

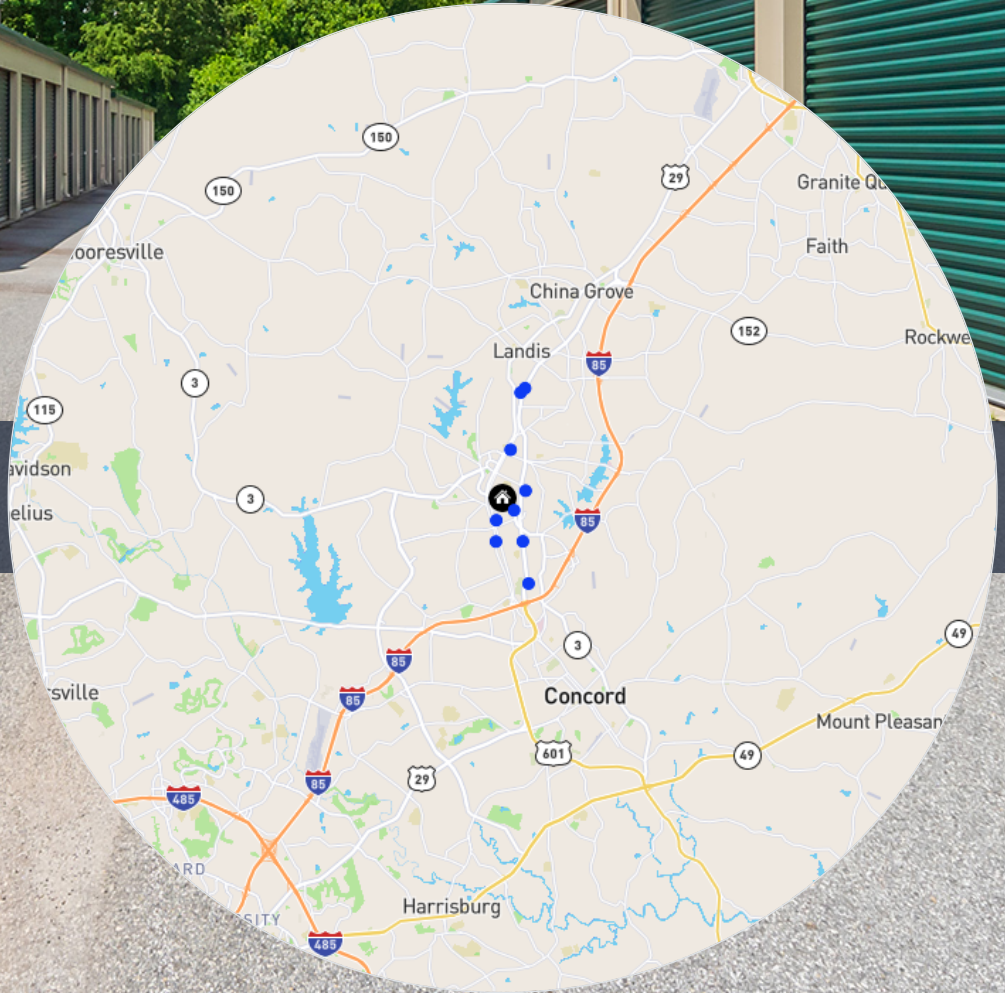
STORTRACK

EXPLORER
SELF-STORAGE

Market Report

Produced on May 22 2025

Report for:
Kannapolis, NC



STORTRACK

Questions?
1-800-969-7424
info@stortrack.com
www.stortrack.com

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Executive Summary

Market: Kannapolis, NC

Market Type: City

Comparisons are made with: National Totals and Averages and North Carolina State Total and Averages

