

StorTrack Market Report

Produced on Oct 05 2021

Report for:
Duluth, GA

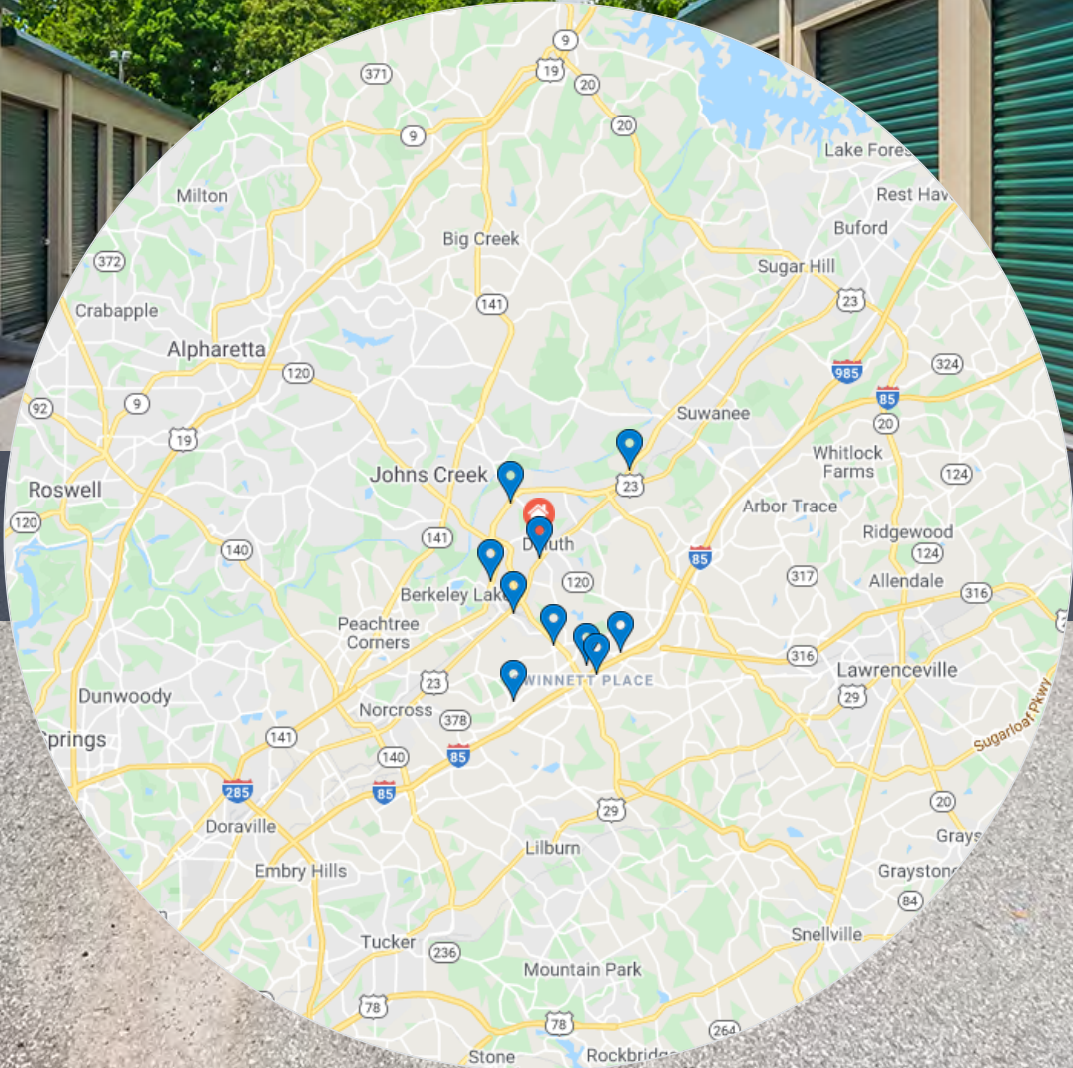


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Market Summary

Market: Duluth, GA

Market Type: City

Comparisons are made with: National Totals and Averages and Georgia 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	Georgia
No. of Stores in Market	10	51,446	1,770

Current Supply to Market:

There is 5.91 square feet/capita supply in this market. The US national average is 6.74 sqft/capita, and the Georgia state average is 7.06 sqft/capita.

