StorTrack Market Report

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stortrack

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Table of Contents

| Executive Summary · · · · · · 1 |
|---|
| Market Snapshot ······2 |
| Store Types · · · · · · 3 |
| Unit Types Offered · · · · · · · · · · · · · · · · · · · |
| Overall Market Supply Metrics · · · · · · · · · · · · · · · · · · · |
| Size of Market per Store · · · · · · · · · · · · · · · · · · · |
| Market Spending Power · · · · · · · · · · · · · · · · · · · |
| Rate per Square Foot by Unit Type $\cdots \cdots \cdots \cdots \cdots \cdots \cdots \cdots 5$ |
| Average Unit Type Rates $\cdots \cdots 5$ |
| Current Inventory Availability by Unit Type |
| Known Developments · · · · · · · · · · · · · · · · · · · |
| All Stores List ····· 6 |
| |

Market Summary

Market: Glasgow

Market Type: City

Comparisons are made with: National Totals 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 |
|-------------------------|-------------|----------|
| No. of Stores in Market | 27 | 4,005 |

Current Supply to Market:

There is 1.07 square feet/capita supply in this market. The UK national average is 1.58 sqft/capita.

Across all unit types, there is currently 70.37% of inventory offline (not available). The UK national figure at the moment is 0% of inventory offline and comparing against national average, this market's supply level could be characterized as an under-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 44.45%. This would indicate a increased demand against available supply. The current UK national rate trend for the past 3 months is up, by 15.94%.

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 decreased by 0%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 117 new developments across the UK.

Page No: 2

Market Snapshot

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

| | This Market | National |
|------------------------------------|-------------|-------------|
| Net Rentable Sq Ft | 1,321,431 | 100,710,555 |
| Sq Ft per Capita | 1.07 | 1.58 |
| Sq Ft per Household | 3.15 | 4.12 |
| Stores | 27 | 4,005 |
| New Developments | 0 | 117 |
| Stores opened within the last year | 0 | 12 |
| Population | 1,235,040 | 63,673,119 |
| Households | 420,088 | 24,434,594 |
| Rental Households | 102,500 | 6,952,502 |
| Rental Households Percentage | 24.4% | 28.45% |
| Median Household Income | £0 | £38,180 |
| Average Rate per Sq Ft | £0.69 | £1.13 |
| Rate Trend (12 months) | 44.45% | 15.94% |
| Units Not Advertised | 33% | 15% |

Store Types

This is a breakdown of the Stores within this Market. The grid below shows all the stores within the Market, broken down by Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

| STORES IN MARKET | | MID OPS | | SMALL OPS |
|------------------|--------|-------------|--------|-------------|
| STORES IN MARKET | NUMBER | % OF MARKET | NUMBER | % OF MARKET |
| 27 | 14 | 51.85% | 13 | 48.15% |
| 4,005 | 1,508 | 37.65% | 2,485 | 62.05% |

This Market National Totals and Averages

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 | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|-----------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------------|------------|
| 29.63% | N/A | 29.63% | 25.93% | 3.70% | 29.63% | 3.70% | 29.63% | 29.63% | N/A | 22.22% | N/A | N/A |
| 100.00% | 26.44% | 55.78% | 47.55% | 28.92% | 62.01% | 22.68% | 57.83% | 50.25% | 19.84% | 42.66% | 4.96% | 9.71% |

This Market National Totals 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.

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





| Total Rentable S | Square Ft/Rent | al Property |
|------------------------|----------------------|--|
| 16 12.89 | 14.49 | |
| TOTAL RENTABLE SQFT | RENTAL PROPERTIES | TOTAL RENTABLE SQ FT/RENTAL PROPERTIES |
| 1,321,431 | 102,500 | 12.89 sq.ft |
| 100,710,555 | 6,952,502 | 14.49 sq.ft |

This Market National Totals and Averages

Size of Market per Store

Analysis on the supply of the market against the market's population. A side-by-side bar chart comparison, shows the Market's total Population per Store, Market Households per Store and Rental Properties per Store.



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

This Market National Totals 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.

Household Income data based on 2011 demographics data. Average Property Value data based on 2019 data. Average Rental Cost data based on 2020 data.