Market Snapshot

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

	This Market	State	National
Self Storage Only Facilities Net Rentable SQ FT	95,024	46,499,507	1,380,211,809
Hybrid Facility Self Storage Net Rentable SQ FT	85,140	45,804,809	1,201,725,632
Total Net Self Storage Rentable SQ FT	180,164	92,304,316	2,581,937,441
Parking Net Rentable SQ FT	10,775	10,355,823	315,628,382
Sq Ft per Capita			
• 2022 Sq Ft per Capita	3.38	8.90	7.80
• 2024 Sq Ft per Capita	3.27	8.69	7.74
• 2026 Sq Ft per Capita	3.16	8.51	7.64
Sq Ft per Household	9.47	22.88	20.53
Total Stores	9	2,569	67,019
• REITS	1	348	10,549
• Large Ops	2	400	11,070
• Mid Ops	1	389	7,700
• Small Ops	4	319	7,227
• Single Ops	1	1,113	30,473
New Developments	3	138	3,822
Estimated Net Rentable Sq Ft of Development	168,234	6,235,831	197,250,647
Stores opened within the last year	0	31	565

Market Snapshot Continued

	This Market	State	National
Demographics			
• 2022 Population	53,314	10,367,022	331,097,593
• 2024 Population	55,180 (+3.50% change)	10,620,902 (+0.02% change)	333,584,158 (+0.01% change)
• 2026 Population	57,046 (+7.00% change)	10,841,366 (+0.05% change)	338,018,925 (+0.03% change)
Households	19,026	4,034,684	125,736,353
Rental Households	7,131	1,374,165	44,238,593
Rental Households Percentage	37.48%	34.06%	35.18%
Median Household Income	\$66,487	\$60,516	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$1.12	\$1.15	\$1.29
• All Units with Parking	\$1.09	\$1.09	\$1.24
• Regular Units	\$1.02	\$0.96	\$1.12
• Climate Controlled Units	\$1.95	\$1.33	\$1.49
• Only Parking	\$0.07	\$0.35	\$0.46
Rate Trend (12 months)	-9.66%	7.14%	5.74%
Units Not Advertised	0%	6%	8%
Market Including Known Developments			
Self Storage Only Facilities Net Rentable SQ FT	263,258	51,326,321	1,539,028,563
Hybrid Facility Self Storage Net Rentable SQ FT	85,140	47,213,826	1,240,159,525
Total Net Self Storage Rentable SQ FT	348,398	98,540,147	2,779,188,088
Parking Net Rentable SQ FT	10,775	10,693,864	324,981,231

Market Snapshot Continued

	This Market	State	National
Sq Ft per Capita			
• 2022 Sq Ft per Capita	6.53	9.51	8.39
• 2024 Sq Ft per Capita	6.31	9.28	8.33
• 2026 Sq Ft per Capita	6.11	9.09	8.22
Sq Ft per Household	18.31	24.42	22.10
Total Stores	12	2,707	70,841
• REITS	1	355	10,981
• Large Ops	2	421	11,495
• Mid Ops	1	392	7,787
• Small Ops	4	320	7,264
• Single Ops	1	1,120	30,556
New Supply Ratio	93.38%	6.76%	7.64%

