

stortrack

# EXPLORER

## Market Report

Produced on Mar 23 2023

Report for:  
Milton Keynes



stortrack

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## Market Summary

**Market:** Milton Keynes

**Market Type:** City

**Comparisons are made with:** National Totals and Averages

## Market Snapshot

|                                                      | This Market | National    |
|------------------------------------------------------|-------------|-------------|
| Net Rentable Sq Ft                                   | 415,685     | 116,648,605 |
| Sq Ft per Capita                                     | 1.65        | 1.83        |
| Sq Ft per Household                                  | 4.89        | 4.77        |
| Total Stores                                         | 16          | 4,272       |
| • Self storage                                       | 6           | 2,268       |
| • Container Storage                                  | 7           | 1,480       |
| • Both (Hybrid-Combo and Self Storage and Container) | 3           | 524         |
| • Unknown                                            | 0           | 0           |
| New Developments                                     | 0           | 154         |
| Sq Ft of Developments                                | N/A         | 6,705,303   |
| Stores opened within the last year                   | 0           | 11          |
| Population                                           | 251,816     | 63,673,119  |
| Households                                           | 85,077      | 24,434,594  |
| Rental Households                                    | 26,301      | 6,952,502   |

## Market Snapshot

|                                                                                                      | This Market | National    |
|------------------------------------------------------------------------------------------------------|-------------|-------------|
| Rental Households Percentage                                                                         | 30.91%      | 28.45%      |
| Median Household Income                                                                              | £51,681     | £38,180     |
| Average Weekly Rate Per Square Feet                                                                  |             |             |
| <ul style="list-style-type: none"> <li>All Units without Parking</li> </ul>                          | £0.76       | £0.74       |
| <ul style="list-style-type: none"> <li>All Units with Parking</li> </ul>                             | £0.76       | £0.74       |
| <ul style="list-style-type: none"> <li>Only Parking</li> </ul>                                       | N/A         | £1.02       |
| Rate Trend (12 months)                                                                               | 10.39%      | 3.16%       |
| Units Not Advertised                                                                                 | 0%          | 28%         |
| <b>Market Including Known Developments</b>                                                           |             |             |
| Net Rentable Sq Ft                                                                                   | 415,685     | 123,353,908 |
| Sq Ft per Capita                                                                                     | 1.65        | 1.94        |
| Sq Ft per Household                                                                                  | 4.89        | 5.05        |
| Total Stores                                                                                         | 16          | 4,426       |
| <ul style="list-style-type: none"> <li>Self storage</li> </ul>                                       | 6           | 2,268       |
| <ul style="list-style-type: none"> <li>Container Storage</li> </ul>                                  | 7           | 1,480       |
| <ul style="list-style-type: none"> <li>Both (Hybrid-Combo and Self Storage and Container)</li> </ul> | 3           | 524         |
| <ul style="list-style-type: none"> <li>Unknown</li> </ul>                                            | 0           | 154         |

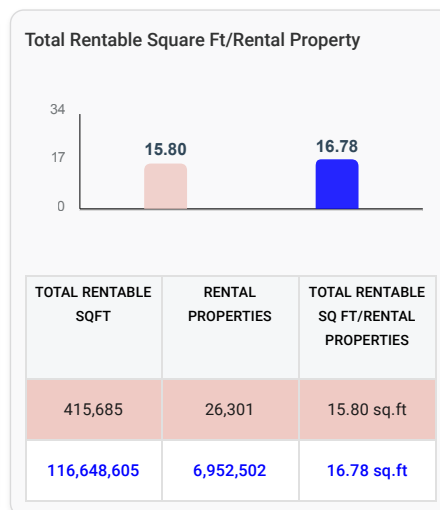
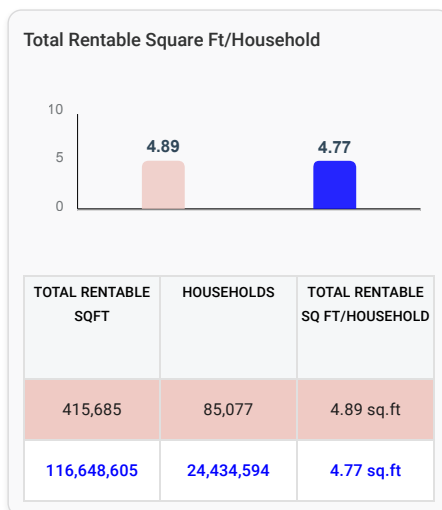
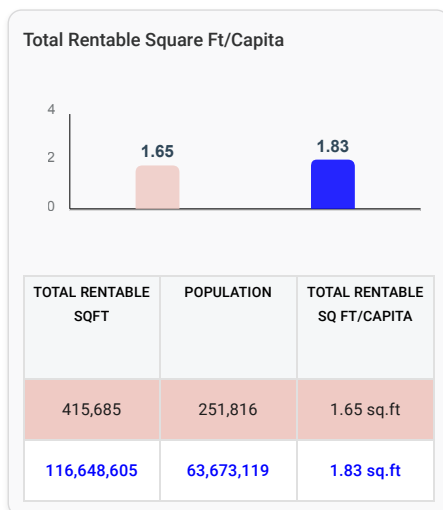
## Unit Types Offered

| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|---------------------------|------------------------|-------------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|-------------|------------|
| 50.00%                    | 50.00%                 | N/A         | 18.75%  | 31.25%  | 43.75%  | 12.50%  | 31.25%  | 6.25%   | 37.50%   | 31.25%   | N/A      | 25.00%   | N/A         | N/A        |
| 98.87%                    | 100.00%                | 1.55%       | 27.93%  | 62.48%  | 57.05%  | 32.02%  | 69.68%  | 24.26%  | 65.80%   | 55.57%   | 21.86%   | 48.17%   | 0.07%       | 1.48%      |

● This Market ● National Totals and Averages

## Overall Market Supply Metrics

Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.



● This Market ● National Totals and Averages

## 12 Month Trailing Average Rate History

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

### Summary - (Premium - Rate Per Square Foot, Any Floor)

|                                                                                                 |                      | ALL UNITS WITHOUT PARKING | ALL PARKING | ALL UNITS WITH PARKING | 20 SQ.FT | 25 SQ.FT | 35 SQ.FT | 40 SQ.FT | 50 SQ.FT | 80 SQ.FT | 100 SQ.FT | 150 SQ.FT | 160 SQ.FT | 200 SQ.FT | CAR PARKING | RV PARKING |
|-------------------------------------------------------------------------------------------------|----------------------|---------------------------|-------------|------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-------------|------------|
| Current Market Average Price                                                                    |                      | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>AB Self Storage</b>                                                                          |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Unit 35 Broughton Grounds, Broughton Grounds Lane, Milton Keynes, Buckinghamshire MK160HZ       | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>Storage King Milton Keynes</b>                                                               |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Water Eaton Industrial Estate, 39 Barton Road, Bletchley, Milton Keynes, Buckinghamshire MK23HW | 12 mo. trailing avg. | £0.76                     | -           | £0.76                  | £1.21    | £1.01    | £0.85    | £0.87    | £0.75    | £0.66    | £0.54     | £0.50     | -         | £0.44     | -           | -          |
| <b>Big Yellow - Milton Keynes Storage</b>                                                       |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Snowdon Drive, Milton Keynes, Buckinghamshire MK61AP                                            | 12 mo. trailing avg. | £0.91                     | -           | £0.91                  | £1.06    | £0.99    | £0.98    | £0.91    | £0.96    | -        | £0.83     | £0.81     | -         | £0.75     | -           | -          |
| <b>Auto Classica Storage</b>                                                                    |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Broughton Manor, Newport Rd, Broughton, Milton Keynes, Buckinghamshire MK109AA                  | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>K&amp;m Self Storage</b>                                                                     |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Ridge Farm, Main Rd, Drayton Parslow, Milton Keynes, Buckinghamshire MK170LJ                    | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>Mi Storage</b>                                                                               |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Old Wolverton Rd, Wolverton, Milton Keynes, Buckinghamshire MK125QD                             | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>MK Box Self Storage</b>                                                                      |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| 77 Alston Drive Bradwell Abbey Industrial Estate, Milton Keynes, Buckinghamshire MK139HG        | 12 mo. trailing avg. | £0.61                     | -           | £0.61                  | -        | £0.82    | £0.69    | -        | £0.58    | -        | £0.49     | £0.44     | -         | -         | -           | -          |
| <b>Swansway Self Storage</b>                                                                    |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Hill Farm Haversham, Milton Keynes, Buckinghamshire MK197DY                                     | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>Manor Farm Self Storage</b>                                                                  |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Manor Farm, Whaddon Rd, Newton Longville, Milton Keynes, Buckinghamshire MK170AU                | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>Ridge Hill Farm</b>                                                                          |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Little Horwood Road Nash, Milton Keynes, Buckinghamshire MK170EH                                | 12 mo. trailing avg. | £0.46                     | -           | £0.46                  | -        | -        | £0.46    | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>Barley Hill Farm</b>                                                                         |                      |                           |             |                        |          |          |          |          |          |          |           |           |           |           |             |            |
| Thornton Road, Milton Keynes, Buckinghamshire MK170HL                                           | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |

## 12 Month Trailing Average Rate History Continued

### Summary - (Premium - Rate Per Square Foot, Any Floor)

|                                                                                                                   |                      | ALL UNITS WITHOUT PARKING | ALL PARKING | ALL UNITS WITH PARKING | 20 SQ.FT | 25 SQ.FT | 35 SQ.FT | 40 SQ.FT | 50 SQ.FT | 80 SQ.FT | 100 SQ.FT | 150 SQ.FT | 160 SQ.FT | 200 SQ.FT | CAR PARKING | RV PARKING |
|-------------------------------------------------------------------------------------------------------------------|----------------------|---------------------------|-------------|------------------------|----------|----------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-------------|------------|
| <b>SafeStore - Milton Keynes</b><br>11 Bilton Road, Milton Keynes, Buckinghamshire MK11HW                         | 12 mo. trailing avg. | £0.83                     | -           | £0.83                  | -        | £1.18    | £1.01    | -        | £0.93    | -        | £0.75     | £0.55     | -         | £0.56     | -           | -          |
| <b>LoknStore Self Storage Milton Keynes</b><br>Etheridge Avenue, Brinklow, Milton Keynes, Buckinghamshire MK100BP | 12 mo. trailing avg. | £0.69                     | -           | £0.69                  | -        | £0.94    | £0.87    | -        | £0.78    | -        | £0.58     | £0.52     | -         | £0.49     | -           | -          |
| <b>MK Self Storage</b><br>Hammond Farm, Whaddon Road, Milton Keynes, Buckinghamshire MK170AU                      | 12 mo. trailing avg. | -                         | -           | -                      | -        | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>UK Storage Company-Milton Keynes</b><br>6 Danbury Court, Linford Wood, Milton Keynes, Buckinghamshire MK146PL  | 12 mo. trailing avg. | £0.92                     | -           | £0.92                  | £0.92    | -        | -        | -        | -        | -        | -         | -         | -         | -         | -           | -          |
| <b>AM Self Storage - Milton Keynes</b><br>Chesney Wold, Bleak Hall, Milton Keynes, Buckinghamshire MK61LA         | 12 mo. trailing avg. | £0.36                     | -           | £0.36                  | -        | -        | £0.40    | -        | £0.39    | £0.34    | £0.33     | £0.36     | -         | -         | -           | -          |

### Specific Unit - 100 sq.ft (Premium - Rate Per Square Foot, Any Floor)

|                                                                                                                                      |                      | MAR 2022 | APR 2022 | MAY 2022 | JUN 2022 | JUL 2022 | AUG 2022 | SEP 2022 | OCT 2022 | NOV 2022 | DEC 2022 | JAN 2023 | FEB 2023 |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Current Market Average Price                                                                                                         |                      | £0.57    | £0.57    | £0.57    | £0.58    | £0.58    | £0.58    | £0.58    | £0.58    | £0.58    | £0.58    | £0.58    | £0.59    |
| <b>AB Self Storage</b><br>Unit 35 Broughton Grounds, Broughton Grounds Lane, Milton Keynes, Buckinghamshire MK160HZ                  | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Storage King Milton Keynes</b><br>Water Eaton Industrial Estate, 39 Barton Road, Bletchley, Milton Keynes, Buckinghamshire MK23HW | 12 mo. trailing avg. | £0.55    | £0.55    | £0.54    | £0.55    | £0.55    | £0.54    | £0.54    | £0.54    | £0.54    | £0.54    | £0.54    | £0.54    |
| <b>Big Yellow - Milton Keynes Storage</b><br>Snowdon Drive, Milton Keynes, Buckinghamshire MK61AP                                    | 12 mo. trailing avg. | £0.81    | £0.81    | £0.82    | £0.82    | £0.81    | £0.82    | £0.82    | £0.83    | £0.83    | £0.83    | £0.83    | £0.83    |
| <b>Auto Classica Storage</b><br>Broughton Manor, Newport Rd, Broughton, Milton Keynes, Buckinghamshire MK109AA                       | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |

## 12 Month Trailing Average Rate History Continued

Specific Unit - 100 sq.ft (Premium - Rate Per Square Foot, Any Floor)

|                                                                                                                        |                      | MAR 2022 | APR 2022 | MAY 2022 | JUN 2022 | JUL 2022 | AUG 2022 | SEP 2022 | OCT 2022 | NOV 2022 | DEC 2022 | JAN 2023 | FEB 2023 |
|------------------------------------------------------------------------------------------------------------------------|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>K&amp;m Self Storage</b><br>Ridge Farm, Main Rd, Drayton Parslow, Milton Keynes, Buckinghamshire MK170LJ            | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Mi Storage</b><br>Old Wolverton Rd, Wolverton, Milton Keynes, Buckinghamshire MK125QD                               | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>MK Box Self Storage</b><br>77 Alston Drive Bradwell Abbey Industrial Estate, Milton Keynes, Buckinghamshire MK139HG | 12 mo. trailing avg. | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    | £0.49    |
| <b>Swansway Self Storage</b><br>Hill Farm Haversham, Milton Keynes, Buckinghamshire MK197DY                            | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Manor Farm Self Storage</b><br>Manor Farm, Whaddon Rd, Newton Longville, Milton Keynes, Buckinghamshire MK170AU     | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Ridge Hill Farm</b><br>Little Horwood Road Nash, Milton Keynes, Buckinghamshire MK170EH                             | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>Barley Hill Farm</b><br>Thornton Road, Milton Keynes, Buckinghamshire MK170HL                                       | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>SafeStore - Milton Keynes</b><br>11 Bilton Road, Milton Keynes, Buckinghamshire MK11HW                              | 12 mo. trailing avg. | £0.67    | £0.69    | £0.70    | £0.71    | £0.71    | £0.72    | £0.72    | £0.72    | £0.72    | £0.73    | £0.74    | £0.75    |
| <b>LoknStore Self Storage Milton Keynes</b><br>Etheridge Avenue, Brinklow, Milton Keynes, Buckinghamshire MK100BP      | 12 mo. trailing avg. | £0.56    | £0.56    | £0.57    | £0.57    | £0.57    | £0.57    | £0.57    | £0.57    | £0.57    | £0.57    | £0.57    | £0.58    |
| <b>MK Self Storage</b><br>Hammond Farm, Whaddon Road, Milton Keynes, Buckinghamshire MK170AU                           | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>UK Storage Company-Milton Keynes</b><br>6 Danbury Court, Linford Wood, Milton Keynes, Buckinghamshire MK146PL       | 12 mo. trailing avg. | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        | -        |
| <b>AM Self Storage - Milton Keynes</b><br>Chesney Wold, Bleak Hall, Milton Keynes, Buckinghamshire MK61LA              | 12 mo. trailing avg. | £0.32    | £0.32    | £0.32    | £0.32    | £0.32    | £0.32    | £0.32    | £0.32    | £0.32    | £0.33    | £0.33    | £0.33    |