This Market National Totals and Averages

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 | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|-----------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------------|------------|
| £0.69 | N/A | £0.98 | £0.87 | £0.51 | £0.71 | £0.43 | £0.56 | £0.50 | N/A | £0.59 | N/A | N/A |
| £1.17 | £1.08 | £0.93 | £0.82 | £0.83 | £0.74 | £0.50 | £0.63 | £0.59 | £0.33 | £0.58 | £20.34 | £7.72 |

This Market National Totals 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 | 20 SQFT | 25 SQFT | 35 SQFT | 40 SQFT | 50 SQFT | 80 SQFT | 100 SQFT | 150 SQFT | 160 SQFT | 200 SQFT | CAR PARKING | RV PARKING |
|-----------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------------|------------|
| £53.30 | N/A | £24.46 | £30.47 | £20.50 | £35.70 | £34.50 | £55.76 | £74.44 | N/A | £118.99 | N/A | N/A |
| £51.28 | £21.56 | £23.28 | £28.67 | £33.25 | £36.98 | £40.39 | £63.03 | £88.66 | £53.39 | £116.91 | £22.12 | £12.50 |

This Market National Totals and Averages

Page No: 6

Current Inventory Availability by Unit Type

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

| | THIS M | ARKET | NATIONAL TOTALS | S AND AVERAGES |
|-------------|----------|-----------|-----------------|----------------|
| UNIT TYPES | ONMARKET | OFFMARKET | ONMARKET | OFFMARKET |
| ALL UNITS | 8(67%) | 4(33%) | 1,411(85%) | 252(15%) |
| 20 SQFT | N/A | N/A | 373(72%) | 147(28%) |
| 25 SQFT | 8(80%) | 2(20%) | 787(88%) | 112(12%) |
| 35 SQFT | 7(100%) | 0(0%) | 671(81%) | 158(19%) |
| 40 SQFT | 1(100%) | 0(0%) | 408(74%) | 144(26%) |
| 50 SQFT | 8(73%) | 3(27%) | 875(91%) | 90(9%) |
| 80 SQFT | 1(50%) | 1(50%) | 320(66%) | 164(34%) |
| 100 SQFT | 8(80%) | 2(20%) | 816(87%) | 118(13%) |
| 150 SQFT | 8(80%) | 2(20%) | 709(87%) | 109(13%) |
| 160 SQFT | 0(0%) | 1(100%) | 280(63%) | 162(37%) |
| 200 SQFT | 6(86%) | 1(14%) | 602(85%) | 109(15%) |
| CAR PARKING | N/A | N/A | 70(43%) | 93(57%) |
| RV PARKING | N/A | N/A | 156(69%) | 70(31%) |

This Market National Totals and Averages

Known Developments

Profile information on every property development in the market. Each development profile includes information such as development Stage, Project Type, Store Name, Owner, Address, etc.

There are no known developments in this market.

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

| Monday Tuesday - Sunday | 9 Canal Stree | - Glasgow C t, Glasgow, Lana 08:00 AM - 0 08:00 AM - 0 10:00 AM - 0 | 4:00 PM 5:00 PM | | Square Footage e | 65,7 Safe | 532 sqft 724 sqft eStore ditional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 37/100 8/11 0/35 0/15 8/14 21/25 |
|-------------------------------|---------------|---|--------------------|----------|---------------------|--------------|--|----------|---|-------------|---|
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | v | <u> </u> | × | <u>_</u> | | × | | <i>.</i> | | × | × |

| Rate avai | ilable for this un | it type | × Rate not avail | able for this un | it type | 🂘 Rate pre | viously availab | le, but not curre | ently advertised | 9 | SSA Membe |
|---|---------------------------------------|---|--------------------------------------|---|-----------------------|----------------------|---|-------------------|---|-------------|--|
| No Image Available Monday - Saturday Sunday | | | 1:00 PM | Total Squa F Rentable S Owned by Store Type Rate Volati | quare Footage | 134, GTV | ,065 sqft ,299 sqft V Storage litional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 14/100 6/11 0/35 0/15 1/14 7/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| Monday Tuesday - Sunday | 1 Charles Stre | | 5:00 PM | | quare Footage | 22,5 Safe | /30 sqft i44 sqft iStore litional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 37/100 8/11 0/35 0/15 8/14 21/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | ~ | ~ | × | ~ | ✓ | × | ~ | ✓ | ✓ | × | × |
| | Storage Cl 205 Wallace S | | Lanarkshire G58N | Total Squa Rentable S Owned by Store Type Rate Volati | quare Footage | 76,0 Stor | 100 sqft 100 sqft 1age Clan Iitional | | Contactability Paid Search Search Social Media Website | Scorecard | 8/100 3/11 0/35 0/15 0/14 5/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| Monday - Saturday Sunday | Tradeston 124 Scotland | 👷 1.18 miles | 2:00 PM | | quare Footage | 60,0 Stor Cen | 100 sqft 100 sqft age Vault Glas tre / Tradeston litional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 34/100 8/11 0/35 0/15 13/14 13/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| | Ø | × | × | Ø | Ŕ | × | Ø | × | × | × | × |
| × | | | | | | | | | Marilantia | • · | 37/100 |
| × Monday Tuesday - Sunday | miles 588 Lawmooi Lanarkshire G | Street, Dixon Bl | 1:00 PM 5:00 PM | | quare Footage | 15,3 Safe | 209 sqft 199 sqft 2Store ditional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 8/11 0/35 0/15 8/14 21/25 |
| Tuesday - | miles 588 Lawmooi Lanarkshire G | Street, Dixon B 50TY 08:00 AM - 04 08:00 AM - 06 | azes, Glasgow, I:00 PM I:00 PM | Rentable S Owned by Store Type | quare Footage | 15,3 Safe Trac | 99 sqft Store | 150Sq.ft | Contactability Paid Search Search Social Media | | 8/11 0/35 0/15 8/14 |

