

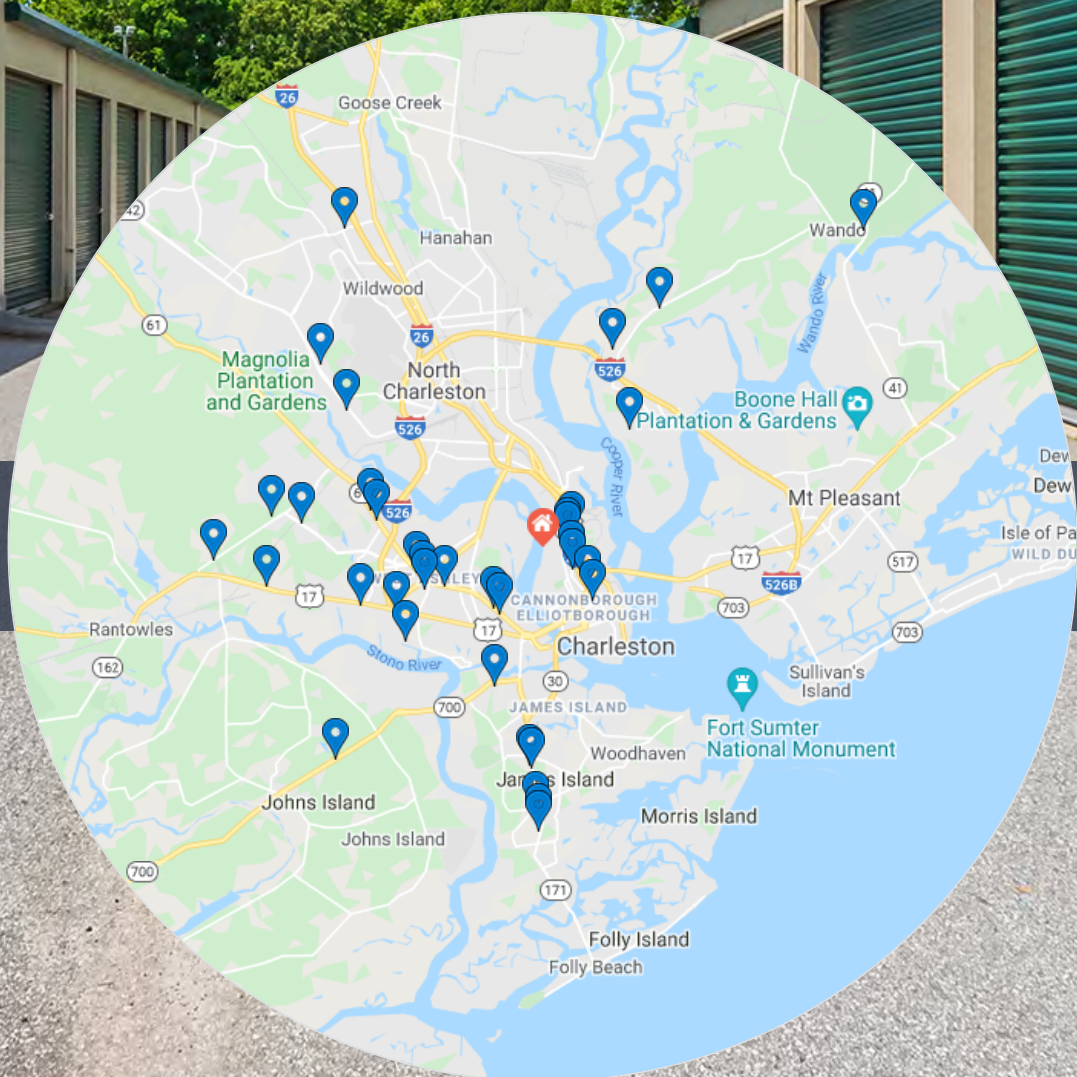
stortrack

EXPLORER

Market Report

Produced on Nov 15 2021

Report for:
Charleston, SC



stortrack

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Market Summary

Market: Charleston, SC

Market Type: City

Comparisons are made with: National Totals and Averages and South Carolina 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	South Carolina
No. of Stores in Market	36	52,636	1,016

Current Supply to Market:

There is 7.72 square feet/capita supply in this market. The US national average is 7.31 sqft/capita, and the South Carolina state average is 6.73 sqft/capita.

