

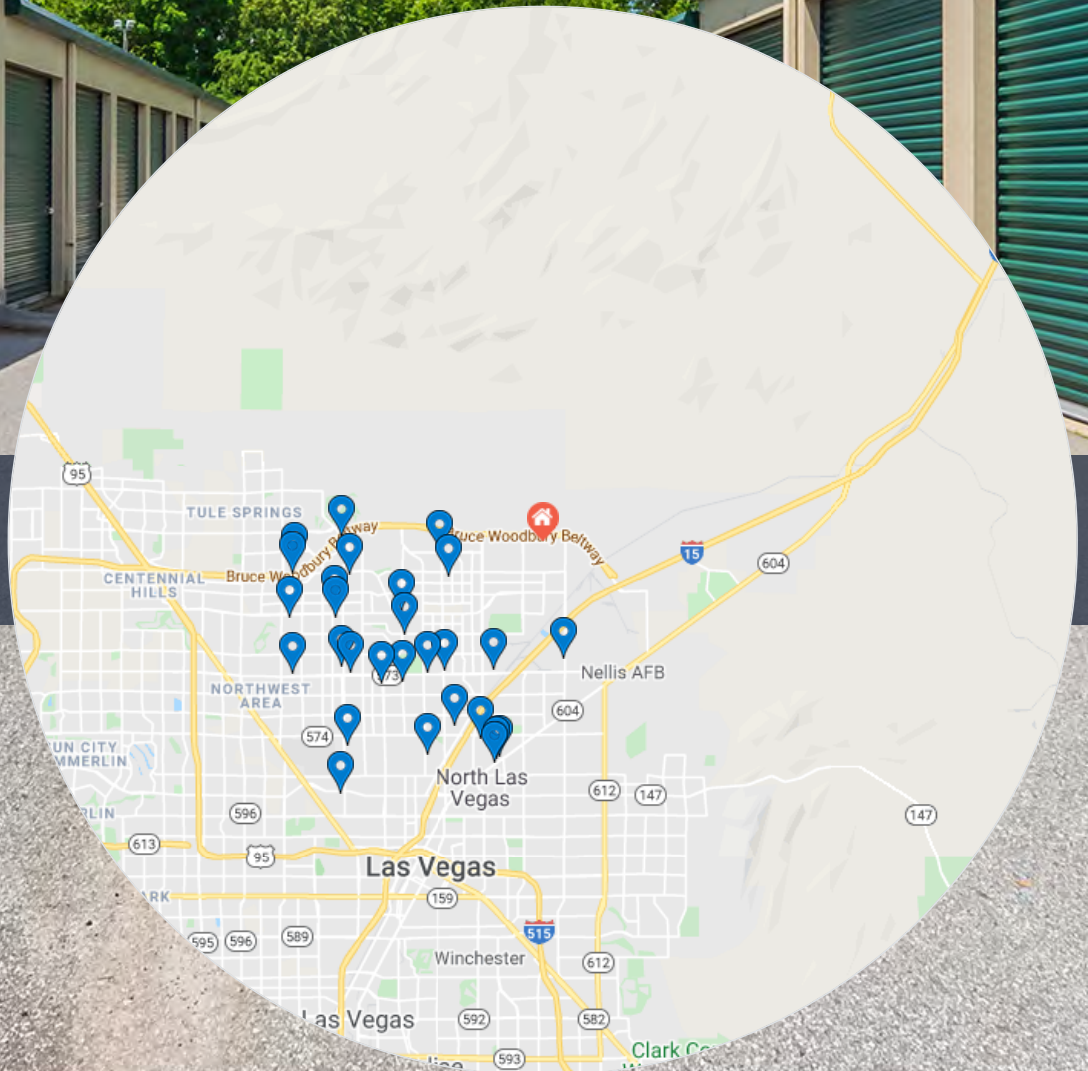
stortrack

# EXPLORER

## Market Report

Produced on Feb 01 2022

Report for:  
North Las Vegas, NV



stortrack

Questions?  
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## Market Summary

**Market:** North Las Vegas, NV

**Market Type:** City

**Comparisons are made with:** National Totals and Averages and Nevada 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	Nevada
No. of Stores in Market	28	55,707	530

### Current Supply to Market:

There is 7.65 square feet/capita supply in this market. The US national average is 7.47 sqft/capita, and the Nevada state average is 10.68 sqft/capita.

Across all unit types, there is currently 17.86% of inventory offline (not available). The US national figure at the moment is 38.63% of inventory offline and the Nevada state number is 31.51% 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 1.84%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 10.34%. The Nevada state is showing a rate trend down for the last 3 months of -1.98%.

### 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 2.27%.

### New Developments:

There are three known new developments in this market.

