-	\$0.60
Uncle Bills Storage & File Center 1.15 miles 906 Apple St, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
University Center Self- Storage 1.34 miles 608 Orlando Dr, Normal, IL 61761	12 mo. trailing avg.	\$0.40	\$0.40	\$0.40	-	-	-	-	-	-	-	-	-	-	\$0.40	-	\$0.40	-	-	-
Uncle Bills Storage & File Center 1.39 miles 421 N Kays Dr, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
White Oak Mini Storage Inc 2.10 miles 604 White Oak Rd, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Main Street Mini Storage 2.38 miles 2009 West Collage Ave, Normal, IL 61761	12 mo. trailing avg.	\$0.60	\$0.60	\$0.60	-	\$0.60	-	-	-	-	-	-	-	-	\$0.60	-	-	-	-	\$0.60
Twin City Self Storage 2.41 miles 2019 Eagle Rd, Normal, IL 61761	12 mo. trailing avg.	\$1.35	\$1.35	\$1.35	-	\$0.05	\$2.08	-	\$1.66	-	\$1.18	-	\$1.01	-	\$0.85	-	-	-	-	\$0.05
Normal Self Storage 2.82 miles 110 Merle Ln, Normal, IL 61761	12 mo. trailing avg.	\$0.66	\$0.66	\$0.66	\$0.67	-	-	-	-	-	\$0.82	-	\$0.67	\$0.76	\$0.65	\$0.67	\$0.53	\$0.67	-	-
Extra Space 3.47 miles 2717 N Main St, Normal, IL 61761	12 mo. trailing avg.	\$0.88	\$0.88	\$0.88	-	-	-	-	\$1.15	-	\$0.96	-	\$0.81	-	\$0.75	-	\$0.68	-	-	-

## 12 Month Trailing Average Rate History Continued

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

		APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025
	Market Average Price	\$1.06	\$1.08	\$1.09	\$1.11	\$1.12	\$1.11	\$1.09	\$1.08	\$1.07	\$1.04	\$1.02	\$1.00
<b>Uncle Bills Storage &amp; File Center</b> 1.15 miles 906 Apple St, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>University Center Self-Storage</b> 1.34 miles 608 Orlando Dr, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Uncle Bills Storage &amp; File Center</b> 1.39 miles 421 N Kays Dr, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>White Oak Mini Storage Inc</b> 2.10 miles 604 White Oak Rd, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Main Street Mini Storage</b> 2.38 miles 2009 West Collage Ave, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Twin City Self Storage</b> 2.41 miles 2019 Eagle Rd, Normal, IL 61761	12 mo. trailing avg.	\$1.20	\$1.23	\$1.23	\$1.25	\$1.27	\$1.27	\$1.26	\$1.25	\$1.24	\$1.23	\$1.20	\$1.18
<b>Normal Self Storage</b> 2.82 miles 110 Merle Ln, Normal, IL 61761	12 mo. trailing avg.	\$0.84	\$0.85	\$0.86	\$0.88	\$0.93	\$0.93	\$0.89	\$0.87	\$0.85	\$0.84	\$0.83	\$0.82
<b>Extra Space</b> 3.47 miles 2717 N Main St, Normal, IL 61761	12 mo. trailing avg.	\$0.99	\$1.00	\$1.02	\$1.04	\$1.03	\$1.01	\$1.00	\$1.01	\$1.02	\$0.99	\$0.98	\$0.96

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

		APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025
	Market Average Price	-	-	-	-	-	-	-	-	-	-	-	-
<b>Uncle Bills Storage &amp; File Center</b> 1.15 miles 906 Apple St, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>University Center Self-Storage</b> 1.34 miles 608 Orlando Dr, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Uncle Bills Storage &amp; File Center</b> 1.39 miles 421 N Kays Dr, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>White Oak Mini Storage Inc</b> 2.10 miles 604 White Oak Rd, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Main Street Mini Storage</b> 2.38 miles 2009 West Collage Ave, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Twin City Self Storage</b> 2.41 miles 2019 Eagle Rd, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
<b>Normal Self Storage</b> 2.82 miles 110 Merle Ln, Normal, IL 61761	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-