Across all unit types, there is currently 25% of inventory offline (not available). The US national figure at the moment is 38.69% of inventory offline and the South Carolina state number is 35.14% 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 -13.85%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is up, by 12.78%. The South Carolina state is showing a rate trend down for the last 3 months of -0.19%.

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 1.89%.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 1,808 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	1,534,881	34,800,601	2,372,266,966
Sq Ft per Capita	7.72	6.73	7.31
Sq Ft per Household	19.25	17.56	7.49
Stores	36	1,016	52,636
New Developments	1	29	1,807
Stores opened within the last year	0	5	414
Population	198,884	5,173,770	324,697,795
Households	79,716	1,981,592	316,606,796
Rental Households	35,070	588,023	108,115,493
Rental Households Percentage	43.99%	30.6%	34.15%
Median Household Income	\$48,259	\$53,199	\$62,843
Average Rate per Sq Ft	\$1.71	\$1.43	\$1.88
Rate Trend (12 months)	18.76%	-0.19%	12.78%
Units Not Advertised	10%	20%	21%

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).

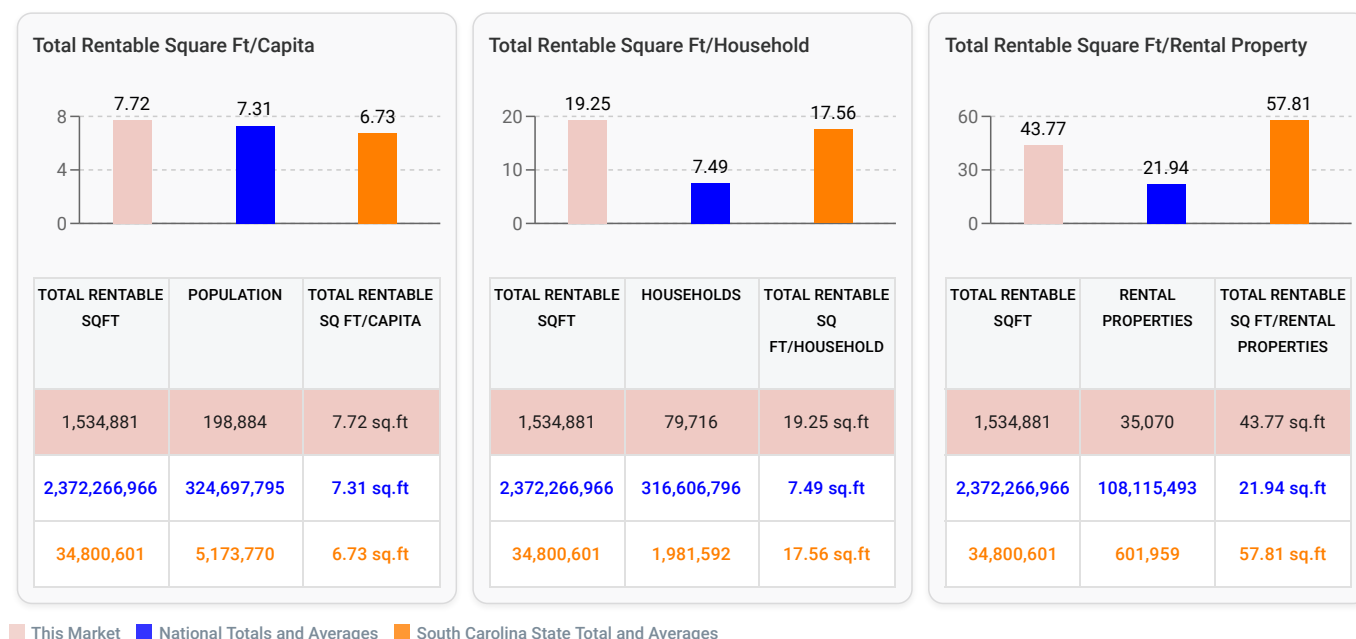
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
36	19	52.78%	12	33.33%	5	13.89%
52,636	8,211	15.60%	20,733	39.39%	23,692	45.01%
1,016	187	18.41%	424	41.73%	405	39.86%

■ This Market ■ National Totals and Averages ■ South Carolina 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.

