

StorTrack Market Report

Produced on Oct 26 2021

Report for:
Scottsdale, AZ

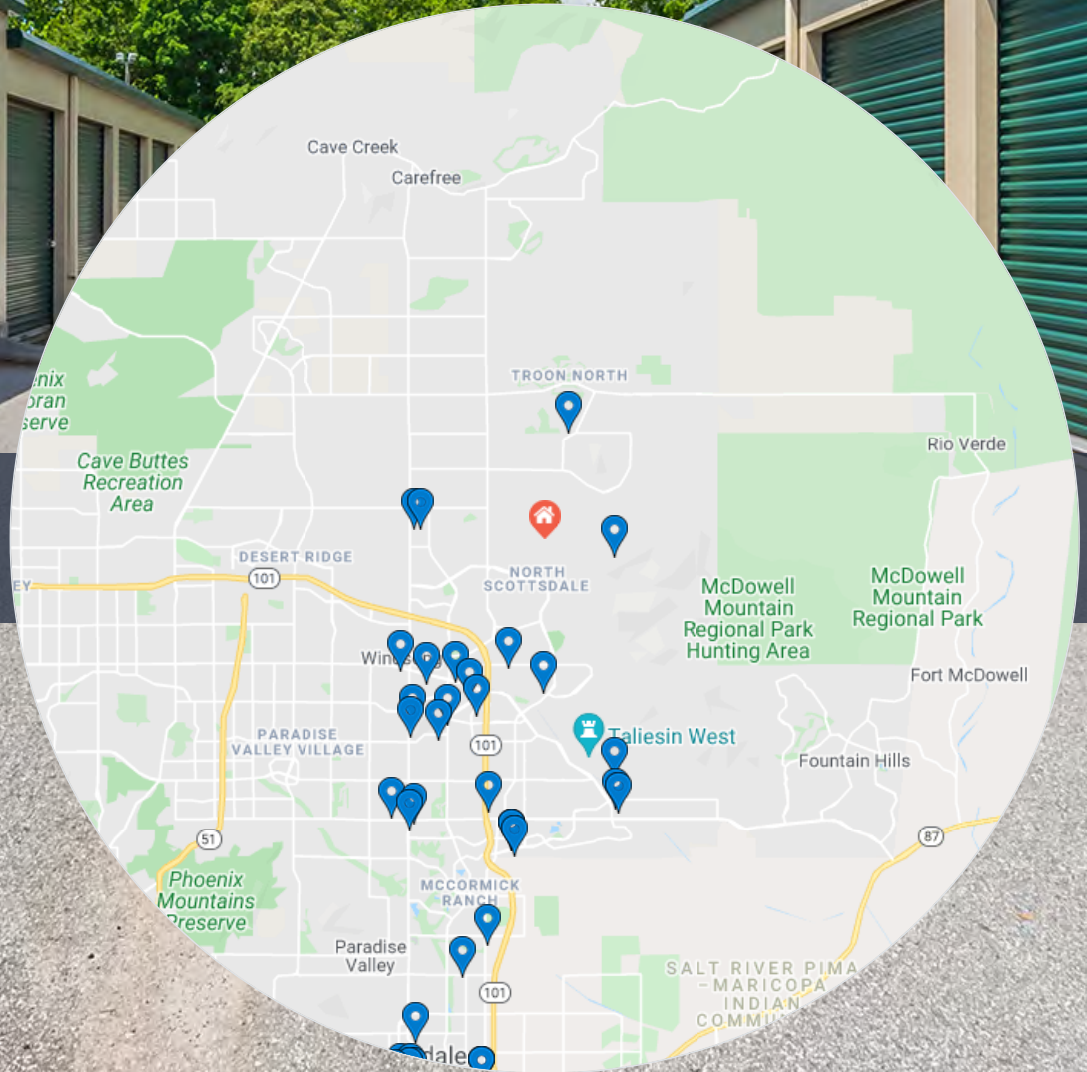


Table of Contents

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	7

Market Summary

Market: Scottsdale, AZ

Market Type: City

Comparisons are made with: National Totals and Averages and Arizona 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	Arizona
No. of Stores in Market	38	51,497	1,116

Current Supply to Market:

There is 9.69 square feet/capita supply in this market. The US national average is 6.75 sqft/capita, and the Arizona state average is 8.84 sqft/capita.

Across all unit types, there is currently 13.16% of inventory offline (not available). The US national figure at the moment is 38.26% of inventory offline and the Arizona state number is 31.63% 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 up in the last 3 months, by 1.79%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 13.55%. The Arizona state is showing a rate trend up for the last 3 months of 0.47%.

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 0.56%.

New Developments:

There are seven known new developments in this market.

