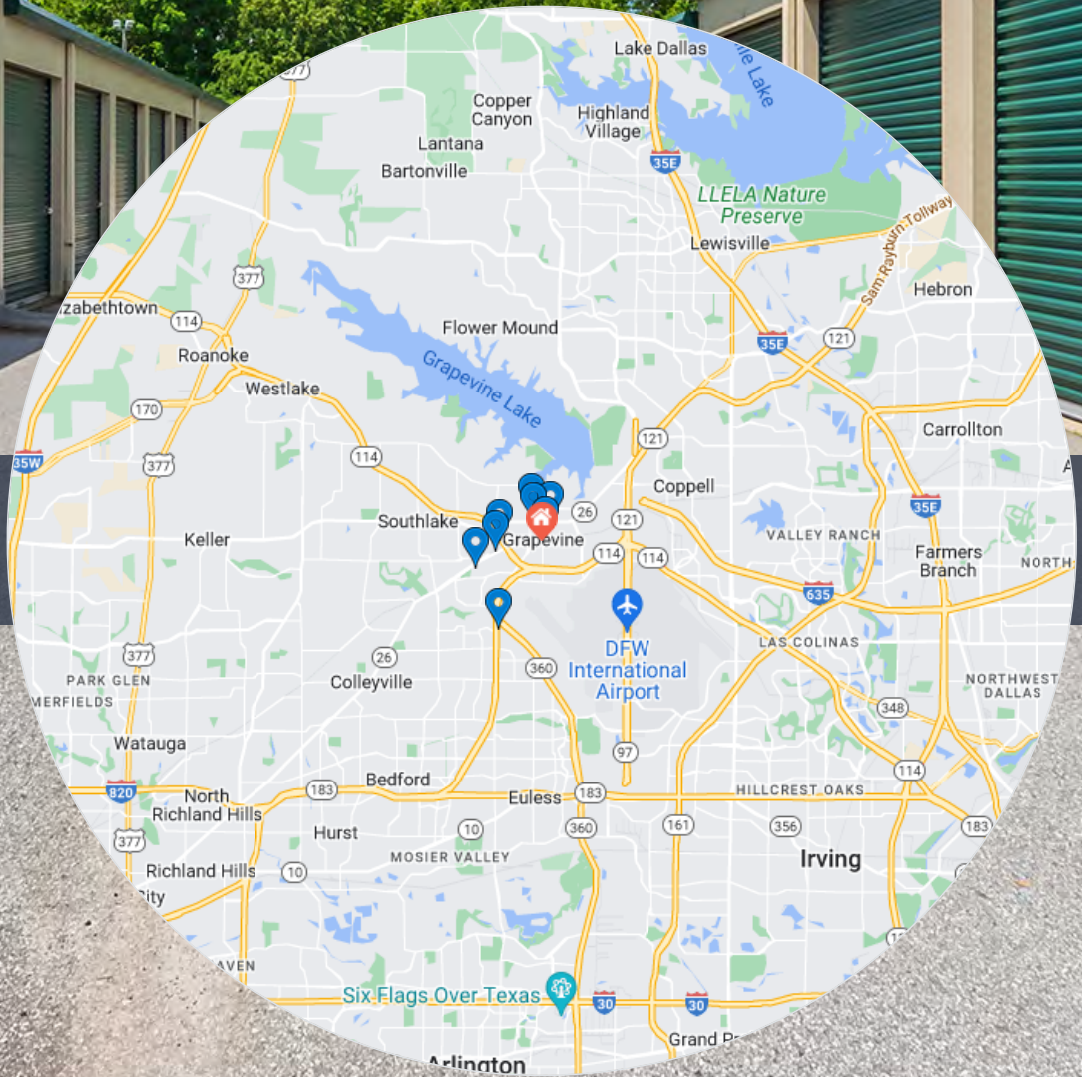


stortrack

EXPLORER

Market Report

Produced on Oct 12 2022



Report for:
Grapevine, TX

stortrack

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Market Summary

Market: Grapevine, TX

Market Type: City

Comparisons are made with: Texas 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 | Texas |
|-------------------------|-------------|----------|-------|
| No. of Stores in Market | 8 | 60,585 | 6,539 |

Current Supply to Market:

There is 7.44 square feet/capita supply in this market. The US national average is 7.98 sqft/capita, and the Texas state average is 10.53 sqft/capita.