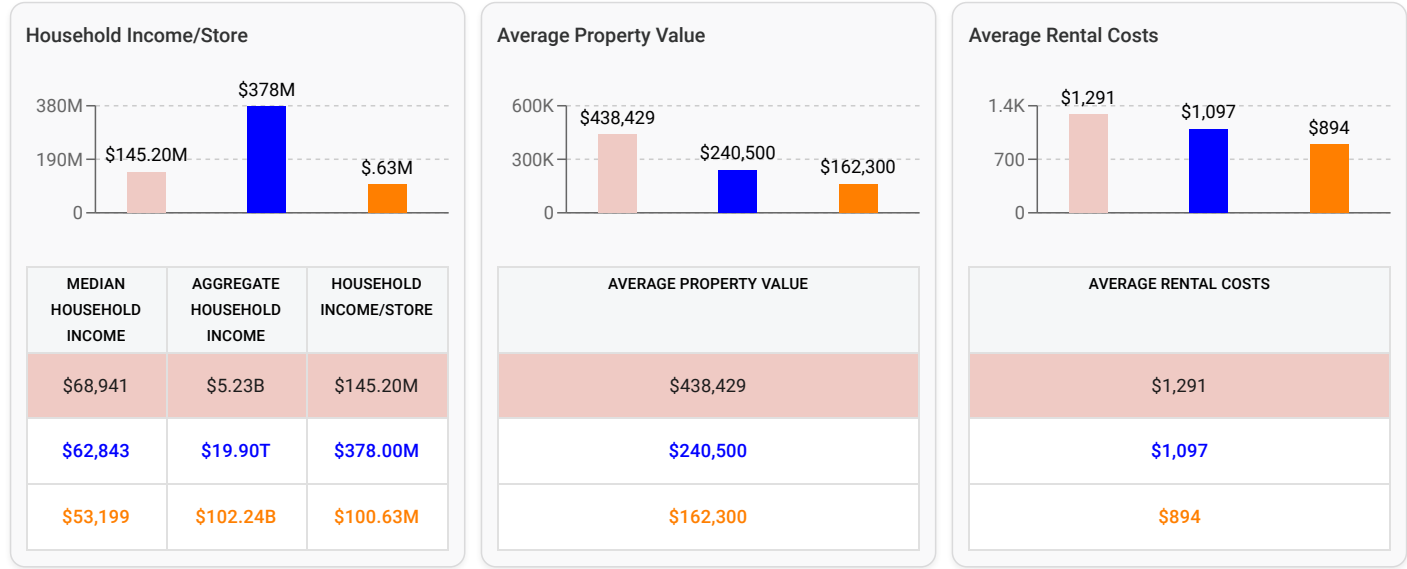
Demographic data based on the U.S. Census Bureau's 2019 American Community Survey.



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 South Carolina 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
\$1.71	\$1.30	\$1.94	\$1.99	\$2.72	\$1.58	\$2.16	\$1.16	\$1.62	\$1.20	\$1.58	\$1.07	\$1.50	\$1.29	\$1.63	N/A	\$0.75
\$1.91	\$1.99	\$1.79	\$2.37	\$2.67	\$1.53	\$1.97	\$1.18	\$1.57	\$1.01	\$1.40	\$0.88	\$1.35	\$0.78	\$1.30	\$8.76	\$6.13
\$1.43	\$1.40	\$1.47	\$1.73	\$2.12	\$1.27	\$1.63	\$0.99	\$1.33	\$0.89	\$1.24	\$0.84	\$1.22	\$0.79	\$1.19	\$3.97	\$4.69

This Market National Totals and Averages South Carolina 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
\$165.89	\$146.48	\$176.92	\$49.78	\$68.10	\$79.20	\$107.85	\$116.17	\$161.97	\$180.57	\$237.63	\$213.21	\$299.40	\$388.04	\$489.60	N/A	\$131.79
\$142.91	\$130.61	\$162.73	\$59.30	\$66.66	\$76.68	\$98.56	\$117.89	\$157.13	\$151.57	\$210.50	\$175.88	\$270.43	\$233.44	\$390.82	\$112.04	\$131.42
\$132.27	\$116.32	\$149.91	\$43.22	\$52.89	\$63.30	\$81.67	\$98.86	\$132.68	\$133.10	\$185.79	\$167.60	\$244.92	\$236.50	\$355.54	\$134.23	\$110.60

