

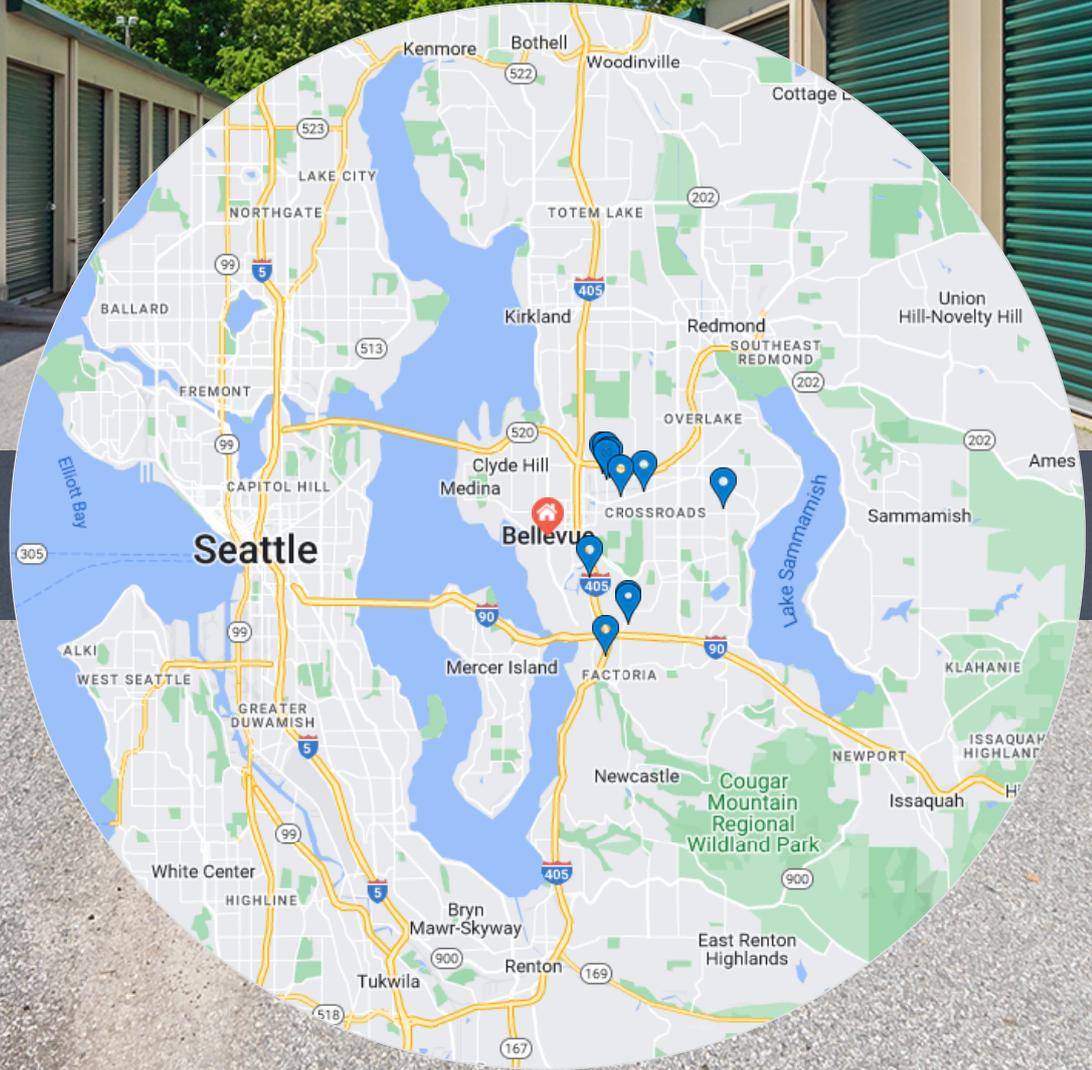
stortrack

EXPLORER

Market Report

Produced on Nov 06 2022

Report for:
Bellevue, WA



stortrack

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Table of Contents

Executive Summary	1
Market Snapshot	2
Overall Market Supply Metrics	4
Market Spending Power	4
12 Month Trailing Average Rate History	5
All Units Without Parking	5
Rate per Square Foot by Unit Type	8
Average Unit Type Rates	8
Average Rates History	8
All Units Without Parking	8
Rate Volatility History	9
10x10 CC	9
Current Inventory Availability by Unit Type	9
All Stores List	10