StorTrack is currently tracking 1,798 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	2,943,041	63,758,869	2,353,191,645
Sq Ft per Capita	9.69	8.84	6.75
Sq Ft per Household	21.76	24.17	18.17
Stores	38	1,116	51,497
New Developments	9	86	1,797
Stores opened within the last year	0	9	402
Population	303,601	7,212,217	348,710,787
Households	135,240	2,637,680	129,538,770
Rental Households	43,702	914,512	46,551,759
Rental Households Percentage	32.31%	35.57%	35.94%
Median Household Income	\$93,125	\$58,945	\$61,496
Average Rate per Sq Ft	\$2.38	\$1.9	\$1.88
Rate Trend (12 months)	32.94%	0.47%	13.55%
Units Not Advertised	6%	20%	22%

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).

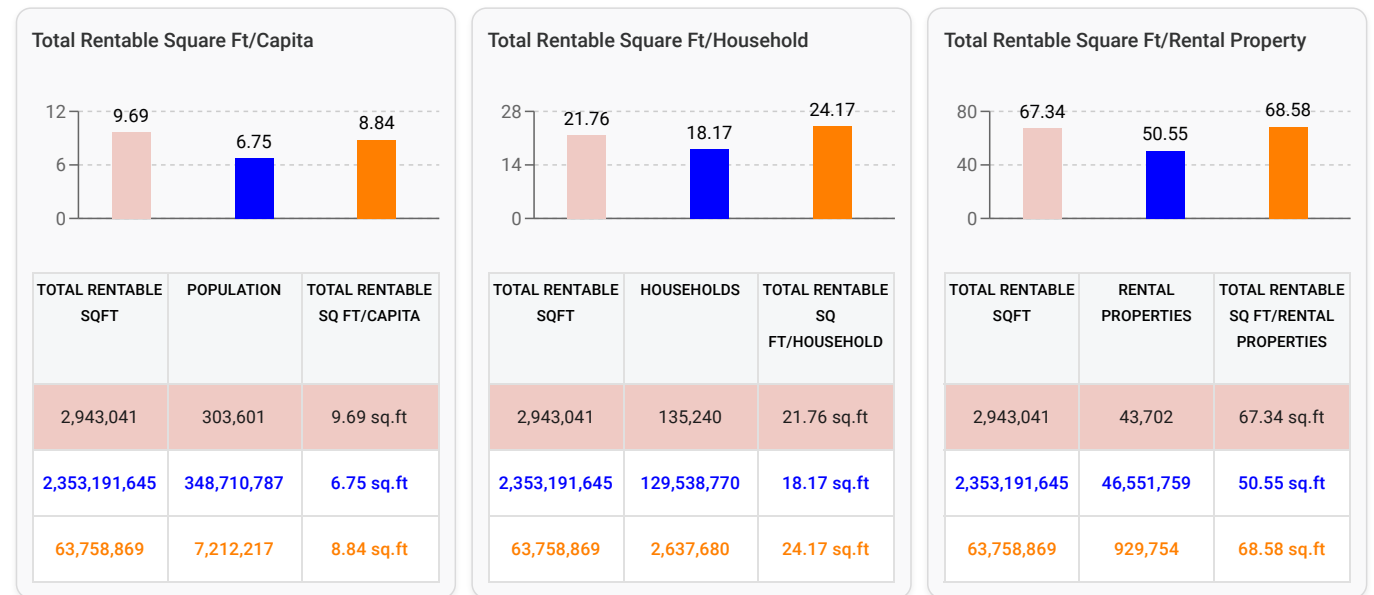
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
38	23	60.53%	12	31.58%	3	7.89%
51,497	8,199	15.92%	20,444	39.70%	22,854	44.38%
1,116	279	25.00%	454	40.68%	383	34.32%

■ This Market
 ■ National Totals and Averages
 ■ Arizona 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.

