

StorTrack Market Report

Produced on Sep 20 2021

Report for:
Sunnyvale, CA

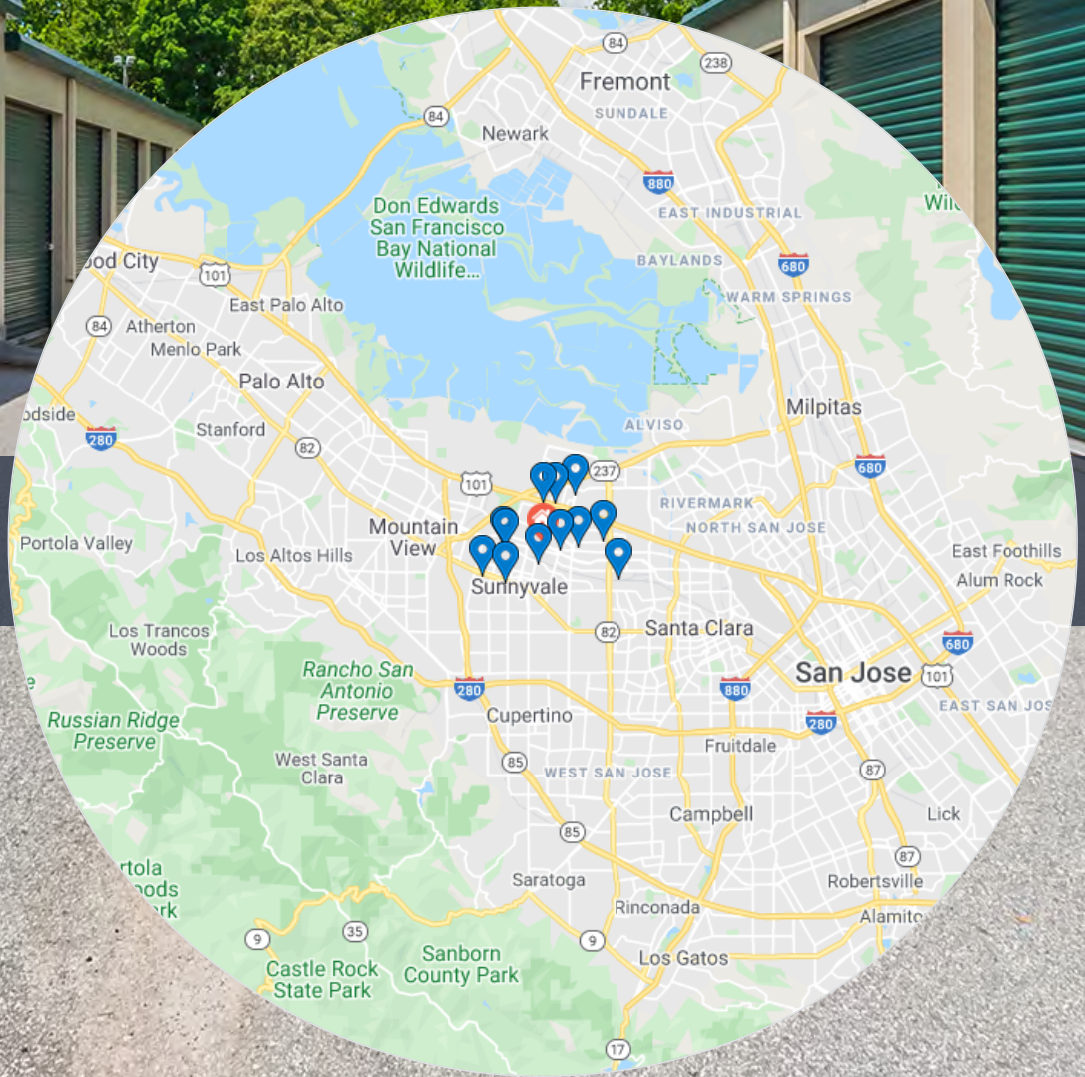


Table of Contents

Executive Summary	1
Market Snapshot	2
Store Types	3
Overall Market Supply Metrics	3
Market Spending Power	4
Rate per Square Foot by Unit Type	4
Average Unit Type Rates	5
Current Inventory Availability by Unit Type	5
Known Developments	6
All Stores List	6

Market Summary

Market: Sunnyvale, CA

Market Type: City

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

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

	This Market	National	California
No. of Stores in Market	12	52,196	4,282

Current Supply to Market:

There is 5.83 square feet/capita supply in this market. The US national average is 6.73 sqft/capita, and the California state average is 7.01 sqft/capita.