Across all unit types, there is currently 10% of inventory offline (not available). The US national figure at the moment is 37.71% of inventory offline and the Georgia state number is 34.75% 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 94.40%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 15.23%. The Georgia state is showing a rate trend up for the last 3 months of 3.29%.

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 2.90%.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 1,803 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	681,680	77,834,516	2,348,847,845
Sq Ft per Capita	5.91	7.06	6.74
Sq Ft per Household	16.16	19.48	18.13
Stores	10	1,770	51,446
New Developments	1	74	1,801
Stores opened within the last year	0	20	346
Population	115,300	11,030,892	348,710,787
Households	42,194	3,995,706	129,538,770
Rental Households	19,802	1,381,025	46,551,759
Rental Households Percentage	46.93%	36.74%	35.94%
Median Household Income	\$85,558	\$58,700	\$61,496
Average Rate per Sq Ft	\$1.53	\$1.88	\$1.9
Rate Trend (12 months)	94.4%	3.29%	15.23%
Units Not Advertised	10%	24%	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).

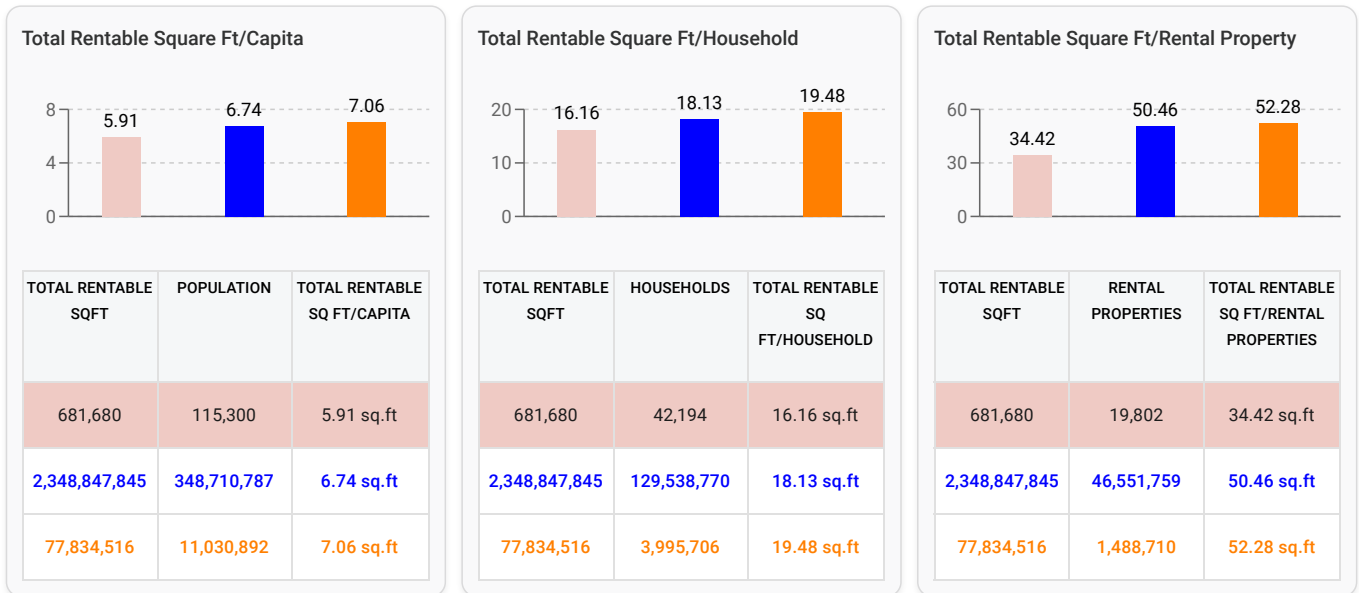
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
10	8	80.00%	1	10.00%	1	10.00%
51,446	8,152	15.85%	20,377	39.61%	22,917	44.55%
1,770	395	22.32%	685	38.70%	690	38.98%

■ This Market ■ National Totals and Averages ■ Georgia 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.

