

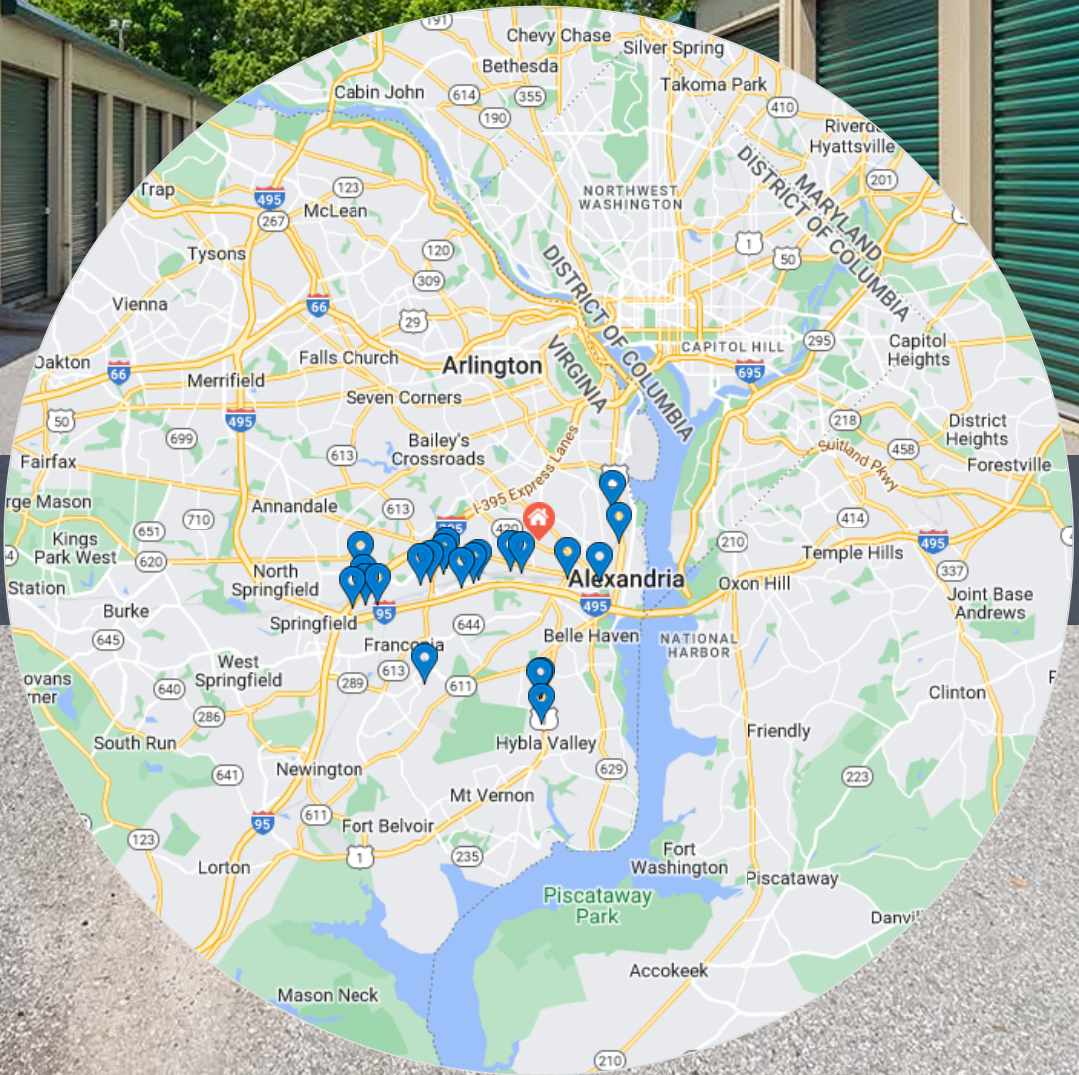
stortrack

EXPLORER

Market Report

Produced on Apr 05 2022

Report for:
Alexandria, VA



stortrack

Questions?
1-800-969-7424
info@stortrack.com
www.stortrack.com

Table of Contents

Executive Summary 1

Market Snapshot 2

Store Types 3

Overall Market Supply Metrics 3

Market Spending Power 4

Rate per Square Foot by Unit Type 4

Average Unit Type Rates 5

Current Inventory Availability by Unit Type 5

Known Developments 6

All Stores List 7

Market Summary

Market: Alexandria, VA

Market Type: City

Comparisons are made with: National Totals and Averages and Virginia 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	Virginia
No. of Stores in Market	22	55,592	1,256