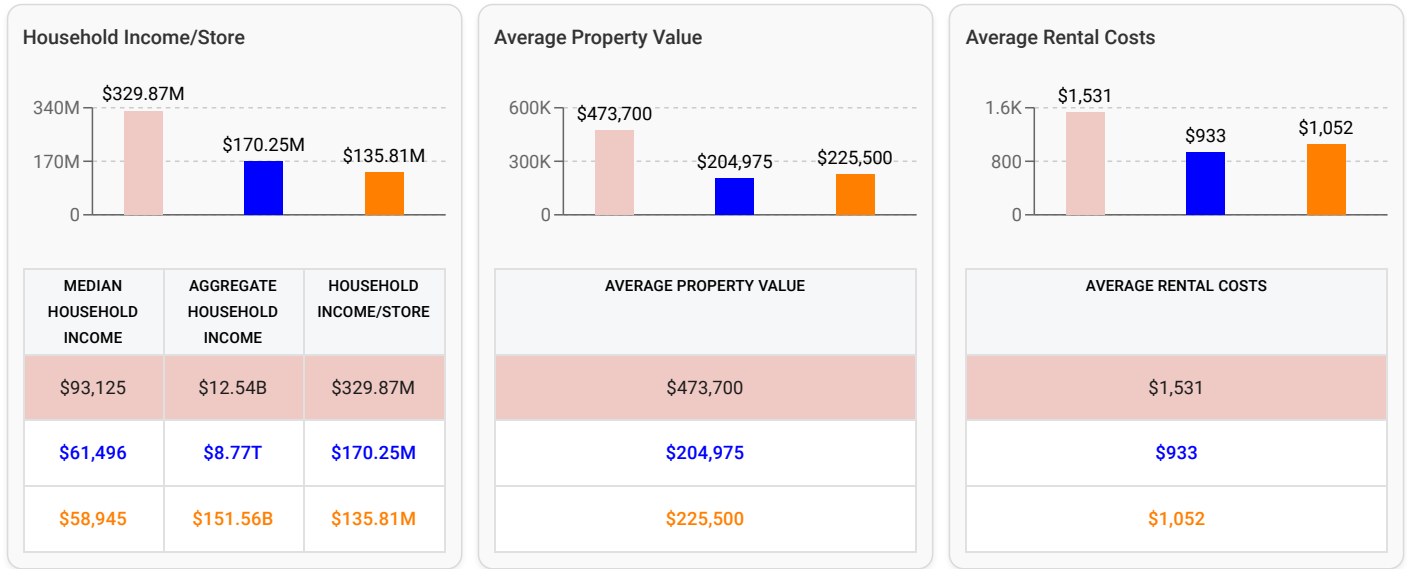


■ This Market
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Market Spending Power

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.



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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
\$2.38	\$1.86	\$2.50	\$2.79	\$3.14	\$2.08	\$2.66	\$1.95	\$2.32	\$1.76	\$2.09	\$1.80	\$2.07	\$1.51	\$1.73	N/A	\$0.53
\$1.91	\$1.97	\$1.83	\$2.39	\$2.72	\$1.55	\$2.00	\$1.19	\$1.61	\$1.02	\$1.43	\$0.88	\$1.38	\$0.78	\$1.33	\$8.89	\$5.53
\$1.88	\$1.77	\$2.03	\$2.31	\$2.83	\$1.61	\$2.17	\$1.34	\$1.80	\$1.20	\$1.63	\$1.07	\$1.54	\$0.97	\$1.50	\$1.40	\$2.96

■ This Market
 ■ National Totals and Averages
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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
\$216.04	\$216.37	\$215.96	\$69.73	\$78.47	\$104.12	\$132.87	\$194.79	\$232.49	\$264.64	\$313.30	\$359.63	\$414.46	\$454.48	\$518.02	N/A	\$174.25
\$143.94	\$130.86	\$164.68	\$59.85	\$67.89	\$77.40	\$100.13	\$118.96	\$160.64	\$153.44	\$214.44	\$176.65	\$275.53	\$233.58	\$400.15	\$111.81	\$132.50
\$156.61	\$142.63	\$176.98	\$57.63	\$70.69	\$80.63	\$108.69	\$133.66	\$179.54	\$180.66	\$244.28	\$214.46	\$307.18	\$291.53	\$449.53	\$91.97	\$140.05

■ This Market
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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		ARIZONA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	33(94%)	2(6%)	31,782(78%)	9,122(22%)	763(80%)	190(20%)
ALL REG	15(50%)	15(50%)	27,373(70%)	11,998(30%)	637(69%)	283(31%)
ALL CC	29(94%)	2(6%)	14,961(62%)	9,101(38%)	375(62%)	230(38%)
5X5 REG	7(37%)	12(63%)	9,201(42%)	12,590(58%)	308(50%)	307(50%)
5X5 CC	26(87%)	4(13%)	9,433(49%)	9,857(51%)	281(52%)	262(48%)
5X10 REG	10(34%)	19(66%)	18,375(57%)	13,854(43%)	393(51%)	372(49%)
5X10 CC	27(87%)	4(13%)	11,786(53%)	10,438(47%)	295(52%)	269(48%)
10X10 REG	10(40%)	15(60%)	19,928(57%)	14,897(43%)	420(53%)	374(47%)
10X10 CC	25(86%)	4(14%)	11,707(52%)	10,898(48%)	279(49%)	286(51%)
10X15 REG	9(38%)	15(63%)	15,862(51%)	15,273(49%)	335(47%)	380(53%)
10X15 CC	23(79%)	6(21%)	9,625(46%)	11,097(54%)	230(45%)	277(55%)
10X20 REG	12(48%)	13(52%)	17,493(52%)	16,384(48%)	387(50%)	392(50%)
10X20 CC	17(61%)	11(39%)	7,887(41%)	11,166(59%)	192(40%)	288(60%)
10X30 REG	4(27%)	11(73%)	9,455(40%)	14,442(60%)	180(35%)	332(65%)
10X30 CC	6(29%)	15(71%)	2,638(27%)	7,104(73%)	66(28%)	173(72%)
CAR PARKING	0(0%)	12(100%)	1,433(10%)	13,496(90%)	40(8%)	452(92%)
RV PARKING	4(29%)	10(71%)	5,233(26%)	14,823(74%)	185(31%)	412(69%)

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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.