Across all unit types, there is currently 25% of inventory offline (not available). The US national figure at the moment is 41.38% of inventory offline and the Texas state number is 36.69% 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 -5.52%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is up, by 7.03%. The Texas state is showing a rate trend down for the last 3 months of -7.87%.

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 3.94%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 2,925 new developments across the USA.

Market Snapshot

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

| | This Market | State |
|------------------------------------|------------------------|----------------------------|
| Net Rentable Sq Ft | 403,089 | 319,821,562 |
| Sq Ft per Capita | | |
| • 2020 Sq Ft per Capita | 7.44 | 10.53 |
| • 2023 Sq Ft per Capita | 7.1 | 10.7 |
| • 2025 Sq Ft per Capita | 6.89 | 10.41 |
| Sq Ft per Household | 18.46 | 30.47 |
| Total Stores | 8 | 6,539 |
| • REITS | 2 | 1,268 |
| • Mid Ops | 3 | 2,202 |
| • Small Ops | 3 | 3,069 |
| New Developments | 0 | 201 |
| Sq Ft of Developments | N/A | 15,667,270 |
| Stores opened within the last year | 0 | 72 |
| Demographics | | |
| • 2020 Population | 54,151 | 30,362,065 |
| • 2023 Population | 56,759 (+4.82% change) | 29,878,820 (+4.41% change) |
| • 2025 Population | 58,498 (+8.03% change) | 30,720,361 (+7.35% change) |
| Households | 21,838 | 10,496,851 |
| Rental Households | 10,091 | 3,737,262 |