Market Summary

Market: Bellevue, WA

Market Type: City

Comparisons are made with: Washington State Total and Averages

This Market Report consists of data gathered from multiple public information sources and proprietary analysis and calculations made by StorTrack Analytics Team. The report includes sections listed below. The executive summary of this report is as follows:

	This Market	National	Washington
No. of Stores in Market	11	60,979	1,642

Current Supply to Market:

There is 6.02 square feet/capita supply in this market. The US national average is 8.07 sqft/capita, and the Washington state average is 8.51 sqft/capita.

Across all unit types, there is currently 9.09% of inventory offline (not available). The US national figure at the moment is 39.84% of inventory offline and the Washington state number is 43.54% offline. Therefore, comparing against national and state averages, this market's supply level could be characterized as an over-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 1.61%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 7.79%. The Washington state is showing a rate trend down for the last 3 months of -4.68%.

Use of Promotions:

StorTrack converts promotional activity into a measurable score so as to be able to make a determination if the promotional 'value' in a market is increasing or decreasing. An increase in promotional activity means the aggregate value of promotions is growing as stores offer better promotional deals to attract customers, whilst a decrease in promotional activity means the aggregate value of promotions is shrinking and less deals are being offered.

In this market, over the past 3 months, promotional activity has increased by 0.77%.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 3,173 new developments across the USA.

Market Snapshot

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

	This Market	State
Net Rentable Sq Ft	880,101	68,609,871
Sq Ft per Capita		
• 2020 Sq Ft per Capita	6.02	8.51
• 2023 Sq Ft per Capita	5.77	8.81
• 2025 Sq Ft per Capita	5.62	8.6
Sq Ft per Household	15.1	22.01
Total Stores	11	1,642
• REITS	6	162
• Mid Ops	3	576
• Small Ops	2	904
New Developments	1	72
Sq Ft of Developments	275,440	5,652,928
Stores opened within the last year	0	32
Demographics		
• 2020 Population	146,145	8,063,250
• 2023 Population	152,495 (+4.34% change)	7,788,752 (+3.71% change)
• 2025 Population	156,728 (+7.24% change)	7,974,602 (+6.19% change)
Households	58,293	3,117,146
Rental Households	27,220	1,067,763

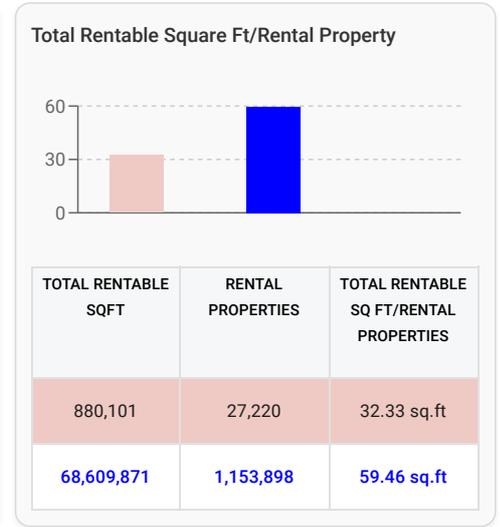
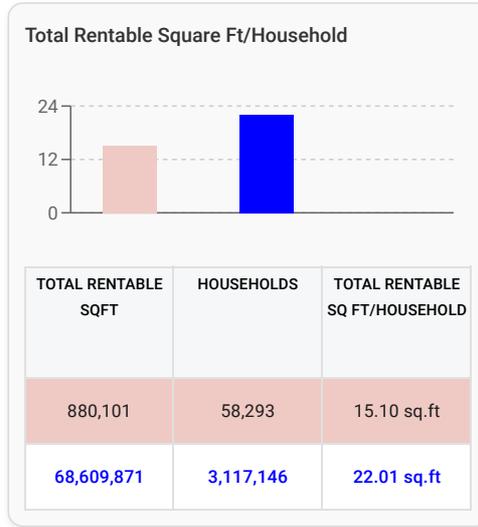
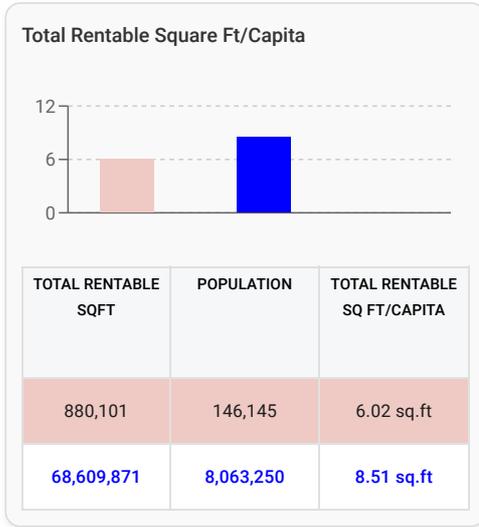
Market Snapshot Continued

