

STORTRACK

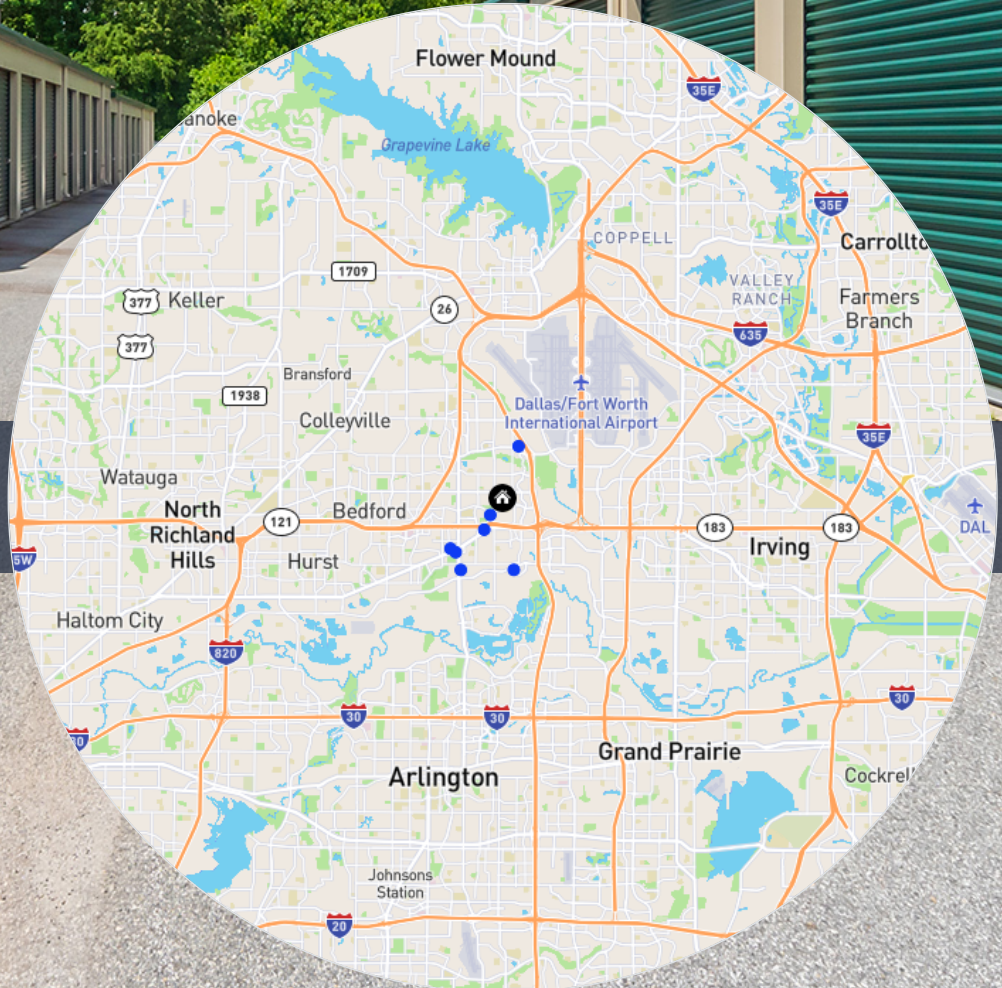
EXPLORER

SELF-STORAGE

Market Report

Produced on Mar 20 2025

Report for:
Euless, TX



 STORTRACK

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Executive Summary

Market: Euless, TX

Market Type: City

Comparisons are made with: National Totals and Averages and Texas 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	48,735	135,778,908	1,386,172,347
Hybrid Facility Self Storage Net Rentable SQ FT	474,174	158,667,752	1,203,587,144
Total Net Self Storage Rentable SQ FT	522,909	294,446,660	2,589,759,491
Parking Net Rentable SQ FT	82,921	45,085,094	316,057,767
Sq Ft per Capita			
• 2022 Sq Ft per Capita	8.66	10.20	7.82
• 2024 Sq Ft per Capita	8.42	9.85	7.76
• 2026 Sq Ft per Capita	8.18	9.59	7.66
Sq Ft per Household	21.78	28.76	20.60
Total Stores	7	6,856	66,550
• REITS	5	1,510	10,269
• Large Ops	1	1,070	11,398
• Mid Ops	0	827	7,625
• Small Ops	1	602	7,225
• Single Ops	0	2,847	30,033
New Developments	0	378	3,984
Estimated Net Rentable Sq Ft of Development	0	20,381,395	206,587,599
Stores opened within the last year	0	59	511