# 12 Month Trailing Average Rate History Continued

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

		APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025
Extra Space 3.47 miles 2717 N Main St, Normal, IL 61761	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
\$0.79	\$0.78	\$0.60	\$0.79	\$0.65	\$1.62	N/A	\$1.34	N/A	\$0.90	N/A	\$0.83	N/A	\$0.68	\$0.65	\$0.60	N/A	N/A	\$0.60
\$1.29	\$1.23	\$0.47	\$1.12	\$1.49	\$2.02	\$2.15	\$1.35	\$1.64	\$1.08	\$1.36	\$0.93	\$1.20	\$0.84	\$1.16	\$0.78	\$1.13	\$0.56	\$0.47
\$1.21	\$1.16	\$0.47	\$0.90	\$1.51	\$1.52	\$1.97	\$1.11	\$1.60	\$0.90	\$1.39	\$0.79	\$1.27	\$0.70	\$1.25	\$0.62	\$1.31	\$0.58	\$0.46

● This Market ● National Totals and Averages ● Illinois 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
\$131.19	\$133.81	\$215.00	\$131.27	\$129.00	\$40.50	N/A	\$67.00	N/A	\$89.50	N/A	\$124.14	N/A	\$135.27	\$129.00	\$179.14	N/A	N/A	\$215.00
\$131.51	\$133.70	\$160.84	\$123.41	\$140.85	\$50.59	\$53.76	\$67.69	\$81.99	\$107.59	\$135.83	\$139.70	\$180.20	\$168.71	\$232.54	\$232.59	\$339.43	\$135.15	\$162.24
\$124.84	\$126.91	\$157.58	\$105.75	\$143.16	\$37.96	\$49.34	\$55.43	\$80.14	\$90.31	\$139.29	\$118.39	\$190.91	\$140.54	\$250.97	\$187.41	\$393.54	\$123.20	\$159.97

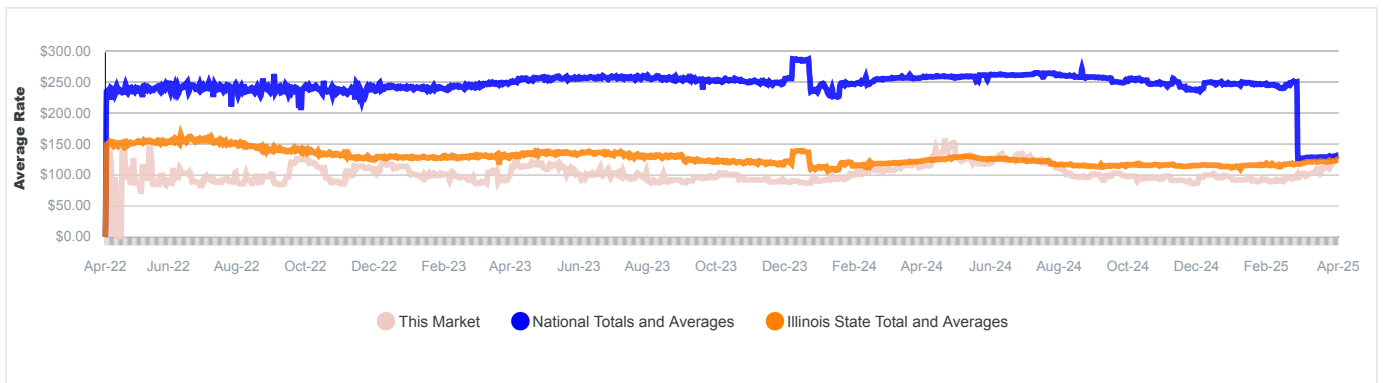
● This Market ● National Totals and Averages ● Illinois State Total and Averages

## 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

⚠️ ● This Market ● National Totals and Averages ● Illinois State Total and Averages has same value in the series.