Stage	In Construction	In Construction	Final Planning
Project Type	Conversion	Conversion	New Building
Store Name	Raintree Storage	McDowell Mountain Community Storage	Wild West Storage
Owner Name	101 Mega Raintree LLC, 101 Envy Raintree LLC and WPC-WEP Raintree Storage JV LLC	The Bell Group LLC	Wild West Storage Solutions, LLC
Operator/Management Name	--	--	--
Operator Type	--	--	--
Address	8688 E Raintree Dr, Scottsdale, AZ 85260	10101 E McDowell Mountain Ranch Rd, Scottsdale, AZ 85255	11420 E Shea Blvd, Scottsdale, AZ 85259
Acres	5.6	4.7	1.5
Building Square Footage	82,100	98,795	24,022
Floors	--	3	1
Number of Units	--	650	--
Number of Buildings	--	1	--
Estimated Value	0	0	0
Expected Open Date	31-Dec-2021	31-Dec-2021	31-Aug-2022
Additional Property Information	Zoning: from Airpark Mixed Use (AMU) to Airpark Mixed Use-Residential (AMU-R) ; 330 multi-family dwelling units.	Zoning: from Planned Convenience Center, Environmentally Sensitive Lands (PCoC ESL) to Neighborhood Commercial, Environmentally Sensitive Lands (C-1 ESL)	Zoning: Highway Commercial Planned Community District (C-3 PCD) ; 29637 SF for open space
Source URL	https://roselawgroupreporter.com/2019/10/zoning-land-use-changes-set-up-future-scottsdale-mixed-use-development/ ; https://eservices.scottsdaleaz.gov/planning/projectsummary/applicant_submittals/ProjInfo_3_ZN_2019.pdf ; https://www.scottsdaleaz.gov/Asset79300.aspx	https://www.yourvalley.net/scottsdale-independent/stories/mcdowell-mountain-ranch-area-rezoned-for-internal-storage-facility,99504? ; https://www.storageexperts.net/self-storage/scottsdale-az-85260 ; https://eservices.scottsdaleaz.gov/planning/projectsummary/pc_reports/PC_23_ZN_2018.pdf	https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/51470 ; https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/51608
Notes	--	--	--
Last Checked Date	24-Oct-2021	26-Oct-2021	20-Oct-2021

Stage	Planning	In Construction	Planning
Project Type	New Building	New Building	Conversion
Store Name	FLW Storage	Raintree And Pima Self-storage	U-Haul
Owner Name	--	Raintree & Pima Self Storage Partners, LLC	AMERCO Real Estate Company
Operator/Management Name	--	--	--
Operator Type	--	--	--
Address	16136 N Pima Rd, Scottsdale, AZ 85260	15023 N Pima Rd, Scottsdale, AZ 85255	7300 E Adobe Dr, Scottsdale, AZ 85255
Acres	3.38	2.24	4.12
Building Square Footage	129,769	112,007	121,886
Floors	3	3	3
Number of Units	--	961	--
Number of Buildings	2	--	--
Estimated Value	0	--	--
Expected Open Date	31-Oct-2022	30-Apr-2022	18-Oct-2022
Additional Property Information	Zoning: from Single-Family Residential (R1-35) to General Commercial (C-4) ; a 3-story with a basement storage facility (121,432 S.F.), and single-story RV garages (8,337 S.F)	--	Zoning- C-4

Source URL	https://eservices.scottsdaleaz.gov/bldgresources/Cases/Details/52293#	https://preview.mclassessor.maricopa.gov/mcs/?q=21715035A&mod=pc; https://www.levelset.com/contractors/tlw-construction-inc/permits/; https://1784holdings.com/rain-tree-self-storage-1	https://www.uhaul.com/Articles/About/U-Haul-Migration-Trends-Top-25-Canadian-Growth-Cities-Of-2019-19967/; https://www.insideselfstorage.com/development/self-storage-development-and-zoning-activity-january-2021; https://www.uhaul.com/Articles/About/U-Haul-Reveals-Plans-for-New-Retail-Storage-IN-North-Scottsdale-2291n/
Known Developments Continued			
Stage	In Construction	Final Planning	In Construction
Project Type	New Building	New Building	New Building
Store Name	Storage 365 Princess	Jomax Storage	Storage at Shea
Owner Name	Platinum Construction	North Scottsdale Self-Storage LLC	STORAGEexperts LLC
Operator/Management Name	--	--	--
Operator Type	--	--	--
Address	8585 E Princess Dr, Scottsdale, AZ 85255	10798 E Jomax Rd, Scottsdale, AZ 85262	10501 N 116th St, Scottsdale, AZ 85259
Acres	1.76	2.17	3.79
Building Square Footage	109,759	74,989	--
Floors	4	4	--
Number of Units	788	--	650
Number of Buildings	1	1	--
Estimated Value	--	--	--
Expected Open Date	31-Mar-2022	30-Sep-2022	31-Dec-2021
Additional Property Information	Zoning: I-1 Industrial	Zoning: Planned Community Center, Environmentally Sensitive Lands, Hillside District (PCC ESL (HD))	Zoning: C-1 Commercial
Source URL	https://www.storage365.us/; https://eservices.scottsdaleaz.gov/planning/projectssummary/applicant_submittals/ProjInfo_7_DR_2020.pdf	https://www.constructionjournal.com/projects/details/4fedf23be75a4b578c8ae24a9056f924.html; https://eservices.scottsdaleaz.gov/planning/projectssummary/dr_reports/DR_39_DR_2019.pdf	https://maricopa-az.org/scottsdale/85259/10501-n-116th-st-scottsdale-az-85259
Notes	--	--	--
Last Checked Date	09-Sep-2021	30-Sep-2021	26-Oct-2021

