

stortrack

EXPLORER

Market Report

Produced on Apr 07 2022

Report for:
Kitchener, ON



stortrack

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Market Summary

Market: Kitchener, ON

Market Type: City

Comparisons are made with: National Totals and Averages and Ontario 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	ON
No. of Stores in Market	20	3,228	1,295

Current Supply to Market:

There is 3.59 square feet/capita supply in this market. The Canada national average is 4.22 sqft/capita, and the ON state average is 4.38 sqft/capita.

Across all unit types, there is currently 30% of inventory offline (not available). The Canada national figure at the moment is 54.89% of inventory offline and the ON state number is 50.27% 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 3.75%. This would indicate a increased demand against available supply. The current Canada national rate trend for the past 3 months is up, by 6.44%. The ON state is showing a rate trend up for the last 3 months of 4.69%.

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%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 128 new developments across the Canada.

Market Snapshot

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

	This Market	State	National
Net Rentable Sq Ft	955,658	58,857,041	148,178,022
Sq Ft per Capita	3.59	4.38	4.22
Sq Ft per Household	10.05	10.51	9.61
Total Stores	20	1,295	3,228
New Developments	0	75	128
Stores opened within the last year	0	3	5
Population	266,219	13,448,494	35,151,728
Households	95,053	5,598,391	15,412,443
Rental Households	34,855	1,559,720	4,474,530
Rental Households Percentage	36.67%	27.86%	29.03%
Median Household Income	\$85,058	\$74,287	\$70,336
Average Rate per Sq Ft	\$2.3	\$3.11	\$3.46
Rate Trend (12 months)	5.31%	4.69%	6.44%
Units Not Advertised	13%	14%	18%

Store Types

This is a breakdown of the Stores within this Market. The grid below shows all the stores within the Market, broken down by Midsize Operators (2+ stores) and Small Operators (1 store, independent operators).

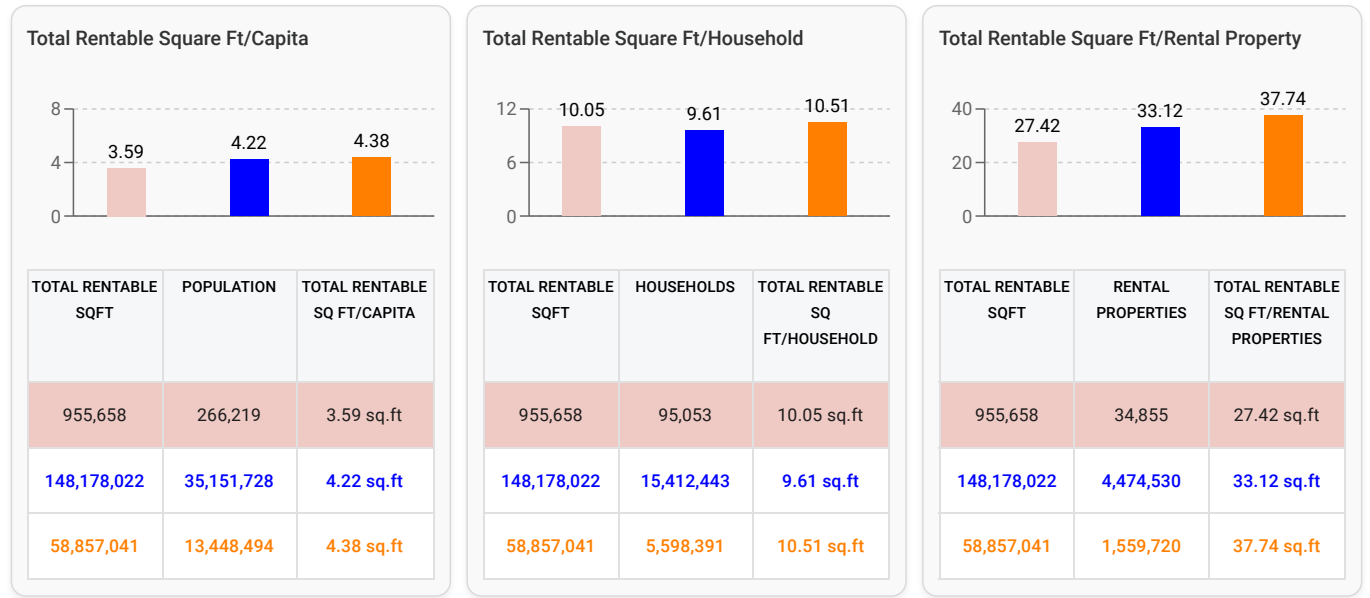
STORES IN MARKET	MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET
20	16	80.00%	4	20.00%
3,228	1,336	41.39%	1,892	58.61%
1,295	581	44.86%	714	55.14%

■ This Market
 ■ National Totals and Averages
 ■ Ontario 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.