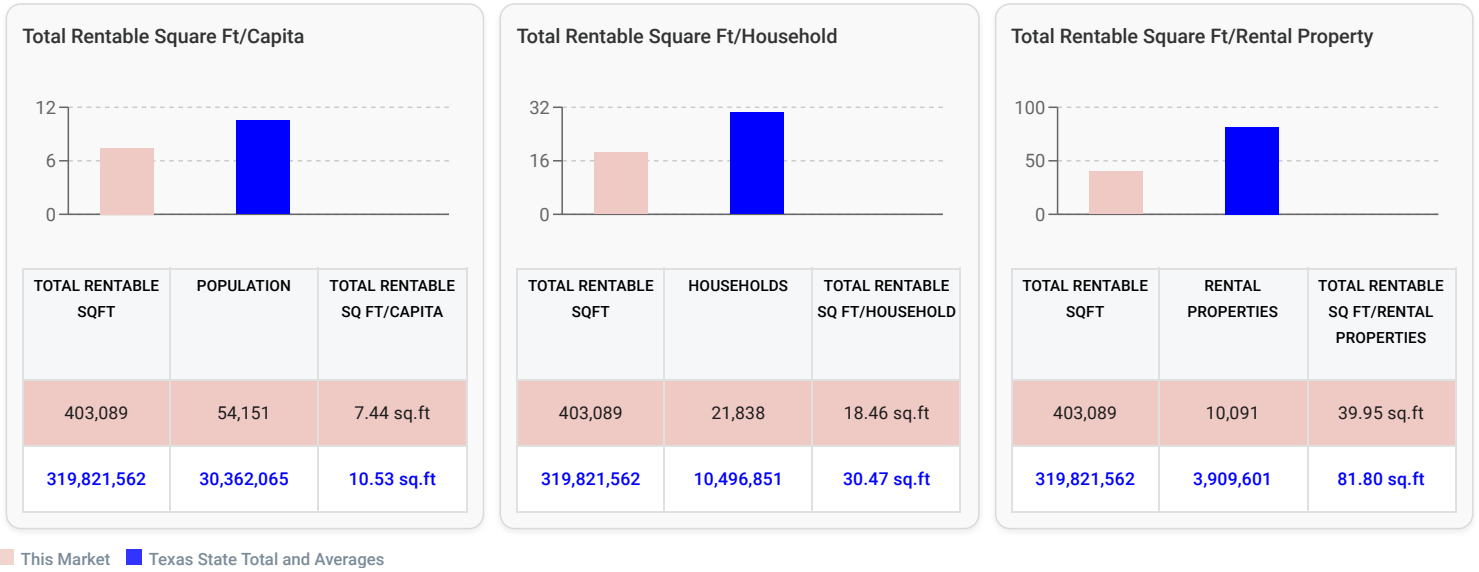
Market Snapshot Continued

| | This Market | State |
|---|-------------|-------------|
| Rental Households Percentage | 46.21% | 37.73% |
| Median Household Income | \$94,363 | \$63,826 |
| Average Rate Per Square Feet | | |
| <ul style="list-style-type: none"> All Units without Parking | \$1.81 | N/A |
| <ul style="list-style-type: none"> All Units with Parking | \$1.7 | \$1.21 |
| <ul style="list-style-type: none"> Regular Units | \$1.47 | \$0.97 |
| <ul style="list-style-type: none"> Climate Controlled Units | \$2.02 | \$1.52 |
| <ul style="list-style-type: none"> Only Parking | \$0.51 | \$0.39 |
| Rate Trend (12 months) | -6% | -7.87% |
| Units Not Advertised | 14% | 19% |
| Market Including Known Developments | | |
| Net Rentable Sq Ft | 403,089 | 335,488,832 |
| Sq Ft per Capita | | |
| <ul style="list-style-type: none"> 2020 Sq Ft per Capita | 7.44 | 11.05 |
| <ul style="list-style-type: none"> 2023 Sq Ft per Capita | 7.1 | 11.23 |
| <ul style="list-style-type: none"> 2025 Sq Ft per Capita | 6.89 | 10.92 |
| Sq Ft per Household | 18.46 | 31.96 |
| Total Stores | 8 | 6,740 |
| <ul style="list-style-type: none"> REITS | 2 | 1,285 |
| <ul style="list-style-type: none"> Mid Ops | 6 | 2,219 |
| <ul style="list-style-type: none"> Small Ops | 3 | 3,069 |

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.

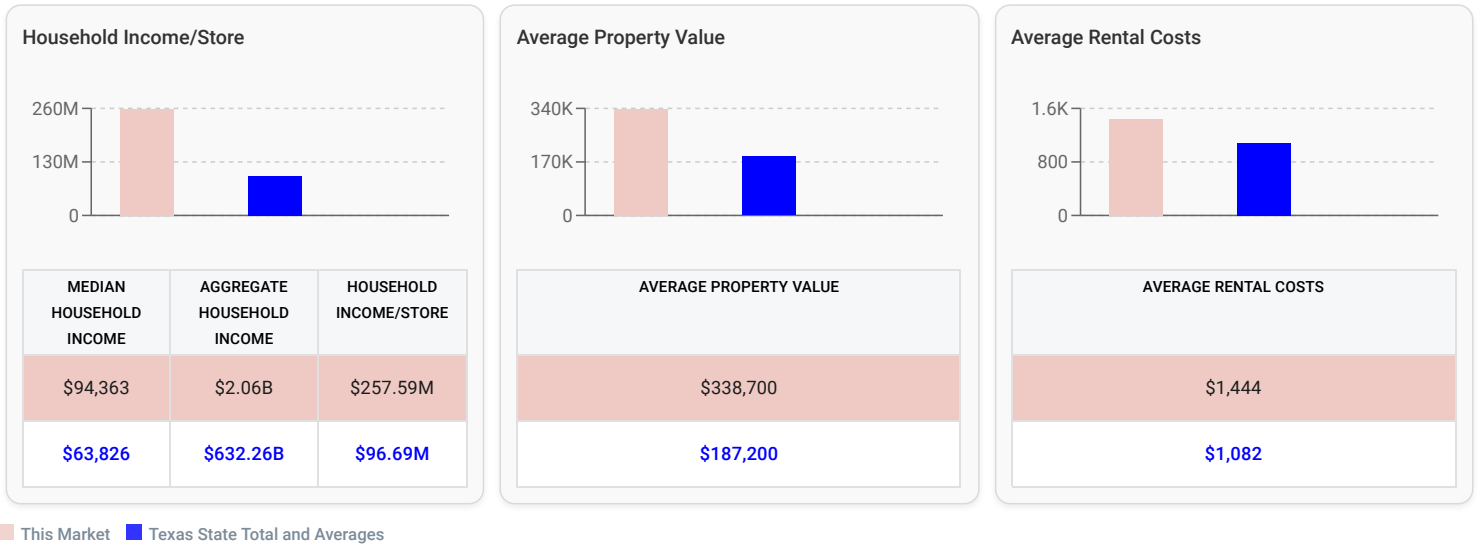
Demographic data based on the U.S. Census Bureau's 2020 American Community Survey.



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 2020 American Community Survey.



12 Month Trailing Average Rate History

View 12 month trailing average rates for the past one year.