| No Image Available Monday - Saturday Sunday | miles 31-35 Maclell Lanarkshire G | | g Park, Glasgow, :00 PM :00 PM | Total Squa Rentable S Owned by Store Type Rate Volat | Gquare Footage | 47,3 Len' | 30 sqft 39 sqft s Self Storage litional | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 18/100 5/11 0/35 0/15 3/14 10/25 |
|---|---|---|--|--|---|---|---|---|---|-------------------------------------|---|
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| 2 | Central 1.82 | | ge u South an w, Lanarkshire | | Gquare Footage | 407, Sma | ,176 sqft ,717 sqft artSpace Self SI litional | torage | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 0/100 0/11 0/35 0/15 0/14 0/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| | Smart Spa | | | Total Squa | ine reel | 1,1 | 08 sqft | | marketing | Scorecard | 18/100 |
| | | isiness Park,419 arkshire G226NU | | Rentable S Owned by Store Type Rate Volat | | Sma | 53 sqft artSpace Self St litional and Ope | | Contactability Paid Search Search Social Media Website | | 9/11 0/35 0/15 0/14 9/25 |
| 20Sq.ft | | | | Owned by Store Type | 2 | Sma Trac | artSpace Self Si ditional and Ope | | Paid Search Search Social Media | Car Parking | 0/35 0/15 0/14 |
| | Glasgow, Lan | arkshire G226NI | J | Owned by Store Type Rate Volat | ility | Sma Trac N/A | artSpace Self St litional and Ope | en Space | Paid Search Search Social Media Website | Car Parking | 0/35 0/15 0/14 9/25 |
| | Glasgow, Lana 25Sq.ft × Moves 4 U miles 130 Toryglen | arkshire G226NU 35Sq.ft × Removals A | 40Sq.ft × nd Storage 1.s aarkshire G50BH | Owned by Store Type Rate Volat 50Sq.ft × 6 Total Squa | re Feet | Sma Trac N/A 80Sq.ft × 40,6 37,0 Mov Stor | artSpace Self St ditional and Ope 100Sq.ft × 096 sqft res 4 U Remova age ditional | n Space 150Sq.ft X | Paid Search Search Social Media Website 200Sq.ft X | | 0/35 0/15 0/14 9/25 RV Parking |
| No Image Available Monday - | Glasgow, Lana 25Sq.ft × Moves 4 U miles 130 Toryglen | arkshire G226NU 35Sq.ft × Removals A St, Glasgow, Lar | 40Sq.ft × nd Storage 1.s aarkshire G50BH | Owned by Store Type Rate Volat | re Feet | Sma Trac N/A 80Sq.ft × 40,6 37,0 Mov Stor Trac | artSpace Self St ditional and Ope 100Sq.ft × 096 sqft res 4 U Remova age ditional | n Space 150Sq.ft X | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Social Media | × | 0/35 0/15 0/14 9/25 RV Parking × 9/100 0/11 0/35 0/15 0/14 9/25 |