■ This Market
 ■ National Totals and Averages
 ■ South Carolina 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		SOUTH CAROLINA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	27(90%)	3(10%)	32,256(79%)	8,730(21%)	659(80%)	161(20%)
ALL REG	18(64%)	10(36%)	27,776(70%)	11,676(30%)	563(71%)	225(29%)
ALL CC	22(81%)	5(19%)	15,295(64%)	8,754(36%)	396(70%)	167(30%)
5X5 REG	7(41%)	10(59%)	9,286(43%)	12,482(57%)	140(38%)	227(62%)
5X5 CC	13(59%)	9(41%)	9,609(50%)	9,667(50%)	207(50%)	205(50%)
5X10 REG	14(58%)	10(42%)	18,623(58%)	13,616(42%)	382(60%)	256(40%)
5X10 CC	14(56%)	11(44%)	12,062(54%)	10,155(46%)	289(57%)	220(43%)
10X10 REG	15(60%)	10(40%)	20,426(59%)	14,424(41%)	426(61%)	267(39%)
10X10 CC	16(59%)	11(41%)	12,134(54%)	10,470(46%)	328(61%)	208(39%)
10X15 REG	10(45%)	12(55%)	16,423(53%)	14,728(47%)	345(54%)	292(46%)
10X15 CC	12(50%)	12(50%)	10,097(49%)	10,620(51%)	272(54%)	236(46%)
10X20 REG	12(50%)	12(50%)	17,960(53%)	15,972(47%)	340(50%)	340(50%)
10X20 CC	14(54%)	12(46%)	8,292(44%)	10,754(56%)	236(50%)	240(50%)
10X30 REG	3(18%)	14(82%)	9,797(41%)	14,137(59%)	145(32%)	310(68%)
10X30 CC	4(24%)	13(76%)	2,744(28%)	7,015(72%)	86(32%)	186(68%)
CAR PARKING	0(0%)	9(100%)	1,446(10%)	13,478(90%)	18(6%)	289(94%)
RV PARKING	3(18%)	14(82%)	5,358(30%)	12,351(70%)	97(26%)	271(74%)

■ This Market
 ■ National Totals and Averages
 ■ South Carolina State Total 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.

Stage	Planning
Project Type	Addition/Expansion
Store Name	U-Haul Moving & Storage at King St
Owner Name	--
Operator/Management Name	--
Operator Type	--
Address	584 King St, Charleston, SC 29403
Acres	--
Building Square Footage	0
Floors	5
Number of Units	--
Number of Buildings	--
Estimated Value	0
Expected Open Date	30-Sep-2022
Additional Property Information	Construction/renovation plans for a 5-story self-storage facility and accessory uses and associated improvements.
Source URL	https://sc-charleston.publicaccessnow.com/RealPropertyRecordSearch/RealPropertyInfo.aspx?p=4600802002&a=1326224 ; https://www.charleston-sc.gov/DocumentCenter/View/28795/BID-MAJOR-PROJECTS
Notes	--
Last Checked Date	27-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

Carters City Self Storage 0.69 mile
2143 Heriot St, Charleston, SC 29403
Monday - Friday **09:00 AM - 04:00 PM**
Saturday - Sunday **Closed**






Total Square Feet
Rentable Square Footage
Owned by
Class Type
Store Type
Rate Volatility

44,740 sqft
38,029 sqft
Carters City Self Storage
B
Self Storage
N/A






Marketing Scorecard **14/100**
Contactability **3/11**
Paid Search **5/35**
Search **0/15**
Social Media **0/14**
Website **6/25**