Population data based on 2020 demographics data. Households and Rental Properties data based on 2016 demographics data.

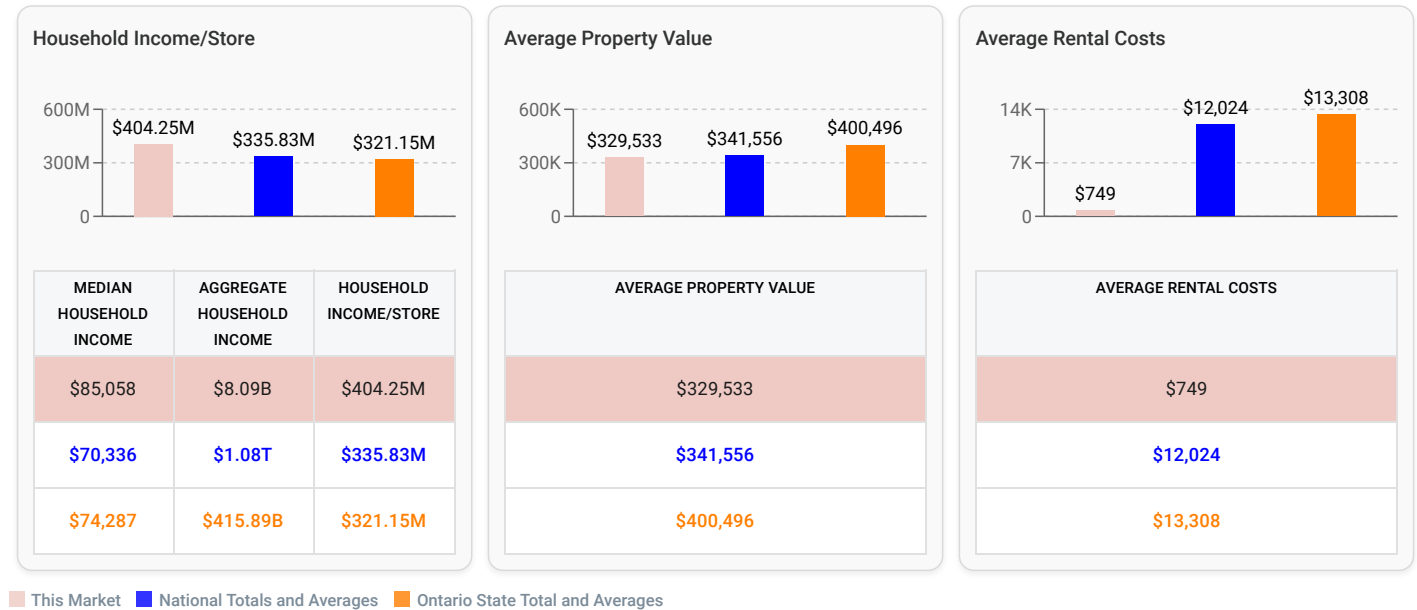


■ This Market
 ■ National Totals and Averages
 ■ Ontario State Total and Averages

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.

Household Income, Average Property Value, and Average Rental Cost data based on 2016 demographics data.



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
\$2.30	\$2.21	\$2.35	\$3.78	\$3.67	\$2.35	\$2.75	\$2.02	\$2.16	\$1.79	\$1.89	\$1.62	\$1.59	\$1.67	\$1.59	N/A	N/A
\$3.61	\$4.23	\$2.72	\$3.72	\$4.15	\$2.49	\$3.04	\$1.85	\$2.38	\$1.56	\$2.12	\$1.38	\$2.02	\$1.29	\$1.88	\$31.83	\$11.43
\$3.18	\$3.59	\$2.66	\$3.73	\$3.95	\$2.53	\$2.96	\$1.88	\$2.35	\$1.58	\$2.07	\$1.41	\$1.99	\$1.27	\$1.92	\$35.85	\$21.00