## Rate per Square Foot by Unit Type

Analysis of the average weekly rate per square foot by each of the most common unit types.

| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|---------------------------|------------------------|-------------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|-------------|------------|
| £0.76                     | £0.76                  | N/A         | £0.88   | £1.03   | £0.75   | £0.91   | £0.82   | £0.61   | £0.59    | £0.63    | N/A      | £0.60    | N/A         | N/A        |
| £0.74                     | £0.74                  | £1.02       | £1.07   | £0.94   | £0.81   | £0.88   | £0.75   | £0.55   | £0.63    | £0.60    | £0.38    | £0.61    | £0.50       | £1.03      |

● This Market ● National Totals and Averages

## Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Weekly Online rate for each.

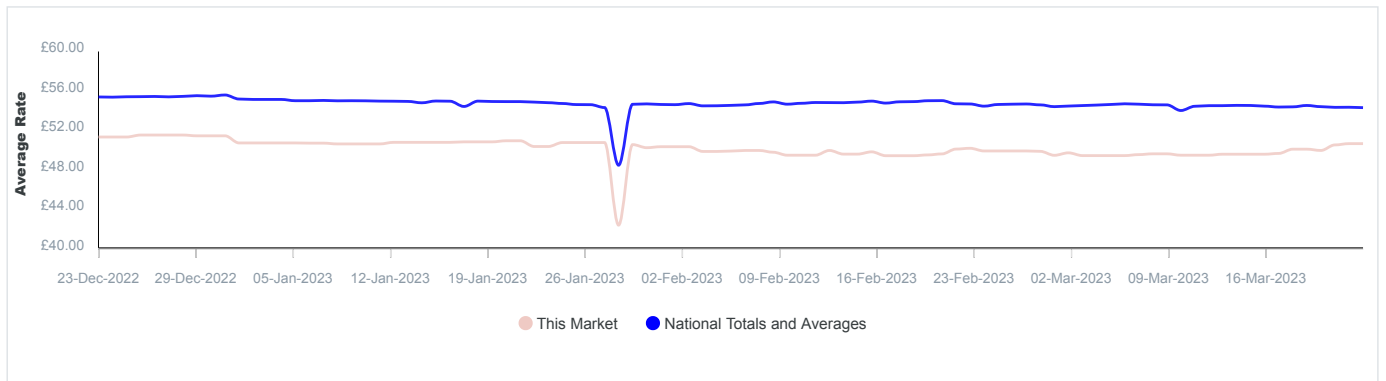
| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|---------------------------|------------------------|-------------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|-------------|------------|
| £50.54                    | £50.54                 | N/A         | £17.57  | £25.72  | £26.40  | £36.50  | £41.23  | £48.86  | £58.96   | £94.33   | N/A      | £120.28  | N/A         | N/A        |
| £54.18                    | £54.01                 | £20.68      | £21.41  | £23.46  | £28.50  | £35.09  | £37.28  | £43.63  | £63.40   | £90.42   | £61.50   | £122.34  | £11.51      | £20.90     |

● This Market ● National Totals and Averages

## Average Rates History

Historical graphs showing the average weekly rate over the past 3 months for each of the most common unit types.