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

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type ✗ Rate previously available, but not currently advertised </div>													
<div>  Extra Space 0.71 mile 2118 Heriot St, Charleston, SC 29403 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed </div>													
<div> Total Square Feet 35,178 sqft Rentable Square Footage 29,901 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 50% </div>													
<div> Marketing Scorecard 42/100 Contactability 6/11 Paid Search 8/35 Search 4/15 Social Media 8/14 Website 16/25 </div>													
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
<div>  Stache Storage of Charleston 0.86 mile 1134 King St, Charleston, SC 29403 Monday - Sunday 12:00 AM - 11:59 PM </div>													
<div> Total Square Feet 56,937 sqft* Rentable Square Footage 54,090 sqft Owned by Stache Storage of Charleston Class Type C Store Type Self Storage Rate Volatility N/A </div>													
<div> Marketing Scorecard 6/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 6/25 </div>													
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Life Storage - Meeting Street Rd 0.88 mile 1540 Meeting Street Rd, Charleston, SC 29405 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed </div>													
<div> Total Square Feet 34,888 sqft* Rentable Square Footage 26,166 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 36% </div>													
<div> Marketing Scorecard 45/100 Contactability 9/11 Paid Search 5/35 Search 2/15 Social Media 8/14 Website 21/25 </div>													
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
✗	✗	✗	✗	✗	✗	✗	✓	✗	✓	✗	✗	✗	✗
<div>  Big Bertha Storage 1 mile 1056 King Street Suite 200, Charleston, SC 29403 Monday - Sunday 06:00 AM - 10:00 PM </div>													
<div> Total Square Feet 15,532 sqft Rentable Square Footage 13,202 sqft Owned by Big Bertha Storage Class Type B Store Type Self Storage Rate Volatility 0% </div>													
<div> Marketing Scorecard 18/100 Contactability 3/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 10/25 </div>													
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
✗	✗	✗	✗	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗
<div>  Go Store It - Charleston 1.57 miles 17 Walnut Street, Charleston, SC 29403 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed </div>													
<div> Total Square Feet 99,118 sqft* Rentable Square Footage 74,338 sqft Owned by Go Store It Class Type B Store Type Self Storage Rate Volatility 3% </div>													
<div> Marketing Scorecard 30/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 1/14 Website 18/25 </div>													
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

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  U-Haul Moving & Storage at King St 1.91 miles 584 King St, Charleston, SC 29403 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 </div>													
<div> Total Square Feet 12,203 sqft Rentable Square Footage 11,592 sqft Owned by U-Haul International Inc. Class Type B Store Type Self Storage Rate Volatility 0% </div>													
<div> Marketing Scorecard 43/100 Contactability 9/11 Paid Search 5/35 Search 0/15 Social Media 8/14 Website 21/25 </div>													
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
✗	✗	🚫	✗	🚫	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Extra Space 2.02 miles 810 St Andrews Blvd, Charleston, SC 29407 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed </div>													
<div> Total Square Feet 35,340 sqft Rentable Square Footage 26,505 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 51% </div>													
<div> Marketing Scorecard 46/100 Contactability 6/11 Paid Search 11/35 Search 5/15 Social Media 8/14 Website 16/25 </div>													
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	✗	🚫	✗	✗
<div>  Lane Properties of Charleston, LLC 2.05 miles 746 Saint Andrews Boulevard, Suite B, Charleston, SC 29407 Monday - Friday 08:00 AM - 05:00 PM Saturday - Sunday Closed </div>													
<div> Total Square Feet 51,987 sqft* Rentable Square Footage 49,387 sqft Owned by Lane Properties of Charleston, LLC Class Type C Store Type Storage Rate Volatility N/A </div>													
<div> Marketing Scorecard 11/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 2/14 Website 9/25 </div>													
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Extra Space 2.75 miles 1533 Ashley River Rd, Charleston, SC 29407 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed </div>													
<div> Total Square Feet 47,480 sqft Rentable Square Footage 45,106 sqft Owned by Extra Space Storage Inc. Class Type B Store Type Self Storage Rate Volatility 78% </div>													
<div> Marketing Scorecard 47/100 Contactability 6/11 Paid Search 13/35 Search 4/15 Social Media 8/14 Website 16/25 </div>													
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
✓	✗	🚫	✗	✓	✗	🚫	✗	🚫	✗	🚫	✗	✗	✗
<div>  Public Storage 3.23 miles 1833 Sam Rittenberg Blvd, Charleston, SC 29407 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM </div>													
<div> Total Square Feet 31,080 sqft Rentable Square Footage 29,526 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 26% </div>													
<div> Marketing Scorecard 44/100 Contactability 8/11 Paid Search 9/35 Search 4/15 Social Media 2/14 Website 21/25 </div>													
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