StorTrack is currently tracking 2,065 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	1,847,438	31,957,997	2,427,101,925
Sq Ft per Capita	7.65	10.68	7.47
Sq Ft per Household	25.19	28.86	7.67
Total Stores	28	530	55,707
New Developments	3	23	2,063
Stores opened within the last year	2	12	125
Population	241,369	2,992,048	324,697,795
Households	73,347	1,107,217	316,606,796
Rental Households	30,672	479,997	108,115,493
Rental Households Percentage	41.82%	43.69%	34.15%
Median Household Income	\$59,835	\$60,365	\$62,843
Average Rate per Sq Ft	\$1.85	\$1.89	\$1.86
Rate Trend (12 months)	21.71%	-1.98%	10.34%
Units Not Advertised	12%	17%	20%

## 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).

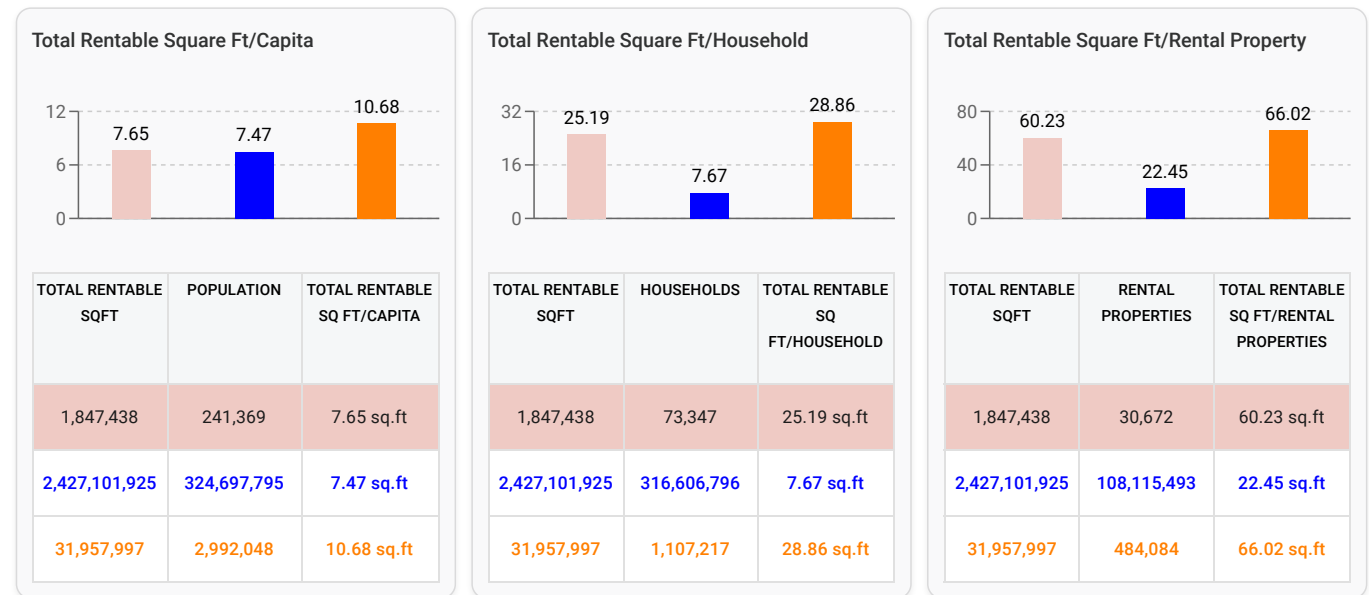
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
28	10	35.71%	14	50.00%	4	14.29%
55,707	8,443	15.16%	21,099	37.87%	26,160	46.96%
530	128	24.15%	202	38.11%	200	37.74%

■ This Market 
 ■ National Totals and Averages 
 ■ Nevada 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.

