

STORTRACK

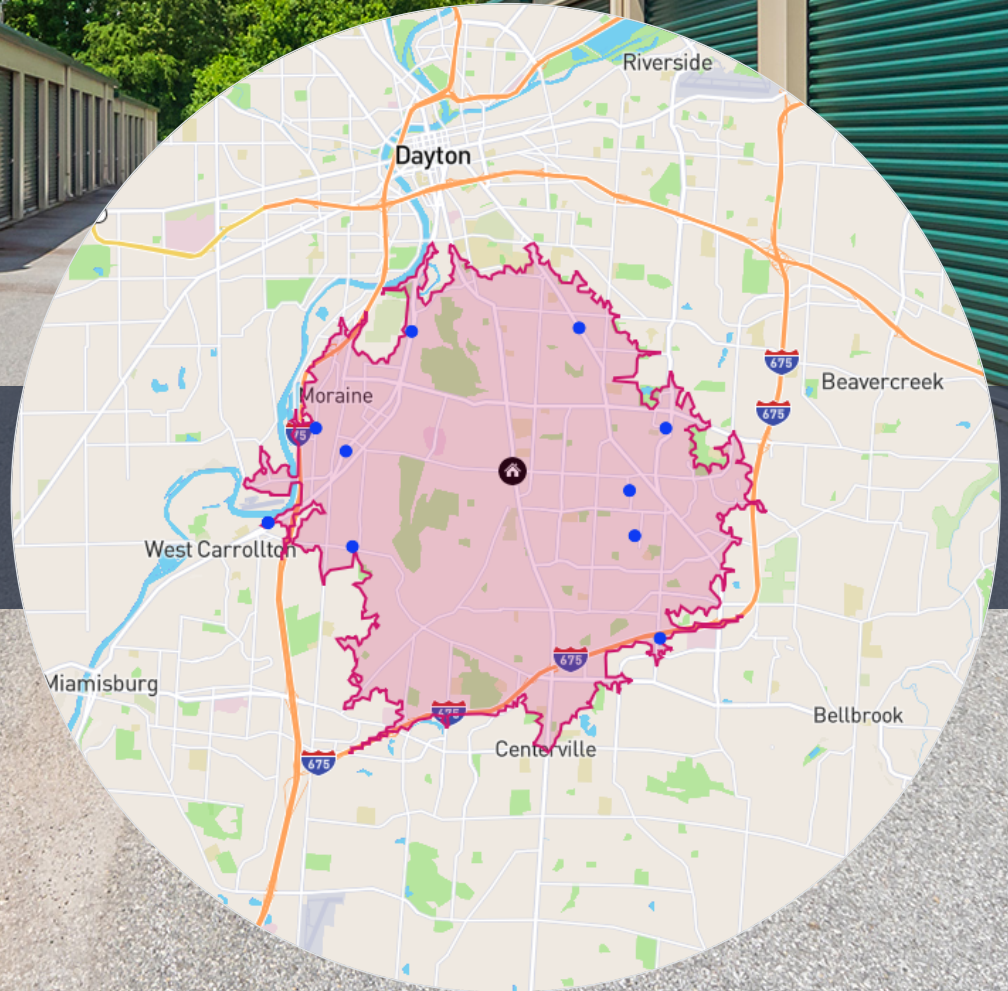
EXPLORER

SELF-STORAGE

Market Report

Produced on Feb 20 2025

Report for:
Kettering,
OH
10 mins drive time



 STORTRACK

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Executive Summary

Market: Kettering, OH

Market Type: 10 mins drive time

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

Market Snapshot

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

	This Market	5 Minute Drive Time	7 Minute Drive Time	State	National
Self Storage Only Facilities Net Rentable SQ FT	507,405	N/A	N/A	46,229,606	1,381,747,638
Hybrid Facility Self Storage Net Rentable SQ FT	112,363	N/A	82,843	33,674,675	1,205,519,415
Total Net Self Storage Rentable SQ FT	619,768	0	82,843	79,904,281	2,587,267,053
Parking Net Rentable SQ FT	30,147	N/A	28,347	10,391,374	314,019,173
Sq Ft per Capita					
• 2022 Sq Ft per Capita	6.46	N/A	1.77	6.79	7.81
• 2024 Sq Ft per Capita	6.48	N/A	1.78	6.83	7.76
• 2026 Sq Ft per Capita	6.48	N/A	1.78	6.81	7.65
Sq Ft per Household	14.67	N/A	4.00	16.81	20.58
Total Stores	11	0	2	2,384	66,130
• REITS	1	0	1	235	10,205
• Large Ops	3	0	1	357	11,285
• Mid Ops	3	0	0	269	7,568
• Small Ops	2	0	0	262	7,187
• Single Ops	2	0	0	1,261	29,885
New Developments	0	0	0	86	3,979
Estimated Net Rentable Sq Ft of Development	0	0	0	2,896,482	206,804,889
Stores opened within the last year	0	0	0	15	500

Market Snapshot Continued

	This Market	5 Minute Drive Time	7 Minute Drive Time	State	National
Demographics					
• 2022 Population	95,870	21,818	46,695	11,769,923	331,097,593
• 2024 Population	95,690 (-0.19% change)	21,766 (-0.24% change)	46,595 (-0.21% change)	11,690,778 (-0.01% change)	333,584,158 (+0.01% change)