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  <div> Lane Properties Of Charleston 3.26 miles 1023 Wappoo Road, Suite A-16, Charleston, SC 29407 </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 91,800 sqft 87,210 sqft Lane Properties of Charleston, LLC C Storage N/A </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 0/100 0/11 0/35 0/15 0/14 0/25 </div> </div>													
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> CubeSmart Self Storage of Charleston 3.32 miles 1861 Ashley River Rd, Charleston, SC 29407 </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 57,490 sqft* 43,117 sqft CubeSmart Self Storage A Self Storage 9% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 36/100 6/11 5/35 2/15 2/14 21/25 </div> </div>													
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
✗	✓	✗	✓	✗	✓	✗	✓	🚫	✓	✗	✗	✗	✗
<div>  <div> CubeSmart Self Storage of Charleston 3.81 miles 460 Seven Farms Dr, Charleston, SC 29492 </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 76,030 sqft 72,228 sqft CubeSmart Self Storage A Self Storage 8% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 37/100 6/11 5/35 2/15 3/14 21/25 </div> </div>													
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
✓	✓	✓	✓	✓	✓	🚫	🚫	✓	🚫	✓	✗	✗	✗
<div>  <div> Extra Space 3.83 miles 1951 Maybank Hwy, Charleston, SC 29412 </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 30,275 sqft 28,761 sqft Extra Space Storage Inc. B Self Storage 68% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 47/100 6/11 13/35 4/15 8/14 16/25 </div> </div>													
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
🚫	🚫	✓	🚫	✓	✓	🚫	✗	🚫	✗	🚫	✗	🚫	✓
<div>  <div> CubeSmart Self Storage of Charleston 4.13 miles 1977 Savannah Hwy, Charleston, SC 29407 </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 61,260 sqft 58,197 sqft CubeSmart Self Storage B Self Storage 18% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 36/100 6/11 5/35 2/15 2/14 21/25 </div> </div>													
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

No Image Available

Fox Run Self Storage-Charleston

4.32 miles

1910 Capri Dr, Charleston, SC 29407

Total Square Feet

Rentable Square Footage

Owned by

Class Type

Store Type

Rate Volatility

34,525 sqft

32,798 sqft

Fox Run Self Storage

B

Self Storage

N/A

Marketing Scorecard

0/100

Contactability

Paid Search

Search

Social Media

Website

0/11

0/35

0/15

0/14

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

Public Storage

4.35 miles

2363 Ashley River Road, Charleston, SC 29414

Monday - Friday

09:30 AM - 06:00 PM

Saturday - Sunday

09:30 AM - 05:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Class Type

Store Type

Rate Volatility

50,755 sqft

38,066 sqft

Public Storage

A

Self Storage

13%

Marketing Scorecard

41/100

Contactability

Paid Search

Search

Social Media

Website

8/11

5/35

4/15

3/14

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

Assured Storage of Charleston

4.55 miles

2455 Ashley River Road, Charleston, SC 29414

Monday - Saturday

09:30 AM - 05:15 PM

Sunday

Closed

Total Square Feet

Rentable Square Footage

Owned by

Class Type

Store Type

Rate Volatility

57,250 sqft

48,662 sqft

Assured Storage LLC

B

Self Storage

0%

Marketing Scorecard

18/100

Contactability

Paid Search

Search

Social Media

Website

3/11

0/35

0/15

2/14

13/25

5x5 Reg

5x5 CC

5x10 Reg

5x10 CC

10x10 Reg

10x10 CC

10x15 Reg

10x15 CC

10x20 Reg

10x20 CC

10x30 Reg

10x30 CC

Car Parking

RV Parking

Extra Space

4.95 miles

2343 Savannah Hwy, Charleston, SC 29414

Monday - Friday

09:30 AM - 06:00 PM

Saturday

09:00 AM - 05:30 PM

Sunday

Closed

Total Square Feet

Rentable Square Footage

Owned by

Class Type

Store Type

Rate Volatility

32,293 sqft

30,678 sqft

Extra Space Storage Inc.