■ This Market
 ■ National Totals and Averages
 ■ Ontario 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
\$236.66	\$243.58	\$233.02	\$94.54	\$91.81	\$117.72	\$137.40	\$201.60	\$215.80	\$268.43	\$283.22	\$323.66	\$317.58	\$502.28	\$477.81	N/A	N/A
\$213.99	\$186.57	\$253.55	\$93.01	\$103.63	\$124.66	\$151.99	\$184.69	\$238.16	\$233.91	\$318.63	\$276.39	\$403.44	\$386.04	\$564.51	\$124.76	\$91.26
\$223.25	\$202.15	\$249.55	\$93.26	\$98.76	\$126.29	\$148.19	\$187.55	\$234.55	\$237.27	\$311.08	\$281.67	\$398.02	\$380.91	\$575.30	\$99.61	\$85.46

■ This Market
 ■ National Totals and Averages
 ■ Ontario 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		ONTARIO STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	14(88%)	2(13%)	1,448(82%)	309(18%)	642(86%)	107(14%)
ALL REG	5(50%)	5(50%)	1,178(71%)	480(29%)	499(70%)	209(30%)
ALL CC	12(92%)	1(8%)	661(66%)	338(34%)	321(72%)	123(28%)
5X5 REG	4(50%)	4(50%)	437(48%)	470(52%)	204(49%)	210(51%)
5X5 CC	9(82%)	2(18%)	505(64%)	288(36%)	254(68%)	117(32%)
5X10 REG	4(44%)	5(56%)	793(61%)	505(39%)	376(63%)	218(37%)
5X10 CC	10(83%)	2(17%)	572(64%)	321(36%)	281(69%)	127(31%)
10X10 REG	4(44%)	5(56%)	828(61%)	531(39%)	388(63%)	231(37%)
10X10 CC	9(82%)	2(18%)	554(62%)	340(38%)	269(67%)	134(33%)
10X15 REG	5(63%)	3(38%)	676(58%)	492(42%)	335(60%)	221(40%)
10X15 CC	10(91%)	1(9%)	461(61%)	296(39%)	221(61%)	144(39%)
10X20 REG	4(44%)	5(56%)	796(63%)	473(37%)	379(64%)	211(36%)
10X20 CC	9(100%)	0(0%)	426(60%)	279(40%)	204(62%)	125(38%)
10X30 REG	4(67%)	2(33%)	408(55%)	332(45%)	225(59%)	159(41%)
10X30 CC	6(100%)	0(0%)	182(53%)	162(47%)	92(48%)	98(52%)
CAR PARKING	0(0%)	3(100%)	90(18%)	404(82%)	33(17%)	166(83%)
RV PARKING	0(0%)	3(100%)	277(49%)	288(51%)	62(32%)	130(68%)

■ This Market
 ■ National Totals and Averages
 ■ Ontario 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.

There are no known developments in this market.

All Stores List

Profile information on every store in the market. Store profile information includes the Store Name, Store Address, Total Rentable Square Footage, Year Opened, Company owner and/or Operating Company, Rate Volatility over the past 30 days.

Total Square Feet values displayed here are obtained from public sources, including city and county property records. When this information is unavailable, StorTrack uses mapping tools or internal models to estimate the size of the property - such properties have an asterisk (*) next to their Total Square Feet value.

How is Rentable Square Feet (RSF) calculated for each property?


RSF is 95% of TSF if the property has 1 floor | RSF is 85% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 95% of TSF if the property has an unknown number of floors

The class type is a proprietary store classification system. Facilities are categorized based on data concerning rental rates, population, median household income and more.