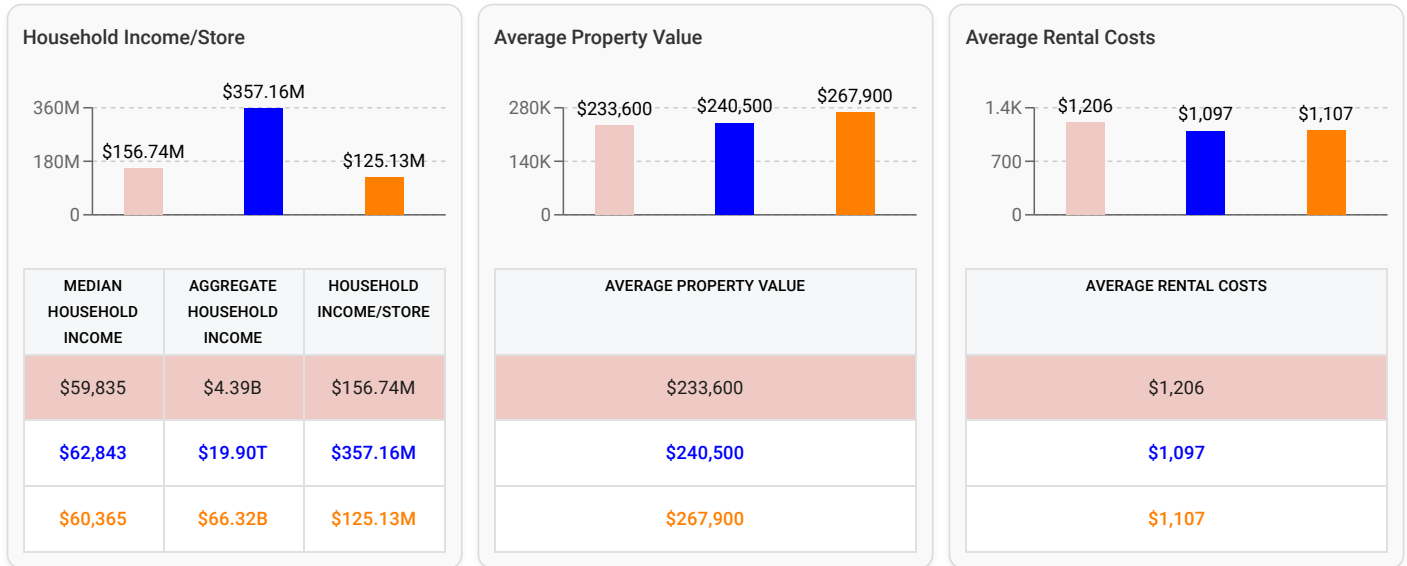


■ This Market 
 ■ National Totals and Averages 
 ■ Nevada State Total and Averages

## 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 
 ■ Nevada 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
\$1.85	\$1.62	\$1.95	\$2.75	\$2.97	\$1.96	\$2.22	\$1.61	\$1.69	\$1.44	\$1.42	\$1.46	\$1.34	\$1.31	\$1.25	N/A	\$1.34
\$1.89	\$1.97	\$1.75	\$2.39	\$2.65	\$1.54	\$1.95	\$1.18	\$1.54	\$1.01	\$1.38	\$0.88	\$1.32	\$0.79	\$1.27	\$8.76	\$6.05
\$1.88	\$1.90	\$1.86	\$2.48	\$2.77	\$1.69	\$2.07	\$1.39	\$1.59	\$1.22	\$1.40	\$1.06	\$1.31	\$1.06	\$1.33	\$1.96	\$4.23

■ This Market 
 ■ National Totals and Averages 
 ■ Nevada 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
\$175.82	\$211.11	\$160.83	\$68.85	\$74.30	\$97.75	\$111.15	\$161.13	\$169.04	\$216.61	\$213.06	\$291.40	\$268.59	\$392.88	\$375.00	N/A	\$168.29
\$143.12	\$131.96	\$161.26	\$59.69	\$66.26	\$76.99	\$97.55	\$117.55	\$154.40	\$152.15	\$206.52	\$176.33	\$264.27	\$237.31	\$382.00	\$117.73	\$133.69
\$160.69	\$166.73	\$153.82	\$62.02	\$69.30	\$84.67	\$103.42	\$138.75	\$159.01	\$182.36	\$209.95	\$211.15	\$262.69	\$318.63	\$399.51	\$152.87	\$166.63

■ This Market 
 ■ National Totals and Averages 
 ■ Nevada 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		NEVADA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	23(88%)	3(12%)	34,173(80%)	8,398(20%)	363(83%)	73(17%)
ALL REG	18(72%)	7(28%)	29,839(73%)	11,128(27%)	326(75%)	107(25%)
ALL CC	20(83%)	4(17%)	16,105(66%)	8,480(34%)	202(74%)	71(26%)
5X5 REG	5(24%)	16(76%)	10,078(46%)	11,986(54%)	98(35%)	180(65%)
5X5 CC	12(50%)	12(50%)	10,326(53%)	9,239(47%)	151(60%)	102(40%)
5X10 REG	5(25%)	15(75%)	20,316(61%)	12,791(39%)	161(45%)	196(55%)
5X10 CC	18(75%)	6(25%)	13,150(58%)	9,478(42%)	169(65%)	93(35%)
10X10 REG	10(42%)	14(58%)	22,526(63%)	13,392(37%)	201(52%)	185(48%)
10X10 CC	18(75%)	6(25%)	13,297(58%)	9,799(42%)	175(67%)	88(33%)
10X15 REG	9(43%)	12(57%)	18,331(57%)	13,636(43%)	156(46%)	182(54%)
10X15 CC	14(67%)	7(33%)	11,146(53%)	9,948(47%)	147(60%)	99(40%)
10X20 REG	10(42%)	14(58%)	20,200(58%)	14,813(42%)	213(56%)	170(44%)
10X20 CC	10(53%)	9(47%)	9,315(48%)	10,172(52%)	86(40%)	127(60%)
10X30 REG	10(43%)	13(57%)	11,066(45%)	13,436(55%)	139(46%)	165(54%)
10X30 CC	2(17%)	10(83%)	3,104(31%)	6,868(69%)	21(17%)	105(83%)
CAR PARKING	0(0%)	11(100%)	1,528(10%)	13,920(90%)	18(9%)	192(91%)
RV PARKING	4(25%)	12(75%)	5,889(32%)	12,455(68%)	82(32%)	173(68%)