	This Market	State
Rental Households Percentage	46.7%	36.75%
Median Household Income	\$129,497	\$77,006
Average Rate Per Square Feet		
<ul style="list-style-type: none"> All Units without Parking 	\$2.54	N/A
<ul style="list-style-type: none"> All Units with Parking 	\$2.54	\$1.59
<ul style="list-style-type: none"> Regular Units 	\$2.23	\$1.37
<ul style="list-style-type: none"> Climate Controlled Units 	\$2.87	\$1.99
<ul style="list-style-type: none"> Only Parking 	N/A	\$0.66
Rate Trend (12 months)	29.85%	-4.68%
Units Not Advertised	9%	18%
Market Including Known Developments		
Net Rentable Sq Ft	1,155,541	74,262,799
Sq Ft per Capita		
<ul style="list-style-type: none"> 2020 Sq Ft per Capita 	7.91	9.21
<ul style="list-style-type: none"> 2023 Sq Ft per Capita 	7.58	9.53
<ul style="list-style-type: none"> 2025 Sq Ft per Capita 	7.37	9.31
Sq Ft per Household	19.82	23.82
Total Stores	12	1,714
<ul style="list-style-type: none"> REITS 	7	165
<ul style="list-style-type: none"> Mid Ops 	6	584
<ul style="list-style-type: none"> Small Ops 	2	904

Overall Market Supply Metrics

Analysis of supply metrics in the market. A side-by-side bar chart comparison, shows the Market's Total Rentable Square Footage per Capita, Total Rentable Square Footage per Household and Total Rentable Square Footage per Rental Property.

Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.