Current Supply to Market:

There is 10.89 square feet/capita supply in this market. The US national average is 7.71 sqft/capita, and the Virginia state average is 7.32 sqft/capita.

Across all unit types, there is currently 4.55% of inventory offline (not available). The US national figure at the moment is 38.48% of inventory offline and the Virginia state number is 33.20% 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 -3.53%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is up, by 0.68%. The Virginia state is showing a rate trend up for the last 3 months of 1.08%.

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 increased by 0.07%.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 2,183 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	1,715,973	62,741,572	2,503,052,066
Sq Ft per Capita	10.89	7.32	7.71
Sq Ft per Household	24.31	19.67	7.91
Total Stores	22	1,256	55,592
New Developments	1	60	2,181
Stores opened within the last year	0	6	170
Population	157,613	8,574,483	324,697,795
Households	70,598	3,189,007	316,606,796
Rental Households	40,045	1,063,334	108,115,493
Rental Households Percentage	56.72%	33.75%	34.15%
Median Household Income	\$100,939	\$74,222	\$62,843
Average Rate per Sq Ft	\$2.11	\$2.46	\$1.9
Rate Trend (12 months)	-23.57%	1.08%	0.68%
Units Not Advertised	0%	21%	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).

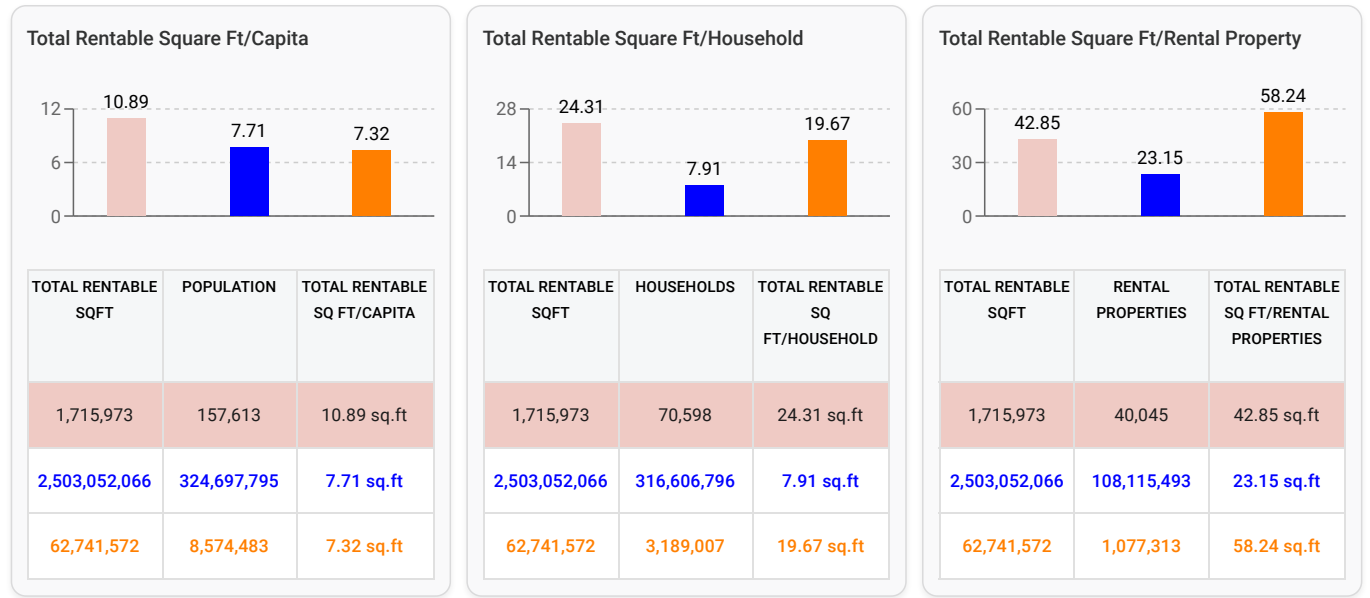
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
22	17	77.27%	3	13.64%	2	9.09%
55,592	8,494	15.28%	21,204	38.14%	25,893	46.58%
1,256	276	21.97%	561	44.67%	419	33.36%