Across all unit types, there is currently 25% of inventory offline (not available). The US national figure at the moment is 39.50% of inventory offline and the California state number is 38.77% offline. Therefore, comparing against national and state averages, this market's supply level could be characterized as an over-supply.

Rate Trends in Market:

The rate in this market has trended low in the last 3 months, by -0.91%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is up, by 15.90%. The California state is showing a rate trend up for the last 3 months of 2.68%.

Use of Promotions:

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

In this market, over the past 3 months, promotional activity has increased by 1.26%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 1,864 new developments across the USA.

Market Snapshot

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

	This Market	State	National
Net Rentable Sq Ft	894,024	289,029,783	2,347,013,231
Sq Ft per Capita	5.83	7.01	6.73
Sq Ft per Household	15.89	21.17	18.12
Stores	12	4,282	52,196
New Developments	0	180	1,862
Stores opened within the last year	0	9	229
Population	153,250	41,233,783	348,710,787
Households	56,254	13,654,561	129,538,770
Rental Households	30,750	5,889,686	46,551,759
Rental Households Percentage	54.66%	45.15%	35.94%
Median Household Income	\$136,896	\$75,235	\$61,496
Average Rate per Sq Ft	\$2.34	\$2.59	\$1.92
Rate Trend (12 months)	-0.91%	2.68%	15.9%
Units Not Advertised	18%	24%	23%

Store Types

Breakdown of all the stores within the market, broken down by total REITs (Real Estate Investment Trusts include: Public Storage, Extra Space, Cubesmart, National Storage Affiliates, Life Storage, and Global Self Storage), Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

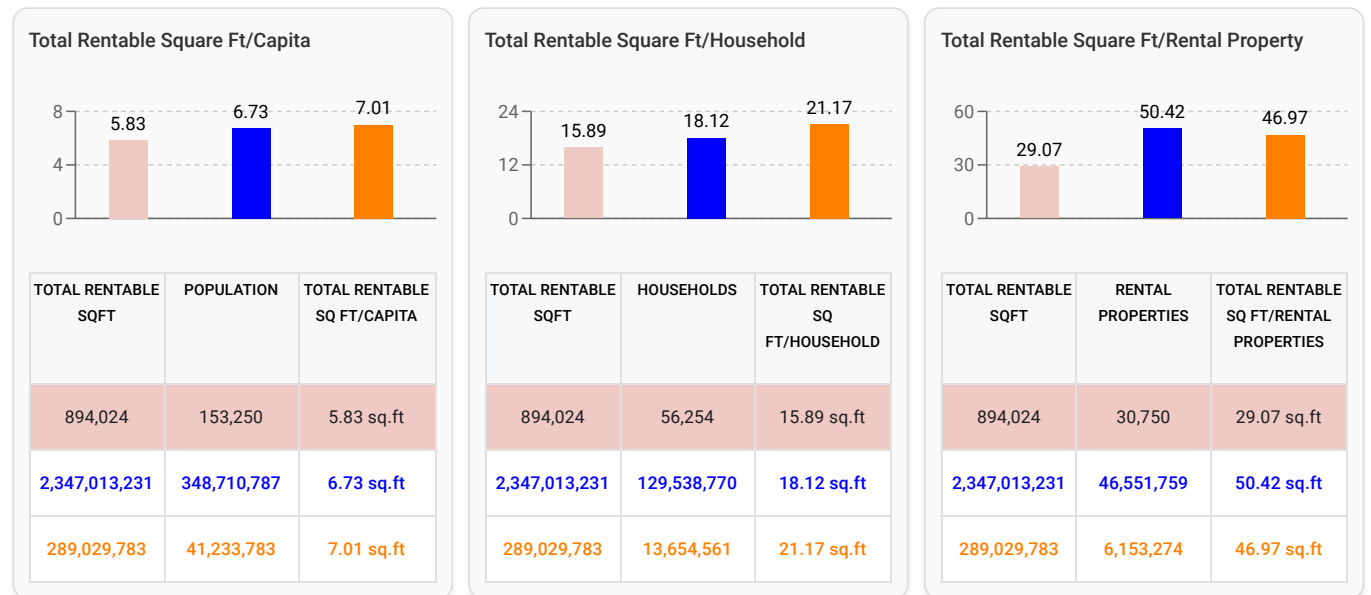
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
12	6	50.00%	3	25.00%	3	25.00%
52,196	8,121	15.56%	21,113	40.45%	22,962	43.99%
4,282	949	22.16%	1,643	38.37%	1,690	39.47%

■ This Market
 ■ National Totals and Averages
 ■ California 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 2019 American Community Survey.