All Units Without Parking (Last 3 months)







## 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 75% of TSF if the property has 1 floor | RSF is 70% of TSF if the property has 2 or more floors | RSF is 75% of TSF if the property has an unknown number of floors

| <span style="color: green;">✓</span> Rate available for this unit type                                                                                                                                                                                                                                                                                                     |         | <span style="color: red;">✗</span> Rate not available for this unit type                                                                                                                                          |         | <span style="color: grey;">👁</span> Rate previously available, but not currently advertised                                                                                 |         | <span style="color: red;">🛡</span> SSA Member |          |          |          |             |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------|----------|----------|----------|-------------|------------|
|  <b>UK Storage Company-Milton Keynes</b> 0.9 mile<br>6 Danbury Court, Linford Wood, Milton Keynes, Buckinghamshire MK146PL<br>Monday - Saturday <b>08:30 AM - 07:00 PM</b><br>Sunday <b>09:00 AM - 05:00 PM</b>                                                                           |         | Total Square Feet <b>12,057 sqft</b><br>Rentable Square Footage <b>11,454 sqft</b><br>Owned by <b>UK Storage Company (Sw) Limited</b><br>Store Type <b>Self Storage</b><br>Rate Volatility <b>63%</b>             |         | <b>Marketing Scorecard</b> <b>24/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>1/15</b><br>Social Media <b>2/14</b><br>Website <b>18/25</b> |         |                                               |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                                                                                                                                                                                                                    | 25Sq.ft | 35Sq.ft                                                                                                                                                                                                           | 40Sq.ft | 50Sq.ft                                                                                                                                                                     | 75Sq.ft | 80Sq.ft                                       | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✓                                                                                                                                                                                                                                                                                                                                                                          | ✗       | ✗                                                                                                                                                                                                                 | ✗       | ✗                                                                                                                                                                           | ✗       | ✗                                             | ✗        | ✗        | ✗        | ✗           | ✗          |
|  <b>Big Yellow - Milton Keynes Storage</b> 0.93 mile<br>Snowdon Drive, Milton Keynes, Buckinghamshire MK61AP<br>Monday - Wednesday <b>08:30 AM - 05:30 PM</b><br>Thursday - Friday <b>10:00 AM - 04:00 PM</b><br>Saturday <b>09:00 AM - 05:30 PM</b><br>Sunday <b>10:00 AM - 04:00 PM</b> |         | Total Square Feet <b>60,000 sqft</b><br>Rentable Square Footage <b>57,000 sqft</b><br>Owned by <b>Big Yellow Self Storage</b><br>Store Type <b>Self Storage</b><br>Rate Volatility <b>7%</b>                      |         | <b>Marketing Scorecard</b> <b>43/100</b><br>Contactability <b>8/11</b><br>Paid Search <b>0/35</b><br>Search <b>5/15</b><br>Social Media <b>7/14</b><br>Website <b>23/25</b> |         |                                               |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                                                                                                                                                                                                                    | 25Sq.ft | 35Sq.ft                                                                                                                                                                                                           | 40Sq.ft | 50Sq.ft                                                                                                                                                                     | 75Sq.ft | 80Sq.ft                                       | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✓                                                                                                                                                                                                                                                                                                                                                                          | ✓       | ✓                                                                                                                                                                                                                 | ✓       | ✓                                                                                                                                                                           | ✓       | ✗                                             | ✓        | ✓        | ✓        | ✗           | ✗          |
|  <b>MK Box Self Storage</b> 1.52 miles<br>77 Alston Drive Bradwell Abbey Industrial Estate, Milton Keynes, Buckinghamshire MK139HG<br>Monday - Sunday <b>07:00 AM - 07:30 PM</b>                                                                                                        |         | Total Square Feet <b>28,033 sqft*</b><br>Rentable Square Footage <b>26,631 sqft</b><br>Owned by <b>Mk Box Self Storage</b><br>Store Type <b>Self Storage and Container</b><br>Rate Volatility <b>0%</b>           |         | <b>Marketing Scorecard</b> <b>13/100</b><br>Contactability <b>0/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>13/25</b> |         |                                               |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                                                                                                                                                                                                                    | 25Sq.ft | 35Sq.ft                                                                                                                                                                                                           | 40Sq.ft | 50Sq.ft                                                                                                                                                                     | 75Sq.ft | 80Sq.ft                                       | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                                                                                                                                                                                                          | ✓       | ✓                                                                                                                                                                                                                 | ✗       | ✓                                                                                                                                                                           | ✓       | ✗                                             | ✓        | ✓        | ✗        | ✗           | ✗          |
|  <b>AM Self Storage - Milton Keynes</b> 1.68 miles<br>Chesney Wold, Bleak Hall, Milton Keynes, Buckinghamshire MK61LA<br>Monday - Friday <b>08:00 AM - 06:00 PM</b><br>Saturday <b>09:00 AM - 04:00 PM</b><br>Sunday <b>10:00 AM - 02:00 PM</b>                                         |         | Total Square Feet <b>49,498 sqft</b><br>Rentable Square Footage <b>47,023 sqft</b><br>Owned by <b>Morris Leslie Limited</b><br>Store Type <b>Self Storage, Container and Parking</b><br>Rate Volatility <b>0%</b> |         | <b>Marketing Scorecard</b> <b>21/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>18/25</b> |         |                                               |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                                                                                                                                                                                                                    | 25Sq.ft | 35Sq.ft                                                                                                                                                                                                           | 40Sq.ft | 50Sq.ft                                                                                                                                                                     | 75Sq.ft | 80Sq.ft                                       | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                                                                                                                                                                                                          | ✗       | ✓                                                                                                                                                                                                                 | ✗       | 👁                                                                                                                                                                           | ✗       | 👁                                             | ✓        | 👁        | ✗        | ✗           | ✗          |