| No Image Available Monday - | Glasgow, Lana 25Sq.ft × Moves 4 U miles 130 Toryglen Sunday | arkshire G226NU 35Sq.ft × Removals A St, Glasgow, Lar 09:00 AM - 05 | 40Sq.ft × nd Storage 1.9 narkshire G50BH :00 PM | Owned by Store Type Rate Volat 50Sq.ft × 6 Total Squa Rentable S Owned by Store Type Rate Volat | a ility | Sma Trac N/A 80Sq.ft × 40,6 37,0 Mov Stor Trac N/A | artSpace Self St ditional and Ope 100Sq.ft × 100Sq.ft × 906 sqft res 4 U Remova age ditional | Is And | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Social Media Website | × | 0/35 0/15 0/14 9/25 RV Parking × • • • • • |
| No Image Available Monday - | Glasgow, Lana 25Sq.ft × Moves 4 U miles 130 Toryglen Sunday 25Sq.ft 25Sq.ft × Contain-It 100 Jessie St G420PG | arkshire G226NU 35Sq.ft × Removals A St, Glasgow, Lar 09:00 AM - 05 35Sq.ft × 2.09 miles | J 40Sq.ft × arkshire G50BH COO PM 40Sq.ft 40Sq.ft × | Owned by Store Type Rate Volat 50Sq.ft × 6 Total Squa Rentable S Owned by Store Type Rate Volat 50Sq.ft × Total Squa | a ility 75Sq.ft 2000 2000 2000 2000 2000 2000 2000 20 | Sma Trac N/A 80Sq.ft X 40,6 37,0 Mov Stor Trac N/A 80Sq.ft X 17,2 16,4 Con | artSpace Self St ditional and Ope 100Sq.ft X 100Sq.ft Automatic age ditional 100Sq.ft | In Space 150Sq.ft × Is And 150Sq.ft 150Sq.ft | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Social Media Website 200Sq.ft × | X Scorecard Car Parking | 0/35 0/15 0/14 9/25 RV Parking × 9/100 0/11 0/35 0/15 0/14 9/25 RV Parking × |
| Available Monday - 20Sq.ft × | Glasgow, Lana 25Sq.ft × Moves 4 U miles 130 Toryglen Sunday 25Sq.ft 25Sq.ft × Contain-It 100 Jessie St G420PG | arkshire G226NU 35Sq.ft × Removals A St, Glasgow, Lar 09:00 AM - 05 35Sq.ft 35Sq.ft × 2.09 miles Polmadie, Glas | J 40Sq.ft × arkshire G50BH COO PM 40Sq.ft 40Sq.ft × | Owned by Store Type Rate Volat 50Sq.ft × 6 Total Squa Rentable S Owned by Store Type Rate Volat 50Sq.ft × Total Squa Rentable S Owned by Store Type Store Type | a ility 75Sq.ft 2000 2000 2000 2000 2000 2000 2000 20 | Sma Trac N/A 80Sq.ft X 40,6 37,0 Mov Stor Trac N/A 80Sq.ft X 80Sq.ft X 17,2 16,4 Con Trac | artSpace Self St ditional and Ope 100Sq.ft X 100Sq.ft A 4 Sqft res 4 U Remova rage ditional 100Sq.ft X 282 Sqft 18 Sqft tain-lt | In Space 150Sq.ft × Is And 150Sq.ft 150Sq.ft | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Social Media Website 200Sq.ft 200Sq.ft × Marketing Contactability Paid Search Social Media | Car Parking | 0/35 0/15 0/14 9/25 RV Parking × 0/11 0/35 0/11 0/35 0/14 9/100 0/11 0/35 0/14 9/25 RV Parking × 16/100 3/11 0/35 0/15 2/14 |