• 2026 Population	95,572 (-0.31% change)	21,738 (-0.37% change)	46,534 (-0.34% change)	11,732,100 (0.00% change)	338,018,925 (+0.03% change)
Households	42,239	10,263	20,713	4,754,161	125,736,353
Rental Households	14,819	3,066	6,581	1,588,225	44,238,593
Rental Households Percentage	35.08%	29.87%	31.77%	33.41%	35.18%
Median Household Income	\$81,810	\$82,379	\$84,886	\$61,938	\$75,149
Average Rate Per Square Feet					
• All Units without Parking	\$1.36	N/A	\$1.28	\$0.94	\$1.21
• All Units with Parking	\$1.34	N/A	\$1.28	\$0.91	\$1.16
• Regular Units	\$1.23	N/A	\$1.17	\$0.83	\$1.06
• Climate Controlled Units	\$1.68	N/A	\$1.57	\$1.19	\$1.37
• Only Parking	\$0.43	N/A	N/A	\$0.33	\$0.43
Rate Trend (12 months)	3.37%	N/A	43.02%	0.00%	2.81%
Units Not Advertised	0%	0%	0%	6%	7%
Market Including Known Developments					
Self Storage Only Facilities Net Rentable SQ FT	N/A	N/A	N/A	48,777,955	1,547,937,369
Hybrid Facility Self Storage Net Rentable SQ FT	N/A	N/A	82,843	34,022,808	1,246,134,573
Total Net Self Storage Rentable SQ FT	619,768	0	82,843	82,800,763	2,794,071,942
Parking Net Rentable SQ FT	N/A	N/A	28,347	10,502,947	322,527,896

Market Snapshot Continued

	This Market	5 Minute Drive Time	7 Minute Drive Time	State	National
Sq Ft per Capita					
• 2022 Sq Ft per Capita	6.46	N/A	1.77	7.03	8.44
• 2024 Sq Ft per Capita	6.48	N/A	1.78	7.08	8.38
• 2026 Sq Ft per Capita	6.48	N/A	1.78	7.06	8.27
Sq Ft per Household	14.67	N/A	4.00	17.42	22.22
Total Stores					
• REITS	1	0	1	241	10,650
• Large Ops	3	0	1	373	11,760
• Mid Ops	3	0	0	272	7,664
• Small Ops	2	0	0	262	7,229
• Single Ops	2	0	0	1,263	29,971
New Supply Ratio	N/A	N/A	N/A	3.62%	7.99%