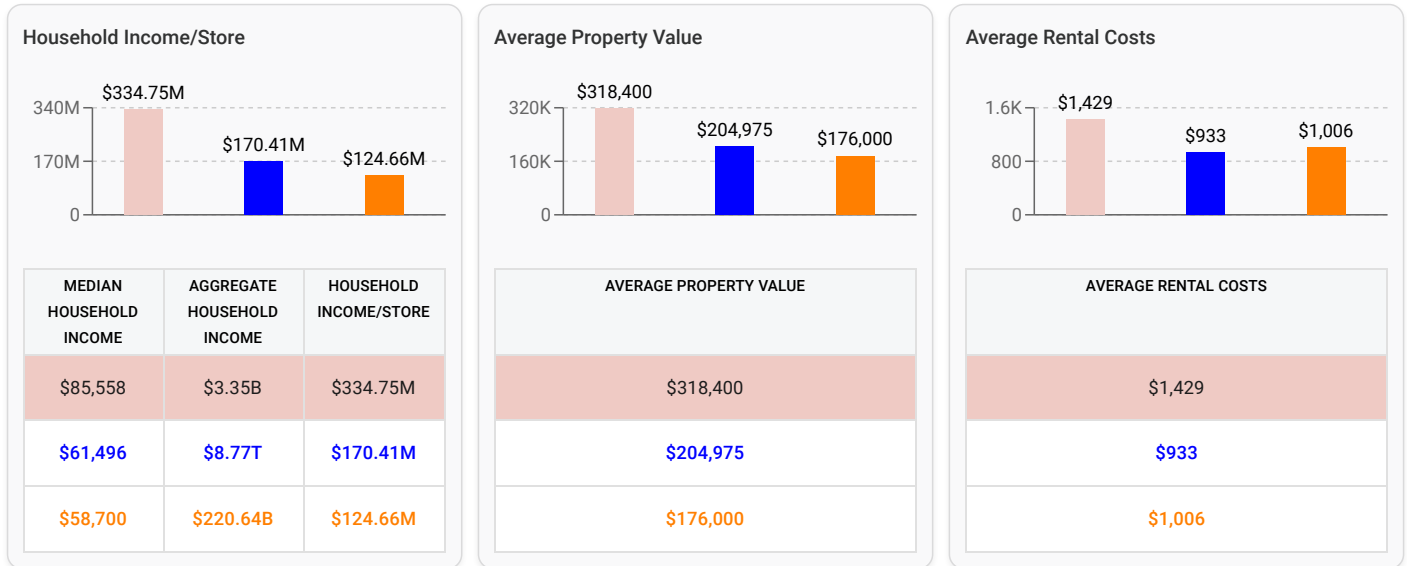


■ This Market ■ National Totals and Averages ■ Georgia State Total and Averages

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.

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



■ This Market ■ National Totals and Averages ■ Georgia 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
\$1.53	\$1.42	\$1.62	\$2.40	\$2.64	\$1.69	\$1.83	\$1.36	\$1.34	\$1.26	\$1.29	\$1.28	\$1.40	\$1.10	\$1.32	N/A	N/A
\$1.92	\$1.97	\$1.85	\$2.43	\$2.75	\$1.58	\$2.03	\$1.21	\$1.63	\$1.04	\$1.44	\$0.89	\$1.39	\$0.78	\$1.34	\$8.74	\$5.68
\$1.89	\$1.97	\$1.79	\$2.21	\$2.75	\$1.50	\$2.03	\$1.11	\$1.56	\$0.98	\$1.40	\$0.87	\$1.36	\$0.83	\$1.28	\$11.24	\$6.32

■ This Market ■ National Totals and Averages ■ Georgia 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
\$166.78	\$170.96	\$163.46	\$60.00	\$65.91	\$84.71	\$91.42	\$136.33	\$133.81	\$188.83	\$193.46	\$255.75	\$279.74	\$329.67	\$396.00	N/A	N/A
\$145.43	\$132.75	\$165.98	\$60.68	\$68.85	\$79.01	\$101.34	\$120.97	\$163.02	\$155.95	\$216.51	\$178.52	\$277.00	\$234.92	\$400.64	\$111.20	\$132.96
\$145.40	\$126.06	\$167.97	\$55.31	\$68.86	\$75.03	\$101.42	\$110.69	\$155.73	\$147.04	\$209.89	\$173.91	\$271.59	\$250.34	\$383.94	\$81.16	\$107.10