| | lable for this uni | i type | X Rate not ava | ilable for this un | пт туре | W Rate pre | viously available | e, but not curre | entry advertised | 8 | SSA Membe |
|---|---|--|--|--|--|---|---|--|---|-------------------------------------|---|
| | | 174 Junctior Street, Glasgov | | Total Squa Rentable S Owned by Store Type Rate Volati | quare Footage | 53,2 Aab | 03 sqft [*] 198 sqft solute Self Stor litional | age | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 19/100 3/11 0/35 0/15 1/14 15/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | ~ | ~ | × | ~ | ✓ | × | ~ | ~ | × | × | × |
| No Image Available | | Removers 2.5 ad, Glasgow, Gl | 58 miles lasgow G235AD | Total Squa Rentable S Owned by Store Type Rate Volati | quare Footage | 37,0 Wes | 96 sqft [*] 104 sqft t End Remover litional | 5 | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 4/100 0/11 0/35 0/15 0/14 4/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| Monday - Saturday Sunday | 515 - 519 Shet G315JT | Self Storage ttleston Rd, Gla 08:00 AM - 00 09:00 AM - 00 10:00 AM - 00 | sgow, Glasgow 6:00 PM 5:00 PM | Total Squa Rentable S Owned by Store Type Rate Volati | quare Footage | 53,1 Kan | 50 sqft 52 sqft garoo Self Stor litional | age | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 29/100 8/11 0/35 0/15 1/14 |
| | | | | | | | | | Website | | 20/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| | 25Sq.ft ✓ | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft ✓ | 80Sq.ft | 100Sq.ft | 150Sq.ft | | Car Parking | |
| | SafeStore - miles Dalmarnock R Lanarkshire G | ✓ ✓ Glasgow R oad, Ruthergler | × utherglen 👷 n, Glasgow, 4:00 PM 6:00 PM | ✓ 2.71 Total Squa | re Feet aquare Footage | ¥ 42,1 39,9 Safe | | | 200Sq.ft | × | RV Parking |
| X Monday Tuesday - Sunday | SafeStore - miles Dalmarnock R Lanarkshire G | Glasgow R oad, Ruthergler 731AE 08:00 AM - 0- 08:00 AM - 00 | × utherglen 👷 n, Glasgow, 4:00 PM 6:00 PM | 2.71 Total Squa Rentable S Owned by Store Type | re Feet aquare Footage | × 42,1 39,9 Safe Trad | ✓ O0 sqft 95 sqft sStore | | 200Sq.ft Marketing Contactability Paid Search Search Social Media | × | RV Parking × 37/100 8/11 0/35 0/15 8/14 21/25 |
| Monday Tuesday - | SafeStore - miles Dalmarnock R Lanarkshire G | Glasgow R oad, Ruthergler 731AE 08:00 AM - 00 08:00 AM - 00 10:00 AM - 00 | × utherglen 👷 n, Glasgow, 4:00 PM 6:00 PM 4:00 PM | 2.71 Total Squa Rentable S Owned by Store Type Rate Volati | re Feet iquare Footage | ¥ 42,1 39,9 Safe Trad 0% | ♥ 00 sqft 95 sqft eStore litional | ~ | 200Sq.ft Marketing Contactability Paid Search Search Social Media Website | × Scorecard | RV Parking × 37/100 8/11 0/35 0/15 8/14 |
| X Monday Tuesday- Sunday 20Sq.ft | SafeStore - miles Dalmarnock R Lanarkshire G Saturday 25Sq.ft 25Sq.ft 25Sq.ft 3.72 miles Fullarton Road Lanarkshire G | Glasgow R oad, Ruthergler 731AE 08:00 AM - 0 08:00 AM - 0 35Sq.ft v Ult Glasgow | x utherglen ? a, Glasgow, 4:00 PM 4:00 PM 4:00 PM 40Sq.ft x r Cambuslang Glasgow, 8:00 PM 7:00 PM | 2.71 Total Squa Rentable S Owned by Store Type Rate Volati 50Sq.ft | re Feet equare Footage allity 75Sq.ft v | × 42,1 39,9 Safe Trad 0% 80Sq.ft × 1,48 1,41 Stor Carr | 00 sqft 95 sqft Store litional 100Sq.ft 100Sq.ft 4 sqft 0 sqft age Vault Glass buslang litional | ✓ 150Sq.ft ✓ | 200Sq.ft ✓ Marketing Contactability Paid Search Social Media Website 200Sq.ft ✓ | X Scorecard Car Parking | RV Parking × 37/100 8/11 0/35 0/15 8/14 21/25 RV Parking × |
| × Monday Tuesday- Sunday 20Sq.ft X X Monday- Saturday | SafeStore - miles Dalmarnock R Lanarkshire G Saturday 25Sq.ft 25Sq.ft 25Sq.ft 3.72 miles Fullarton Road Lanarkshire G | Glasgow R oad, Ruthergler 731AE 08:00 AM - 0 08:00 AM - 0 35Sq.ft 35Sq.ft v ult Glasgow d, Cambuslang, 328YL 09:00 AM - 0 10:00 AM - 0 | x utherglen ? a, Glasgow, 4:00 PM 4:00 PM 4:00 PM 40Sq.ft x r Cambuslang Glasgow, 8:00 PM 7:00 PM | 2.71 Total Squa Rentable S Owned by Store Type Rate Volation 50 Sq.ft Comparison Store Type Total Squa Rentable S Owned by Store Type | re Feet equare Footage allity 75Sq.ft v | × 42,1 39,9 Safe Trad 0% 80Sq.ft X 1,48 1,41 Stor Carr Trad | 00 sqft 95 sqft Store litional 100Sq.ft 100Sq.ft 4 sqft 0 sqft age Vault Glass buslang litional | ✓ 150Sq.ft ✓ | 200Sq.ft 200Sq.ft ✓ Marketing Contactability Paid Search Social Media Website 200Sq.ft 200Sq.ft ✓ Marketing Contactability Paid Search Social Media | Car Parking | RV Parking X 37/100 8/11 0/35 0/15 8/14 21/25 RV Parking X 26/100 8/11 0/35 0/15 8/14 |