Unit Types Offered

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

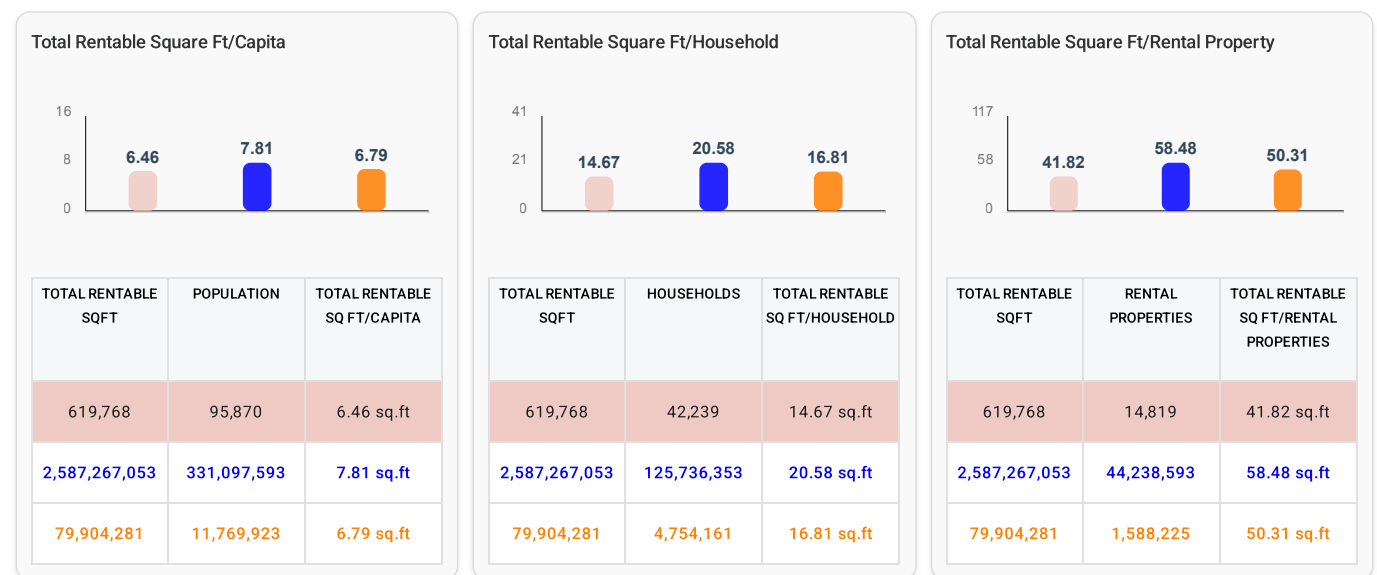
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
81.82%	81.82%	72.73%	36.36%	9.09%	45.45%	27.27%	63.64%	27.27%	63.64%	27.27%	54.55%	36.36%	54.55%	18.18%	45.45%	9.09%	N/A	9.09%
97.35%	100.00%	82.73%	48.35%	20.46%	28.44%	32.72%	60.16%	41.17%	68.69%	42.16%	55.80%	35.81%	63.68%	30.32%	33.55%	10.19%	1.91%	19.56%
97.44%	100.00%	87.80%	36.23%	19.87%	30.17%	24.25%	69.91%	30.46%	77.06%	29.73%	62.82%	25.57%	70.27%	19.80%	42.95%	5.62%	2.56%	18.55%

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

Overall Market Supply Metrics

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

Demographic data based on the U.S. Census Bureau's 2022 American Community Survey.