Summary - All Units Without Parking (Premium, Any Floor)

| | | ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL REG | ALL CC | ALL 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 |
|---|----------------------|---------------------------|------------------------|----------|----------|-------------|---------|---------|----------|----------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| | Total /Market | \$168.27 | \$162.48 | \$151.39 | \$173.15 | \$129.00 | \$69.47 | \$73.10 | \$74.00 | \$93.30 | \$134.00 | \$180.90 | \$179.67 | \$240.55 | \$254.00 | - | \$349.00 | \$399.75 | - | - |
| U-Haul Moving & Storage of Grapevine 3501 William D Tate Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$149.70 | \$149.70 | \$125.90 | \$160.51 | - | \$84.95 | \$89.38 | \$134.95 | \$136.35 | \$181.39 | \$211.16 | \$228.05 | \$266.77 | - | - | - | - | - | - |
| 1st Choice Stadium Storage - Grapevine 2713 Ira E Woods Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$189.14 | \$179.52 | \$168.01 | \$200.20 | \$150.50 | \$56.89 | \$64.00 | \$79.00 | \$76.64 | \$141.96 | \$167.38 | \$209.00 | \$274.48 | \$258.95 | \$299.00 | \$301.00 | - | - | - |
| Regional Storage & Lock 171 S Scribner St, Grapevine, TX 76051 | 12 mo. trailing avg. | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Grande Self Storage 410 E Nw Hwy, Grapevine, TX 76051 | 12 mo. trailing avg. | \$204.14 | \$204.14 | \$204.14 | - | - | - | - | \$69.00 | - | - | - | \$194.07 | - | \$229.14 | - | \$324.34 | - | - | - |
| Extra Space 2044 W State Hwy 114, Grapevine, TX 76051 | 12 mo. trailing avg. | \$144.43 | \$144.41 | \$127.47 | \$172.07 | \$142.50 | \$38.43 | \$44.32 | \$71.43 | \$80.66 | \$132.87 | \$144.66 | \$180.66 | \$195.43 | \$264.45 | \$297.43 | - | - | - | - |
| CubeSmart Self Storage of Grapevine 2105 Ira E Woods Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$184.20 | \$184.20 | - | \$184.20 | - | - | \$49.26 | - | \$77.06 | - | \$145.87 | - | \$230.91 | - | \$289.52 | - | \$398.79 | - | - |

12 Month Trailing Average Rate History Continued

Summary - All Units Without Parking (Premium, Any Floor)

| | | ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL REG | ALL CC | ALL 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 | |
|--|----------------------|------------------------------|---------------------------|----------|-----------|----------------|------------|-----------|-------------|------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|----------------|---------------|---|
| Grapevine storage House - Hudgins 131 East Hudgins St, Grapevine, TX 76051 | 12 mo. trailing avg. | \$114.63 | \$114.63 | \$114.63 | - | - | - | - | \$77.16 | - | \$139.00 | - | \$191.00 | - | - | - | - | - | - | - | - |
| Grapevine storage House - Scribner 401 North Scribner, Grapevine, TX 76051 | 12 mo. trailing avg. | \$78.10 | \$78.10 | \$78.10 | - | - | - | - | \$78.10 | - | - | - | - | - | - | - | - | - | - | - | - |

Specific Unit - All Units Without Parking (Premium, Any Floor)

| | | OCT 2021 | NOV 2021 | DEC 2021 | JAN 2022 | FEB 2022 | MAR 2022 | APR 2022 | MAY 2022 | JUN 2022 | JUL 2022 | AUG 2022 | SEP 2022 |
|---|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | Total /Market | \$146.25 | \$152.36 | \$159.30 | \$163.86 | \$166.60 | \$168.42 | \$171.31 | \$171.97 | \$171.33 | \$171.05 | \$171.51 | \$171.08 |
| U-Haul Moving & Storage of Grapevine 3501 William D Tate Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$147.65 | \$146.54 | \$146.36 | \$147.21 | \$148.00 | \$149.15 | \$150.41 | \$150.24 | \$149.82 | \$149.69 | \$150.45 | \$149.70 |
| 1st Choice Stadium Storage - Grapevine 2713 Ira E Woods Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$146.52 | \$151.30 | \$160.74 | \$167.55 | \$170.77 | \$174.01 | \$177.82 | \$181.45 | \$184.86 | \$189.09 | \$190.80 | \$189.14 |
| CubeSmart Self Storage of Grapevine 2105 Ira E Woods Ave, Grapevine, TX 76051 | 12 mo. trailing avg. | \$175.13 | \$187.11 | \$194.45 | \$197.07 | \$198.65 | \$202.33 | \$202.61 | \$200.37 | \$195.30 | \$189.12 | \$187.16 | \$184.20 |
| Regional Storage & Lock 171 S Scribner St, Grapevine, TX 76051 | 12 mo. trailing avg. | - | - | - | - | - | - | - | - | - | - | - | - |
| Grapevine storage House - Hudgins 131 East Hudgins St, Grapevine, TX 76051 | 12 mo. trailing avg. | \$93.83 | \$97.73 | \$55.00 | \$68.60 | \$89.00 | \$89.59 | \$98.19 | \$98.95 | \$94.46 | \$93.72 | \$106.93 | \$114.63 |
| Grapevine storage House - Scribner 401 North Scribner, Grapevine, TX 76051 | 12 mo. trailing avg. | \$67.39 | \$67.39 | \$55.75 | \$57.71 | \$78.68 | \$79.23 | \$78.45 | \$78.39 | \$78.35 | \$78.22 | \$78.22 | \$78.10 |