A

Self Storage

80%

Marketing Scorecard

47/100

Contactability

Paid Search

Search

Social Media

Website

6/11

13/35

4/15

8/14

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

Climate Masters Indoor Storage - Daniel Island

5.47 miles

634 Marina Drive Daniel Island, Charleston, SC 29492

Monday - Friday

09:00 AM - 05:00 PM

Saturday - Sunday

Closed

Total Square Feet

Rentable Square Footage

Owned by

Class Type

Store Type

Rate Volatility

35,507 sqft

26,630 sqft

Climate Masters Indoor Storage

B

Self Storage

0%

Marketing Scorecard

28/100

Contactability

Paid Search

Search

Social Media

Website

6/11

5/35

0/15

1/14

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






All Stores List Continued

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  Go Store It - James Island 5.69 miles 951 Folly Rd., Charleston, SC 29412 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM </div>													
Total Square Feet 5,341 sqft Rentable Square Footage 4,539 sqft Owned by Go Store It Class Type A Store Type Self Storage Rate Volatility 9%										Marketing Scorecard 30/100 Contactability 6/11 Paid Search 5/35 Search 0/15 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
<div>  CubeSmart Self Storage of Charleston 5.77 miles 1003 Folly Rd, Charleston, SC 29412 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM </div>													
Total Square Feet 42,600 sqft Rentable Square Footage 40,470 sqft Owned by CubeSmart Self Storage Class Type B Store Type Self Storage Rate Volatility 9%										Marketing Scorecard 41/100 Contactability 6/11 Paid Search 5/35 Search 7/15 Social Media 2/14 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
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	🚫	✗	✗	✗
<div>  Public Storage 6.19 miles 5715 Dorchester Road, Charleston, SC 29418 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM </div>													
Total Square Feet 36,090 sqft Rentable Square Footage 34,285 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 26%										Marketing Scorecard 40/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 2/14 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
✓	✗	✓	✗	🚫	✗	✗	✗	✓	✗	✗	✗	✗	✗
<div>  Extra Space 6.27 miles 3510 Glenn McConnell Pkwy, Charleston, SC 29414 Monday - Sunday 06:00 AM - 10:00 PM </div>													
Total Square Feet 69,792 sqft Rentable Square Footage 59,323 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 68%										Marketing Scorecard 48/100 Contactability 6/11 Paid Search 13/35 Search 6/15 Social Media 7/14 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
✗	✓	✗	🚫	✗	🚫	✗	✓	✗	✓	✗	🚫	✗	✓
<div>  Public Storage 6.92 miles 1439 Folly Road, Charleston, SC 29412 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM </div>													
Total Square Feet 51,193 sqft Rentable Square Footage 48,633 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 33%										Marketing Scorecard 44/100 Contactability 8/11 Paid Search 5/35 Search 7/15 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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	🚫	🚫	✗	✗