■ This Market
 ■ National Totals and Averages
 ■ Georgia 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		GEORGIA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	9(90%)	1(10%)	32,035(78%)	8,788(22%)	1,155(76%)	370(24%)
ALL REG	6(67%)	3(33%)	27,669(70%)	11,623(30%)	932(65%)	492(35%)
ALL CC	7(88%)	1(13%)	15,070(63%)	8,937(37%)	689(63%)	406(37%)
5X5 REG	1(14%)	6(86%)	9,182(42%)	12,572(58%)	285(34%)	558(66%)
5X5 CC	4(50%)	4(50%)	9,452(49%)	9,799(51%)	401(46%)	472(54%)
5X10 REG	4(44%)	5(56%)	18,583(58%)	13,581(42%)	623(52%)	573(48%)
5X10 CC	3(38%)	5(63%)	11,908(54%)	10,260(46%)	510(50%)	503(50%)
10X10 REG	4(44%)	5(56%)	20,346(59%)	14,407(41%)	699(54%)	601(46%)
10X10 CC	6(75%)	2(25%)	11,828(52%)	10,730(48%)	516(49%)	534(51%)
10X15 REG	5(63%)	3(38%)	16,329(53%)	14,740(47%)	549(46%)	650(54%)
10X15 CC	5(63%)	3(38%)	9,723(47%)	10,946(53%)	454(46%)	534(54%)
10X20 REG	4(44%)	5(56%)	18,091(54%)	15,715(46%)	593(47%)	677(53%)
10X20 CC	4(50%)	4(50%)	8,006(42%)	10,999(58%)	396(42%)	548(58%)
10X30 REG	3(38%)	5(63%)	9,740(41%)	14,083(59%)	320(36%)	566(64%)
10X30 CC	2(25%)	6(75%)	2,620(27%)	7,086(73%)	171(31%)	379(69%)
CAR PARKING	0(0%)	2(100%)	1,449(10%)	13,470(90%)	35(6%)	549(94%)
RV PARKING	0(0%)	7(100%)	5,102(25%)	14,914(75%)	165(20%)	646(80%)

■ This Market
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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	Final Planning
Project Type	New Building
Store Name	Bridge Self Storage
Owner Name	Legacy Land Holdings IV LLC
Operator/Management Name	--
Operator Type	--
Address	2695 Buford Highway , Duluth, GA 30097
Acres	2.5
Building Square Footage	106,383
Floors	3
Number of Units	740
Number of Buildings	1
Estimated Value	--
Expected Open Date	30-Sep-2022
Additional Property Information	ONE SPACE PER 200 SQUARE FEET OF OFFICE, PLUS 1,000 SQUARE FEET OF STORAGE AREA.; HC-R (Highway Commercial - Retail) zoning
Source URL	https://www.duluthga.net/departments/planning_and_development/boards_and_commissions/currentcases.php
Notes	--
Last Checked Date	16-Sep-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

	Duluth Mini Warehouse <small>0.54 mile</small> 3271 Buford Hwy, Duluth, GA 30096 Monday - Sunday 12:00 AM - 11:59 PM	Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	16,000 sqft 12,000 sqft Duluth Mini Warehouse B Self Storage N/A	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	✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗ ✗			