Market Snapshot Continued

	This Market	State	National
Demographics			
• 2022 Population	60,360	28,862,581	331,097,593
• 2024 Population	62,136 (+2.94% change)	29,888,065 (+0.04% change)	333,584,158 (+0.01% change)
• 2026 Population	63,912 (+5.88% change)	30,706,901 (+0.06% change)	338,018,925 (+0.03% change)
Households	24,005	10,239,341	125,736,353
Rental Households	14,521	3,848,280	44,238,593
Rental Households Percentage	60.49%	37.58%	35.18%
Median Household Income	\$77,403	\$67,321	\$75,149
Average Rate Per Square Feet			
• All Units without Parking	\$0.97	\$1.04	\$1.25
• All Units with Parking	\$0.91	\$0.99	\$1.20
• Regular Units	\$0.92	\$0.88	\$1.09
• Climate Controlled Units	\$1.04	\$1.20	\$1.45
• Only Parking	\$0.52	\$0.39	\$0.45
Rate Trend (12 months)	-8.01%	1.65%	5.86%
Units Not Advertised	14%	6%	7%
Market Including Known Developments			
Self Storage Only Facilities Net Rentable SQ FT	48,735	153,363,756	1,552,250,604
Hybrid Facility Self Storage Net Rentable SQ FT	474,174	161,464,299	1,244,096,486
Total Net Self Storage Rentable SQ FT	522,909	314,828,055	2,796,347,090
Parking Net Rentable SQ FT	82,921	45,715,387	325,015,871

Market Snapshot Continued

	This Market	State	National
Sq Ft per Capita			
• 2022 Sq Ft per Capita	8.66	10.91	8.45
• 2024 Sq Ft per Capita	8.42	10.53	8.38
• 2026 Sq Ft per Capita	8.18	10.25	8.27
Sq Ft per Household	21.78	30.75	22.24
Total Stores	7	7,234	70,534
• REITS	5	1,558	10,704
• Large Ops	1	1,115	11,867
• Mid Ops	0	841	7,718
• Small Ops	1	605	7,270
• Single Ops	0	2,855	30,122
New Supply Ratio	N/A	6.92%	7.98%