Unit Types Offered

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

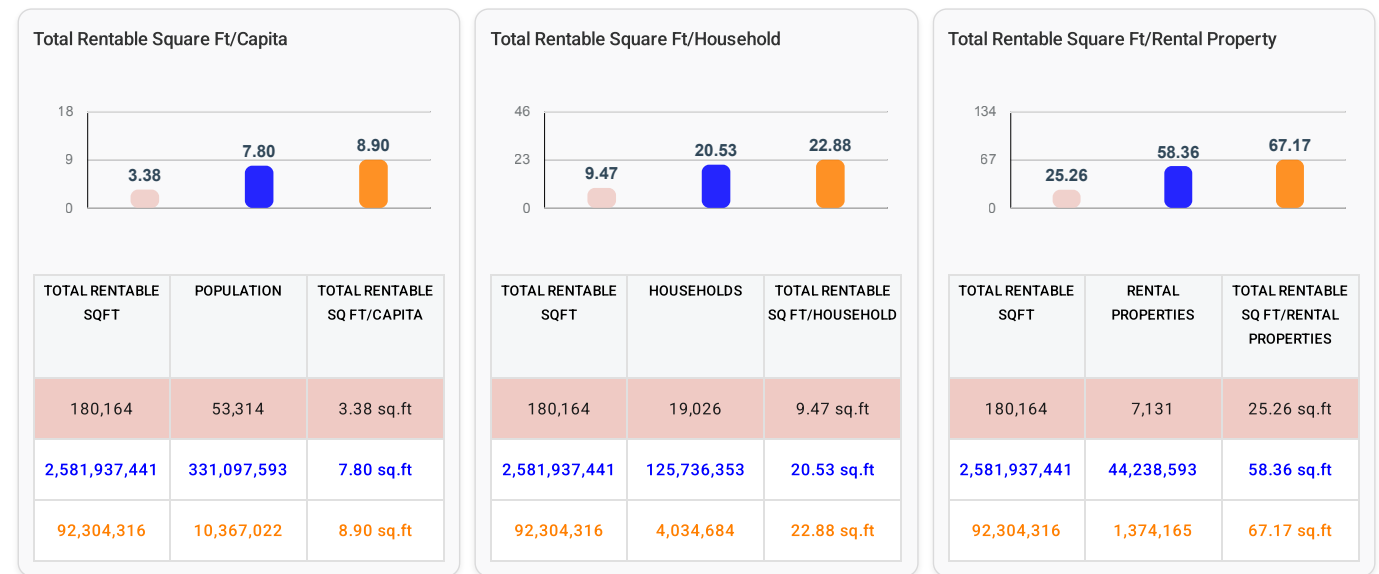
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
88.89%	88.89%	88.89%	33.33%	11.11%	33.33%	N/A	66.67%	22.22%	66.67%	11.11%	66.67%	11.11%	55.56%	N/A	11.11%	N/A	N/A	11.11%
97.14%	100.00%	81.91%	47.99%	22.65%	25.73%	29.63%	57.56%	39.09%	66.65%	41.03%	54.50%	34.84%	61.59%	29.44%	31.84%	9.66%	2.12%	21.44%
97.96%	100.00%	80.24%	58.66%	26.12%	18.06%	31.52%	58.60%	47.59%	68.03%	50.54%	55.54%	46.79%	58.38%	40.55%	28.62%	14.54%	1.93%	25.04%

● This Market
 ● National Totals and Averages
 ● North Carolina 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
 ● North Carolina 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		\$1.25	\$1.22	\$1.13	\$1.64	\$0.24	\$2.71	\$2.77	\$1.33	\$1.92	\$0.95	\$1.48	\$0.96	\$0.82	\$0.78	\$1.33	\$0.47	-	-	\$0.24
Kannapolis Self Storage-Dale Earnhardt 0.46 mile 1631 Dale Earnhardt Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$2.24	\$2.24	\$1.67	\$2.47	-	\$5.60	\$5.25	-	\$2.70	\$1.59	\$2.07	\$1.39	\$1.35	\$1.15	\$1.33	-	-	-	-
South Ridge Storage 0.63 mile 210 Cook St, Kannapolis, NC 28083	12 mo. trailing avg.	\$0.99	\$0.99	\$0.99	-	-	-	-	-	-	-	-	\$1.01	-	\$0.96	-	-	-	-	-
Kannapolis Self Storage-Lakeview 0.66 mile 819 Lakeview St, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.31	\$1.31	\$1.31	-	-	-	-	\$1.74	-	\$1.05	-	\$1.09	-	-	-	-	-	-	-
Mr. Storage, Kannapolis 1.20 miles 1615 S Main St, Kannapolis, NC 28081	12 mo. trailing avg.	\$1.80	\$1.80	\$1.80	-	-	-	-	\$2.02	-	\$0.90	-	-	-	-	-	-	-	-	-
Storage - Kannapolis 1.31 miles 1711 S Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kannapolis Self Storage-Brookdale 1.34 miles 224 Brookdale St, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.81	\$1.81	\$1.81	-	-	\$3.32	-	\$1.65	-	\$1.08	-	\$1.28	-	\$1.06	-	-	-	-	-
Public Storage 2.44 miles 810 Oregon Street, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.25	\$1.24	\$1.19	\$1.55	\$0.78	\$1.75	-	\$1.37	\$1.67	\$1.05	\$1.31	\$0.94	-	\$0.85	-	\$0.67	-	-	\$0.78
Mini Mall Storage - Kannapolis 2.92 miles 2745 N Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$0.74	\$0.74	\$0.74	-	-	\$1.39	-	\$0.85	-	\$0.71	-	\$0.71	-	\$0.62	-	-	-	-	-