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

12 Month Trailing Average Rate History

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

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

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Market Average Price		\$1.55	\$1.53	\$1.36	\$1.98	\$0.43	\$2.45	\$2.99	\$1.58	\$2.28	\$1.32	\$1.73	\$1.03	\$1.41	\$0.95	\$1.27	\$0.89	\$1.36	-	\$0.43
iStorage - 4125 Hempstead Station Dr 1.79 miles 4125 Hempstead Station Dr, Kettering, OH 45429	12 mo. trailing avg.	\$2.66	\$2.66	\$2.30	\$3.20	-	\$4.36	\$3.92	\$2.46	\$2.98	\$2.15	\$3.39	\$1.73	\$2.51	\$1.69	-	\$1.42	-	-	-
Gateway Climate Storage 2.09 miles 4738 Gateway Cir, Kettering, OH 45440	12 mo. trailing avg.	\$1.49	\$1.49	-	\$1.49	-	-	-	-	\$2.00	-	\$1.50	-	\$1.20	-	\$1.25	-	-	-	-
Storage Inns of America - Wilmington Avenue 2.39 miles 1450 Wilmington Ave, Dayton, OH 45420	12 mo. trailing avg.	\$1.57	\$1.57	\$1.32	\$1.82	-	\$2.36	\$2.76	\$1.58	\$2.38	\$1.25	\$1.53	\$1.00	\$1.49	\$0.93	\$1.38	\$0.83	\$1.37	-	-
Prestige Storage - Kettering 2.41 miles 1976 Woodman Center Drive, Kettering, OH 45420	12 mo. trailing avg.	\$1.63	\$1.63	\$1.63	-	-	\$1.88	-	\$1.56	-	\$2.09	-	\$1.48	-	\$1.15	-	-	-	-	-
Herk's Self Storage and Parking Kettering 2.55 miles 4182 Kettering Boulevard, Moraine, OH 45439	12 mo. trailing avg.	\$1.09	\$1.09	\$1.09	-	-	-	-	\$1.34	-	\$0.83	-	-	-	-	-	-	-	-	-
U-STOR - S Dixie 2.62 miles 2389 S Dixie Dr, Moraine, Kettering, OH 45409	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Storage Inns of America - Alex Bell 2.70 miles 2651 W Alex Bell Road, Dayton, OH 45459	12 mo. trailing avg.	\$1.56	\$1.44	\$1.30	\$2.35	\$0.43	\$2.20	\$3.20	\$1.60	-	\$1.25	-	\$1.03	\$1.50	\$0.85	-	\$0.88	-	-	\$0.43
Wright Storage 3.06 miles 3400 Dryden Rd, Moraine, OH 45439	12 mo. trailing avg.	\$0.68	\$0.68	\$0.68	-	-	-	-	\$0.90	-	\$0.70	-	\$0.57	-	\$0.55	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Storage Inns of America - Centerville 3.39 miles 6400 Bigger Rd, Centerville, OH 45459	12 mo. trailing avg.	\$1.12	\$1.12	\$1.12	-	-	\$1.60	-	\$1.24	-	\$1.20	-	\$1.03	-	\$0.80	-	\$0.83	-	-	-
West Carrollton Self Storage 3.80 miles 111 S Elm St, West Carrollton, OH 45449	12 mo. trailing avg.	\$0.60	\$0.60	\$0.60	-	-	-	-	-	-	-	-	-	-	-	-	\$0.60	-	-	-
South town Self Storage 3.80 miles 903 E Central Ave, Carrollton, OH 45449	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

		FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025
	Market Average Price	\$1.37	\$1.35	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.32	\$1.31	\$1.31	\$1.31	\$1.32
iStorage - 4125 Hempstead Station Dr 1.79 miles 4125 Hempstead Station Dr, Kettering, OH 45429	12 mo. trailing avg.	\$2.18	\$2.13	\$2.10	\$2.08	\$2.06	\$2.04	\$1.97	\$1.85	\$1.75	\$1.69	\$1.63	\$1.66
Gateway Climate Storage 2.09 miles 4738 Gateway Cir, Kettering, OH 45440	12 mo. trailing avg.	-	-	-	-	-	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80	\$1.80
Storage Inns of America - Wilmington Avenue 2.39 miles 1450 Wilmington Ave, Dayton, OH 45420	12 mo. trailing avg.	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Prestige Storage - Kettering 2.41 miles 1976 Woodman Center Drive, Kettering, OH 45420	12 mo. trailing avg.	\$1.38	\$1.34	\$1.32	\$1.34	\$1.37	\$1.39	\$1.43	\$1.45	\$1.49	\$1.54	\$1.60	\$1.67
Herk's Self Storage and Parking Kettering 2.55 miles 4182 Kettering Boulevard, Moraine, OH 45439	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-STOR - S Dixie 2.62 miles 2389 S Dixie Dr Moraine, Kettering, OH 45409	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage Inns of America - Alex Bell 2.70 miles 2651 W Alex Bell Road, Dayton, OH 45459	12 mo. trailing avg.	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Wright Storage 3.06 miles 3400 Dryden Rd, Moraine, OH 45439	12 mo. trailing avg.	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70	\$0.70
Storage Inns of America - Centerville 3.39 miles 6400 Bigger Rd, Centerville, OH 45459	12 mo. trailing avg.	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.39	\$1.37

12 Month Trailing Average Rate History Continued

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

		FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025
West Carrollton Self Storage 3.80 miles 111 S Elm St, West Carrollton, OH 45449	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
South town Self Storage 3.80 miles 903 E Central Ave, Carrollton, OH 45449	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

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

		FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025
	Market Average Price	\$1.89	\$1.86	\$1.84	\$1.82	\$1.80	\$1.78	\$1.74	\$1.71	\$1.68	\$1.68	\$1.69	\$1.73
iStorage - 4125 Hempstead Station Dr 1.79 miles 4125 Hempstead Station Dr, Kettering, OH 45429	12 mo. trailing avg.	\$2.71	\$2.71	\$2.64	\$2.58	\$2.51	\$2.46	\$2.36	\$2.25	\$2.16	\$2.14	\$2.16	\$2.24
Gateway Climate Storage 2.09 miles 4738 Gateway Cir, Kettering, OH 45440	12 mo. trailing avg.	\$1.38	\$1.38	\$1.38	\$1.39	\$1.39	\$1.39	\$1.39	\$1.39	\$1.39	\$1.40	\$1.40	\$1.41
Storage Inns of America - Wilmington Avenue 2.39 miles 1450 Wilmington Ave, Dayton, OH 45420	12 mo. trailing avg.	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53	\$1.53
Prestige Storage - Kettering 2.41 miles 1976 Woodman Center Drive, Kettering, OH 45420	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	\$1.99	\$1.99	\$1.99
Herk's Self Storage and Parking Kettering 2.55 miles 4182 Kettering Boulevard, Moraine, OH 45439	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-STOR - S Dixie 2.62 miles 2389 S Dixie Dr Moraine, Kettering, OH 45409	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage Inns of America - Alex Bell 2.70 miles 2651 W Alex Bell Road, Dayton, OH 45459	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	\$1.25	\$1.25	\$1.25
Wright Storage 3.06 miles 3400 Dryden Rd, Moraine, OH 45439	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	\$0.70	\$0.70	\$0.70
Storage Inns of America - Centerville 3.39 miles 6400 Bigger Rd, Centerville, OH 45459	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	\$1.40	\$1.40	\$1.40
West Carrollton Self Storage 3.80 miles 111 S Elm St, West Carrollton, OH 45449	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
South town Self Storage 3.80 miles 903 E Central Ave, Carrollton, OH 45449	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

Rate per Square Foot by Unit Type

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

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$1.36	\$1.34	\$0.42	\$1.23	\$1.68	\$1.96	\$2.63	\$1.34	\$1.95	\$1.18	\$1.56	\$0.98	\$1.36	\$0.83	\$1.33	\$0.77	\$1.37	N/A	\$0.42
\$1.21	\$1.15	\$0.43	\$1.06	\$1.37	\$1.88	\$1.95	\$1.28	\$1.50	\$1.01	\$1.24	\$0.88	\$1.10	\$0.80	\$1.08	\$0.74	\$1.05	\$0.50	\$0.43
\$0.94	\$0.91	\$0.33	\$0.83	\$1.19	\$1.38	\$1.67	\$0.99	\$1.30	\$0.81	\$1.07	\$0.70	\$0.95	\$0.63	\$0.96	\$0.60	\$0.92	\$0.41	\$0.32