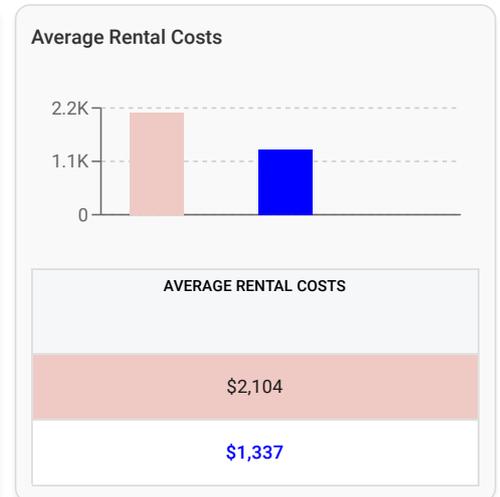
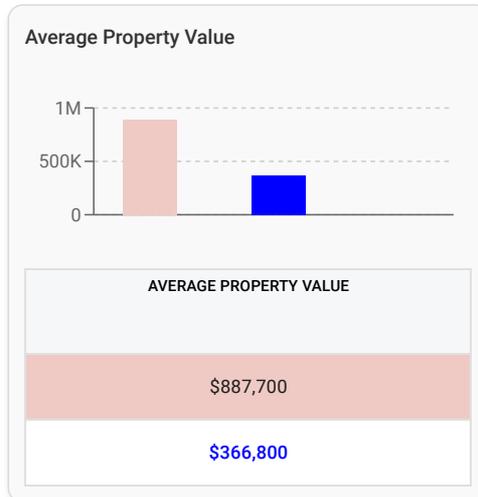
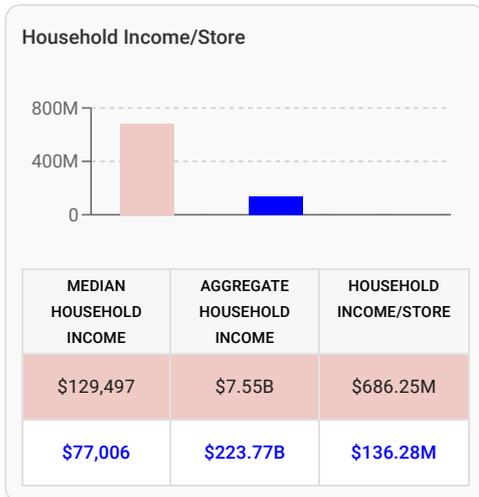


■ This Market ■ Washington State Total and Averages

Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



■ This Market ■ Washington State Total and Averages

12 Month Trailing Average Rate History

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

Summary - All Units Without Parking (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
	Total /Market	\$251.23	\$250.13	\$244.00	\$260.35	-	\$86.50	\$103.40	\$135.33	\$157.00	\$238.43	\$280.75	\$310.00	\$347.40	\$339.75	\$456.50	\$446.67	-	-	-
West Coast Self-Storage Bellevue 12399 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$239.49	\$239.49	-	\$239.49	-	-	\$109.57	-	\$162.46	-	\$236.99	-	\$334.42	-	\$456.12	-	-	-	-
Public Storage 1800 124th Ave NE, Bellevue, WA 98005	12 mo. trailing avg.	\$245.11	\$244.85	\$245.11	-	-	\$91.16	-	\$142.29	-	\$241.83	-	\$330.23	-	\$445.19	-	\$492.76	-	-	-
Safeguard Self Storage 1015 164th Ave NE, Bellevue, WA 98008	12 mo. trailing avg.	\$150.00	\$150.00	\$150.00	-	-	-	-	-	-	\$150.00	-	-	-	-	-	-	-	-	-
Wine Storage Bellevue 1614 118th Ave SE 200, Bellevue, WA 98005	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Factoria Security Self Storage 13120 SE 30th Street, Bellevue, WA 98005	12 mo. trailing avg.	\$292.01	\$291.52	\$191.25	\$292.25	-	\$87.00	\$111.72	\$132.00	\$184.96	\$234.00	\$304.26	\$312.00	\$406.16	-	\$579.74	-	-	-	-
Public Storage 13640 Bel Red Road, Bellevue, WA 98005	12 mo. trailing avg.	\$229.71	\$229.71	\$229.53	\$387.00	-	\$98.26	-	\$132.18	-	\$197.43	\$249.00	\$270.46	-	\$447.07	\$525.00	\$686.87	-	-	-