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
10 Federal Storage - North Cannon Blvd 3.06 miles 2806 North Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$0.63	\$0.59	\$0.54	\$0.76	\$0.20	-	\$1.07	\$0.67	\$0.85	\$0.57	\$0.68	\$0.57	\$0.60	\$0.50	-	\$0.41	-	-	\$0.20

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

		MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025
	Market Average Price	\$1.25	\$1.24	\$1.20	\$1.16	\$1.12	\$1.08	\$1.04	\$1.02	\$0.98	\$0.96	\$0.96	\$0.95
Kannapolis Self Storage-Dale Earnhardt 0.46 mile 1631 Dale Earnhardt Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.67	\$1.67	\$1.65	\$1.65	\$1.67	\$1.68	\$1.71	\$1.70	\$1.63	\$1.61	\$1.64	\$1.59
South Ridge Storage 0.63 mile 210 Cook St, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Kannapolis Self Storage-Lakeview 0.66 mile 819 Lakeview St, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.27	\$1.28	\$1.25	\$1.22	\$1.19	\$1.15	\$1.11	\$1.06	\$1.00	\$0.98	\$1.04	\$1.05
Mr. Storage, Kannapolis 1.20 miles 1615 S Main St, Kannapolis, NC 28081	12 mo. trailing avg.	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.85	\$0.86	\$0.86	\$0.88	\$0.90	\$0.90	\$0.90
Storage - Kannapolis 1.31 miles 1711 S Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Kannapolis Self Storage-Brookdale 1.34 miles 224 Brookdale St, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.30	\$1.30	\$1.26	\$1.22	\$1.20	\$1.16	\$1.11	\$1.09	\$1.05	\$1.02	\$1.06	\$1.08
Public Storage 2.44 miles 810 Oregon Street, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.22	\$1.21	\$1.19	\$1.18	\$1.15	\$1.12	\$1.09	\$1.09	\$1.09	\$1.08	\$1.07	\$1.05
Mini Mall Storage - Kannapolis 2.92 miles 2745 N Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.19	\$1.14	\$1.05	\$0.96	\$0.87	\$0.78	\$0.72	\$0.70	\$0.70	\$0.72	\$0.71	\$0.71
10 Federal Storage - North Cannon Blvd 3.06 miles 2806 North Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.05	\$1.04	\$0.99	\$0.93	\$0.88	\$0.83	\$0.77	\$0.74	\$0.70	\$0.66	\$0.62	\$0.57

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

		MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025
	Market Average Price	\$1.62	\$1.65	\$1.60	\$1.57	\$1.58	\$1.60	\$1.59	\$1.58	\$1.53	\$1.49	\$1.48	\$1.48
Kannapolis Self Storage-Dale Earnhardt 0.46 mile 1631 Dale Earnhardt Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.64	\$1.68	\$1.70	\$1.73	\$1.80	\$1.89	\$1.95	\$1.99	\$2.00	\$2.01	\$2.05	\$2.07
South Ridge Storage 0.63 mile 210 Cook St, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Kannapolis Self Storage-Lakeview 0.66 mile 819 Lakeview St, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-

12 Month Trailing Average Rate History Continued

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

		MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025	MAR 2025	APR 2025
Mr. Storage, Kannapolis 1.20 miles 1615 S Main St, Kannapolis, NC 28081	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage - Kannapolis 1.31 miles 1711 S Cannon Blvd, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Kannapolis Self Storage-Brookdale 1.34 miles 224 Brookdale St, Kannapolis, NC 28083	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Public Storage 2.44 miles 810 Oregon Street, Kannapolis, NC 28083	12 mo. trailing avg.	\$1.33	\$1.33	\$1.31	\$1.31	\$1.26	\$1.20	\$1.14	\$1.27	\$1.26	\$1.30	\$1.29	\$1.31

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
\$1.12	\$1.09	\$0.07	\$1.02	\$1.95	\$2.23	N/A	\$0.83	\$2.69	\$0.75	\$2.09	\$0.91	\$0.32	\$0.69	N/A	\$0.72	N/A	N/A	\$0.07
\$1.29	\$1.23	\$0.46	\$1.12	\$1.49	\$2.04	\$2.18	\$1.36	\$1.66	\$1.07	\$1.36	\$0.93	\$1.21	\$0.85	\$1.17	\$0.78	\$1.14	\$0.51	\$0.46
\$1.15	\$1.08	\$0.35	\$0.96	\$1.33	\$1.83	\$2.12	\$1.19	\$1.58	\$0.92	\$1.21	\$0.81	\$1.06	\$0.75	\$1.01	\$0.71	\$0.98	\$0.44	\$0.35