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 in Duluth (#8149) 1.1 miles 3285 Peachtree Industrial Blvd, Duluth, GA 30096	Total Square Feet 40,760 sqft	Rentable Square Footage 38,722 sqft	Owned by Life Storage, Inc.	Class Type B	Store Type Self Storage	Rate Volatility 3%	Marketing Scorecard 40/100		Contactability 9/11	Paid Search 9/35	Search 0/15	Social Media 1/14	Website 21/25	
Monday - Friday	09:30 AM - 06:00 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
Saturday	08:30 AM - 05:00 PM	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗
Sunday	Closed														
	Public Storage 1.67 miles 3865 Peachtree Industrial Blvd, Duluth, GA 30096	Total Square Feet 114,660 sqft	Rentable Square Footage 108,927 sqft	Owned by Public Storage	Class Type B	Store Type Self Storage	Rate Volatility 20%	Marketing Scorecard 48/100		Contactability 6/11	Paid Search 10/35	Search 10/15	Social Media 1/14	Website 21/25	
Monday - Friday	09:30 AM - 06:00 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
Saturday - Sunday	09:30 AM - 05:00 PM	✗	✓	🚫	🚫	🚫	✓	✓	✓	✓	✓	🚫	✓	✗	✗
	Extra Space 2.08 miles 2801 N Berkeley Lake Rd NW, Duluth, GA 30096	Total Square Feet 86,644 sqft	Rentable Square Footage 82,311 sqft	Owned by Extra Space Storage Inc.	Class Type A	Store Type Self Storage	Rate Volatility 65%	Marketing Scorecard 35/100		Contactability 9/11	Paid Search 1/35	Search 1/15	Social Media 3/14	Website 21/25	
Monday - Friday	09:30 AM - 06:00 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
Saturday	09:00 AM - 05:30 PM	✗	✓	✓	🚫	✓	✓	🚫	🚫	🚫	🚫	🚫	✗	✗	🚫
Sunday	Closed														
	Public Storage 2.83 miles 2423 Pleasant Hill Rd, Duluth, GA 30096	Total Square Feet 61,400 sqft	Rentable Square Footage 52,190 sqft	Owned by Public Storage	Class Type A	Store Type Self Storage	Rate Volatility 33%	Marketing Scorecard 39/100		Contactability 6/11	Paid Search 0/35	Search 9/15	Social Media 3/14	Website 21/25	
Monday - Friday	09:30 AM - 06:00 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
Saturday - Sunday	09:30 AM - 05:00 PM	✗	✓	✗	✓	🚫	🚫	✗	✓	🚫	✓	✓	🚫	✗	✗
	Extra Space 2.92 miles 1790 Peachtree Industrial Blvd, Duluth, GA 30097	Total Square Feet 109,568 sqft	Rentable Square Footage 82,176 sqft	Owned by Extra Space Storage Inc.	Class Type A	Store Type Self Storage	Rate Volatility 40%	Marketing Scorecard 35/100		Contactability 9/11	Paid Search 0/35	Search 2/15	Social Media 3/14	Website 21/25	
Monday - Friday	09:30 AM - 06:00 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
Saturday	09:00 AM - 05:30 PM	✗	🚫	✗	🚫	✗	✓	✗	🚫	✗	🚫	✗	🚫	✗	🚫
Sunday	Closed														

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
 CubeSmart Self Storage of Duluth 3.54 miles 3494 Gwinnett Place Dr, Duluth, GA 30096		Total Square Feet 93,060 sqft Rentable Square Footage 69,795 sqft Owned by CubeSmart Self Storage Class Type A Store Type Self Storage Rate Volatility 23%		Marketing Scorecard 42/100 Contactability 6/11 Paid Search 5/35 Search 7/15 Social Media 3/14 Website 21/25									
Friday	09:30 AM - 06:00 PM	Saturday	08:30 AM - 05:00 PM	Sunday	11:00 AM - 03:00 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	✗	✗
 Compass Self Storage - Duluth 3.67 miles 1800 Sullivan Drive, Duluth, GA 30096		Total Square Feet 93,956 sqft Rentable Square Footage 79,862 sqft Owned by Compass Self Storage Class Type B Store Type Self Storage Rate Volatility 4%		Marketing Scorecard 28/100 Contactability 0/11 Paid Search 0/35 Search 5/15 Social Media 3/14 Website 20/25									
Monday - Friday	09:30 AM - 06:00 PM	Saturday	09:00 AM - 05:00 PM	Sunday	10:00 AM - 03:00 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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗
 Extra Space 3.84 miles 3357 Breckinridge Blvd, Duluth, GA 30096		Total Square Feet 103,591 sqft Rentable Square Footage 77,693 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 91%		Marketing Scorecard 39/100 Contactability 9/11 Paid Search 5/35 Search 1/15 Social Media 3/14 Website 21/25									
Monday - Friday	09:30 AM - 06:00 PM	Saturday	09:00 AM - 05:30 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
✗	🚫	✗	🚫	🚫	✓	✗	✓	🚫	🚫	✗	🚫	✗	🚫
 Public Storage 4.28 miles 4475 Satellite Blvd, Duluth, GA 30096		Total Square Feet 82,110 sqft Rentable Square Footage 78,004 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 28%		Marketing Scorecard 41/100 Contactability 6/11 Paid Search 5/35 Search 6/15 Social Media 3/14 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗

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