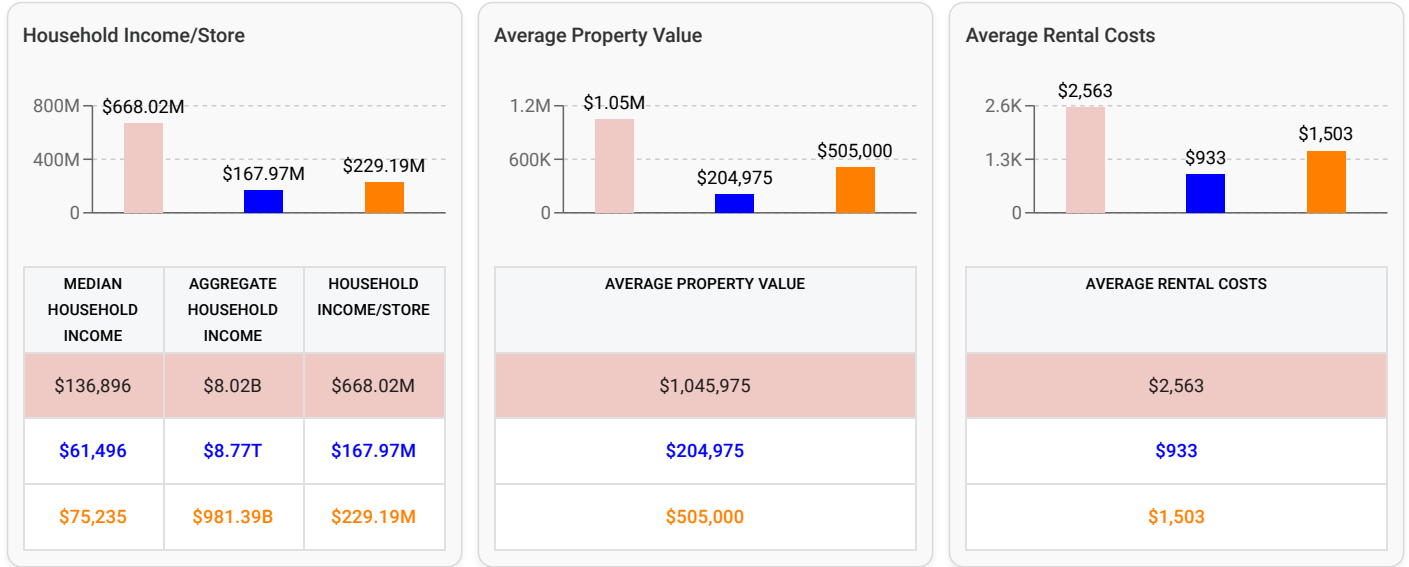


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Market Spending Power

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

Demographic data based on the U.S. Census Bureau's 2019 American Community Survey.



■ This Market ■ National Totals and Averages ■ California State Total 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	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$2.32	\$2.28	\$2.36	\$3.15	\$3.50	\$2.37	\$2.50	\$2.18	\$2.15	\$1.89	\$1.67	\$1.76	\$2.03	N/A	N/A	\$1.22	\$1.17
\$1.95	\$2.00	\$1.86	\$2.44	\$2.78	\$1.56	\$2.04	\$1.20	\$1.63	\$1.02	\$1.44	\$0.87	\$1.38	\$0.77	\$1.33	\$8.92	\$5.64
\$2.60	\$2.60	\$2.61	\$3.48	\$3.87	\$2.48	\$2.86	\$2.01	\$2.24	\$1.70	\$1.96	\$1.48	\$1.86	\$1.21	\$1.67	\$7.23	\$4.28

■ This Market ■ National Totals and Averages ■ California 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	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
\$184.21	\$177.15	\$191.84	\$78.67	\$87.50	\$118.43	\$125.00	\$217.71	\$215.14	\$283.00	\$251.00	\$351.00	\$405.00	N/A	N/A	\$243.00	\$223.50
\$143.66	\$130.70	\$164.91	\$60.89	\$69.38	\$77.99	\$101.83	\$119.84	\$163.16	\$152.79	\$215.79	\$174.81	\$275.92	\$229.91	\$398.45	\$111.41	\$132.39
\$194.53	\$191.79	\$212.52	\$87.01	\$96.78	\$123.99	\$143.11	\$200.91	\$223.94	\$254.65	\$293.39	\$295.51	\$371.46	\$361.88	\$500.16	\$136.07	\$170.31

■ This Market
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 ■ California State Total and Averages