12 Month Trailing Average Rate History Continued

Specific Unit - All Units Without Parking (Premium, Any Floor)

| | | OCT 2021 | NOV 2021 | DEC 2021 | JAN 2022 | FEB 2022 | MAR 2022 | APR 2022 | MAY 2022 | JUN 2022 | JUL 2022 | AUG 2022 | SEP 2022 |
|---|----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Extra Space 2044 W State Hwy 114, Grapevine, TX 76051 | 12 mo. trailing avg. | \$113.48 | \$118.85 | \$127.63 | \$134.28 | \$138.36 | \$139.92 | \$147.14 | \$148.06 | \$146.60 | \$145.05 | \$144.56 | \$144.43 |
| Grande Self Storage 410 E Nw Hwy, Grapevine, TX 76051 | 12 mo. trailing avg. | \$187.54 | \$192.51 | \$192.70 | \$191.37 | \$191.77 | \$192.20 | \$194.51 | \$196.41 | \$197.96 | \$200.18 | \$202.49 | \$204.14 |

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 WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | 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 |
|---------------------------|------------------------|-------------|---------|--------|---------|--------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| \$1.81 | \$1.62 | \$0.65 | \$1.20 | \$2.02 | \$2.78 | \$3.21 | \$1.48 | \$1.87 | \$1.34 | \$1.81 | \$1.05 | \$1.68 | \$1.27 | N/A | \$1.16 | \$1.33 | \$0.43 | \$0.51 |
| \$1.29 | \$1.20 | \$0.39 | \$0.97 | \$1.52 | \$1.99 | \$2.30 | \$1.36 | \$1.71 | \$1.04 | \$1.37 | \$0.92 | \$1.23 | \$0.84 | \$1.19 | \$0.80 | \$1.14 | \$0.40 | \$0.38 |

■ This Market ■ Texas 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.

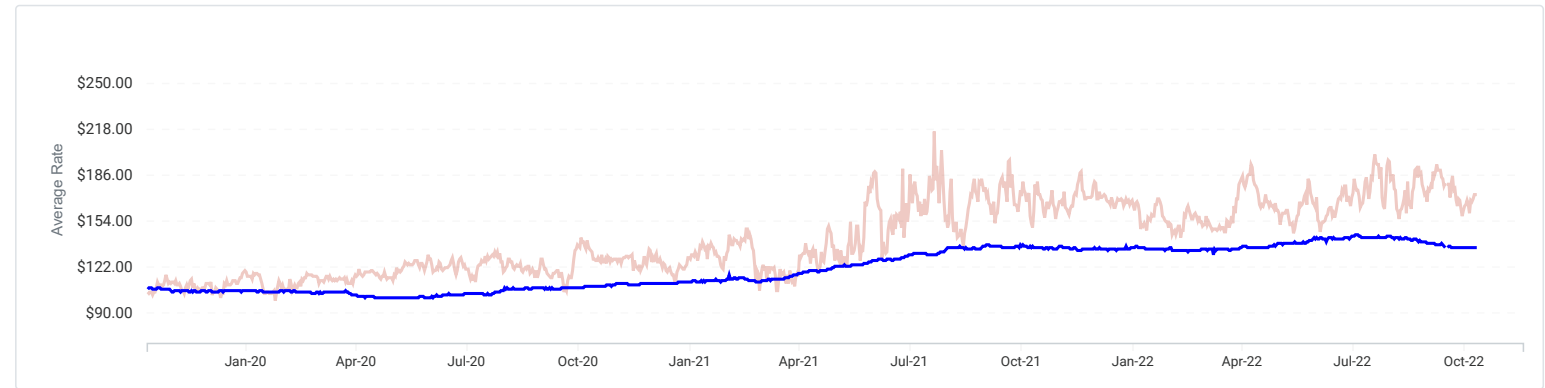
| ALL UNITS WITHOUT PARKING | ALL UNITS WITH PARKING | ALL PARKING | ALL REG | ALL CC | 5X5 REG | 5X5 CC | 5X10 REG | 5X10 CC | 10X10 REG | 10X10 CC | 10X15 REG | 10X15 CC | 10X20 REG | 10X20 CC | 10X30 REG | 10X30 CC | CAR PARKING | RV PARKING |
|---------------------------|------------------------|-------------|----------|----------|---------|---------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| \$172.53 | \$167.50 | \$126.00 | \$149.82 | \$182.53 | \$69.47 | \$80.27 | \$74.00 | \$93.30 | \$134.00 | \$180.90 | \$157.75 | \$251.74 | \$254.00 | N/A | \$349.00 | \$399.75 | \$129.00 | \$125.00 |
| \$135.62 | \$137.35 | \$152.13 | \$130.11 | \$147.66 | \$49.87 | \$57.49 | \$68.08 | \$85.27 | \$104.48 | \$137.27 | \$138.35 | \$183.89 | \$167.82 | \$238.55 | \$238.53 | \$342.19 | \$139.57 | \$153.83 |