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

Average Unit Type Rates

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

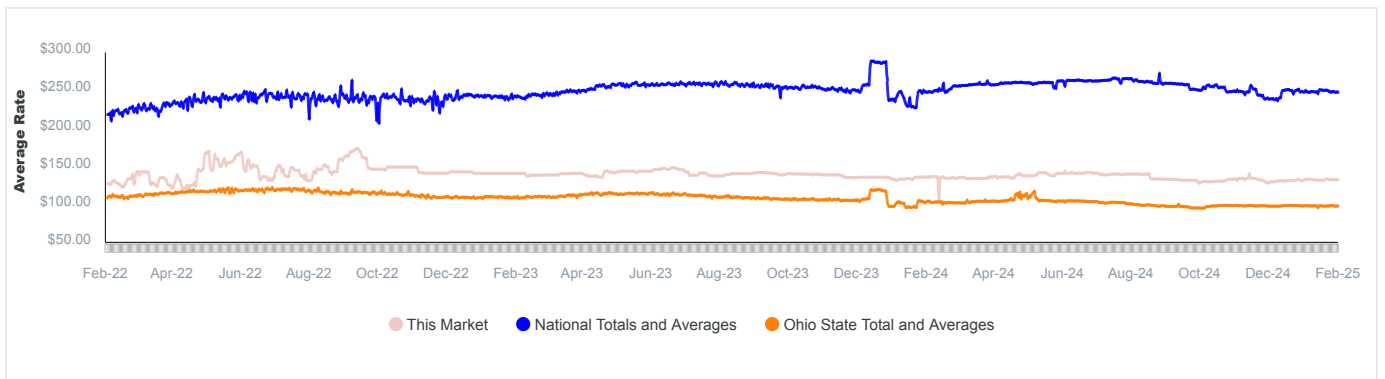
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$136.75	\$136.01	\$85.00	\$116.82	\$189.21	\$48.89	\$65.67	\$66.90	\$97.33	\$117.58	\$156.33	\$146.50	\$203.40	\$166.00	\$266.67	\$230.60	\$410.00	N/A	\$85.00
\$121.72	\$123.65	\$150.34	\$116.55	\$127.66	\$47.01	\$48.64	\$64.12	\$75.15	\$101.31	\$123.71	\$131.96	\$165.20	\$160.69	\$215.46	\$223.37	\$314.97	\$123.95	\$151.86
\$97.73	\$98.23	\$106.04	\$92.55	\$108.93	\$34.58	\$41.76	\$49.52	\$64.96	\$81.31	\$107.21	\$105.16	\$142.47	\$125.94	\$191.16	\$180.18	\$274.78	\$104.75	\$106.17

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

Average Rates History

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

All Units Without Parking (Last 3 Years)



All Stores List

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

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





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

RSF is 90% of TSF if the property has 1 floor | RSF is 80% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 80% of TSF if the property has an unknown number of floors