## All Stores List Continued

| <span style="color: green;">✓</span> Rate available for this unit type                                                                                                           |         | <span style="color: red;">✗</span> Rate not available for this unit type                  |         | <span style="color: grey;">🚫</span> Rate previously available, but not currently advertised                 |         | <span style="color: red;">📍</span> SSA Member                                                                                                                               |          |          |          |             |            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------|---------|-------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|-------------|------------|
| <b>LoknStore Self Storage Milton Keynes</b> <span style="color: red;">📍</span> 3.03 miles<br>3.03 miles<br>Etheridge Avenue, Brinklow, Milton Keynes,<br>Buckinghamshire MK100BP |         | Total Square Feet<br>Rentable Square Footage<br>Owned by<br>Store Type<br>Rate Volatility |         | <b>79,574 sqft</b><br><b>75,595 sqft</b><br><b>Loknstore</b><br><b>Self Storage</b><br><b>3%</b>            |         | <b>Marketing Scorecard</b> <b>29/100</b><br>Contactability <b>8/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>2/14</b><br>Website <b>19/25</b> |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                          | 25Sq.ft | 35Sq.ft                                                                                   | 40Sq.ft | 50Sq.ft                                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                | ✓       | ✓                                                                                         | ✗       | ✓                                                                                                           | ✓       | ✗                                                                                                                                                                           | ✓        | ✓        | ✓        | ✗           | ✗          |
| <b>Auto Classica Storage</b> 3.05 miles<br>Broughton Manor, Newport Rd, Broughton, Milton<br>Keynes, Buckinghamshire MK109AA                                                     |         | Total Square Feet<br>Rentable Square Footage<br>Owned by<br>Store Type<br>Rate Volatility |         | <b>7,000 sqft</b><br><b>6,650 sqft</b><br><b>Auto Classica Storage</b><br><b>Self Storage</b><br><b>N/A</b> |         | <b>Marketing Scorecard</b> <b>16/100</b><br>Contactability <b>6/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>10/25</b> |          |          |          |             |            |
| Monday - Wednesday <b>09:00 AM - 05:30 PM</b><br>Thursday - Friday <b>Closed</b><br>Saturday <b>09:30 AM - 12:30 PM</b><br>Sunday <b>Closed</b>                                  |         |                                                                                           |         |                                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                          | 25Sq.ft | 35Sq.ft                                                                                   | 40Sq.ft | 50Sq.ft                                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                | ✗       | ✗                                                                                         | ✗       | ✗                                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>Mi Storage</b> 3.05 miles<br>Old Wolverton Rd, Wolverton, Milton Keynes,<br>Buckinghamshire MK125QD                                                                           |         | Total Square Feet<br>Rentable Square Footage<br>Owned by<br>Store Type<br>Rate Volatility |         | <b>14,658 sqft*</b><br><b>13,925 sqft</b><br><b>MiStorage</b><br><b>Container and Parking</b><br><b>N/A</b> |         | <b>Marketing Scorecard</b> <b>10/100</b><br>Contactability <b>6/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>4/25</b>  |          |          |          |             |            |
| Monday - Sunday <b>12:00 AM - 11:59 PM</b>                                                                                                                                       |         |                                                                                           |         |                                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                          | 25Sq.ft | 35Sq.ft                                                                                   | 40Sq.ft | 50Sq.ft                                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                | ✗       | ✗                                                                                         | ✗       | ✗                                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>SafeStore - Milton Keynes</b> <span style="color: red;">📍</span> 3.05 miles<br>11 Bilton Road, Milton Keynes, Buckinghamshire<br>MK11HW                                       |         | Total Square Feet<br>Rentable Square Footage<br>Owned by<br>Store Type<br>Rate Volatility |         | <b>37,210 sqft</b><br><b>35,349 sqft</b><br><b>Safestore Ltd</b><br><b>Self Storage</b><br><b>1%</b>        |         | <b>Marketing Scorecard</b> <b>37/100</b><br>Contactability <b>8/11</b><br>Paid Search <b>0/35</b><br>Search <b>1/15</b><br>Social Media <b>7/14</b><br>Website <b>21/25</b> |          |          |          |             |            |
| Monday - Wednesday <b>08:00 AM - 06:00 PM</b><br>Thursday - Friday <b>08:00 AM - 04:00 PM</b><br>Saturday <b>08:00 AM - 06:00 PM</b><br>Sunday <b>10:00 AM - 04:00 PM</b>        |         |                                                                                           |         |                                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                          | 25Sq.ft | 35Sq.ft                                                                                   | 40Sq.ft | 50Sq.ft                                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                | ✓       | ✓                                                                                         | ✗       | ✓                                                                                                           | ✓       | ✗                                                                                                                                                                           | ✓        | ✓        | ✓        | ✗           | ✗          |
| <b>Swansway Self Storage</b> 3.19 miles<br>Hill Farm Haversham, Milton Keynes,<br>Buckinghamshire MK197DY                                                                        |         | Total Square Feet<br>Rentable Square Footage<br>Owned by<br>Store Type<br>Rate Volatility |         | <b>56,717 sqft</b><br><b>53,881 sqft</b><br><b>Swansway Self Storage</b><br><b>Container</b><br><b>N/A</b>  |         | <b>Marketing Scorecard</b> <b>9/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>6/25</b>   |          |          |          |             |            |
|                                                                                                                                                                                  |         |                                                                                           |         |                                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                          | 25Sq.ft | 35Sq.ft                                                                                   | 40Sq.ft | 50Sq.ft                                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                | ✗       | ✗                                                                                         | ✗       | ✗                                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |

## All Stores List Continued

| <span style="color: green;">✓</span> Rate available for this unit type                                                                                                                |         | <span style="color: red;">✗</span> Rate not available for this unit type                                                               |         | <span style="color: grey;">✎</span> Rate previously available, but not currently advertised |         | <span style="color: red;">SSA Member</span>                                                                                                                                 |          |          |          |             |            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|-------------|------------|
| <b>Storage King Milton Keynes</b> <span style="color: red;">📍</span> 4.05 miles<br>Water Eaton Industrial Estate, 39 Barton Road,<br>Bletchley, Milton Keynes, Buckinghamshire MK23HW |         | Total Square Feet<br><b>34,170 sqft</b><br>Rentable Square Footage<br><b>32,461 sqft</b><br>Owned by<br>Store Type<br>Rate Volatility  |         | <b>Self Storage</b><br>0%                                                                   |         | <b>Marketing Scorecard</b> <b>40/100</b><br>Contactability <b>6/11</b><br>Paid Search <b>0/35</b><br>Search <b>6/15</b><br>Social Media <b>7/14</b><br>Website <b>21/25</b> |          |          |          |             |            |
| Monday - Wednesday <b>08:30 AM - 06:00 PM</b><br>Thursday - Friday <b>Closed</b><br>Saturday <b>10:00 AM - 04:00 PM</b><br>Sunday <b>Closed</b>                                       |         |                                                                                                                                        |         |                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                               | 25Sq.ft | 35Sq.ft                                                                                                                                | 40Sq.ft | 50Sq.ft                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✓                                                                                                                                                                                     | ✓       | ✓                                                                                                                                      | ✓       | ✓                                                                                           | ✓       | ✓                                                                                                                                                                           | ✓        | ✓        | ✓        | ✗           | ✗          |
| <b>Manor Farm Self Storage</b> 4.44 miles<br>Manor Farm, Whaddon Rd, Newton Longville, Milton<br>Keynes, Buckinghamshire MK170AU                                                      |         | Total Square Feet<br><b>11,998 sqft*</b><br>Rentable Square Footage<br><b>11,398 sqft</b><br>Owned by<br>Store Type<br>Rate Volatility |         | <b>Manor Farm Self Storage</b><br>Container<br>0%                                           |         | <b>Marketing Scorecard</b> <b>19/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>1/14</b><br>Website <b>15/25</b> |          |          |          |             |            |
| Monday - Sunday <b>07:00 AM - 07:00 PM</b>                                                                                                                                            |         |                                                                                                                                        |         |                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                               | 25Sq.ft | 35Sq.ft                                                                                                                                | 40Sq.ft | 50Sq.ft                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                     | ✗       | ✗                                                                                                                                      | ✗       | ✗                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>MK Self Storage</b> 4.48 miles<br>Hammond Farm, Whaddon Road, Milton Keynes,<br>Buckinghamshire MK170AU                                                                            |         | Total Square Feet<br><b>13,634 sqft*</b><br>Rentable Square Footage<br><b>12,952 sqft</b><br>Owned by<br>Store Type<br>Rate Volatility |         | <b>MK Self Storage</b><br>Container<br>0%                                                   |         | <b>Marketing Scorecard</b> <b>23/100</b><br>Contactability <b>9/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>14/25</b> |          |          |          |             |            |
| Monday - Sunday <b>12:00 AM - 11:59 PM</b>                                                                                                                                            |         |                                                                                                                                        |         |                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                               | 25Sq.ft | 35Sq.ft                                                                                                                                | 40Sq.ft | 50Sq.ft                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                     | ✗       | ✗                                                                                                                                      | ✗       | ✗                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>AB Self Storage</b> 4.5 miles<br>Unit 35 Broughton Grounds, Broughton Grounds Lane,<br>Milton Keynes, Buckinghamshire MK160HZ                                                      |         | Total Square Feet<br><b>15,768 sqft</b><br>Rentable Square Footage<br><b>14,979 sqft</b><br>Owned by<br>Store Type<br>Rate Volatility  |         | <b>AB Self Storage</b><br>Container<br>0%                                                   |         | <b>Marketing Scorecard</b> <b>17/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>4/15</b><br>Social Media <b>1/14</b><br>Website <b>9/25</b>  |          |          |          |             |            |
| Monday - Friday <b>07:00 AM - 07:00 PM</b><br>Saturday <b>07:00 AM - 01:00 PM</b><br>Sunday <b>Closed</b>                                                                             |         |                                                                                                                                        |         |                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                               | 25Sq.ft | 35Sq.ft                                                                                                                                | 40Sq.ft | 50Sq.ft                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                     | ✗       | ✗                                                                                                                                      | ✗       | ✗                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>Ridge Hill Farm</b> 5.42 miles<br>Little Horwood Road Nash, Milton Keynes,<br>Buckinghamshire MK170EH                                                                              |         | Total Square Feet<br><b>9,127 sqft</b><br>Rentable Square Footage<br><b>8,670 sqft</b><br>Owned by<br>Store Type<br>Rate Volatility    |         | <b>Ridge Hill Farm</b><br>Self Storage and Container<br>0%                                  |         | <b>Marketing Scorecard</b> <b>11/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>8/25</b>  |          |          |          |             |            |
| Monday - Friday <b>07:00 AM - 07:00 PM</b><br>Saturday <b>07:00 AM - 01:00 PM</b><br>Sunday <b>Closed</b>                                                                             |         |                                                                                                                                        |         |                                                                                             |         |                                                                                                                                                                             |          |          |          |             |            |
| 20Sq.ft                                                                                                                                                                               | 25Sq.ft | 35Sq.ft                                                                                                                                | 40Sq.ft | 50Sq.ft                                                                                     | 75Sq.ft | 80Sq.ft                                                                                                                                                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                                                                                     | ✗       | ✓                                                                                                                                      | ✗       | ✗                                                                                           | ✗       | ✗                                                                                                                                                                           | ✗        | ✗        | ✗        | ✗           | ✗          |