## 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 90% of TSF if the property has 1 floor | RSF is 80% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 80% 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>													
<b>Uncle Bills Storage &amp; File Center</b> 1.15 miles 906 Apple St, Normal, IL 61761		Drive Distance 1.45 miles Drive Time 6.28 minutes Total Square Feet 22,857 sqft Rentable Square Footage 20,571 sqft Class Type B Store Type Hybrid Rate Volatility N/A Stories 1 Year Built 1975				<b>Marketing Scorecard</b> Contactability 6/11 Paid Search 25/35 Search 5/15 Social Media 0/14 Website 15/25				<b>51/100</b>			
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

<div><div>No Image Available</div><div><b>University Center Self-Storage</b> 1.34 miles 608 Orlando Dr, Normal, IL 61761</div><div><div>Drive Distance1.87 miles Drive Time5.9 minutes Total Square Feet10,335 sqft Rentable Square Footage9,302 sqft Class TypeC Store TypeSelf Storage Rate Volatility0% Stories1 Year BuiltN/A</div><div><b>Marketing Scorecard</b> 8/100 Contactability0/11 PaidSearch0/35 Search0/15 SocialMedia0/14 Website8/25</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><div><b>Uncle Bills Storage &amp; File Center</b> 1.39 miles 421 N Kays Dr, Normal, IL 61761</div><div><div>Drive Distance1.74 miles Drive Time4.81 minutes Total Square Feet101,763 sqft Rentable Square Footage91,587 sqft Class TypeB Store TypeHybrid Rate VolatilityN/A Stories1 Year Built2000</div><div><b>Marketing Scorecard</b> 51/100 Contactability6/11 PaidSearch25/35 Search5/15 SocialMedia0/14 Website15/25</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><div><b>White Oak Mini Storage Inc</b> 2.1 miles 604 White Oak Rd, Normal, IL 61761</div><div><div>Drive Distance2.62 miles Drive Time8.15 minutes Total Square Feet19,662 sqft Rentable Square Footage17,696 sqft Class TypeB Store TypeHybrid Rate VolatilityN/A Stories1 Year BuiltN/A</div><div><b>Marketing Scorecard</b> 11/100 Contactability3/11 PaidSearch0/35 Search0/15 SocialMedia0/14 Website8/25</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>No Image Available</div><div><b>Main Street Mini Storage</b> 2.38 miles 2009 West Collage Ave, Normal, IL 61761</div><div><div>Drive Distance2.48 miles Drive Time6.59 minutes Total Square Feet47,088 sqft Rentable Square Footage42,379 sqft Class TypeB Store TypeHybrid Rate Volatility0% Stories1 Year BuiltN/A</div><div><b>Marketing Scorecard</b> 39/100 Contactability3/11 PaidSearch20/35 Search4/15 SocialMedia0/14 Website12/25</div></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

✓ Rate available for this unit type

✗ Rate not available for this unit type

👁 Rate previously available, but not currently advertised

<div><b>Twin City Self Storage</b> 2.41 miles 2019 Eagle Rd, Normal, IL 61761</div> <div>Monday - Sunday06:00 AM - 10:00 PM</div> <div>Drive Distance3.43 miles Drive Time7.76 minutes Total Square Feet85,712 sqft Rentable Square Footage77,141 sqft Class TypeB Store TypeSelf Storage Rate Volatility21% Stories1 Year BuiltN/A</div> <div><b>Marketing Scorecard</b> 53/100 Contactability5/11 PaidSearch15/35 Search4/15 SocialMedia7/14 Website22/25</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>No Image Available</div><b>Normal Self Storage</b> 2.82 miles 110 Merle Ln, Normal, IL 61761</div> <div>Monday - Sunday06:00 AM - 10:00 PM</div> <div>Drive Distance3.04 miles Drive Time8.44 minutes Total Square Feet48,000 sqft Rentable Square Footage43,200 sqft Class TypeB Store TypeHybrid Rate Volatility16% Stories1 Year Built2006</div> <div><b>Marketing Scorecard</b> 41/100 Contactability3/11 PaidSearch13/35 Search0/15 SocialMedia6/14 Website19/25</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>Extra Space</b> 3.47 miles 2717 N Main St, Normal, IL 61761</div> <div>Monday - Sunday06:00 AM - 10:00 PM</div> <div>Drive Distance4.3 miles Drive Time9.56 minutes Total Square Feet25,254 sqft Rentable Square Footage22,729 sqft Class TypeB Store TypeHybrid Rate Volatility39% Stories1 Year Built2002</div> <div><b>Marketing Scorecard</b> 75/100 Contactability8/11 PaidSearch25/35 Search10/15 SocialMedia7/14 Website25/25</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