● This Market ● National Totals and Averages ● North Carolina 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
\$95.77	\$93.72	\$20.00	\$91.30	\$131.50	\$55.86	N/A	\$41.74	\$134.50	\$74.92	\$209.00	\$136.17	\$48.00	\$137.67	N/A	\$216.00	N/A	N/A	\$20.00
\$132.38	\$134.29	\$156.49	\$124.13	\$141.96	\$51.08	\$54.39	\$68.16	\$82.91	\$106.98	\$135.63	\$139.61	\$181.25	\$169.13	\$234.10	\$233.71	\$341.70	\$136.61	\$157.79
\$123.36	\$124.45	\$136.71	\$111.95	\$134.38	\$45.72	\$53.08	\$59.61	\$78.92	\$92.35	\$120.63	\$121.23	\$158.85	\$150.53	\$202.59	\$214.49	\$295.29	\$102.06	\$138.14

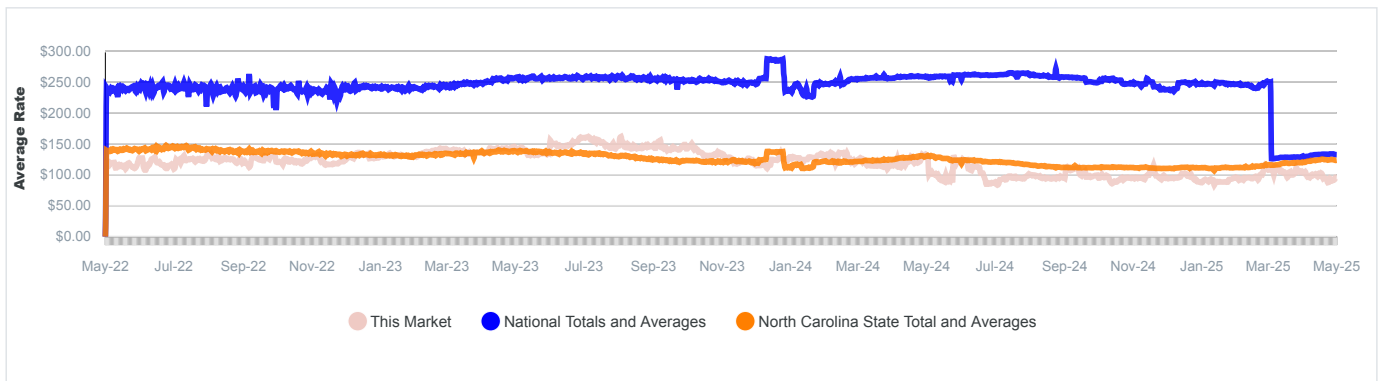
● This Market ● National Totals and Averages ● North Carolina State Total and Averages

Average Rates History

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

All Units Without Parking

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



All Stores List


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

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

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

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

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


✓ Rate available for this unit type														✗ Rate not available for this unit type		👁 Rate previously available, but not currently advertised	
<div>Kannapolis Self Storage-Dale Earnhardt 0.46 mile 1631 Dale Earnhardt Blvd, Kannapolis, NC 28083 Monday - Sunday 06:00 AM - 10:00 PM</div> <div>Drive Distance 0.47 mile Drive Time 0.93 minute Total Square Feet 13,000 sqft Rentable Square Footage 11,700 sqft Class Type A Store Type Self Storage Rate Volatility 1% Stories 1 Year Built 2019</div> <div>Marketing Scorecard Contactability 3/11 Paid Search 25/35 Search 10/15 Social Media 0/14 Website 16/25</div> <div>54/100</div>																	
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking				
✓	👁	✗	👁	👁	✓	✓	👁	✓	👁	✗	✗	✗	✗				