**All Stores List** Continued

| <span style="color: green;">✓</span> Rate available for this unit type                                                   |         | <span style="color: red;">✗</span> Rate not available for this unit type                                                                                                                             |         | <span style="color: grey;">🚫</span> Rate previously available, but not currently advertised                                                                                |         | <span style="color: red;">SSA Member</span> |          |          |          |             |            |
|--------------------------------------------------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------|----------|----------|----------|-------------|------------|
| <b>Barley Hill Farm</b> 5.82 miles<br>Thornton Road, Milton Keynes, Buckinghamshire<br>MK170HL                           |         | Total Square Feet<br><b>3,785 sqft</b><br>Rentable Square Footage<br><b>3,595 sqft</b><br>Owned by<br><b>Barley Hill Farm</b><br>Store Type<br><b>Container</b><br>Rate Volatility<br><b>0%</b>      |         | <b>Marketing Scorecard</b> <b>13/100</b><br>Contactability <b>3/11</b><br>Paid Search <b>0/35</b><br>Search <b>1/15</b><br>Social Media <b>0/14</b><br>Website <b>9/25</b> |         | Monday - Sunday <b>08:00 AM - 08:00 PM</b>  |          |          |          |             |            |
| 20Sq.ft                                                                                                                  | 25Sq.ft | 35Sq.ft                                                                                                                                                                                              | 40Sq.ft | 50Sq.ft                                                                                                                                                                    | 75Sq.ft | 80Sq.ft                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| ✗                                                                                                                        | ✗       | ✗                                                                                                                                                                                                    | ✗       | ✗                                                                                                                                                                          | ✗       | ✗                                           | ✗        | ✗        | ✗        | ✗           | ✗          |
| <b>K&amp;m Self Storage</b> 6.2 miles<br>Ridge Farm, Main Rd, Drayton Parslow, Milton Keynes,<br>Buckinghamshire MK170LJ |         | Total Square Feet<br><b>4,339 sqft</b><br>Rentable Square Footage<br><b>4,122 sqft</b><br>Owned by<br><b>K&amp;m Self Storage</b><br>Store Type<br><b>Container</b><br>Rate Volatility<br><b>N/A</b> |         | <b>Marketing Scorecard</b> <b>5/100</b><br>Contactability <b>0/11</b><br>Paid Search <b>0/35</b><br>Search <b>0/15</b><br>Social Media <b>0/14</b><br>Website <b>5/25</b>  |         | Monday - Sunday <b>06:00 AM - 10:00 PM</b>  |          |          |          |             |            |
| 20Sq.ft                                                                                                                  | 25Sq.ft | 35Sq.ft                                                                                                                                                                                              | 40Sq.ft | 50Sq.ft                                                                                                                                                                    | 75Sq.ft | 80Sq.ft                                     | 100Sq.ft | 150Sq.ft | 200Sq.ft | 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]".

|                      |            |
|----------------------|------------|
| Buys Google Adwords  | 0-12 Score |
| Buys Bing Ads        | 0-9 Score  |
| Buys Yelp Ads        | 0-7 Score  |
| Buys YellowPages Ads | 0-7 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 |