■ This Market
 ■ National Totals and Averages
 ■ Virginia 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.

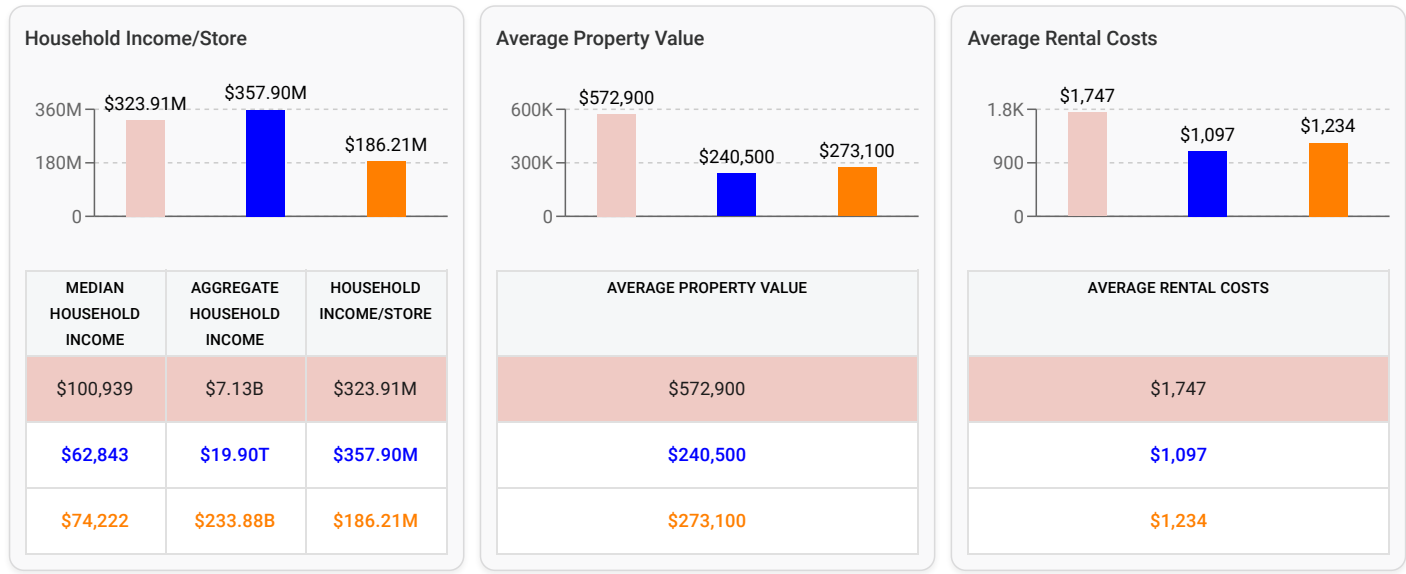


■ This Market
 ■ National Totals and Averages
 ■ Virginia State Total and Averages

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
 ■ Virginia 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
\$2.11	\$2.20	\$2.06	\$3.07	\$3.27	\$2.31	\$2.04	\$2.12	\$1.65	\$1.84	\$1.71	\$1.92	\$1.57	\$1.81	\$1.91	N/A	\$0.44
\$1.93	\$2.01	\$1.79	\$2.45	\$2.71	\$1.58	\$2.00	\$1.21	\$1.59	\$1.04	\$1.40	\$0.91	\$1.34	\$0.81	\$1.28	\$8.63	\$5.97
\$2.68	\$3.38	\$1.78	\$2.29	\$2.66	\$1.59	\$1.97	\$1.30	\$1.59	\$1.07	\$1.43	\$0.99	\$1.37	\$0.85	\$1.39	\$35.59	\$18.43