■ This Market 
 ■ National Totals and Averages 
 ■ Nevada 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	Final Planning	Planning	In Construction
Project Type	New Building	New Building	New Building
Store Name	--	Centennial & Simmons Mini Storage	Towne Storage - N. 5th
Owner Name	MEQ-Ann, LLC	Allay Investments, LLC	Towne Storage
Operator/Management Name	--	--	Towne Storage Management Co.
Operator Type	--	--	--
Address	345 E Ann Rd, North Las Vegas, NV 89031	SE Centennial Pkwy & Simmons St, North Las Vegas, NV 89031	NW corner N 5th and Washburn, North Las Vegas, NV 89031
Acres	2.34	3.44	7.29
Building Square Footage	104,250	86,500	103,800
Floors	3	3	2
Number of Units	523	496	659
Number of Buildings	4	1	1
Estimated Value	0	10,000,000	0
Expected Open Date	30-Sep-2022	30-Sep-2022	31-May-2022
Additional Property Information	Zoning: From a PUD (Planned Unit Development District) to C-2 (General Commercial District) ; 22 parking spaces	Zoning: C-1 (Neighborhood Commercial District) ; 4996 Sqft Retail building & 69 RV/boat parking stalls	Zoning: C-1;138 RV storage spaces;104 parking spaces
Source URL	<a href="https://apps.cityofnorthlasvegas.com/SirePub/agdocs.aspx?doctype=agenda&amp;itemid=39970">https://apps.cityofnorthlasvegas.com/SirePub/agdocs.aspx?doctype=agenda&amp;itemid=39970</a> ; <a href="https://apps.cityofnorthlasvegas.com/SirePub/agdocs.aspx?doctype=agenda&amp;itemid=39971">https://apps.cityofnorthlasvegas.com/SirePub/agdocs.aspx?doctype=agenda&amp;itemid=39971</a> ; <a href="https://apps.cityofnorthlasvegas.com/SirePub/mtgviewer.aspx?meetid=2616&amp;doctype=MINUTES">https://apps.cityofnorthlasvegas.com/SirePub/mtgviewer.aspx?meetid=2616&amp;doctype=MINUTES</a> ; <a href="https://apps.cityofnorthlasvegas.com/sirepub/cache/2/imtkfab5iwj4yl55ncfy1cz/1910555811302021114640671.PDF">https://apps.cityofnorthlasvegas.com/sirepub/cache/2/imtkfab5iwj4yl55ncfy1cz/1910555811302021114640671.PDF</a>	<a href="https://www.constructionjournal.com/projects/details/b7f4219e72d541d494a24e924a5a55b0.html">https://www.constructionjournal.com/projects/details/b7f4219e72d541d494a24e924a5a55b0.html</a> ; <a href="https://apps.cityofnorthlasvegas.com/sirepub/agview.aspx?agviewmeetid=3486&amp;agviewdoctype=AGENDA">https://apps.cityofnorthlasvegas.com/sirepub/agview.aspx?agviewmeetid=3486&amp;agviewdoctype=AGENDA</a> ; <a href="https://apps.cityofnorthlasvegas.com/sirepub/cache/2/mkptmbtb1lfta445brwb41ic/1937268801042022111424971.PDF">https://apps.cityofnorthlasvegas.com/sirepub/cache/2/mkptmbtb1lfta445brwb41ic/1937268801042022111424971.PDF</a> ; <a href="https://maps.clarkcountynv.gov/assessor/AssessorParcelDetail/ParcelDetail.aspx?hdnParcel=124-29-513-008&amp;hdnlnstance=pcl7">https://maps.clarkcountynv.gov/assessor/AssessorParcelDetail/ParcelDetail.aspx?hdnParcel=124-29-513-008&amp;hdnlnstance=pcl7</a>	<a href="https://townestoragemanagement.com/projects">https://townestoragemanagement.com/projects</a> ; <a href="https://apps.cityofnorthlasvegas.com/SirePub/cache/2/zce0jjed0oksllzv0b0dmtsk/1914314511302021023423193.PDF">https://apps.cityofnorthlasvegas.com/SirePub/cache/2/zce0jjed0oksllzv0b0dmtsk/1914314511302021023423193.PDF</a>
Notes	--	--	<a href="https://apps.cityofnorthlasvegas.com/SireP">https://apps.cityofnorthlasvegas.com/SireP</a>
Last Checked Date	31-Jan-2022	04-Jan-2022	18-Jan-2022