Current Inventory Availability by Unit Type

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

UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES		CALIFORNIA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	9(82%)	2(18%)	31,567(77%)	9,202(23%)	2,622(76%)	813(24%)
ALL REG	6(60%)	4(40%)	26,989(69%)	12,251(31%)	2,489(73%)	907(27%)
ALL CC	5(71%)	2(29%)	14,734(62%)	9,223(38%)	512(35%)	964(65%)
5X5 REG	4(50%)	4(50%)	8,874(41%)	12,860(59%)	1,343(51%)	1,311(49%)
5X5 CC	3(50%)	3(50%)	9,244(48%)	9,965(52%)	314(26%)	900(74%)
5X10 REG	6(67%)	3(33%)	17,874(56%)	14,245(44%)	1,723(57%)	1,279(43%)
5X10 CC	5(83%)	1(17%)	11,464(52%)	10,653(48%)	377(28%)	962(72%)
10X10 REG	4(44%)	5(56%)	19,402(56%)	15,295(44%)	1,781(58%)	1,278(42%)
10X10 CC	5(83%)	1(17%)	11,299(50%)	11,203(50%)	359(27%)	948(73%)
10X15 REG	1(13%)	7(88%)	15,358(50%)	15,655(50%)	1,363(48%)	1,463(52%)
10X15 CC	4(67%)	2(33%)	9,154(44%)	11,465(56%)	270(24%)	845(76%)
10X20 REG	2(25%)	6(75%)	17,125(51%)	16,619(49%)	1,297(44%)	1,682(56%)
10X20 CC	2(40%)	3(60%)	7,529(40%)	11,423(60%)	173(19%)	751(81%)
10X30 REG	0(0%)	6(100%)	9,257(39%)	14,515(61%)	651(30%)	1,535(70%)
10X30 CC	0(0%)	1(100%)	2,483(26%)	7,191(74%)	41(9%)	394(91%)
CAR PARKING	1(50%)	1(50%)	1,469(10%)	13,435(90%)	138(11%)	1,136(89%)
RV PARKING	2(40%)	3(60%)	5,299(27%)	14,684(73%)	503(27%)	1,357(73%)

■ This Market
 ■ National Totals and Averages
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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

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

Public Storage 0.54 mile 620 East Arques Ave, Sunnyvale, CA 94085		Total Square Feet		96,840 sqft		Marketing Scorecard		42/100					
		Rentable Square Footage		91,998 sqft		Contactability		8/11					
Monday - Friday		09:30 AM - 06:00 PM		Owned by		Paid Search		8/35					
Saturday - Sunday		09:30 AM - 05:00 PM		Class Type		Search		4/15					
				Store Type		Social Media		1/14					
				Rate Volatility		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
✘	✘	✔	✘	✎	✘	✎	✘	✎	✘	✔	✘	✘	✘