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

StorAmerica - Scottsdale 1.9 miles 17492 N. 91st Street, Scottsdale, AZ 85255		Total Square Feet		121,113 sqft		Marketing Scorecard		28/100					
		Rentable Square Footage		90,834 sqft		Contactability		6/11					
Monday - Saturday Sunday		09:00 AM - 06:00 PM Closed		Owned by		Paid Search		0/35					
				Class Type		Search		3/15					
				Store Type		Social Media		1/14					
				Rate Volatility		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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
Life Storage - Alma School Rd 2.78 miles 26520 N Alma School Rd, Scottsdale, AZ 85255 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed		Total Square Feet 156,912 sqft Rentable Square Footage 149,066 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 22%		Marketing Scorecard 37/100 Contactability 9/11 Paid Search 5/35 Search 1/15 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
🚫	🚫	✗	🚫	🚫	🚫	✗	🚫	✗	🚫	✗	🚫	✗	✗
Life Storage - 7425 E Williams Dr 3.2 miles 7425 E Williams Dr, Scottsdale, AZ 85255 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 98,291 sqft Rentable Square Footage 83,547 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 12%		Marketing Scorecard 39/100 Contactability 9/11 Paid Search 5/35 Search 1/15 Social Media 3/14 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
✓	✓	🚫	✓	✓	✓	✓	✓	🚫	🚫	🚫	🚫	🚫	🚫
Life Storage - 7227 E Williams Dr 3.36 miles 7227 E Williams Dr, Scottsdale, AZ 85255 Monday 09:30 AM - 06:00 PM Tuesday 09:30 AM - 01:30 PM Wednesday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 143,136 sqft Rentable Square Footage 107,352 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 17%		Marketing Scorecard 39/100 Contactability 9/11 Paid Search 5/35 Search 1/15 Social Media 3/14 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
🚫	✓	✗	🚫	✗	✓	🚫	🚫	🚫	✓	🚫	🚫	✗	✗
Life Storage - Bell Rd 3.48 miles 9383 E Bell Rd, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 114,070 sqft Rentable Square Footage 85,552 sqft Owned by Life Storage, Inc. Class Type B Store Type Self Storage Rate Volatility 28%		Marketing Scorecard 39/100 Contactability 9/11 Paid Search 5/35 Search 1/15 Social Media 3/14 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
✗	✓	🚫	✓	🚫	✓	🚫	✓	✓	✓	✓	🚫	🚫	🚫
McDowell Mountain Community Storage, MMCS 3.97 miles 10101 E. McDowell Mountain Ranch Rd, Scottsdale, AZ 85260		Total Square Feet 47,521 sqft* Rentable Square Footage 45,144 sqft Owned by STORAGExperts Class Type C Store Type Self Storage Rate Volatility N/A		Marketing Scorecard 12/100 Contactability 3/11 Paid Search 0/35 Search 0/15 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 4.36 miles 8122 E Paradise Lane, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 70,677 sqft Rentable Square Footage 60,075 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 27%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 6/15 Social Media 6/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	🚫	✗	✓	✗	✓	✗	✗	✗	🚫	✗	✗	✗	✗
U-Haul Moving & Storage of North Scottsdale 4.58 miles 15455 N 84th St, Scottsdale, AZ 85260 Monday - Thursday 07:00 AM - 07:00 PM Friday 07:00 AM - 08:00 PM Saturday 07:00 AM - 07:00 PM Sunday 09:00 AM - 05:00 PM		Total Square Feet 74,798 sqft Rentable Square Footage 56,098 sqft Owned by U-Haul International Inc. Class Type B Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 33/100 Contactability 6/11 Paid Search 5/35 Search 0/15 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
🚫	🚫	🚫	✓	🚫	🚫	🚫	🚫	✗	✗	✗	✗	✗	✗
Life Storage in Scottsdale (#8400) 4.8 miles 7550 E Paradise Ln, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 140,607 sqft Rentable Square Footage 101,305 sqft Owned by Life Storage, Inc. Class Type B Store Type Self Storage Rate Volatility 11%		Marketing Scorecard 37/100 Contactability 9/11 Paid Search 5/35 Search 1/15 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 4.88 miles 14950 N 87th St, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 41,790 sqft Rentable Square Footage 35,521 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 30%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 6/15 Social Media 6/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	🚫	✓	✗	✓	🚫	✓	🚫	🚫	✗	✓	✗	✗
Storage West at Scottsdale on Bell Road 5.04 miles 7007 East Bell Road, Scottsdale, AZ 85254 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed		Total Square Feet 94,273 sqft Rentable Square Footage 89,559 sqft Owned by LAACO Ltd. Class Type B Store Type Self Storage Rate Volatility 17%		Marketing Scorecard 34/100 Contactability 6/11 Paid Search 6/35 Search 0/15 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
🚫	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓

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 5.4 miles 14401 N Hayden Rd, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM																																					
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Total Square Feet</td> <td style="width: 30%;">80,950 sqft</td> <td style="width: 30%;">Marketing Scorecard</td> <td style="width: 10%;">48/100</td> </tr> <tr> <td>Rentable Square Footage</td> <td>76,902 sqft</td> <td>Contactability</td> <td>8/11</td> </tr> <tr> <td>Owned by</td> <td>Public Storage</td> <td>Paid Search</td> <td>5/35</td> </tr> <tr> <td>Class Type</td> <td>A</td> <td>Search</td> <td>6/15</td> </tr> <tr> <td>Store Type</td> <td>Self Storage</td> <td>Social Media</td> <td>8/14</td> </tr> <tr> <td>Rate Volatility</td> <td>25%</td> <td>Website</td> <td>21/25</td> </tr> </table>														Total Square Feet	80,950 sqft	Marketing Scorecard	48/100	Rentable Square Footage	76,902 sqft	Contactability	8/11	Owned by	Public Storage	Paid Search	5/35	Class Type	A	Search	6/15	Store Type	Self Storage	Social Media	8/14	Rate Volatility	25%	Website	21/25
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✗	✓	✗	✓	✗	✓	✎	✎	✓	✎	✎	✗	✗	✗																								
Storage West at Gray Road 5.85 miles 7821 East Gray Road, Scottsdale, AZ 85260 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed																																					
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Life Storage - Acoma Dr 5.87 miles 7301 E Acoma Dr, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM																																					
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Total Square Feet	114,212 sqft	Marketing Scorecard	37/100																																		
Rentable Square Footage	85,659 sqft	Contactability	9/11																																		
Owned by	Life Storage, Inc.	Paid Search	5/35																																		
Class Type	A	Search	1/15																																		
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Storage West at Scottsdale Airpark 6.18 miles 13851 North 73rd Street, Scottsdale, AZ 85260 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed																																					
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Total Square Feet</td> <td style="width: 30%;">42,394 sqft</td> <td style="width: 30%;">Marketing Scorecard</td> <td style="width: 10%;">33/100</td> </tr> <tr> <td>Rentable Square Footage</td> <td>40,274 sqft</td> <td>Contactability</td> <td>6/11</td> </tr> <tr> <td>Owned by</td> <td>LAACO Ltd.</td> <td>Paid Search</td> <td>5/35</td> </tr> <tr> <td>Class Type</td> <td>B</td> <td>Search</td> <td>0/15</td> </tr> <tr> <td>Store Type</td> <td>Self Storage</td> <td>Social Media</td> <td>1/14</td> </tr> <tr> <td>Rate Volatility</td> <td>21%</td> <td>Website</td> <td>21/25</td> </tr> </table>														Total Square Feet	42,394 sqft	Marketing Scorecard	33/100	Rentable Square Footage	40,274 sqft	Contactability	6/11	Owned by	LAACO Ltd.	Paid Search	5/35	Class Type	B	Search	0/15	Store Type	Self Storage	Social Media	1/14	Rate Volatility	21%	Website	21/25
Total Square Feet	42,394 sqft	Marketing Scorecard	33/100																																		
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Storage at Shea 6.45 miles 10501 N 116th Street, Scottsdale, AZ 85259 No Image Available																																					
<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">Total Square Feet</td> <td style="width: 30%;">111,823 sqft*</td> <td style="width: 30%;">Marketing Scorecard</td> <td style="width: 10%;">12/100</td> </tr> <tr> <td>Rentable Square Footage</td> <td>106,231 sqft</td> <td>Contactability</td> <td>3/11</td> </tr> <tr> <td>Owned by</td> <td>STORAGEExperts</td> <td>Paid Search</td> <td>0/35</td> </tr> <tr> <td>Class Type</td> <td>C</td> <td>Search</td> <td>0/15</td> </tr> <tr> <td>Store Type</td> <td>Pending</td> <td>Social Media</td> <td>0/14</td> </tr> <tr> <td>Rate Volatility</td> <td>N/A</td> <td>Website</td> <td>9/25</td> </tr> </table>														Total Square Feet	111,823 sqft*	Marketing Scorecard	12/100	Rentable Square Footage	106,231 sqft	Contactability	3/11	Owned by	STORAGEExperts	Paid Search	0/35	Class Type	C	Search	0/15	Store Type	Pending	Social Media	0/14	Rate Volatility	N/A	Website	9/25
Total Square Feet	111,823 sqft*	Marketing Scorecard	12/100																																		
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Rate Volatility	N/A	Website	9/25																																		