## 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
🏠 Store opened within the last year






	<b>CubeSmart Self Storage (formerly Storage West) of North Las Vegas</b> <small>2.47 miles</small> 787 E Centennial Pkwy, North Las Vegas, NV 89081	Total Square Feet <b>88,704 sqft</b> Rentable Square Footage <b>84,268 sqft</b> Owned by <b>CubeSmart Self Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>1%</b>	<b>Marketing Scorecard</b> <b>33/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>21/25</b>																													
Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>08:30 AM - 05:00 PM</b> Sunday <b>Closed</b>																																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>5x5 Reg</td><td>5x5 CC</td><td>5x10 Reg</td><td>5x10 CC</td><td>10x10 Reg</td><td>10x10 CC</td><td>10x15 Reg</td><td>10x15 CC</td><td>10x20 Reg</td><td>10x20 CC</td><td>10x30 Reg</td><td>10x30 CC</td><td>Car Parking</td><td>RV Parking</td> </tr> <tr> <td style="text-align: center;">✓</td><td style="text-align: center;">🚫</td><td style="text-align: center;">🚫</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✗</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✓</td><td style="text-align: center;">✗</td><td style="text-align: center;">✗</td><td style="text-align: center;">✗</td> </tr> </table>	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	✓	🚫	🚫	✓	✓	✓	✓	✗	✓	✓	✓	✗	✗	✗				
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   
 📅 Store opened within the last year






 <b>Towne Storage - Deer Springs</b> 2.59 miles 280 E Deer Springs Way, North Las Vegas, NV 89084 Monday - Friday <b>09:00 AM - 06:00 PM</b> Saturday <b>08:00 AM - 05:00 PM</b> Sunday <b>Closed</b>														Total Square Feet <b>100,000 sqft</b> Rentable Square Footage <b>75,000 sqft</b> Owned by <b>Towne Storage Management Co.</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>30/100</b> Contactability <b>8/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>21/25</b>	
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				
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✓	✓	✗	✗				
 <b>Fast &amp; EZ Self Storage</b> 2.97 miles 4623 N Lamb Blvd, North Las Vegas, NV 89115 Monday - Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>Closed</b>														Total Square Feet <b>20,625 sqft</b> Rentable Square Footage <b>19,593 sqft</b> Owned by <b>Fast &amp; EZ Self Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>31/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>2/14</b> Website <b>18/25</b>	
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				
🚫	✗	🚫	✗	🚫	✗	🚫	✗	🚫	✗	✗	✗	✗	🚫				
 <b>Life Storage - Berg St</b> 3.43 miles 4480 Berg St, North Las Vegas, NV 89081 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>Closed</b>														Total Square Feet <b>71,441 sqft</b> Rentable Square Footage <b>60,724 sqft</b> Owned by <b>Life Storage, Inc.</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>33%</b>		<b>Marketing Scorecard</b> <b>41/100</b> Contactability <b>9/11</b> Paid Search <b>5/35</b> Search <b>5/15</b> Social Media <b>1/14</b> Website <b>21/25</b>	
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				
✗	🚫	✗	✓	✗	✓	🚫	✓	✗	✓	🚫	✗	✗	✗				
 <b>All Storage of North Valley</b> 3.93 miles 5650 Revere St, North Las Vegas, NV 89031 Monday - Saturday <b>09:00 AM - 04:30 PM</b> Sunday <b>Closed</b>														Total Square Feet <b>79,950 sqft</b> Rentable Square Footage <b>67,957 sqft</b> Owned by <b>All Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>1%</b>		<b>Marketing Scorecard</b> <b>27/100</b> Contactability <b>6/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>20/25</b>	
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				
🚫	✓	🚫	🚫	🚫	✓	🚫	✓	🚫	🚫	🚫	🚫	✗	🚫				
 <b>StorageOne Craig &amp; 5th</b> 4.05 miles 4500 N 5th St, North Las Vegas, NV 89031 Monday - Friday <b>10:00 AM - 06:00 PM</b> Saturday <b>08:00 AM - 04:00 PM</b> Sunday <b>10:00 AM - 04:00 PM</b>														Total Square Feet <b>105,600 sqft</b> Rentable Square Footage <b>100,320 sqft</b> Owned by <b>StorageOne Self Storage</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>33/100</b> Contactability <b>8/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>19/25</b>	
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   
 Store opened within the last year