Unit Types Offered

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

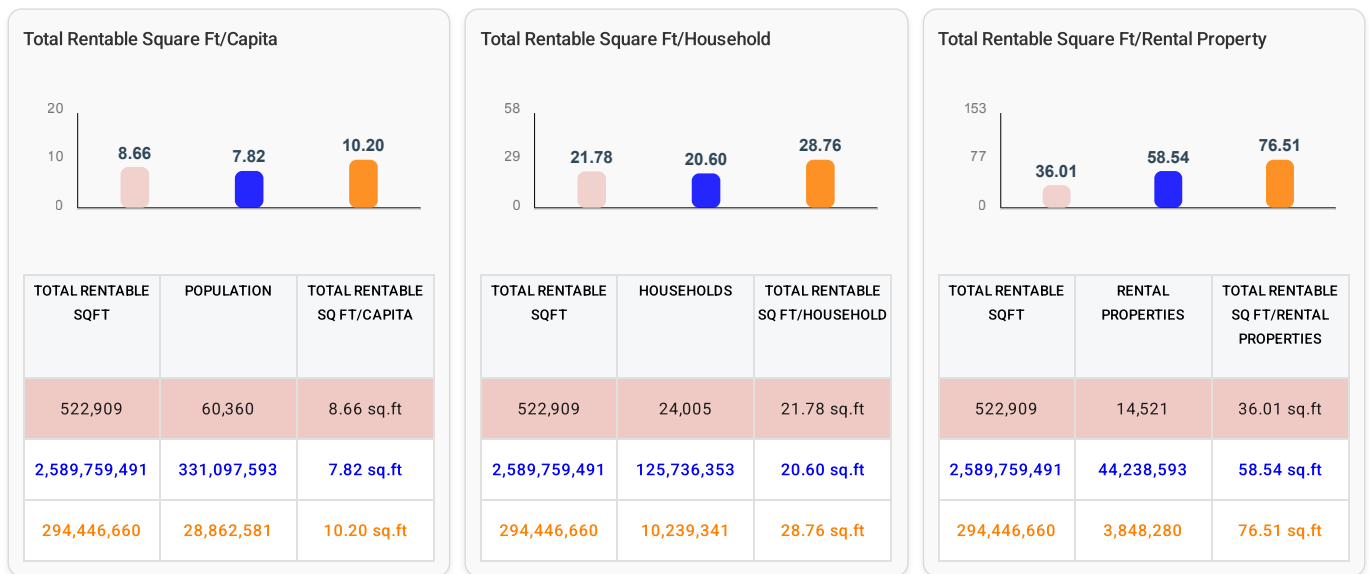
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
85.71%	85.71%	71.43%	71.43%	71.43%	42.86%	42.86%	57.14%	71.43%	71.43%	57.14%	57.14%	57.14%	57.14%	42.86%	57.14%	N/A	N/A	71.43%
97.28%	100.00%	82.34%	48.29%	21.93%	27.99%	31.30%	59.66%	40.01%	68.07%	41.04%	55.29%	34.54%	62.18%	29.70%	32.30%	9.92%	2.04%	20.94%
96.06%	100.00%	84.25%	59.69%	26.57%	25.03%	37.41%	57.65%	49.10%	71.17%	51.85%	57.18%	44.66%	63.12%	38.92%	31.47%	13.92%	1.40%	25.89%

● This Market
 ● National Totals and Averages
 ● Texas 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
 ● Texas 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		\$1.29	\$1.27	\$1.23	\$1.40	\$0.71	\$1.58	\$1.82	\$1.57	\$1.58	\$1.30	\$1.39	\$1.08	\$1.14	\$1.04	\$1.09	\$0.98	\$0.81	-	\$0.71
Extra Space 0.59 mile 413 N Main St, Eules, TX 76039	12 mo. trailing avg.	\$1.24	\$1.19	\$1.24	-	\$0.46	\$1.62	-	\$1.41	-	\$1.45	-	\$1.09	-	\$0.96	-	\$0.89	-	-	\$0.46
U-STOR HWY 183 1.03 miles 300 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.10	\$1.10	\$1.10	-	-	-	-	\$1.50	-	\$1.25	-	\$1.03	-	\$0.90	-	\$0.82	-	-	-
Extra Space 1.53 miles 701 E Mid Cities Blvd, Eules, TX 76039	12 mo. trailing avg.	\$1.95	\$1.83	\$1.74	\$2.28	\$0.91	\$2.59	\$3.35	\$2.25	\$2.59	\$1.80	\$2.31	\$1.49	\$1.93	\$1.42	\$1.68	\$1.46	-	-	\$0.91
Extra Space 2.02 miles 1151 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.49	\$1.43	\$1.24	\$1.78	\$0.67	-	\$2.10	\$1.45	\$1.89	\$1.26	\$1.64	-	\$1.52	\$1.02	\$1.33	\$0.94	-	-	\$0.67
Extra Space 2.04 miles 1204 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.40	\$1.36	\$1.10	\$1.94	\$0.45	-	\$2.43	\$1.64	\$1.86	\$1.22	\$1.75	\$1.04	\$1.26	\$1.15	\$1.14	\$0.93	-	-	\$0.45
Public Storage 2.05 miles 3400 Post Oak Blvd, Eules, TX 76040	12 mo. trailing avg.	\$0.88	\$0.88	-	\$0.88	\$0.92	-	\$1.06	-	\$0.79	-	\$0.90	-	\$0.73	-	\$1.01	-	\$0.81	-	\$0.92
Storage King Usa - Eules 2.34 miles 3950 Hwy 157 S, Eules, TX 76040	12 mo. trailing avg.	\$0.95	\$0.95	\$0.95	\$0.95	-	\$1.38	-	\$1.09	\$1.17	\$0.83	\$0.89	\$0.71	\$0.85	\$0.80	\$0.88	\$1.00	-	-	-