12 Month Trailing Average Rate History Continued

Summary - All Units Without Parking (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Public Storage 12385 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$207.24	\$207.73	\$224.42	\$195.48	-	-	\$93.06	\$126.29	\$133.19	\$219.56	\$200.92	\$319.40	\$320.76	\$360.08	\$366.53	\$577.00	-	-	-
Public Storage 13105 SE 30th Street, Bellevue, WA 98005	12 mo. trailing avg.	\$236.74	\$236.74	\$236.74	-	-	\$86.15	-	\$127.56	-	\$254.03	-	\$313.81	-	\$346.44	-	\$494.51	-	-	-
Public Storage 12465 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$202.31	\$202.31	\$202.33	\$163.00	-	\$82.08	-	\$124.55	-	\$199.11	\$163.00	\$266.83	-	\$404.64	-	\$517.31	-	-	-
Public Storage 4041 124th Ave SE, Bellevue, WA 98006	12 mo. trailing avg.	\$216.15	\$216.32	\$225.57	\$205.14	-	\$90.32	\$78.84	\$120.42	\$126.49	\$240.10	\$219.48	\$298.99	\$280.59	\$445.49	\$303.02	\$485.53	-	-	-
Bel-Red Storage 1405 130th Ave N.E., Bellevue, WA 98005	12 mo. trailing avg.	\$280.09	\$280.09	-	\$280.09	-	-	\$118.25	-	\$164.01	-	\$254.05	-	\$382.39	-	\$481.77	-	-	-	-

Specific Unit - All Units Without Parking (Premium, Any Floor)

		NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022
	Total /Market	\$209.39	\$209.35	\$209.83	\$210.98	\$211.47	\$214.14	\$217.76	\$222.37	\$227.28	\$231.45	\$233.39	\$235.21
Bel-Red Storage 1405 130th Ave N.E., Bellevue, WA 98005	12 mo. trailing avg.	\$253.74	\$256.21	\$259.15	\$262.42	\$264.44	\$268.11	\$271.32	\$275.34	\$278.47	\$280.38	\$279.58	\$280.09
Public Storage 13640 Bel Red Road, Bellevue, WA 98005	12 mo. trailing avg.	\$186.73	\$185.76	\$186.87	\$189.41	\$195.22	\$205.21	\$218.46	\$223.89	\$226.81	\$228.76	\$228.09	\$229.71
Public Storage 12385 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$210.22	\$213.36	\$212.69	\$214.78	\$211.89	\$209.73	\$209.49	\$207.31	\$209.88	\$213.41	\$213.40	\$207.24

12 Month Trailing Average Rate History Continued

Specific Unit - All Units Without Parking (Premium, Any Floor)

		NOV 2021	DEC 2021	JAN 2022	FEB 2022	MAR 2022	APR 2022	MAY 2022	JUN 2022	JUL 2022	AUG 2022	SEP 2022	OCT 2022
Public Storage													
13105 SE 30th Street, Bellevue, WA 98005	12 mo. trailing avg.	\$235.38	\$224.40	\$214.21	\$211.30	\$212.02	\$214.47	\$222.01	\$231.58	\$233.05	\$236.76	\$240.48	\$236.74
Public Storage													
12465 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$172.34	\$161.20	\$163.50	\$171.43	\$174.19	\$176.49	\$177.95	\$179.76	\$191.26	\$198.89	\$198.72	\$202.31
Public Storage													
4041 124th Ave SE, Bellevue, WA 98006	12 mo. trailing avg.	\$186.48	\$187.21	\$188.87	\$187.45	\$187.55	\$187.58	\$191.03	\$194.28	\$198.68	\$205.76	\$212.80	\$216.15
West Coast Self-Storage Bellevue													
12399 Northup Way, Bellevue, WA 98005	12 mo. trailing avg.	\$229.38	\$229.53	\$227.52	\$225.82	\$223.76	\$222.20	\$222.18	\$229.27	\$233.28	\$233.96	\$232.84	\$239.49
Safegard Self Storage													
1015 164th Ave NE, Bellevue, WA 98008	12 mo. trailing avg.	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Wine Storage Bellevue													
1614 118th Ave SE 200, Bellevue, WA 98005	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Factoria Security Self Storage													
13120 SE 30th Street, Bellevue, WA 98005	12 mo. trailing avg.	\$212.15	\$215.90	\$220.28	\$223.76	\$225.81	\$235.14	\$239.95	\$246.77	\$255.93	\$267.55	\$278.54	\$292.01

Rate per Square Foot by Unit Type

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

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$2.54	\$2.46	\$1.09	\$2.12	\$2.87	\$3.21	\$3.96	\$2.57	\$2.83	\$2.16	\$2.60	\$1.85	\$2.34	\$1.73	\$2.49	\$1.46	N/A	N/A	N/A
\$1.71	\$1.57	\$0.66	\$1.37	\$1.99	\$2.68	\$2.88	\$1.87	\$2.18	\$1.42	\$1.70	\$1.27	\$1.63	\$1.14	\$1.59	\$1.09	\$1.52	\$0.63	\$0.67

This Market Washington 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.