■ This Market ■ Texas State Total and Averages

Average Rates History

Historical graphs showing the average rate over the past 36 months for each of the most common unit types.

All Units Without Parking (Last 3 Years)

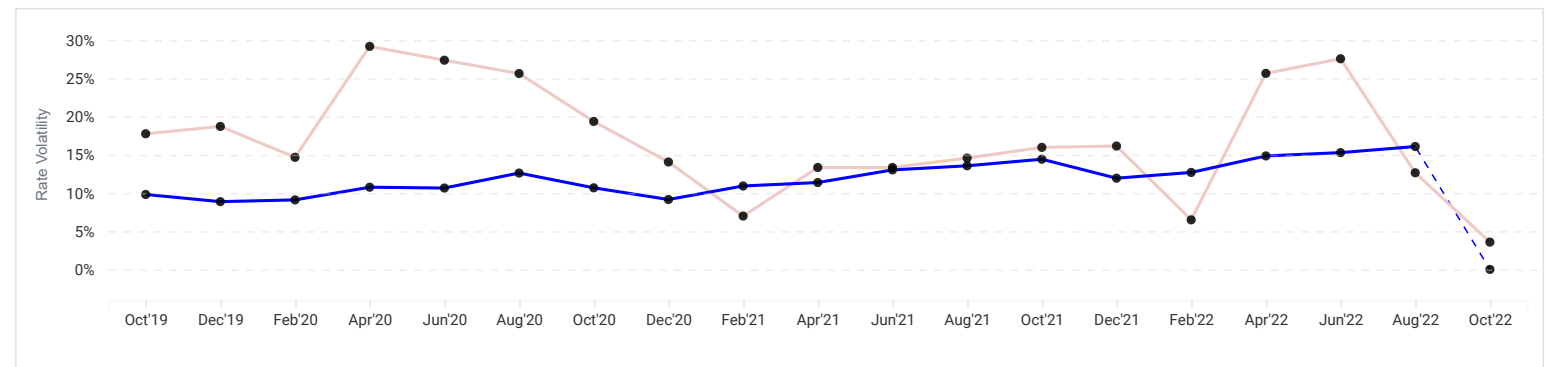


This Market Texas State Total and Averages

Rate Volatility History

Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

10x10 CC (Last 3 Years)