<b>Crown Self Storage</b> 4.15 miles 725 West Washburn Rd, North Las Vegas, NV 89031 Monday - Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>10:00 AM - 05:00 PM</b>														Total Square Feet <b>49,458 sqft</b> Rentable Square Footage <b>46,985 sqft</b> Owned by <b>Golden State Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>7%</b>		<b>Marketing Scorecard</b> <b>30/100</b> Contactability <b>5/11</b> Paid Search <b>5/35</b> Search <b>1/15</b> Social Media <b>1/14</b> Website <b>18/25</b>	
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				
✓	✓	✗	✓	✓	✓	✗	✗	✓	✗	✓	✗	✗					
<b>U-Haul Moving &amp; Storage at West</b> <b>Craig Rd</b> 4.37 miles 160 W Craig Rd, North Las Vegas, NV 89032 Monday - Thursday <b>07:00 AM - 07:00 PM</b> Friday <b>07:00 AM - 08:00 PM</b> Saturday <b>07:00 AM - 07:00 PM</b> Sunday <b>09:00 AM - 05:00 PM</b>														Total Square Feet <b>99,892 sqft</b> Rentable Square Footage <b>74,919 sqft</b> Owned by <b>U-Haul International Inc.</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>34/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>2/14</b> Website <b>21/25</b>	
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				
			✓					✗	✗	✗	✗	✗	✗				
<b>SmartStop Self Storage - 2555 W Centennial Pkwy</b> 4.9 miles 2555 W Centennial Pkwy, North Las Vegas, NV 89084 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 04:00 PM</b> Sunday <b>10:00 AM - 02:00 PM</b>														Total Square Feet <b>99,849 sqft</b> Rentable Square Footage <b>74,886 sqft</b> Owned by <b>SmartStop Self Storage REIT, Inc</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>26%</b>		<b>Marketing Scorecard</b> <b>36/100</b> Contactability <b>8/11</b> Paid Search <b>5/35</b> Search <b>1/15</b> Social Media <b>2/14</b> Website <b>20/25</b>	
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				
	✓		✓		✓	✓	✓				✗	✗	✗				
<b>Life Storage in North Las Vegas (#8243)</b> 4.93 miles 4280 Revere St, North Las Vegas, NV 89032 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>12:00 PM - 04:00 PM</b>														Total Square Feet <b>125,472 sqft</b> Rentable Square Footage <b>94,104 sqft</b> Owned by <b>Life Storage, Inc.</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>27%</b>		<b>Marketing Scorecard</b> <b>41/100</b> Contactability <b>9/11</b> Paid Search <b>5/35</b> Search <b>5/15</b> Social Media <b>1/14</b> Website <b>21/25</b>	
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				
	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✗	✗				
<b>Dollar Self Storage-North Las Vegas</b> 5.02 miles 455 West Centennial, North Las Vegas, NV 89084 Monday - Saturday <b>09:00 AM - 06:00 PM</b> Sunday <b>10:00 AM - 03:00 PM</b>														Total Square Feet <b>88,425 sqft</b> Rentable Square Footage <b>84,003 sqft</b> Owned by <b>Dollar Self Storage</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>		<b>Marketing Scorecard</b> <b>29/100</b> Contactability <b>3/11</b> Paid Search <b>5/35</b> Search <b>2/15</b> Social Media <b>1/14</b> Website <b>18/25</b>	
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