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

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 iStorage - 4125 Hempstead Station Dr 1.79 miles 4125 Hempstead Station Dr, Kettering, OH 45429 Monday - Saturday 06:00 AM - 01:00 AM Sunday 08:30 AM - 08:00 PM		Drive Distance 1.94 miles Drive Time 5.54 minutes Total Square Feet 61,502 sqft Rentable Square Footage 55,352 sqft Class Type B Store Type Hybrid Rate Volatility 9% Stories 1 Year Built 1998		Marketing Scorecard 48/100 Contactability 8/11 PaidSearch 5/35 Search 8/15 SocialMedia 6/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	✓	✓	✓	✓	✓	✓	✓	🚫	✓	🚫	✗	✗
 Gateway Climate Storage 2.09 miles 4738 Gateway Cir, Kettering, OH 45440 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 2.72 miles Drive Time 7.3 minutes Total Square Feet 42,539 sqft Rentable Square Footage 38,285 sqft Class Type B Store Type Self Storage Rate Volatility 3% Stories 1 Year Built 1982		Marketing Scorecard 24/100 Contactability 6/11 PaidSearch 5/35 Search 0/15 SocialMedia 0/14 Website 13/25									
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
✗	🚫	🚫	✓	🚫	✓	🚫	✓	🚫	✓	✗	✗	🚫	🚫
 Storage Inns of America - Wilmington Avenue 2.39 miles 1450 Wilmington Ave, Dayton, OH 45420 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 3.87 miles Drive Time 8.86 minutes Total Square Feet 79,432 sqft Rentable Square Footage 71,489 sqft Class Type B Store Type Self Storage Rate Volatility 0% Stories 1 Year Built 2018		Marketing Scorecard 22/100 Contactability 6/11 PaidSearch 0/35 Search 0/15 SocialMedia 0/14 Website 16/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 Prestige Storage - Kettering 2.41 miles 1976 Woodman Center Drive, Kettering, OH 45420 Monday - Sunday 06:00 AM - 11:00 PM		Drive Distance 3.08 miles Drive Time 8.29 minutes Total Square Feet 42,082 sqft Rentable Square Footage 37,874 sqft Class Type B Store Type Self Storage Rate Volatility 40% Stories 1 Year Built 1988		Marketing Scorecard 37/100 Contactability 5/11 PaidSearch 5/35 Search 7/15 SocialMedia 0/14 Website 20/25									
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
✓	🚫	✓	🚫	✓	🚫	✓	🚫	✓	🚫	✗	✗	✗	✗
 Herk's Self Storage and Parking Kettering 2.55 miles 4182 Kettering Boulevard, Moraine, OH 45439 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 2.71 miles Drive Time 5.41 minutes* Total Square Feet 30,545 sqft Rentable Square Footage 27,491 sqft Class Type C Store Type Hybrid Rate Volatility 29% Stories 1 Year Built 1948		Marketing Scorecard 37/100 Contactability 3/11 PaidSearch 5/35 Search 0/15 SocialMedia 7/14 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
✗	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
 U-STOR - S Dixie 2.62 miles 2389 S Dixie Dr Moraine, Kettering, OH 45409		Drive Distance 3.65 miles Drive Time 7.94 minutes Total Square Feet 99,458 sqft Rentable Square Footage 89,512 sqft Class Type B Store Type Self Storage Rate Volatility N/A Stories 1 Year Built 2001		Marketing Scorecard 25/100 Contactability 3/11 PaidSearch 5/35 Search 2/15 SocialMedia 3/14 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 Storage Inns of America - Alex Bell 2.7 miles 2651 W Alex Bell Road, Dayton, OH 45459 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 3.97 miles Drive Time 8.93 minutes Total Square Feet 32,800 sqft Rentable Square Footage 29,520 sqft Class Type B Store Type Hybrid Rate Volatility 0% Stories 1 Year Built 1995		Marketing Scorecard 27/100 Contactability 6/11 PaidSearch 5/35 Search 0/15 SocialMedia 0/14 Website 16/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✓	✓	✓	🚫	✓	🚫	✓	✓	✓	🚫	✓	🚫	✓	✓