This Market Texas State Total and Averages --- No Data Available

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 | | TEXAS STATE TOTAL AND AVERAGES | |
|---------------------------|-------------|-----------|--------------------------------|------------|
| | ONMARKET | OFFMARKET | ONMARKET | OFFMARKET |
| ALL UNITS WITHOUT PARKING | 6(86%) | 1(14%) | 3,849(82%) | 832(18%) |
| ALL UNITS WITH PARKING | 6(86%) | 1(14%) | 4,140(81%) | 965(19%) |
| ALL REG | 5(71%) | 2(29%) | 3,738(75%) | 1,259(25%) |
| ALL CC | 4(67%) | 2(33%) | 2,416(73%) | 882(27%) |
| ALL PARKING | 2(40%) | 3(60%) | 911(26%) | 2,595(74%) |
| 5X5 REG | 2(40%) | 3(60%) | 1,009(41%) | 1,452(59%) |
| 5X5 CC | 2(33%) | 4(67%) | 1,445(57%) | 1,111(43%) |
| 5X10 REG | 2(29%) | 5(71%) | 2,307(60%) | 1,525(40%) |
| 5X10 CC | 4(67%) | 2(33%) | 1,959(65%) | 1,035(35%) |
| 10X10 REG | 2(40%) | 3(60%) | 2,793(66%) | 1,461(34%) |
| 10X10 CC | 3(50%) | 3(50%) | 2,003(64%) | 1,112(36%) |
| 10X15 REG | 3(50%) | 3(50%) | 2,289(60%) | 1,524(40%) |
| 10X15 CC | 4(67%) | 2(33%) | 1,734(60%) | 1,180(40%) |
| 10X20 REG | 2(33%) | 4(67%) | 2,528(60%) | 1,665(40%) |
| 10X20 CC | 0(0%) | 6(100%) | 1,469(53%) | 1,293(47%) |
| 10X30 REG | 1(17%) | 5(83%) | 1,307(45%) | 1,629(55%) |
| 10X30 CC | 1(33%) | 2(67%) | 546(34%) | 1,057(66%) |
| CAR PARKING | 1(20%) | 4(80%) | 164(8%) | 1,932(92%) |
| RV PARKING | 2(40%) | 3(60%) | 881(35%) | 1,640(65%) |

■ This Market ■ Texas State Total and Averages

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



Grapevine storage House - Hudgins 0.15 mile
131 East Hudgins St, Grapevine, TX 76051


Monday - Saturday **09:00 AM - 05:00 PM**
Sunday **Closed**

Total Square Feet **42,260 sqft**
Rentable Square Footage **41,940 sqft**
Owned by **Grapevine storage House**
Class Type **B**
Store Type **Self Storage**
Rate Volatility **0%**

Marketing Scorecard **33/100**

Contactability **3/11**
Paid Search **5/35**
Search **10/15**
Social Media **0/14**
Website **15/25**

| | | | | | | | | | | | | | |
|---------|--------|----------|---------|-----------|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| 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 |
| ✗ | ✗ | 🚫 | ✗ | ✓ | ✗ | 🚫 | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |



Regional Storage & Lock 0.47 mile
171 S Scribner St, Grapevine, TX 76051

Total Square Feet **12,520 sqft**
Rentable Square Footage **11,894 sqft**
Owned by **Regional Storage & Lock**
Class Type **B**
Store Type **Self Storage**
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 |
| ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |

All Stores List Continued

✔ Rate available for this unit type
 ✘ Rate not available for this unit type
 Rate previously available, but not currently advertised

| | | | | | | | | | | | | | |
|---|----------------------------|---|----------------------------|--|---------------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| Grande Self Storage 0.54 mile 410 E Nw Hwy, Grapevine, TX 76051 | | Total Square Feet 13,380 sqft Rentable Square Footage 12,711 sqft Owned by Grande Self Storage Class Type C Store Type Self Storage Rate Volatility 0% | | Marketing Scorecard 15/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 9/25 | | | | | | | | | |
| Monday - Wednesday | 08:00 AM - 04:00 PM | Thursday - Friday | 08:00 AM - 12:00 PM | Saturday - Sunday | Closed | | | | | | | | |
| 5x5 Reg | 5x5 CC | 5x10 Reg | 5x10 CC | 10x10 Reg | 10x10 CC | 10x15 Reg | 10x15 CC | 10x20 Reg | 10x20 CC | 10x30 Reg | 10x30 CC | Car Parking | RV Parking |
| ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |

| | | | | | | | | | | | | | |
|--|----------------------------|---|---------------|--|----------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| Grapevine storage House - Scribner 0.73 mile 401 North Scribner, Grapevine, TX 76051 | | Total Square Feet 32,950 sqft Rentable Square Footage 24,712 sqft Owned by Grapevine storage House Class Type B Store Type Self Storage Rate Volatility 0% | | Marketing Scorecard 29/100 Contactability 3/11 Paid Search 0/35 Search 11/15 Social Media 0/14 Website 15/25 | | | | | | | | | |
| Monday - Saturday | 09:00 AM - 05:00 PM | Sunday | Closed | | | | | | | | | | |
| 5x5 Reg | 5x5 CC | 5x10 Reg | 5x10 CC | 10x10 Reg | 10x10 CC | 10x15 Reg | 10x15 CC | 10x20 Reg | 10x20 CC | 10x30 Reg | 10x30 CC | Car Parking | RV Parking |
| ✘ | ✘ | | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ | ✘ |