■ This Market
 ■ National Totals and Averages
 ■ Virginia 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
\$207.22	\$213.98	\$202.80	\$76.65	\$81.72	\$115.28	\$102.07	\$212.49	\$165.16	\$275.44	\$257.02	\$383.97	\$313.86	\$544.40	\$571.74	N/A	\$76.50
\$147.01	\$135.95	\$165.06	\$61.34	\$67.76	\$79.06	\$100.16	\$121.49	\$158.55	\$156.25	\$210.27	\$181.82	\$268.44	\$241.72	\$384.02	\$126.22	\$136.93
\$151.92	\$137.83	\$170.13	\$57.35	\$66.59	\$79.62	\$98.26	\$130.19	\$158.94	\$159.84	\$214.30	\$197.24	\$274.48	\$256.38	\$417.38	\$121.24	\$131.34

■ This Market
 ■ National Totals and Averages
 ■ Virginia 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		VIRGINIA STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	21(100%)	0(0%)	34,254(80%)	8,781(20%)	839(79%)	228(21%)
ALL REG	13(76%)	4(24%)	29,757(72%)	11,642(28%)	700(69%)	314(31%)
ALL CC	15(88%)	2(12%)	16,194(65%)	8,676(35%)	478(68%)	228(32%)
5X5 REG	8(67%)	4(33%)	9,753(44%)	12,452(56%)	342(50%)	337(50%)
5X5 CC	13(76%)	4(24%)	10,005(51%)	9,774(49%)	317(52%)	293(48%)
5X10 REG	11(85%)	2(15%)	19,964(60%)	13,448(40%)	517(58%)	372(42%)
5X10 CC	14(88%)	2(13%)	12,998(57%)	9,876(43%)	392(59%)	270(41%)
10X10 REG	10(71%)	4(29%)	22,363(62%)	13,920(38%)	538(58%)	390(42%)
10X10 CC	13(81%)	3(19%)	13,234(57%)	10,130(43%)	402(59%)	279(41%)
10X15 REG	8(57%)	6(43%)	18,120(56%)	14,178(44%)	462(53%)	417(47%)
10X15 CC	13(87%)	2(13%)	11,012(52%)	10,322(48%)	346(54%)	296(46%)
10X20 REG	9(60%)	6(40%)	20,061(57%)	15,313(43%)	449(50%)	450(50%)
10X20 CC	9(64%)	5(36%)	9,265(47%)	10,502(53%)	292(50%)	297(50%)
10X30 REG	4(31%)	9(69%)	10,869(44%)	13,891(56%)	300(42%)	416(58%)
10X30 CC	8(62%)	5(38%)	3,110(31%)	6,997(69%)	103(31%)	231(69%)
CAR PARKING	0(0%)	6(100%)	1,534(10%)	14,345(90%)	38(11%)	310(89%)
RV PARKING	1(14%)	6(86%)	5,989(32%)	12,603(68%)	128(29%)	314(71%)

■ This Market
 ■ National Totals and Averages
 ■ Virginia 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.

Development Property Info

Stage	Final Planning
Project Type	New Building
Address	5605 Oakwood Rd, Alexandria, VA 22310
County	Fairfax
Acres	12.1
Building Square Footage	850,000
Number of Buildings	5
Floors	--
Estimated Value	0
Expected Open Date	31-Jan-2023
Source URL	www.fairfaxcounty.gov www.fairfaxcounty.gov alexandrialivingmagazine.com www.fairfaxcounty.gov www.fairfaxcounty.gov
Last Checked Date	11-Mar-2022

Ownership Info

Owner Name	Wire Gill, LLP
Owner Contact Name	David Gill

Contractor Info

No Data Found

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.