| and the second se | | | | | | | | | | | |
|---|---|---|--|--|---|--|--|---------------|--|---|---|
| Monday - Friday Saturday | G334AN Thursday | 3.76 miles lock Rd, Glasgo 08:00 AM - 0 08:00 AM - 0 Closed | 5:00 PM | Total Squ Rentable Owned by Store Typ Rate Vola | Square Footage , e | 53,0 C H | 509 sqft 584 sqft S Ltd ntainer | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 10/100 3/11 0/35 0/15 0/14 7/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| No Image Available | 259 Summerl | Queenslie M8 ee Street, Quee arkshire G334D | | | Square Footage , e | 15, Aab | 418 sqft 597 sqft osolute Self Sto ditional | rage | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 18/100 3/11 0/35 0/15 1/14 14/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | ~ | ~ | × | ~ | ~ | × | ~ | ~ | × | × | × |
| No Image Available Monday - Saturday | Nasmyth Roa G524RE Friday | Ltd-Glasgov d South, Glasgo 08:30 AM - 0 Closed | ow, Lanarkshire | Total Squ Rentable Owned by Store Typ Rate Vola | Square Footage , e | 10,0 Flex | 515 sqft 084 sqft kistore Ltd ditional | | Contactability Paid Search Search Social Media Website | Scorecard | 0/100 0/11 0/35 0/15 0/14 0/25 |
| 20Sq.ft | 0.50 () | 050 (| 100 (1 | F00- 4 | | | | | | | |
| | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| | 25Sq.ft × | 35Sq.ft × | 40Sq.π × | >USq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft × | 200Sq.ft | Car Parking | RV Parking |
| | X Moving Hc Edward Hous Avenue, Glass | × ome Made E | × asy 4.2 miles tre,4C Burnfield ire G467TL 5:00 PM | X Total Squ | are Feet Square Footage | 6,08 5,77 Mor | X 32 sqft 78 sqft ving Home Mac ditional | × | × | × Scorecard | |
| X No Image Available Monday - Sunday | X Moving Hc Edward Hous Avenue, Glass | × ome Made Ea e Business Cen gow, Renfrewsh 09:00 AM - 0 | × asy 4.2 miles tre,4C Burnfield ire G467TL 5:00 PM | X Total Squ Rentable Owned by Store Typ | are Feet Square Footage | 6,08 5,77 More Trace | X 32 sqft 78 sqft ving Home Mac ditional | × | × Marketing Contactability Paid Search Search Social Media | × Scorecard | × 13/100 3/11 0/35 0/15 3/14 7/25 |
| X No Image Available Monday - | × Moving Ho Edward Hous Avenue, Glaso Saturday | × e Business Cen gow, Renfrewsh 09:00 AM - 0 09:00 AM - 0 | × asy 4.2 miles tre,4C Burnfield ire G467TL 5:00 PM 1:00 PM | X Total Squ Rentable Owned by Store Typ Rate Vola | are Feet Square Footage e tility | 6,08 5,77 Mo Tra N/A | × 32 sqft 78 sqft ving Home Mac ditional | × le Easy | × Marketing Contactability Paid Search Search Social Media Website | × Scorecard | 13/100 3/11 0/35 0/15 3/14 |
| X No Image Available Monday- Sunday 20Sq.ft | × Edward Hous Avenue, Glasg Saturday 25Sq.ft × Doree Bon International I Glasgow, Lan | × prome Made E: e Business Cen gow, Renfrewsh 09:00 AM - 0 09:00 AM - 0 35Sq.ft × ner Internati | X asy 4.2 miles tre,4C Burnfield ire G467TL 5:00 PM 40Sq.ft 40Sq.ft X ional 6.03 miles reet, Clydebank, V 5:00 PM | × Total Squ Rentable Owned by Store Typ Rate Vola 50Sq.ft × Total Squ | × are Feet Square Footage e tillity 75Sq.ft × are Feet Square Footage e | × 6,04 5,77 Mor Train N/A 80Sq.ft × 43,0 39,0 Dor | X 32 sqft 78 sqft ving Home Mac ditional 100Sq.ft | × Isosq.ft × | X Marketing Contactability Paid Search Social Media Website 200Sq.ft X | × Scorecard Car Parking × × | X 13/100 3/11 0/35 0/15 3/14 7/25 RV Parking |
| X No Image Available Monday - Sunday 20Sq.ft X No Image Available Monday - Saturday | × Edward Hous Avenue, Glasg Saturday 25Sq.ft × Doree Bon International I Glasgow, Lan | × prome Made E: e Business Cen gow, Renfrewsh 09:00 AM - 0 09:00 AM - 0 35Sq.ft × ner Internati House, Clyde St arkshire G81INV 08:00 AM - 0 08:00 AM - 1 | X asy 4.2 miles tre,4C Burnfield ire G467TL 5:00 PM 40Sq.ft 40Sq.ft X ional 6.03 miles reet, Clydebank, V 5:00 PM | × Total Squ Rentable Owned by Store Typ Rate Vola 50Sq.ft × Total Squ Rentable Owned by Store Typ | × are Feet Square Footage e tillity 75Sq.ft × are Feet Square Footage e | × 6,04 5,77 Mor Train N/A 80Sq.ft × 43,0 39,0 Dor Train | X 32 sqft 78 sqft ving Home Mac ditional 100Sq.ft X 596 sqft 565 sqft ee Bonner Inter | × Isosq.ft × | Marketing Contactability Paid Search Social Media Website 200Sq.ft 200Sq.ft × Marketing Contactability Paid Search Search Social Media | × Scorecard Car Parking × × | X 13/100 3/11 0/35 0/15 3/14 7/25 RV Parking X 9/100 3/11 0/35 0/15 0/14 |