<span style="color: green;">✓</span> Rate available for this unit type <span style="color: red;">✗</span> Rate not available for this unit type <span style="color: gray;">🚫</span> Rate previously available, but not currently advertised <span style="color: red;">📅</span> Store opened within the last year													
 <b>Fast &amp; Ez Self Storage - North Las Vegas</b> 5.12 miles 915 E. Colton Avenue, North Las Vegas, NV 89030 Monday - Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>Closed</b>		Total Square Feet <b>29,522 sqft</b> Rentable Square Footage <b>22,141 sqft</b> Owned by <b>Fast &amp; Ez Self Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>	<b>Marketing Scorecard 11/100</b> Contactability <b>0/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>5/25</b>										
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
✗	✗	🚫	✗	🚫	✗	✗	✗	✗	✗	✗	✗	✗	✗
 <b>Public Storage</b> 5.14 miles 2435 E Cheyenne Ave, North Las Vegas, NV 89030 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday - Sunday <b>09:30 AM - 05:00 PM</b>		Total Square Feet <b>102,625 sqft</b> Rentable Square Footage <b>87,231 sqft</b> Owned by <b>Public Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>22%</b>	<b>Marketing Scorecard 39/100</b> Contactability <b>8/11</b> Paid Search <b>5/35</b> Search <b>4/15</b> Social Media <b>1/14</b> Website <b>21/25</b>										
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
✗	✓	✗	✓	✓	✓	✗	✓	🚫	✓	🚫	✗	✗	✗
 <b>Towne Storage</b> 5.34 miles 4254 N Martin Luther King Blvd, North Las Vegas, NV 89032 Monday - Friday <b>09:00 AM - 06:00 PM</b> Saturday <b>08:00 AM - 05:00 PM</b> Sunday <b>Closed</b>		Total Square Feet <b>74,000 sqft</b> Rentable Square Footage <b>62,900 sqft</b> Owned by <b>Towne Storage Management Co.</b> Class Type <b>C</b> Store Type <b>Self Storage</b> Rate Volatility <b>0%</b>	<b>Marketing Scorecard 30/100</b> Contactability <b>8/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>21/25</b>										
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
✓	✓	✗	✓	✓	✓	✗	✓	✓	✓	✓	✗	✗	✗
 <b>Life Storage - Ferrell St</b> 5.44 miles 5714 Ferrell St, North Las Vegas, NV 89031 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>12:00 PM - 04:00 PM</b>		Total Square Feet <b>73,040 sqft</b> Rentable Square Footage <b>69,388 sqft</b> Owned by <b>Life Storage, Inc.</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>25%</b>	<b>Marketing Scorecard 43/100</b> Contactability <b>9/11</b> Paid Search <b>5/35</b> Search <b>7/15</b> Social Media <b>1/14</b> Website <b>21/25</b>										
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
✗	🚫	✗	✓	✗	✓	🚫	✓	🚫	🚫	✗	✗	✗	✓
 <b>Extra Space</b> 5.48 miles 2824 E Evans Ave, North Las Vegas, NV 89030 Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:30 PM</b> Sunday <b>Closed</b>		Total Square Feet <b>63,075 sqft</b> Rentable Square Footage <b>59,921 sqft</b> Owned by <b>Extra Space Storage Inc.</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>58%</b>	<b>Marketing Scorecard 27/100</b> Contactability <b>3/11</b> Paid Search <b>0/35</b> Search <b>2/15</b> Social Media <b>1/14</b> Website <b>21/25</b>										
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  
 Store opened within the last year

<b>Extra Space</b> 5.5 miles 3155 W Ann Rd, North Las Vegas, NV 89031		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		<b>97,900 sqft</b> <b>83,215 sqft</b> <b>Extra Space Storage Inc.</b> <b>A</b> <b>Self Storage</b> <b>54%</b>		<b>Marketing Scorecard</b> <b>27/100</b> Contactability <b>3/11</b> Paid Search <b>0/35</b> Search <b>2/15</b> Social Media <b>1/14</b> Website <b>21/25</b>							
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:30 PM</b> Sunday <b>Closed</b>													
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
✗	✓		✓	✗	✓	✗	✓			✓	✗		✓

<b>U-Haul Moving &amp; Storage of N Las Vegas</b> 5.55 miles 2671 N Las Vegas Blvd, North Las Vegas, NV 89030		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		<b>97,710 sqft</b> <b>92,824 sqft</b> <b>U-Haul International Inc.</b> <b>C</b> <b>Self Storage</b> <b>0%</b>		<b>Marketing Scorecard</b> <b>34/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>2/14</b> Website <b>21/25</b>							
Monday - Thursday <b>07:00 AM - 07:00 PM</b> Friday <b>07:00 AM - 08:00 PM</b> Saturday <b>07:00 AM - 07:00 PM</b> Sunday <b>09:00 AM - 05:00 PM</b>													
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
✗		✗	✓	✗		✗		✗		✗	✗	✗	✗






<b>AAA Storage - NV</b> 5.67 miles 2647 N Las Vegas Blvd c, North Las Vegas, NV 89030		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		<b>54,595 sqft</b> <b>46,405 sqft</b> <b>AAA Storage</b> <b>B</b> <b>Self Storage</b> <b>0%</b>		<b>Marketing Scorecard</b> <b>12/100</b> Contactability <b>0/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>0/14</b> Website <b>7/25</b>							
Monday - Sunday <b>12:00 AM - 11:59 PM</b>													
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
✗	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	

<b>CubeSmart Self Storage (formerly Storage West) of North Las Vegas</b> 5.8 miles 2480 W Craig Rd, North Las Vegas, NV 89032		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		<b>71,714 sqft</b> <b>68,128 sqft</b> <b>CubeSmart Self Storage</b> <b>B</b> <b>Self Storage</b> <b>0%</b>		<b>Marketing Scorecard</b> <b>33/100</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>1/14</b> Website <b>21/25</b>							
Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>08:30 AM - 05:00 PM</b> Sunday <b>Closed</b>													
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
✗	✓	✗	✓	✓	✓	✓	✗	✓	✗	✓	✗	✗	✗