✓ Rate available for this unit type

✗ Rate not available for this unit type

🚫 Rate previously available, but not currently advertised



U-Haul Moving & Storage of Kitchener

0.29 mile

144 Charles St W, Kitchener, ON N2G1H7

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

14,592 sqft

Rentable Square Footage

13,862 sqft

Owned by

Amerco

Store Type

Traditional

Rate Volatility

0%

Marketing Scorecard

32/100

Contactability

6/11

Paid Search

0/35

Search

1/15

Social Media






7/14

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
✗	🚫	✗	🚫	✗	🚫	✗	🚫	✗	✗	✗	✗	✗	✗

All Stores List Continued

<div> <div>✓ Rate available for this unit type</div> <div>✗ Rate not available for this unit type</div> <div>🚫 Rate previously available, but not currently advertised</div> </div>													
<div> <div>  Access Storage - Kitchener Queen St 0.68 mile 675 Queen St S, Kitchener, ON N2M1A1 </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 94,201 sqft 89,490 sqft Access Storage Self Storage 4% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 43/100 6/11 0/35 8/15 7/14 22/25 </div> </div>													
<div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 10:00 PM 09:00 AM - 07:00 PM 09:00 AM - 06:00 PM </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>  Public Storage at Kitchener 0.85 mile 409 Weber St W, Kitchener, ON N2H4B1 </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 27,059 sqft 23,000 sqft Public Storage Traditional 5% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 38/100 8/11 0/35 2/15 7/14 21/25 </div> </div>													
<div> Monday - Friday Saturday - Sunday </div> <div> 09:30 AM - 06:00 PM 09:30 AM - 05:00 PM </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>  Access Storage - Kitchener 1.17 miles 50 Ottawa Street South, Kitchener, ON N2G3S7 </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 16,293 sqft* 13,849 sqft Access Storage Traditional 8% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 42/100 6/11 0/35 8/15 7/14 21/25 </div> </div>													
<div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 10:00 PM 09:00 AM - 07:00 PM 09:00 AM - 06:00 PM </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>  Access Storage - Kitchener Woodside (Self-Serve) 1.17 miles 891 Guelph St, Kitchener, ON N2H5Z2 </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 31,161 sqft 29,602 sqft Access Storage Traditional 3% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 42/100 6/11 0/35 8/15 7/14 21/25 </div> </div>													
<div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 10:00 PM 09:00 AM - 07:00 PM 09:00 AM - 06:00 PM </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>  Kitchener Self Storage 1.24 miles 240 Gage Ave, Kitchener, ON N2M2C8 </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 12,776 sqft 12,137 sqft Space at Hand Traditional and Open Space 0% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 25/100 6/11 0/35 0/15 1/14 18/25 </div> </div>													
<div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 10:00 PM 09:00 AM - 07:00 PM 09:00 AM - 06:00 PM </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>  Access Storage - Kitchener Northward 1.39 miles 352 Maple Ave, Kitchener, ON N2H4X3 Monday - Friday 08:00 AM - 10:00 PM Saturday 09:00 AM - 07:00 PM Sunday 09:00 AM - 06:00 PM </div>													
Total Square Feet 54,764 sqft Rentable Square Footage 46,549 sqft Owned by Access Storage Store Type Traditional and Open Space Rate Volatility 0%								Marketing Scorecard 42/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 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>  Make Space Storage - Kitchener 1.71 miles 130 Imperial Drive, Kitchener, ON N2M1C4 Total Square Feet 23,738 sqft Rentable Square Footage 22,551 sqft Owned by N/A Store Type Traditional Rate Volatility 0% </div>													
Marketing Scorecard 22/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 18/25								5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC
✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
<div>  Apple Self Storage - Kitchener - Schneider Creek 1.86 miles 49 Overland Dr, Kitchener, ON N2C2B3 Monday - Friday 09:00 AM - 11:00 PM Saturday 09:00 AM - 08:00 PM Sunday 10:00 AM - 07:00 PM </div>													
Total Square Feet 17,281 sqft* Rentable Square Footage 16,416 sqft Owned by Apple Self Storage Store Type Traditional Rate Volatility 4%								Marketing Scorecard 28/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 7/14 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>  ALTBIN SELF STORAGE 2.04 miles 20 Shirk Pl, Kitchener, ON N2K1R4 Monday - Saturday 09:00 AM - 05:00 AM Sunday 12:00 PM - 05:00 AM </div>													
Total Square Feet 11,269 sqft Rentable Square Footage 10,705 sqft Owned by ALTBIN SELF STORAGE Store Type Container Rate Volatility 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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Access Storage - Kitchener Alpine Village 2.27 miles 176 Hayward Ave, Kitchener, ON N2C2E4 Monday - Friday 08:00 AM - 10:00 PM Saturday 09:00 AM - 07:00 PM Sunday 09:00 AM - 06:00 PM </div>													
Total Square Feet 101,870 sqft Rentable Square Footage 96,776 sqft Owned by Access Storage Store Type Traditional Rate Volatility 6%								Marketing Scorecard 42/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 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