| Rate avai | Table for this un | | | | | | | | | | |
|--|---|---|--|--|---|---|--|---|---|---|--|
| Monday - Saturday Sunday | 194 Cumbern Lanarkshire G | elf Storage 6 auld Rd, Chrysto 699NB 09:00 AM - 05 09:00 AM - 01 Closed | n, Glasgow, : 00 PM | Total Squar Rentable Sr Owned by Store Type Rate Volati | quare Footage | 16,6 Chr | * 566 sqft yston Self Stora tainer | age | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 0/100 0/11 0/35 0/15 0/14 0/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| No Image Available Monday - Saturday Sunday | 28 Hawbank F Lanarkshire G | Rd, East Kilbride, | :00 PM | | quare Footage | 21,1 GM | 370 sqft I 39 sqft B Removals & S ditional and Cor | | Marketing Contactability Paid Search Search Social Media Website | Scorecard | 8/100 0/11 0/35 0/15 0/14 8/25 |
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | × | × | × | × | × | × |
| | Westcoast miles | Storage Eas | t Kilbride 6.55 | | | | 28 sqft | | • | Scorecard | 9/100 3/11 |
| Monday - Saturday Sunday | 37-39 Glenbu Glasgow, Lana | rn Road College arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 | :00 PM :00 PM | Rentable So Owned by Store Type Rate Volati | | Wes Kilb | sqft stcoast Storage ride ditional | East | Contactability Paid Search Search Social Media Website | | 0/35 0/15 0/14 6/25 |
| Saturday | 37-39 Glenbu Glasgow, Lana | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 | :00 PM :00 PM | Owned by Store Type | | Wes Kilb Trac | stcoast Storage ride ditional | East | Paid Search Search Social Media | Car Parking | 0/35 0/15 0/14 |
| Saturday Sunday | 37-39 Glenbur Glasgow, Lana Friday | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 | :00 PM :00 PM :00 PM | Owned by Store Type Rate Volati | lity | Wes Kilb Trac N/A | stcoast Storage ride ditional | | Paid Search Search Social Media Website | Car Parking | 0/35 0/15 0/14 6/25 |
| Saturday Sunday 20Sq.ft | 37-39 Glenbur Glasgow, Lana Friday 25Sq.ft × A2Z Storag 2 Glenburn Rc G745BA | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 35Sq.ft × ge 6.83 miles | :00 PM :00 PM :00 PM 40Sq.ft × lasgow, Lanarks :45 PM :00 PM | Owned by Store Type Rate Volati 50Sq.ft × Total Squar | lity 75Sq.ft × re Feet quare Footage | Wee Kilb Trac N/A 80Sq.ft X 72,2 61,4 A2Z | tide ditional | 150Sq.ft × | Paid Search Search Social Media Website 200Sq.ft X | | 0/35 0/15 0/14 6/25 RV Parking |
| Saturday Sunday 20Sq.ft Xo Image Available Monday- Saturday | 37-39 Glenbur Glasgow, Lana Friday 25Sq.ft × A2Z Storag 2 Glenburn Rc G745BA | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 35Sq.ft × Je 6.83 miles (,East Kilbride, G 07:00 AM - 05 09:00 AM - 03 | :00 PM :00 PM :00 PM 40Sq.ft × lasgow, Lanarks :45 PM :00 PM | Owned by Store Type Rate Volati 50Sq.ft × Total Squal Rentable So Owned by Store Type | lity 75Sq.ft × re Feet quare Footage | Wee Kilb Trac N/A 80Sq.ft X 72,2 61, A22 Trac | ticoast Storage ride ditional 100Sq.ft × 264 sqft 124 sqft 2 Storage | 150Sq.ft × | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Social Media | × | 0/35 0/15 0/14 6/25 RV Parking × 15/100 0/11 0/35 0/15 2/14 13/25 |