<b>Shield Storage</b> 5.89 miles 4430 Simmons St., North Las Vegas, NV 89031		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility		<b>47,694 sqft</b> <b>45,309 sqft</b> <b>Shield Storage</b> <b>B</b> <b>Self Storage</b> <b>16%</b>		<b>Marketing Scorecard</b> <b>39/100</b> Contactability <b>11/11</b> Paid Search <b>5/35</b> Search <b>3/15</b> Social Media <b>1/14</b> Website <b>19/25</b>							
Monday - Friday <b>09:00 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>Closed</b>													
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  
 🗓️ Store opened within the last year

 <b>Nevada Wine Storage</b> 6.07 miles 2820 N Commerce St, North Las Vegas, NV 89030		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	N/A 0 sqft Nevada Wine Storage B Pending N/A	<b>Marketing Scorecard</b> Contactability Paid Search Search Social Media Website	4/100 0/11 0/35 0/15 0/14 4/25								
Monday - Tuesday	<b>Closed</b>												
Wednesday	<b>09:00 AM - 12:00 PM</b>												
Thursday	<b>Closed</b>												
Friday	<b>09:00 AM - 12:00 PM</b>												
Saturday - Sunday	<b>Closed</b>												
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 <b>Life Storage - Rome Blvd</b> 6.21 miles 4475 W Rome Blvd, North Las Vegas, NV 89084		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	118,350 sqft 88,762 sqft Life Storage, Inc. A Self Storage 41%	<b>Marketing Scorecard</b> Contactability Paid Search Search Social Media Website	41/100 9/11 5/35 5/15 1/14 21/25								
Monday - Friday	<b>09:30 AM - 06:00 PM</b>												
Saturday	<b>09:00 AM - 05:00 PM</b>												
Sunday	<b>12:00 PM - 04:00 PM</b>												
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
✗	✓	🚫	✓	🚫	✓	✗	✓	🚫	✓	✗	✗	✗	🚫
 <b>Beltway Boat and RV Storage</b> 6.27 miles 6370 San Mateo St, North Las Vegas, NV 89084		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	21,263 sqft 20,200 sqft Beltway Boat and RV Storage B Parking 0%	<b>Marketing Scorecard</b> Contactability Paid Search Search Social Media Website	12/100 3/11 0/35 0/15 0/14 9/25								
Monday - Sunday	<b>12:00 AM - 11:59 PM</b>												
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
 <b>CubeSmart Self Storage (formerly Storage West) of North Las Vegas</b> 6.57 miles 4515 W Ann Rd, North Las Vegas, NV 89031		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	90,571 sqft 86,042 sqft CubeSmart Self Storage B Self Storage 1%	<b>Marketing Scorecard</b> Contactability Paid Search Search Social Media Website	33/100 6/11 5/35 0/15 1/14 21/25								
Friday	<b>09:30 AM - 06:00 PM</b>												
Saturday	<b>08:30 AM - 05:00 PM</b>												
Sunday	<b>Closed</b>												
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
✓	✓	✓	✓	✓	✓	🚫	✓	✓	✗	✓	✗	✗	✗
 <b>Shield Storage</b> 7.05 miles 4680 W Craig Rd, North Las Vegas, NV 89032		Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility	99,633 sqft 84,688 sqft Shield Storage B Self Storage 9%	<b>Marketing Scorecard</b> Contactability Paid Search Search Social Media Website	36/100 11/11 5/35 0/15 1/14 19/25								
Monday - Friday	<b>09:00 AM - 06:00 PM</b>												
Saturday	<b>09:00 AM - 05:00 PM</b>												
Sunday	<b>Closed</b>												
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
📅 Store opened within the last year

 <b>A-able storage</b> 7.05 miles 4424 San Mateo St, North Las Vegas, NV 89031 Monday - Saturday <b>09:00 AM - 05:00 PM</b> Sunday <b>Closed</b>														Total Square Feet <b>60,740 sqft</b> Rentable Square Footage <b>57,703 sqft</b> Owned by <b>A-able storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>N/A</b>		<b>Marketing Scorecard</b> <b>16/100</b> Contactability <b>9/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>0/14</b> Website <b>7/25</b>	
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				
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗				
 <b>U-Haul Moving &amp; Storage at W Lake Mead Blvd</b> 8.08 miles 3083 W Lake Mead Blvd, North Las Vegas, NV 89032 Monday - Thursday <b>07:00 AM - 07:00 PM</b> Friday <b>07:00 AM - 08:00 PM</b> Saturday <b>07:00 AM - 07:00 PM</b> Sunday <b>09:00 AM - 05:00 PM</b>														Total Square Feet <b>94,550 sqft</b> Rentable Square Footage <b>89,822 sqft</b> Owned by <b>U-Haul International Inc.</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>4%</b>		<b>Marketing Scorecard</b> <b>29/100</b> Contactability <b>6/11</b> Paid Search <b>0/35</b> Search <b>0/15</b> Social Media <b>2/14</b> Website <b>21/25</b>	
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