12 Month Trailing Average Rate History Continued

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

		MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025
	Market Average Price	\$1.52	\$1.52	\$1.52	\$1.51	\$1.49	\$1.48	\$1.46	\$1.44	\$1.41	\$1.36	\$1.32	\$1.30
Extra Space 0.59 mile 413 N Main St, Eules, TX 76039	12 mo. trailing avg.	\$1.94	\$1.93	\$1.88	\$1.88	\$1.86	\$1.84	\$1.80	\$1.73	\$1.71	\$1.63	\$1.53	\$1.45
U-STOR HWY 183 1.03 miles 300 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	-	-	-	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25	\$1.25
Extra Space 1.53 miles 701 E Mid Cities Blvd, Eules, TX 76039	12 mo. trailing avg.	\$1.83	\$1.82	\$1.84	\$1.85	\$1.81	\$1.83	\$1.86	\$1.86	\$1.87	\$1.83	\$1.79	\$1.80
Extra Space 2.02 miles 1151 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.43	\$1.44	\$1.43	\$1.44	\$1.44	\$1.42	\$1.41	\$1.38	\$1.34	\$1.30	\$1.27	\$1.26
Extra Space 2.04 miles 1204 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.44	\$1.41	\$1.41	\$1.41	\$1.40	\$1.39	\$1.37	\$1.33	\$1.29	\$1.25	\$1.22	\$1.22
Public Storage 2.05 miles 3400 Post Oak Blvd, Eules, TX 76040	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Storage King Usa - Eules 2.34 miles 3950 Hwy 157 S, Eules, TX 76040	12 mo. trailing avg.	\$1.01	\$1.03	\$1.05	\$1.05	\$1.03	\$1.02	\$0.99	\$0.98	\$0.95	\$0.91	\$0.88	\$0.83

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

		MAR 2024	APR 2024	MAY 2024	JUN 2024	JUL 2024	AUG 2024	SEP 2024	OCT 2024	NOV 2024	DEC 2024	JAN 2025	FEB 2025
	Market Average Price	\$1.61	\$1.61	\$1.61	\$1.59	\$1.56	\$1.53	\$1.50	\$1.47	\$1.45	\$1.42	\$1.40	\$1.39
Extra Space 0.59 mile 413 N Main St, Eules, TX 76039	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
U-STOR HWY 183 1.03 miles 300 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-
Extra Space 1.53 miles 701 E Mid Cities Blvd, Eules, TX 76039	12 mo. trailing avg.	\$2.26	\$2.28	\$2.31	\$2.33	\$2.28	\$2.28	\$2.30	\$2.30	\$2.30	\$2.30	\$2.29	\$2.31
Extra Space 2.02 miles 1151 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.69	\$1.71	\$1.72	\$1.72	\$1.75	\$1.74	\$1.72	\$1.68	\$1.65	\$1.64	\$1.64	\$1.64
Extra Space 2.04 miles 1204 W Eules Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.68	\$1.68	\$1.68	\$1.68	\$1.72	\$1.83	\$1.79	\$1.76	\$1.78	\$1.79	\$1.79	\$1.75
Public Storage 2.05 miles 3400 Post Oak Blvd, Eules, TX 76040	12 mo. trailing avg.	\$1.51	\$1.47	\$1.43	\$1.39	\$1.32	\$1.24	\$1.14	\$1.07	\$1.02	\$0.98	\$0.95	\$0.90
Storage King Usa - Eules 2.34 miles 3950 Hwy 157 S, Eules, TX 76040	12 mo. trailing avg.	\$1.14	\$1.15	\$1.14	\$1.12	\$1.09	\$1.06	\$1.03	\$1.02	\$1.00	\$0.96	\$0.94	\$0.89