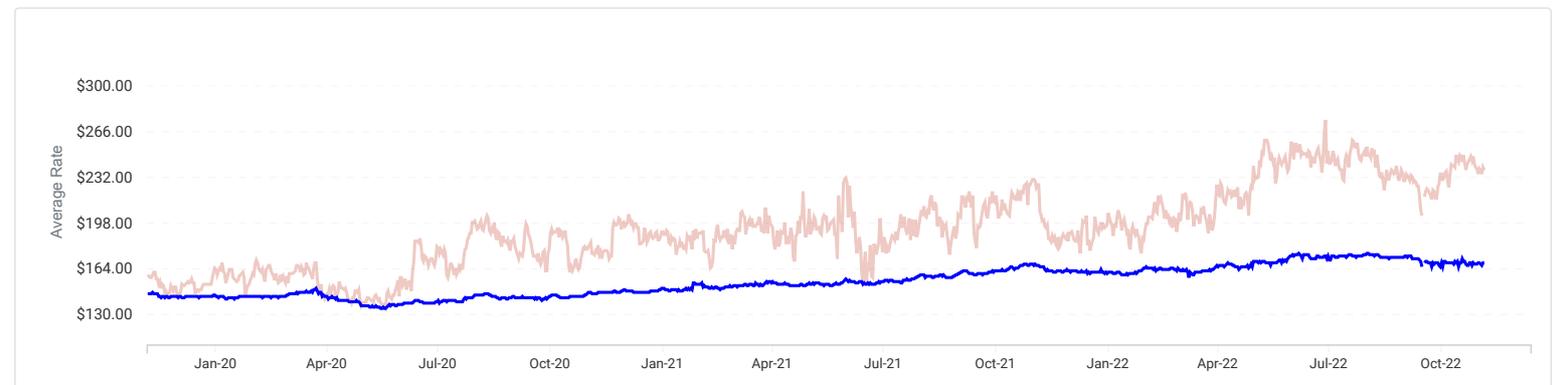
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$237.85	\$237.85	N/A	\$222.03	\$254.51	\$80.32	\$98.97	\$128.65	\$141.54	\$215.94	\$260.47	\$277.70	\$350.94	\$346.49	\$497.73	\$438.11	N/A	N/A	N/A
\$167.96	\$168.52	\$172.31	\$162.24	\$181.25	\$67.05	\$71.94	\$93.33	\$109.08	\$141.60	\$170.48	\$190.27	\$244.32	\$228.43	\$318.98	\$326.48	\$455.98	\$165.19	\$173.28

This Market Washington State Total and Averages

Average Rates History

Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

All Units Without Parking (Last 3 Years)