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 Wright Storage 3.06 miles 3400 Dryden Rd, Moraine, OH 45439		Drive Distance 4.41 miles Drive Time 9.05 minutes Total Square Feet 17,161 sqft Rentable Square Footage 15,445 sqft Class Type C Store Type Self Storage Rate Volatility 0% Stories 1 Year Built N/A		Marketing Scorecard 11/100 Contactability 3/11 PaidSearch 0/35 Search 0/15 SocialMedia 0/14 Website 8/25									
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
✗	✗	✗	✗	✓	🚫	✗	✗	✗	✗	✗	✗	✗	✗
 Storage Inns of America - Centerville 3.39 miles 6400 Bigger Rd, Centerville, OH 45459 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 4.57 miles Drive Time 10.97 minutes Total Square Feet 164,000 sqft Rentable Square Footage 147,600 sqft Class Type B Store Type Self Storage Rate Volatility 1% Stories 1 Year Built 1987		Marketing Scorecard 38/100 Contactability 6/11 PaidSearch 13/35 Search 3/15 SocialMedia 0/14 Website 16/25									
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
✓	🚫	✓	🚫	✓	🚫	✓	🚫	✓	🚫	✓	🚫	✗	✗
 West Carrollton Self Storage 3.8 miles 111 S Elm St, West Carrollton, OH 45449		Drive Distance 4.41 miles Drive Time 9.84 minutes* Total Square Feet 40,535 sqft Rentable Square Footage 36,482 sqft Class Type B Store Type Self Storage Rate Volatility 0% Stories 1 Year Built N/A		Marketing Scorecard 13/100 Contactability 3/11 PaidSearch 0/35 Search 2/15 SocialMedia 0/14 Website 8/25									
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 South town Self Storage 3.8 miles 903 E Central Ave, Carrollton, OH 45449		Drive Distance 4.41 miles Drive Time 10.35 minutes Total Square Feet 78,576 sqft Rentable Square Footage 70,718 sqft Class Type B Store Type Self Storage Rate Volatility N/A Stories 1 Year Built 1985		Marketing Scorecard 19/100 Contactability 6/11 PaidSearch 5/35 Search 3/15 SocialMedia 0/14 Website 5/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

StorTrack's Marketing Scorecard

The StorTrack Marketing Scorecard is a scoring mechanism for judging the activity and effectiveness of a Store's local marketing. This enables us to create a methodology for comparison and competitive insight.

The Scorecard is created by monitoring five different areas of a Store's marketing activities. StorTrack has created a weighted scoring process for each of these five categories. The category scores are what you see on the Marketing Scorecard page.

Website (25 Points)

The Website Content scoring is based on the availability of the below factors: Multiple pages, Navigation, Photos, Video, Map/Directions, Reviews/Testimonials	0-7 Score
Online Pricing for the store is based on the pricing data available online and the volatility.	0-7 Score
Online promotions is based on the promotion advertised for the unit types and on the Home page of the store website.	0-5 Score
The Metadata score is based on the search options available for finding a location, a sitemap, a search box to identify a specific page, etc.	0-3 Score
Direct booking engine is scored based on the website ability to complete an online rental/reservation.	0-3 Score

Search (Nonorganic) (35 points)

The score for the store is determined based on the order of the search result occurrence and the results within the Advertisement content section on the first page of the search results. The scores are listed below based searching on the following platforms with the keywords "self-storage [city name]".

Additionally we check if the store is listed on an aggregator website like Sparefoot, SelfStorage.com, Storagefront, etc.

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-8 Score
Buys Yelp Ads	0-5 Score
Buys YellowPages Ads	0-5 Score
Listed on aggregator	0-5 Score

Search (organic) (15 points)

The score for the store is determined based on the keywords "self-storage [city name]" and if store appears on the first page of the search results.

First Page on Google	0-4 Score
First Page on Bing	0-3 Score
First Page on Yelp	0-3 Score
First Page on YellowPages	0-3 Score
GoogleMaps	0-2 Score

Social Media (14 points)

The social media score is based on the availability of the company profile, location specific profile, and posts within the last week and last month.

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

This score is based on the ease and methods to contact the store.

Contact Form/Direct Phone Number	0-3 Score
24/7 Customer Support Center	0-3 Score
Chat Support on Website	0-2 Score
1-800/Toll Free Number	0-3 Score