All Stores List Continued


✓ Rate available for this unit type


✗ Rate not available for this unit type

🚫 Rate previously available, but not currently advertised

<div>  <div> South Ridge Storage 0.63 mile 210 Cook St, Kannapolis, NC 28083 </div> </div> <div> <div> Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built </div> <div> 1.13 miles 2.83 minutes 10,000 sqft 9,000 sqft B Self Storage 0% 1 1998 </div> </div> <div> Marketing Scorecard 21/100 Contactability 3/11 Paid Search 5/35 Search 0/15 SocialMedia 0/14 Website 13/25 </div>													
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	🚫	✗	🚫	✗	✗	✗	✗	✗

<div>  <div> Kannapolis Self Storage-Lakeview 0.66 mile 819 Lakeview St, Kannapolis, NC 28083 </div> </div> <div> Monday - Sunday 06:00 AM - 10:00 PM </div> <div> <div> Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built </div> <div> 1.13 miles 3.1 minutes 5,250 sqft 4,725 sqft B Self Storage 8% 1 1995 </div> </div> <div> Marketing Scorecard 54/100 Contactability 3/11 Paid Search 25/35 Search 10/15 SocialMedia 0/14 Website 16/25 </div>													
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗

<div>  <div> Mr. Storage, Kannapolis 1.2 miles 1615 S Main St, Kannapolis, NC 28081 </div> </div> <div> <div> Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built </div> <div> 1.72 miles 3.81 minutes 5,225 sqft 4,703 sqft B Hybrid 5% 1 2005 </div> </div> <div> Marketing Scorecard 24/100 Contactability 6/11 Paid Search 5/35 Search 0/15 SocialMedia 0/14 Website 13/25 </div>													
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
🚫	✗	✓	🚫	✓	✗	🚫	🚫	🚫	✗	✗	✗	✗	✗


<div>  <div> Storage - Kannapolis 1.31 miles 1711 S Cannon Blvd, Kannapolis, NC 28083 </div> </div> <div> <div> Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built </div> <div> 1.48 miles 3.34 minutes 10,400 sqft 9,360 sqft B Self Storage N/A 1 2002 </div> </div> <div> Marketing Scorecard 12/100 Contactability 3/11 Paid Search 5/35 Search 0/15 SocialMedia 0/14 Website 4/25 </div>													
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗


All Stores List Continued


✓ Rate available for this unit type


✗ Rate not available for this unit type

🚫 Rate previously available, but not currently advertised

 Kannapolis Self Storage-Brookdale 1.34 miles 224 Brookdale St, Kannapolis, NC 28083 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built		1.82 miles 4.23 minutes 18,432 sqft 16,589 sqft B Self Storage 3% 1 1981		Marketing Scorecard 54/100 Contactability PaidSearch Search SocialMedia Website		3/11 25/35 9/15 0/14 17/25					
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 2.44 miles 810 Oregon Street, Kannapolis, NC 28083 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built		2.63 miles 5.47 minutes 48,500 sqft 43,650 sqft A Self Storage 34% 1 1989		Marketing Scorecard 52/100 Contactability PaidSearch Search SocialMedia Website		8/11 11/35 4/15 8/14 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
🚫	✗	✓	✓	✓	🚫	✓	✗	✓	🚫	✓	✗	🚫	🚫

 Mini Mall Storage - Kannapolis 2.92 miles 2745 N Cannon Blvd, Kannapolis, NC 28083 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built		3.61 miles 7.44 minutes 35,784 sqft 32,206 sqft C Hybrid 12% 1 1987		Marketing Scorecard 44/100 Contactability PaidSearch Search SocialMedia Website		8/11 5/35 1/15 7/14 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
✓	✗	✓	✗	✓	✗	🚫	✗	🚫	✗	✗	✗	🚫	🚫

 10 Federal Storage - North Cannon Blvd 3.06 miles 2806 North Cannon Blvd, Kannapolis, NC 28083		Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built		3.65 miles 7.17 minutes 53,590 sqft 48,231 sqft B Hybrid 26% 1 1960		Marketing Scorecard 44/100 Contactability PaidSearch Search SocialMedia Website		5/11 15/35 2/15 0/14 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
✗	🚫	✓	🚫	✓	🚫	✓	✓	✓	✗	🚫	✗	✓	✓

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