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
	Sunnyvale Self Storage 0.58 mile 360 E. Evelyn Ave, Sunnyvale, CA 94086 Monday - Saturday 09:30 AM - 06:30 PM Sunday 11:00 AM - 05:00 PM	Total Square Feet 30,000 sqft Rentable Square Footage 28,500 sqft Owned by Sunnyvale Self Storage Class Type B Store Type Self Storage Rate Volatility 0%	Marketing Scorecard 11/100 Contactability 0/11 Paid Search 0/35 Search 1/15 Social Media 0/14 Website 10/25										
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
✓	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗
	The Storage Spot - Sunnyvale 0.91 mile 220 W Ahwanee Ave, Sunnyvale, CA 94085 Monday - Friday 09:00 AM - 06:00 PM Saturday - Sunday 08:00 AM - 04:00 PM	Total Square Feet 65,850 sqft Rentable Square Footage 55,972 sqft Owned by The Storage Spot Class Type B Store Type Self Storage Rate Volatility 13%	Marketing Scorecard 26/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 18/25										
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
✓	✗	✓	✗	✓	✗	🚫	✗	🚫	✗	🚫	✗	✓	✓
	Starlite Storage 0.92 mile 922 W. Evelyn Ave, Sunnyvale, CA 94086 Monday - Sunday 08:00 AM - 06:00 PM	Total Square Feet 12,696 sqft Rentable Square Footage 10,791 sqft Owned by Starlite Storage Class Type C Store Type Self Storage Rate Volatility N/A	Marketing Scorecard 4/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 4/25										
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 0.93 mile 875 East Arques Ave, Sunnyvale, CA 94085 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM	Total Square Feet 200,000 sqft Rentable Square Footage 170,000 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 22%	Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 8/14 Website 21/25										
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	✗	🚫	✗	✗
	Evelyn Ave Self Storage 0.94 mile 938 West Evelyn Avenue, Sunnyvale, CA 94086 Monday - Sunday 10:00 AM - 04:00 PM	Total Square Feet 9,901 sqft Rentable Square Footage 9,405 sqft Owned by EVELYN AVE SELF STORAGE Class Type B Store Type Self Storage Rate Volatility N/A	Marketing Scorecard 13/100 Contactability 0/11 Paid Search 0/35 Search 4/15 Social Media 0/14 Website 9/25										
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													
Public Storage <small>1 mile</small> 317 E Weddell Drive, Sunnyvale, CA 94089 Total Square Feet: 46,386 sqft Rentable Square Footage: 39,428 sqft Owned by: Public Storage Class Type: A Store Type: Self Storage Rate Volatility: 30%													
												Marketing Scorecard 39/100 Contactability: 8/11 Paid Search: 5/35 Search: 4/15 Social Media: 1/14 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
✘	👁	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘
Devon Self Storage - Sunnyvale <small>1.36 miles</small> 818 W El Camino Real, Sunnyvale, CA 94087 Monday - Friday: 09:30 AM - 06:00 PM Saturday: 09:00 AM - 05:00 PM Sunday: Closed Total Square Feet: 99,080 sqft* Rentable Square Footage: 94,126 sqft Owned by: Devon Self Storage Class Type: B Store Type: Self Storage Rate Volatility: 8%													
												Marketing Scorecard 33/100 Contactability: 8/11 Paid Search: 5/35 Search: 0/15 Social Media: 1/14 Website: 19/25	
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 <small>1.38 miles</small> 1096 North Fair Oaks Ave, Sunnyvale, CA 94089 Monday - Friday: 09:30 AM - 06:00 PM Saturday - Sunday: 09:30 AM - 05:00 PM Total Square Feet: 44,600 sqft Rentable Square Footage: 37,910 sqft Owned by: Public Storage Class Type: B Store Type: Self Storage Rate Volatility: 21%													
												Marketing Scorecard 42/100 Contactability: 8/11 Paid Search: 5/35 Search: 7/15 Social Media: 1/14 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
✔	✘	✔	✘	✔	✘	👁	✘	✔	✘	✘	✘	✘	✘
Public Storage <small>1.53 miles</small> 1060 Stewart Drive, Sunnyvale, CA 94085 Monday - Friday: 09:30 AM - 06:00 PM Saturday - Sunday: 09:30 AM - 05:00 PM Total Square Feet: 283,968 sqft Rentable Square Footage: 212,976 sqft Owned by: Public Storage Class Type: A Store Type: Self Storage Rate Volatility: 17%													
												Marketing Scorecard 39/100 Contactability: 8/11 Paid Search: 5/35 Search: 4/15 Social Media: 1/14 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
👁	✔	✔	✔	👁	✔	👁	✔	👁	✔	👁	✘	✘	✘
Grape Avenue Self Storage <small>1.7 miles</small> 690 Grape Avenue, Sunnyvale, CA 94087 Monday - Friday: 09:30 AM - 06:00 PM Saturday: 09:00 AM - 04:00 PM Sunday: Closed Total Square Feet: 49,320 sqft Rentable Square Footage: 41,922 sqft Owned by: StoragePRO Class Type: B Store Type: Self Storage Rate Volatility: 0%													
												Marketing Scorecard 34/100 Contactability: 8/11 Paid Search: 0/35 Search: 4/15 Social Media: 3/14 Website: 19/25	
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 2.11 miles 106 Lawrence Station Rd, Sunnyvale, CA 94086		Total Square Feet 106,312 sqft		Marketing Scorecard 39/100							
		Rentable Square Footage 100,996 sqft		Owned by Extra Space Storage Inc.		Contactability 8/11							
Monday - Friday 09:30 AM - 06:00 PM		Saturday 09:00 AM - 05:30 PM		Class Type A		Paid Search 0/35							
Sunday Closed				Store Type Self Storage		Search 4/15							
				Rate Volatility 47%		Social Media 3/14							
						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
✓	👁	✓	✓	✓	✓	✓	✓	✓	✗	👁	✗	✗	✓

StorTrack's Marketing Scorecard

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

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

Website (25 Points)

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

Search (Nonorganic) (35 points)

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

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

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

Search (organic) (15 points)

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

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

Social Media (14 points)

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

Facebook	0-7 Score
Twitter	0-7 Score

Contactability (11 points)

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

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