No Image Available

Bell Storage

2.4 miles

94 Howard Pl, Kitchener, ON N2K2Z4

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

6,261 sqft

5,947 sqft

Bell Storage

Open Space

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

✗

✗

✗

✗

✗

✗

✗

✗

✗

✗

✗

✗

✗

✗

Self Storage Plus - ON

3.04 miles

1545 Victoria St North, Kitchener, ON N2B3E4

Monday - Friday

Saturday

Sunday

09:00 AM - 06:00 PM

08:00 AM - 05:00 PM

12:00 PM - 04:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

85,556 sqft

81,278 sqft

Self Storage Plus

Traditional

7%

Marketing Scorecard

14/100

Contactability

Paid Search

Search

Social Media

Website

9/11

0/35

0/15

0/14

5/25

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 at Fairway Rd

3.24 miles

555 Fairway Rd S, Kitchener, ON N2C1X4

Monday - Thursday

Friday

Saturday

Sunday

07:00 AM - 07:00 PM

07:00 AM - 08:00 PM

07:00 AM - 07:00 PM

09:00 AM - 05:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

77,752 sqft

73,864 sqft

Amerco

Traditional

0%

Marketing Scorecard

37/100

Contactability

Paid Search

Search

Social Media

Website

6/11

0/35

3/15

7/14

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

🚫

✓

🚫

✓

🚫

🚫

🚫

✗

🚫

✗

🚫

✗

✗

✗

Make Space Storage - Kitchener

3.28 miles

171 Webster Rd, Kitchener, ON N2C2E7

Monday - Friday

Saturday - Sunday

09:00 AM - 05:00 PM

Closed

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

36,404 sqft

34,583 sqft

Make Space Storage

Traditional and Open Space

0%

Marketing Scorecard

22/100

Contactability

Paid Search

Search

Social Media

Website

3/11

0/35

0/15

1/14

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

✓

✗

✓

✗

✓

✗

✓

✗

✓

✗

✗

✗

✗

✗

No Image Available

Kitchener Self Storage

3.53 miles

110 Manitou Drive, Kitchener, ON N2C1L3

Monday - Friday

Saturday - Sunday

09:00 AM - 05:00 PM

Closed

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

55,188 sqft

52,428 sqft

Space at Hand

Traditional and Open Space

0%

Marketing Scorecard

25/100

Contactability

Paid Search

Search

Social Media

Website

6/11

0/35

0/15

1/14

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

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  CONESTOGA COLD STORAGE 3.73 miles 299 Trillium Drive, Kitchener, ON N2E1W9 Monday - Friday 08:30 AM - 04:30 PM Saturday - Sunday Closed Total Square Feet 219,133 sqft Rentable Square Footage 208,176 sqft Owned by CONESTOGA COLD STORAGE Store Type Traditional Rate Volatility N/A Marketing Scorecard 5/100 Contactability 0/11 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>  Access Storage - Kitchener Highland West 3.79 miles 1575 Highland Rd, Kitchener, ON N2N3K6 Monday - Friday 09:00 AM - 11:00 PM Saturday 09:00 AM - 08:00 PM Sunday 10:00 AM - 07:00 PM Total Square Feet 67,364 sqft Rentable Square Footage 57,259 sqft Owned by Access Storage Store Type Traditional Rate Volatility 14% Marketing Scorecard 44/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 Website 23/25 </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>  Access Storage - Kitchener North 3.83 miles 2444 Shirley Dr., Kitchener, ON N2B3X8 Monday - Friday 08:00 AM - 10:00 PM Saturday 09:00 AM - 07:00 PM Sunday 09:00 AM - 06:00 PM Total Square Feet 43,178 sqft Rentable Square Footage 41,019 sqft Owned by Access Storage Store Type Traditional Rate Volatility 5% Marketing Scorecard 43/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 Website 22/25 </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>  Chicopee Affordable Storage 4.03 miles 1000 Hofstetter Ave, Kitchener, ON N2A1B3 Total Square Feet 27,545 sqft Rentable Square Footage 26,167 sqft Owned by Chicopee Affordable Storage Store Type Container Rate Volatility 0% Marketing Scorecard 10/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 7/25 </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