<div> <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>No Image Available</div> <div> Public Storage 0.89 mile 3640 Wheeler Ave, Alexandria, VA 22304 <div> Monday - Friday Saturday - Sunday </div> <div> 09:30 AM - 06:00 PM 09:30 AM - 05:00 PM </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 132,423 sqft 99,317 sqft Public Storage A Self Storage 19% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 56/100 8/11 12/35 7/15 7/14 22/25 </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></div> <div> American Self Storage 1.01 miles 3937 Wheeler Ave, Alexandria, VA 22304 Monday - Sunday 08:00 AM - 10:00 PM </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 14,600 sqft 13,870 sqft American Self Storage B Self Storage N/A </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 23/100 3/11 5/35 0/15 2/14 13/25 </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></div> <div> Extra Space 1.15 miles 35 S Dove St, Alexandria, VA 22314 <div> Monday - Friday Saturday Sunday </div> <div> 09:30 AM - 06:00 PM 09:00 AM - 05:30 PM Closed </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 110,835 sqft 83,126 sqft Extra Space Storage Inc. A Self Storage 43% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 46/100 6/11 5/35 4/15 7/14 24/25 </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></div> <div> American Self Storage 1.72 miles 4551 Eisenhower Avenue, Alexandria, VA 22304 Monday - Sunday 08:00 AM - 10:00 PM </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 61,400 sqft 58,330 sqft American Self Storage B Self Storage 14% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 18/100 3/11 5/35 1/15 0/14 9/25 </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></div> <div> Public Storage 1.8 miles 370 Holland Lane, Alexandria, VA 22314 <div> Monday - Friday Saturday - Sunday </div> <div> 09:30 AM - 06:00 PM 09:30 AM - 05:00 PM </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Class Type Store Type Rate Volatility </div> <div> 87,968 sqft 74,772 sqft Public Storage B Self Storage 22% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 55/100 8/11 12/35 7/15 7/14 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

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type 🚫 Rate previously available, but not currently advertised </div>													
<div>  CubeSmart Self Storage of Alexandria 1.88 miles 4650 Eisenhower Ave, Alexandria, VA 22304 Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed Total Square Feet 152,868 sqft Rentable Square Footage 114,651 sqft Owned by CubeSmart Self Storage Class Type B Store Type Self Storage Rate Volatility 28% Marketing Scorecard 53/100 Contactability 8/11 Paid Search 11/35 Search 5/15 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>  Mini U Storage - Potomac Yard 1.94 miles 405 Swann Ave, Alexandria, VA 22301 Monday - Friday 09:00 AM - 06:00 PM Saturday 08:00 AM - 06:00 PM Sunday 09:00 AM - 03:00 PM Total Square Feet 112,064 sqft Rentable Square Footage 106,460 sqft Owned by Dahn Corp. Class Type B Store Type Parking Rate Volatility 13% Marketing Scorecard 40/100 Contactability 6/11 Paid Search 5/35 Search 0/15 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>  Extra Space 1.96 miles 1022 N Henry St, Alexandria, VA 22314 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed Total Square Feet 99,000 sqft Rentable Square Footage 75,425 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 34% Marketing Scorecard 42/100 Contactability 6/11 Paid Search 5/35 Search 3/15 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>  Alexandria Self Storage 2.2 miles 4900 Eisenhower Ave., Alexandria, VA 22304 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:00 PM Sunday 10:00 AM - 04:00 PM Total Square Feet 81,255 sqft Rentable Square Footage 77,192 sqft Owned by Self Storage Plus Class Type B Store Type Self Storage Rate Volatility 3% Marketing Scorecard 34/100 Contactability 3/11 Paid Search 6/35 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>  Public Storage 2.31 miles 401 S Pickett Street, Alexandria, VA 22304 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 75,300 sqft Rentable Square Footage 64,005 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 24% Marketing Scorecard 61/100 Contactability 8/11 Paid Search 17/35 Search 7/15 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
✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗



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>  Mini U Storage - Alexandria 2.44 miles 500 S. Pickett St, Alexandria, VA 22304 Monday - Friday 09:00 AM - 06:00 PM Saturday 08:00 AM - 06:00 PM Sunday 09:00 AM - 03:00 PM Total Square Feet 31,168 sqft Rentable Square Footage 29,609 sqft Owned by Dahn Corp. Class Type B Store Type Self Storage Rate Volatility 5% Marketing Scorecard 39/100 Contactability 6/11 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>  Public Storage 2.8 miles 700 S Pickett Street, Alexandria, VA 22304 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 105,270 sqft Rentable Square Footage 80,175 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 34% Marketing Scorecard 55/100 Contactability 8/11 Paid Search 12/35 Search 7/15 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>  Public Storage 3.05 miles 880 S Pickett Street, Alexandria, VA 22304 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 51,450 sqft Rentable Square Footage 38,588 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 10% Marketing Scorecard 56/100 Contactability 8/11 Paid Search 12/35 Search 7/15 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>  CubeSmart Self Storage of Alexandria 3.82 miles 3100 Holly Hill Rd, Alexandria, VA 22306 Total Square Feet 60,329 sqft Rentable Square Footage 51,280 sqft Owned by CubeSmart Self Storage Class Type A Store Type Pending Rate Volatility 11% Marketing Scorecard 49/100 Contactability 8/11 Paid Search 11/35 Search 2/15 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>  Public Storage 3.85 miles 7208 Fordson Road, Alexandria, VA 22306 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 87,725 sqft Rentable Square Footage 83,339 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 27% Marketing Scorecard 57/100 Contactability 8/11 Paid Search 12/35 Search 9/15 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
🚫	✓	✓	✓	✓	✓	✓	✓	✓	✓	🚫	🚫	✗	✗

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>  Public Storage 4.18 miles 6375 Bren Mar Drive, Alexandria, VA 22312 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 157,500 sqft Rentable Square Footage 118,125 sqft Owned by Public Storage Class Type A Store Type Self Storage Rate Volatility 20% Marketing Scorecard 55/100 Contactability 8/11 Paid Search 12/35 Search 7/15 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>  Extra Space 4.37 miles 5321 Shawnee Rd, Alexandria, VA 22312 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed Total Square Feet 107,011 sqft Rentable Square Footage 80,258 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 37% Marketing Scorecard 45/100 Contactability 6/11 Paid Search 5/35 Search 3/15 Social Media 7/14 Website 24/25 </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 4.42 miles 7501 Fordson Road, Alexandria, VA 22306 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 46,740 sqft Rentable Square Footage 39,729 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 35% Marketing Scorecard 56/100 Contactability 8/11 Paid Search 12/35 Search 7/15 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>  Public Storage 4.43 miles 5610 General Washington Drive, Alexandria, VA 22312 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM Total Square Feet 222,496 sqft Rentable Square Footage 166,872 sqft Owned by Public Storage Class Type B Store Type Self Storage Rate Volatility 23% Marketing Scorecard 56/100 Contactability 8/11 Paid Search 12/35 Search 7/15 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>  Extra Space 4.45 miles 5851 King Centre Dr, Alexandria, VA 22315 Monday - Friday 09:30 AM - 06:00 PM Saturday 09:00 AM - 05:30 PM Sunday Closed Total Square Feet 94,041 sqft Rentable Square Footage 89,338 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 59% Marketing Scorecard 47/100 Contactability 6/11 Paid Search 5/35 Search 5/15 Social Media 7/14 Website 24/25 </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>  Life Storage - General Green Way 4.48 miles 6457 General Green Way, Alexandria, VA 22312 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday Closed Total Square Feet 107,120 sqft Rentable Square Footage 91,052 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 43% Marketing Scorecard 51/100 Contactability 9/11 Paid Search 9/35 Search 2/15 Social Media 7/14 Website 24/25 </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 in Alexandria (#959) 4.75 miles 5765 General Washington Dr, Alexandria, VA 22312 Monday - Friday 09:30 AM - 06:00 PM Saturday 08:30 AM - 05:00 PM Sunday 12:00 PM - 04:00 PM Total Square Feet 107,281 sqft Rentable Square Footage 80,460 sqft Owned by Life Storage, Inc. Class Type A Store Type Self Storage Rate Volatility 13% Marketing Scorecard 48/100 Contactability 9/11 Paid Search 5/35 Search 2/15 Social Media 7/14 Website 25/25 </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