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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>7.19 miles</small> 8889 E Desert Cove Ave, Scottsdale, AZ 85260 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM													
Total Square Feet 143,635 sqft Rentable Square Footage 136,453 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 33%										Marketing Scorecard 48/100 Contactability 8/11 Paid Search 5/35 Search 6/15 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
✓	✓	✓	✎	✓	✓	✎	✓	✓	✎	✗	✗	✗	✗
CubeSmart Self Storage of Scottsdale <small>7.24 miles</small> 11000 N 115th St, Scottsdale, AZ 85259 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM													
Total Square Feet 43,270 sqft Rentable Square Footage 32,452 sqft Owned by CubeSmart Self Storage Class Type A Store Type Self Storage Rate Volatility 15%										Marketing Scorecard 46/100 Contactability 6/11 Paid Search 17/35 Search 1/15 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
✓	✓	✎	✓	✓	✓	✓	✓	✓	✓	✎	✓	✗	✗
Life Storage - 10760 N 116th St <small>7.37 miles</small> 10760 N 116th St, Scottsdale, AZ 85259 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM													
Total Square Feet 107,646 sqft Rentable Square Footage 91,499 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 25%										Marketing Scorecard 37/100 Contactability 9/11 Paid Search 5/35 Search 1/15 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
✎	✓	✎	✓	✎	✎	✗	✓	✗	✓	✎	✎	✗	✗
StorQuest Self Storage-Scottsdale <small>8.08 miles</small> 9388 E. San Salvador, Scottsdale, AZ 85258													
Total Square Feet 61,376 sqft* Rentable Square Footage 52,169 sqft Owned by The William Warren Group, Inc. Class Type C Store Type Self Storage Rate Volatility N/A										Marketing Scorecard 42/100 Contactability 11/11 Paid Search 0/35 Search 5/15 Social Media 8/14 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
StorQuest Self Storage <small>8.08 miles</small> 9350 N 94th St., Scottsdale, AZ 85258 Monday - Saturday 09:00 AM - 06:00 PM Sunday 10:00 AM - 05:00 PM													
Total Square Feet 61,376 sqft Rentable Square Footage 52,169 sqft Owned by The William Warren Group, Inc. Class Type A Store Type Self Storage Rate Volatility 9%										Marketing Scorecard 50/100 Contactability 11/11 Paid Search 5/35 Search 7/15 Social Media 6/14 Website 21/25			
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
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All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
Life Storage - 10456 N 74th St 8.09 miles 10456 N 74th St, Scottsdale, AZ 85258 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 154,369 sqft Rentable Square Footage 131,213 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 22%		Marketing Scorecard 39/100 Contactability 9/11 Paid Search 5/35 Search 3/15 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
✗	✓	✗	✓	🚫	✓	🚫	✓	🚫	✓	🚫	🚫	✗	✗
Storage West at McCormick Ranch 8.22 miles 9405 E. Doubletree Ranch Rd., Scottsdale, AZ 85258 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday Closed		Total Square Feet 54,874 sqft Rentable Square Footage 52,130 sqft Owned by LAACO Ltd. Class Type B Store Type Self Storage Rate Volatility 16%		Marketing Scorecard 38/100 Contactability 6/11 Paid Search 10/35 Search 0/15 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 8.22 miles 6875 E Becker Lane, Scottsdale, AZ 85254 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 88,750 sqft Rentable Square Footage 75,437 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 22%		Marketing Scorecard 48/100 Contactability 8/11 Paid Search 5/35 Search 6/15 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	✗	✗	✗	✗
Life Storage Facility #8401 8.3 miles 7245 East Gold Dust, Scottsdale, AZ 85258 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM		Total Square Feet 117,567 sqft Rentable Square Footage 88,175 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 30%		Marketing Scorecard 44/100 Contactability 9/11 Paid Search 9/35 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
✗	✓	🚫	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗
Storage Max Scottsdale 10.6 miles 6757 N. Pima Rd, Scottsdale, AZ 85250 Monday - Friday 09:00 AM - 05:30 PM Saturday - Sunday 09:00 AM - 05:00 PM		Total Square Feet 267,800 sqft Rentable Square Footage 254,410 sqft Owned by Storage Max Class Type B Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 22/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 2/14 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
✗	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✓