All Stores List Continued

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  U-Haul Moving & Storage of Wambaw Creek 6.96 miles 2076 Wambaw Creek Rd, Charleston, SC 29492 Monday - Saturday 09:00 AM - 06:00 PM Sunday 12:00 PM - 04:00 PM Total Square Feet 83,215 sqft Rentable Square Footage 62,429 sqft Owned by U-Haul International Inc. Class Type B Store Type Self Storage Rate Volatility 1% Marketing Scorecard 42/100 Contactability 9/11 Paid Search 5/35 Search 0/15 Social Media 7/14 Website 21/25 </div>													
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
✓	✓	✓	✓	✓	✓	✓	🚫	✓	✓	✓	🚫	✗	✓
<div>  Monster Self Storage 7.08 miles 45 Grand Oaks Blvd, Charleston, SC 29414 Monday - Saturday 09:00 AM - 06:00 PM Sunday Closed Total Square Feet 77,696 sqft Rentable Square Footage 66,041 sqft Owned by Monster Self Storage Centers Class Type B Store Type Self Storage Rate Volatility 3% Marketing Scorecard 30/100 Contactability 8/11 Paid Search 5/35 Search 0/15 Social Media 2/14 Website 15/25 </div>													
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
<div>  CubeSmart Self Storage of Charleston 7.23 miles 3180 Marginal Rd, Charleston, SC 29414 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM Total Square Feet 57,782 sqft Rentable Square Footage 49,114 sqft Owned by CubeSmart Self Storage Class Type A Store Type Self Storage Rate Volatility 7% Marketing Scorecard 36/100 Contactability 6/11 Paid Search 5/35 Search 2/15 Social Media 2/14 Website 21/25 </div>													
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
✗	✓	🚫	✓	✓	✓	✓	✓	✓	🚫	✗	✗	✗	✗
<div>  James Island Storage, Inc. 7.25 miles 1719 Signal Point Road, Charleston, SC 29412 Monday - Friday 09:00 AM - 04:00 PM Saturday - Sunday Closed Total Square Feet 18,085 sqft Rentable Square Footage 17,180 sqft Owned by James Island Storage Class Type B Store Type Self Storage Rate Volatility 0% Marketing Scorecard 21/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 0/14 Website 10/25 </div>													
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
✗	✗	✓	✓	✓	✓	✗	✗	✓	✓	✗	✗	✗	✗
<div>  Storage Sense - Charleston 7.41 miles 1573 Folly Road, Charleston, SC 29412 Monday - Friday 09:30 AM - 05:30 PM Saturday 09:30 AM - 02:00 PM Sunday Closed Total Square Feet 40,008 sqft Rentable Square Footage 38,007 sqft Owned by Storage Sense Class Type B Store Type Self Storage Rate Volatility 10% Marketing Scorecard 32/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 2/14 Website 19/25 </div>													
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													
<div>  Public Storage 7.47 miles 6654 Dorchester Road, Charleston, SC 29418 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM </div> <div> Total Square Feet 45,320 sqft Rentable Square Footage 43,054 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 22% </div> <div> Marketing Scorecard 40/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 2/14 Website 21/25 </div>													
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
✗	✗	🚫	🚫	✓	✓	✗	🚫	✓	✓	🚫	🚫	✗	✗
<div>  Island Self Storage 7.7 miles 3153-A Maybank Highway, Charleston, SC 29455 Monday - Friday 09:00 AM - 06:00 PM Saturday 09:00 AM - 04:00 PM Sunday Closed </div> <div> Total Square Feet 27,893 sqft Rentable Square Footage 26,498 sqft Owned by Lane Properties of Charleston, LLC Class Type C Store Type Self Storage Rate Volatility N/A </div> <div> Marketing Scorecard 8/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 2/14 Website 6/25 </div>													
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Pack Rat Self Storage - Bees Ferry 8.56 miles 1260 Bees Ferry Rd, Charleston, SC 29414 </div> <div> Total Square Feet 83,755 sqft Rentable Square Footage 62,816 sqft Owned by Mt.Pleasant Self Storage Class Type B Store Type Storage Rate Volatility N/A </div> <div> Marketing Scorecard 8/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 5/25 </div>													
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Public Storage 9.74 miles 2560 Ashley Phosphate Road, Charleston, SC 29418 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM </div> <div> Total Square Feet 31,160 sqft Rentable Square Footage 29,602 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 42% </div> <div> Marketing Scorecard 40/100 Contactability 8/11 Paid Search 5/35 Search 4/15 Social Media 2/14 Website 21/25 </div>													
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
✗	🚫	✓	🚫	✓	🚫	✓	🚫	🚫	✓	🚫	✗	✗	✗
<div>  CubeSmart Self Storage of Charleston 11.75 miles 1074 Clements Ferry Rd, Charleston, SC 29492 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 11:00 AM - 03:00 PM </div> <div> Total Square Feet 93,370 sqft Rentable Square Footage 88,701 sqft Owned by CubeSmart Self Storage Class Type B Store Type Self Storage Rate Volatility 4% </div> <div> Marketing Scorecard 36/100 Contactability 6/11 Paid Search 5/35 Search 2/15 Social Media 2/14 Website 21/25 </div>													
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