| Saturday Sunday 20Sq.ft × No Image Available Monday- Saturday Sunday | 37-39 Glenbur Glasgow, Lana Friday 25Sq.ft × A2Z Storaç 2 Glenburn Rc G745BA Friday | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 35Sq.ft × Je 6.83 miles Least Kilbride, G 07:00 AM - 05 09:00 AM - 03 10:00 AM - 02 | :00 PM :00 PM :00 PM 40Sq.ft × lasgow, Lanarks :45 PM :00 PM | Owned by Store Type Rate Volati 50Sq.ft × Total Squar Rentable Sr Owned by Store Type Rate Volati | lity 75Sq.ft X re Feet quare Footage | Wes Kilb Tra N/A 80Sq.ft X 72,7 61,4 A22 Tra 0% | titional 100Sq.ft 100Sq.ft 264 sqft 124 sqft 2 Storage ditional and Con | 150Sq.ft × | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Search Social Media Website | × | 0/35 0/15 0/14 6/25 RV Parking × 15/100 0/11 0/35 0/15 2/14 13/25 |
| Saturday Sunday 20Sq.ft × No Image Available Saturday Sunday 20Sq.ft | 37-39 Glenbur Glasgow, Lana Friday 25Sq.ft × 2 Glenburn Rc G745BA Friday 22SSq.ft 25Sq.ft 25Sq.ft 25Sq.ft 25Sq.ft Vddingston 2 Gray's Rd, U G716ET | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 35Sq.ft × Je 6.83 miles I,East Kilbride, G 07:00 AM - 05 09:00 AM - 03 10:00 AM - 02 35Sq.ft × N Self Storag | :00 PM :00 PM | Owned by Store Type Rate Volati 50Sq.ft × Total Squar Rentable So Owned by Store Type Rate Volati 50Sq.ft • Total Squar • Total Squar | lity 75Sq.ft Feet quare Footage 1 75Sq.ft 75Sq.ft 75Sq.ft x re Feet quare Footage | Week Kilb Transition N/A 80Sq.ft X 72,7 61,4 A22 Transition 0% 80Sq.ft 80Sq.ft - 12,4 12,4 11,6 Udd | An and a construction of the second s | 150Sq.ft × ntainer 150Sq.ft × | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Search Social Media Website 200Sq.ft • | × Scorecard Car Parking × × × | 0/35 0/15 0/14 6/25 X X 15/100 0/11 0/35 0/15 2/14 13/25 RV Parking X |
| Saturday Sunday 20Sq.ft × No Image Nonday - Saturday Sunday 20Sq.ft × | 37-39 Glenbur Glasgow, Lana Friday 25Sq.ft × 2 Glenburn Rc G745BA Friday 22SSq.ft 25Sq.ft 25Sq.ft 25Sq.ft 25Sq.ft Vddingston 2 Gray's Rd, U G716ET | arkshire G745BA 08:00 AM - 06 09:00 AM - 05 10:00 AM - 04 35Sq.ft × 35Sq.ft 07:00 AM - 05 09:00 AM - 03 10:00 AM - 02 09:00 AM - 03 10:00 AM - 02 35Sq.ft × Sq.ft Storag ddingston, Glass | :00 PM :00 PM | Owned by Store Type Rate Volatii 50Sq.ft × Total Squar Rentable Store Type Rate Volatii 50Sq.ft × 50Sq.ft × Total Squar Rentable Store Type Rate Volatii × Total Squar rentable Store Type Store Type Store Type Store Type Store Type | lity 75Sq.ft Feet quare Footage 1 75Sq.ft 75Sq.ft 75Sq.ft x re Feet quare Footage | Week Kilb Transition N/A 80Sq.ft X 61,4 A22 Transition 0% 80Sq.ft X 12,4 12,4 11,6 Udd Com Com | stcoast Storage ride ditional 100Sq.ft 264 sqft 424 sqft 2 Storage ditional and Con 100Sq.ft 100Sq.ft 2 Storage ditional and Con | 150Sq.ft × ntainer 150Sq.ft × | Paid Search Search Social Media Website 200Sq.ft × Marketing Contactability Paid Search Social Media Website 200Sq.ft 200Sq.ft Vebsite 200Sq.ft Social Media | × Scorecard Car Parking × × × | 0/35 0/15 0/14 6/25 × 15/100 0/11 0/35 0/15 2/14 13/25 RV Parking × x 18/100 3/11 0/35 0/15 7/14 |

| No Image Available Monday - S | Lenziemill Inc Cumbernauld | lustrial Estate, 1 | rkshire G672AX | | be | 6,8 Cu | 64 sqft 06 sqft mbernauld Self ntainer | Storage | Marketing Scorecard Contactability Paid Search Search Social Media Website | | 7/100 3/11 0/35 0/15 0/14 4/25 |
|-------------------------------------|-------------------------------|--------------------|----------------|---------|---------|-----------|---|----------|---|-------------|---|
| 20Sq.ft | 25Sq.ft | 35Sq.ft | 40Sq.ft | 50Sq.ft | 75Sq.ft | 80Sq.ft | 100Sq.ft | 150Sq.ft | 200Sq.ft | Car Parking | RV Parking |
| × | × | × | × | × | × | Ø | × | × | × | × | × |

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]".

| 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 |