Rate per Square Foot by Unit Type

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

ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$0.97	\$0.91	\$0.52	\$0.92	\$1.04	\$1.88	\$1.71	\$1.02	\$1.27	\$0.76	\$0.76	\$0.79	\$0.69	\$0.83	\$0.79	\$0.80	N/A	N/A	\$0.52
\$1.25	\$1.19	\$0.45	\$1.09	\$1.45	\$1.92	\$2.09	\$1.31	\$1.61	\$1.03	\$1.31	\$0.90	\$1.16	\$0.82	\$1.13	\$0.76	\$1.10	\$0.49	\$0.44
\$1.04	\$0.98	\$0.39	\$0.88	\$1.20	\$1.45	\$1.70	\$1.07	\$1.32	\$0.85	\$1.11	\$0.75	\$1.00	\$0.71	\$0.98	\$0.69	\$0.99	\$0.43	\$0.39

● This Market ● National Totals and Averages ● Texas 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
\$103.17	\$104.85	\$114.17	\$116.25	\$86.52	\$47.00	\$42.86	\$51.00	\$63.33	\$76.23	\$75.88	\$117.75	\$104.00	\$166.33	\$157.14	\$239.38	N/A	N/A	\$114.17
\$126.54	\$128.53	\$153.84	\$118.69	\$136.39	\$47.98	\$52.14	\$65.38	\$80.31	\$103.46	\$131.04	\$134.98	\$173.83	\$164.38	\$226.09	\$227.13	\$328.62	\$130.38	\$155.23
\$110.56	\$114.19	\$151.23	\$102.08	\$119.59	\$36.21	\$42.55	\$53.46	\$65.82	\$84.50	\$110.94	\$113.00	\$149.70	\$142.26	\$195.11	\$206.49	\$297.35	\$155.51	\$151.09

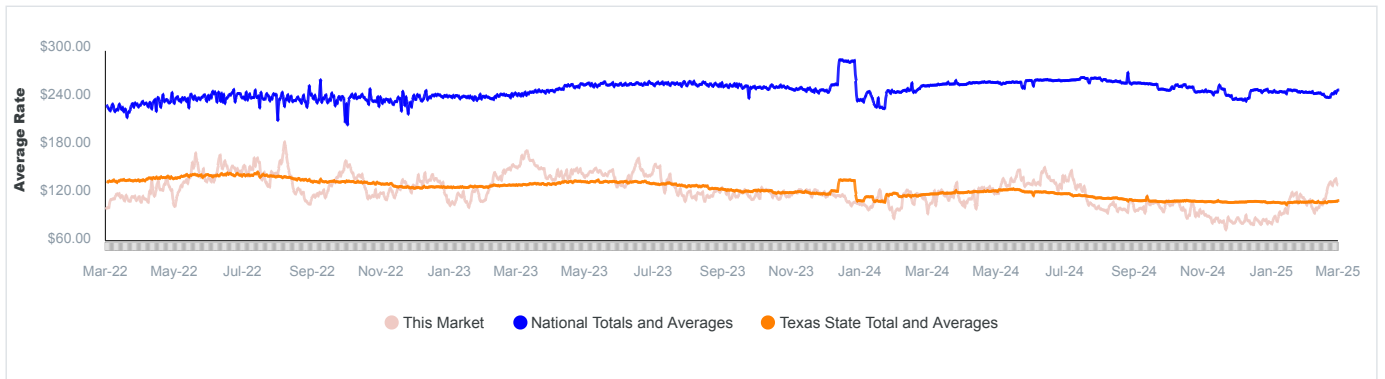
● This Market ● National Totals and Averages ● Texas State Total and Averages