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 Scottsdale - Storage Now 11.5 miles 8355 East McDonald Drive, Scottsdale, AZ 85250 Monday - Sunday 08:00 AM - 06:00 PM		Total Square Feet 68,860 sqft Rentable Square Footage 58,531 sqft Owned by Westport Properties Inc./US Storage Centers Class Type A Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 28/100 Contactability 8/11 Paid Search 0/35 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
🚫	✓	🚫	✓	🚫	🚫	✗	✗	✗	✗	✗	✗	✗	✗
 StorAmerica - Scottsdale 13.42 miles 6933 E Thomas Rd, Scottsdale, AZ 85251 Monday - Sunday 08:00 AM - 07:00 PM		Total Square Feet 83,280 sqft Rentable Square Footage 70,788 sqft Owned by StorAmerica Class Type A Store Type Self Storage Rate Volatility 4%		Marketing Scorecard 28/100 Contactability 6/11 Paid Search 0/35 Search 3/15 Social Media 1/14 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗
 Scottsdale Self Storage 14.27 miles 8700 E Thomas Rd, Scottsdale, AZ 85251 Monday - Sunday 08:00 AM - 07:00 PM		Total Square Feet 96,032 sqft Rentable Square Footage 81,627 sqft Owned by StorAmerica Class Type A Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 31/100 Contactability 6/11 Paid Search 0/35 Search 6/15 Social Media 1/14 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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
 Scottsdale Self Storage 14.27 miles 2950 N Pima Road, Scottsdale, AZ 85251 Monday - Sunday 08:00 AM - 07:00 PM		Total Square Feet 166,355 sqft Rentable Square Footage 141,401 sqft Owned by StorAmerica Class Type A Store Type Self Storage Rate Volatility 1%		Marketing Scorecard 33/100 Contactability 6/11 Paid Search 0/35 Search 6/15 Social Media 3/14 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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
 StorEZ - Scottsdale 14.5 miles 3030 North 73rd Street, Scottsdale, AZ 85251 Monday - Saturday 09:00 AM - 06:00 PM Sunday 09:00 AM - 04:00 PM		Total Square Feet N/A Rentable Square Footage 0 sqft Owned by StorEZ - Scottsdale Class Type B Store Type Self Storage Rate Volatility 9%		Marketing Scorecard 17/100 Contactability 0/11 Paid Search 6/35 Search 0/15 Social Media 0/14 Website 11/25									
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 14.58 miles 3027 N 70th Street, Scottsdale, AZ 85251 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 34,884 sqft Rentable Square Footage 33,139 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 22%		Marketing Scorecard 49/100 Contactability 8/11 Paid Search 7/35 Search 7/15 Social Media 6/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✗	✓	✗	✎	✗	✎	✗	✎	✗	✎	✗	✗	✗
Scottsdale Storage 14.59 miles 2929 N 73rd St, Scottsdale, AZ 85251 Monday - Sunday 09:00 AM - 06:00 PM		Total Square Feet 15,049 sqft Rentable Square Footage 14,296 sqft Owned by Scottsdale Storage Class Type C Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25									
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
✗	✗	✎	✗	✎	✗	✗	✗	✎	✗	✗	✗	✎	✗
Inner Space Mini Storage - Scottsdale 14.61 miles 2950 N 73rd St, Scottsdale, AZ 85251 Monday - Saturday 08:00 AM - 06:00 PM Sunday 08:00 AM - 05:00 PM		Total Square Feet 56,416 sqft Rentable Square Footage 42,312 sqft Owned by Inner Space Mini Storage Class Type B Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 23/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 3/14 Website 12/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
Storage Solutions 14.75 miles 6900 East Thomas Road, Scottsdale, AZ 85251 Monday - Sunday 08:00 AM - 07:00 PM		Total Square Feet 73,563 sqft Rentable Square Footage 62,528 sqft Owned by National Storage Affiliates Class Type A Store Type Self Storage Rate Volatility 0%		Marketing Scorecard 24/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 16/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Public Storage 15.26 miles 1650 N Pima Rd, Scottsdale, AZ 85257 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 96,200 sqft Rentable Square Footage 81,770 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 10%		Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 6/15 Social Media 6/14 Website 21/25									
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✎	✗	✗

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 15.46 miles 8615 E McDowell Rd, Scottsdale, AZ 85257		Total Square Feet 49,420 sqft Rentable Square Footage 46,949 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 22%				Marketing Scorecard 46/100 Contactability 8/11 Paid Search 5/35 Search 6/15 Social Media 6/14 Website 21/25									
Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		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
		✘	✘	✔	✘	✔	✘	✔	✘	✔	✘	✘	✘	✘	✘
Key Storage - Scottsdale 16.32 miles 502 N Hayden Rd, Scottsdale, AZ 85257		Total Square Feet 75,104 sqft Rentable Square Footage 71,348 sqft Owned by A-AAA Key Mini Storage Class Type B Store Type Self Storage Rate Volatility 1%				Marketing Scorecard 17/100 Contactability 0/11 Paid Search 5/35 Search 0/15 Social Media 2/14 Website 10/25									
Monday - Saturday 09:00 AM - 06:00 PM Sunday Closed		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