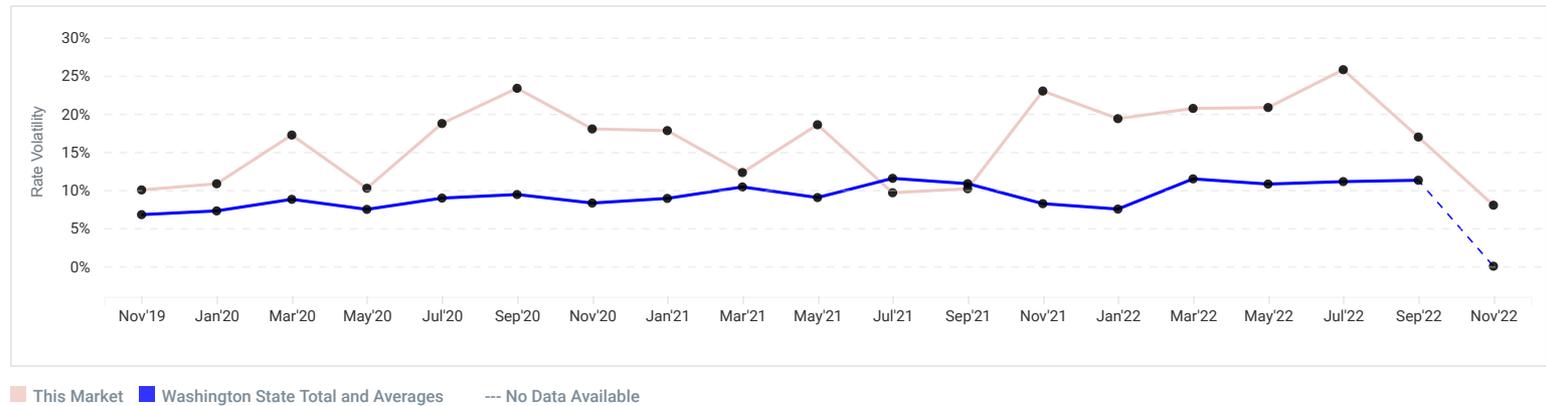


This Market Washington State Total and Averages

Rate Volatility History

Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

10x10 CC (Last 3 Years)



Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

UNIT TYPES	THIS MARKET		WASHINGTON STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS WITHOUT PARKING	10(91%)	1(9%)	883(84%)	171(16%)
ALL UNITS WITH PARKING	10(91%)	1(9%)	928(82%)	204(18%)
ALL REG	7(70%)	3(30%)	786(71%)	314(29%)
ALL CC	5(63%)	3(38%)	435(67%)	211(33%)
ALL PARKING	0(0%)	5(100%)	246(33%)	508(67%)
5X5 REG	5(56%)	4(44%)	317(51%)	305(49%)
5X5 CC	5(83%)	1(17%)	329(62%)	199(38%)
5X10 REG	6(67%)	3(33%)	530(62%)	319(38%)
5X10 CC	5(83%)	1(17%)	377(65%)	205(35%)
10X10 REG	7(70%)	3(30%)	597(65%)	320(35%)
10X10 CC	5(63%)	3(38%)	373(64%)	209(36%)
10X15 REG	5(56%)	4(44%)	468(59%)	322(41%)
10X15 CC	5(83%)	1(17%)	305(61%)	193(39%)
10X20 REG	5(56%)	4(44%)	564(63%)	326(37%)
10X20 CC	4(57%)	3(43%)	234(50%)	230(50%)
10X30 REG	3(43%)	4(57%)	282(48%)	300(52%)
10X30 CC	0(0%)	4(100%)	83(39%)	130(61%)
CAR PARKING	0(0%)	1(100%)	74(17%)	373(83%)
RV PARKING	0(0%)	5(100%)	231(42%)	320(58%)

■ This Market ■ Washington State Total and Averages

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?

RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✔ Rate available for this unit type
 ✘ Rate not available for this unit type
 Rate previously available, but not currently advertised

		Wine Storage Bellevue 1.22 miles 1614 118th Ave SE 200, Bellevue, WA 98005				Total Square Feet 120,980 sqft Rentable Square Footage 86,783 sqft Owned by Wine Storage Bellevue Class Type B Store Type Wine Storage Rate Volatility 0%				Marketing Scorecard 23/100 Contactability 3/11 Paid Search 7/35 Search 2/15 Social Media 1/14 Website 10/25			
Monday	Closed												
Tuesday - Saturday	09:00 AM - 06:00 PM												
Sunday	09:00 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘

		Public Storage 1.73 miles 1800 124th Ave NE, Bellevue, WA 98005				Total Square Feet 100,375 sqft Rentable Square Footage 86,350 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 20%				Marketing Scorecard 47/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 22/25			
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘	✘