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 ● Texas 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															
Extra Space 0.59 mile 413 N Main St, Eules, TX 76039 Sunday - Monday 06:00 AM - 10:00 PM		Drive Distance 0.94 mile Drive Time 5.64 minutes Total Square Feet 66,922 sqft Rentable Square Footage 60,230 sqft Class Type B Store Type Hybrid Rate Volatility 47% Stories 1 Year Built N/A		Marketing Scorecard 57/100 Contactability 3/11 PaidSearch 18/35 Search 8/15 SocialMedia 7/14 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓	✓			
U-STOR HWY 183 1.03 miles 300 W Eules Blvd, Eules, TX 76040		Drive Distance 1.47 miles Drive Time 6.91 minutes Total Square Feet 54,150 sqft Rentable Square Footage 48,735 sqft Class Type B Store Type Self Storage Rate Volatility N/A Stories 1 Year Built 1996		Marketing Scorecard 20/100 Contactability 6/11 PaidSearch 0/35 Search 2/15 SocialMedia 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
✗	✗	👁	✗	👁	✗	👁	✗	👁	✗	👁	✗	👁	✗	✗	✗	✗			
Extra Space 1.53 miles 701 E Mid Cities Blvd, Eules, TX 76039 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance 2.14 miles Drive Time 9.25 minutes Total Square Feet 74,185 sqft Rentable Square Footage 66,767 sqft Class Type A Store Type Hybrid Rate Volatility 79% Stories 1 Year Built 2003		Marketing Scorecard 67/100 Contactability 5/11 PaidSearch 23/35 Search 7/15 SocialMedia 7/14 Website 25/25		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									
		Extra Space 2.02 miles 1151 W Eules Blvd, Eules, TX 76040		Drive Distance: 2.59 miles Drive Time: 11.1 minutes Total Square Feet: 90,110 sqft Rentable Square Footage: 81,099 sqft Class Type: B Store Type: Hybrid Rate Volatility: 44% Stories: 1 Year Built: 1998		Marketing Scorecard 64/100 Contactability: 3/11 PaidSearch: 23/35 Search: 7/15 SocialMedia: 7/14 Website: 24/25							
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
✗	✓	✓	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓
		Extra Space 2.04 miles 1204 W Eules Blvd, Eules, TX 76040 Monday - Sunday 06:00 AM - 10:00 PM		Drive Distance: 2.69 miles Drive Time: 10.44 minutes Total Square Feet: 117,700 sqft Rentable Square Footage: 105,930 sqft Class Type: A Store Type: Hybrid Rate Volatility: 48% Stories: 1 Year Built: 1973		Marketing Scorecard 70/100 Contactability: 5/11 PaidSearch: 23/35 Search: 10/15 SocialMedia: 7/14 Website: 25/25							
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 2.05 miles 3400 Post Oak Blvd, Eules, TX 76040 Monday - Sunday 06:00 AM - 09:00 PM		Drive Distance: 2.83 miles Drive Time: 9.6 minutes Total Square Feet: 105,210 sqft Rentable Square Footage: 78,908 sqft Class Type: A Store Type: Hybrid Rate Volatility: 21% Stories: 3 Year Built: 2020		Marketing Scorecard 62/100 Contactability: 5/11 PaidSearch: 24/35 Search: 3/15 SocialMedia: 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
✗	✓	✗	✓	✗	✓	✗	✓	✗		✗	✓	✓	✓
		Storage King Usa - Eules 2.34 miles 3950 Hwy 157 S, Eules, TX 76040 Monday - Sunday 06:00 AM - 11:00 PM		Drive Distance: 2.99 miles Drive Time: 10.82 minutes Total Square Feet: 90,267 sqft Rentable Square Footage: 81,240 sqft Class Type: B Store Type: Hybrid Rate Volatility: 1% Stories: 1 Year Built: 2017		Marketing Scorecard 48/100 Contactability: 5/11 PaidSearch: 15/35 Search: 3/15 SocialMedia: 4/14 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
✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗

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