| | | | | | | | | | | | | | |
|--|----------------------------|---|----------------------------|---|---------------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| Extra Space 1.06 miles 2044 W State Hwy 114, Grapevine, TX 76051 | | Total Square Feet 83,073 sqft Rentable Square Footage 78,919 sqft Owned by Extra Space Storage Inc. Class Type A Store Type Self Storage Rate Volatility 56% | | Marketing Scorecard 44/100 Contactability 8/11 Paid Search 2/35 Search 4/15 Social Media 7/14 Website 23/25 | | | | | | | | | |
| Monday - Friday | 09:30 AM - 06:00 PM | Saturday | 09:00 AM - 05:30 PM | Sunday | Closed | | | | | | | | |
| 5x5 Reg | 5x5 CC | 5x10 Reg | 5x10 CC | 10x10 Reg | 10x10 CC | 10x15 Reg | 10x15 CC | 10x20 Reg | 10x20 CC | 10x30 Reg | 10x30 CC | Car Parking | RV Parking |
| | | | ✔ | | | ✔ | ✔ | | | ✘ | ✘ | | ✔ |

| | | | | | | | | | | | | | |
|--|----------------------------|---|----------------------------|--|----------------------------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| CubeSmart Self Storage of Grapevine 1.21 miles 2105 Ira E Woods Ave, Grapevine, TX 76051 | | Total Square Feet 77,493 sqft Rentable Square Footage 58,119 sqft Owned by CubeSmart Self Storage Class Type A Store Type Self Storage Rate Volatility 17% | | Marketing Scorecard 55/100 Contactability 8/11 Paid Search 17/35 Search 2/15 Social Media 7/14 Website 21/25 | | | | | | | | | |
| Friday | 09:30 AM - 06:00 PM | Saturday | 08:30 AM - 05:00 PM | Sunday | 11:00 AM - 03:00 PM | | | | | | | | |
| 5x5 Reg | 5x5 CC | 5x10 Reg | 5x10 CC | 10x10 Reg | 10x10 CC | 10x15 Reg | 10x15 CC | 10x20 Reg | 10x20 CC | 10x30 Reg | 10x30 CC | Car Parking | RV Parking |
| ✘ | ✔ | ✘ | ✔ | ✘ | ✔ | ✘ | ✔ | ✘ | | ✘ | ✔ | ✘ | ✘ |

| | | | | | | | | | | | | | |
|---|---------------|--|----------------------------|---|----------------------------|-----------|----------|-----------|----------|-----------|----------|-------------|------------|
| 1st Choice Stadium Storage - Grapevine 1.85 miles 2713 Ira E Woods Ave, Grapevine, TX 76051 | | Total Square Feet 115,967 sqft Rentable Square Footage 113,309 sqft Owned by 1st Choice Stadium Storage Class Type B Store Type Self Storage Rate Volatility 1% | | Marketing Scorecard 18/100 Contactability 3/11 Paid Search 0/35 Search 4/15 Social Media 0/14 Website 11/25 | | | | | | | | | |
| Monday | Closed | Tuesday - Saturday | 09:00 AM - 06:00 PM | Sunday | 10:00 AM - 05:00 PM | | | | | | | | |
| 5x5 Reg | 5x5 CC | 5x10 Reg | 5x10 CC | 10x10 Reg | 10x10 CC | 10x15 Reg | 10x15 CC | 10x20 Reg | 10x20 CC | 10x30 Reg | 10x30 CC | Car Parking | RV Parking |
| ✔ | | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | ✔ | | | ✘ | ✔ | ✔ |

All Stores List Continued

✓ 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 Grapevine 2.55 miles 3501 William D Tate Ave, Grapevine, TX 76051 | | Total Square Feet 81,980 sqft Rentable Square Footage 61,485 sqft Owned by U-Haul International Inc. Class Type A Store Type Self Storage Rate Volatility 5% | Marketing Scorecard 41/100 Contactability 6/11 Paid Search 5/35 Search 0/15 Social Media 7/14 Website 23/25 | | | | | | | | | | |
| 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 | | | | | | | | | | | | |
| 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 |