		Public Storage 1.75 miles 12385 Northup Way, Bellevue, WA 98005				Total Square Feet 59,332 sqft Rentable Square Footage 42,100 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 26%				Marketing Scorecard 48/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 23/25			
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✘	✔	✔	✔	✔	✘	✘	✔	✔	✘	✘	✘	✘	✘

		Bel-Red Storage 1.75 miles 1405 130th Ave N.E., Bellevue, WA 98005				Total Square Feet 81,000 sqft Rentable Square Footage 79,680 sqft Owned by Urban Self Storage Class Type A Store Type Self Storage Rate Volatility 9%				Marketing Scorecard 29/100 Contactability 5/11 Paid Search 0/35 Search 0/15 Social Media 5/14 Website 19/25			
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✘	✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘

All Stores List Continued

✔ Rate available for this unit type
 ✘ Rate not available for this unit type
 ✎ Rate previously available, but not currently advertised

West Coast Self-Storage Bellevue 1.78 miles 12399 Northup Way, Bellevue, WA 98005		Total Square Feet 139,709 sqft Rentable Square Footage 103,832 sqft Owned by West Coast Self-Storage Class Type A Store Type Self Storage Rate Volatility 23%		Marketing Scorecard 44/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 7/14 Website 20/25									
Monday	Closed												
Tuesday - Saturday	09:30 AM - 06:00 PM												
Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✘	✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘

Public Storage 1.8 miles 12465 Northup Way, Bellevue, WA 98005		Total Square Feet 145,680 sqft Rentable Square Footage 101,222 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 31%		Marketing Scorecard 48/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 23/25									
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✎	✘	✔	✘	✔	✎	✔	✘	✎	✘	✔	✘	✘	✘

Public Storage 2.22 miles 13640 Bel Red Road, Bellevue, WA 98005		Total Square Feet 102,125 sqft Rentable Square Footage 81,020 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 30%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 21/25									
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✔	✘	✔	✘	✔	✎	✔	✘	✔	✎	✎	✘	✘	✘

Factoria Security Self Storage 2.46 miles 13120 SE 30th Street, Bellevue, WA 98005		Total Square Feet 152,428 sqft Rentable Square Footage 95,664 sqft Owned by Urban Self Storage Class Type A Store Type Self Storage Rate Volatility 12%		Marketing Scorecard 41/100 Contactability 5/11 Paid Search 5/35 Search 3/15 Social Media 5/14 Website 23/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✘	✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘

Public Storage 2.48 miles 13105 SE 30th Street, Bellevue, WA 98005		Total Square Feet 66,696 sqft Rentable Square Footage 57,275 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 22%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 21/25									
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 AM - 05:00 PM												
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘

All Stores List Continued

✓ Rate available for this unit type
 ✗ Rate not available for this unit type
 Rate previously available, but not currently advertised

Public Storage 2.79 miles 4041 124th Ave SE, Bellevue, WA 98006		Total Square Feet 81,645 sqft		Marketing Scorecard 47/100									
Rentable Square Footage 69,675 sqft		Owned by Public Storage		Contactability 8/11									
Monday - Friday 09:30 AM - 06:00 PM		Class Type A		Paid Search 5/35									
Saturday - Sunday 09:30 AM - 05:00 PM		Store Type Self Storage		Search 4/15									
		Rate Volatility 26%		Social Media 8/14									
				Website 22/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✗	✗	✗

Safeguard Self Storage 3.7 miles 1015 164th Ave NE, Bellevue, WA 98008		Total Square Feet 88,740 sqft		Marketing Scorecard 26/100									
Rentable Square Footage 76,500 sqft		Owned by Safeguard Self Storage		Contactability 6/11									
Monday - Friday 09:00 AM - 06:00 PM		Class Type C		Paid Search 5/35									
Saturday 09:00 AM - 05:00 PM		Store Type Self Storage		Search 3/15									
Sunday 09:00 AM - 03:00 PM		Rate Volatility 0%		Social Media 0/14									
				Website 12/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗

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