

StorTrack Market Report

Produced on Aug 23 2021

Report for:
Lone Tree, CO

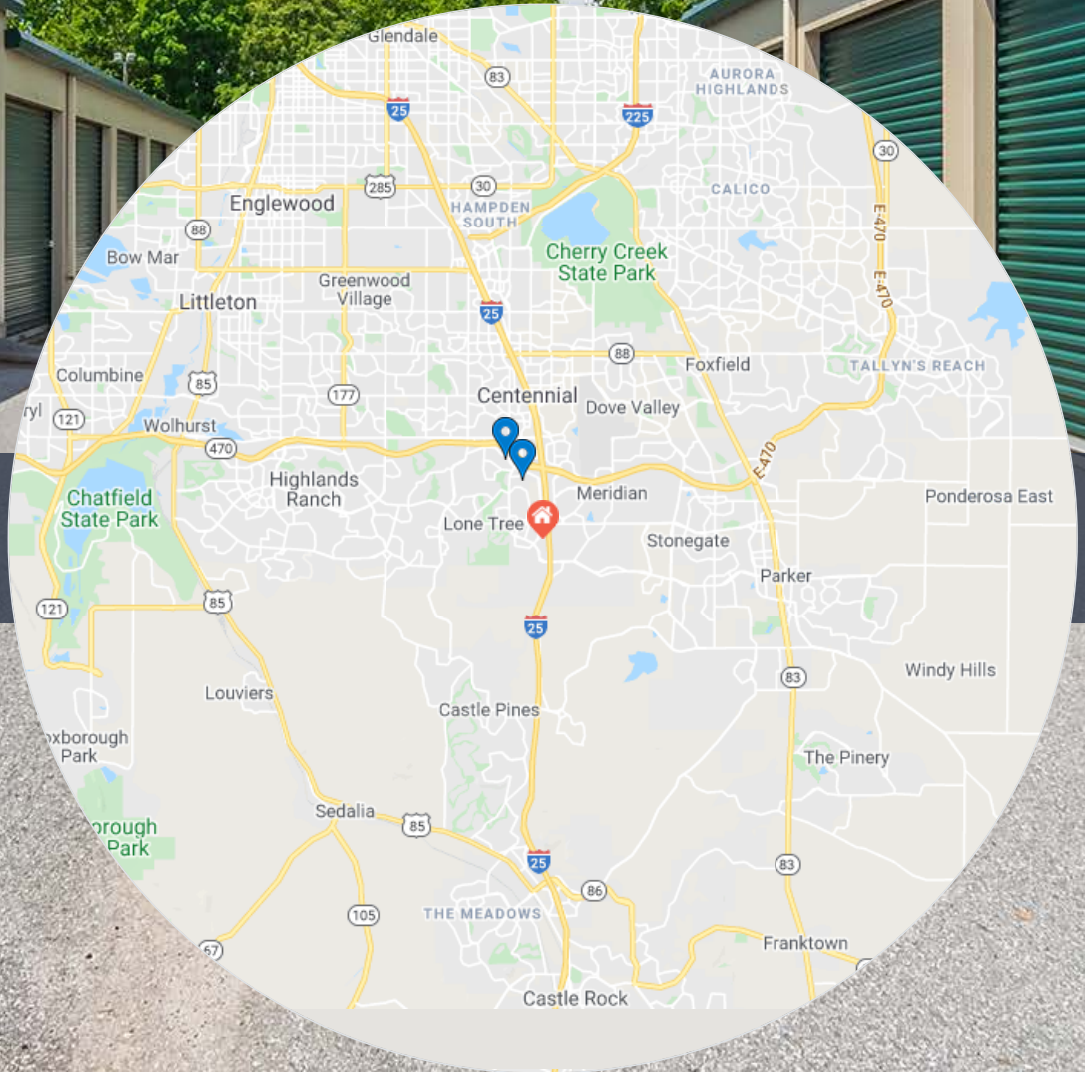


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Market Summary

Market: Lone Tree, CO

Market Type: City

Comparisons are made with: National Totals and Averages and Colorado 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	Colorado
No. of Stores in Market	2	53,096	1,204

Current Supply to Market:

There is 3.99 square feet/capita supply in this market. The US national average is 6.71 sqft/capita, and the Colorado state average is 8.31 sqft/capita.

Across all unit types, there is currently 0% of inventory offline (not available). The US national figure at the moment is 42.50% of inventory offline and the Colorado state number is 38.46% 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 55.85%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 14.87%. The Colorado state is showing a rate trend up for the last 3 months of 5.63%.

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 1.96%.

New Developments:

There is no known new development in this market.

StorTrack is currently tracking 1,793 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	84,847	53,139,417	2,340,520,286
Sq Ft per Capita	3.99	8.31	6.71
Sq Ft per Household	9.91	21.77	18.07
Stores	2	1,204	53,096
New Developments	0	30	1,791
Stores opened within the last year	0	8	212
Population	21,273	6,392,359	348,710,787
Households	8,564	2,440,746	129,538,770
Rental Households	3,505	747,259	46,551,759
Rental Households Percentage	40.93%	34.77%	35.94%
Median Household Income	\$110,754	\$72,331	\$61,496
Average Rate per Sq Ft	\$1.85	\$1.96	\$1.96
Rate Trend (12 months)	55.85%	5.63%	14.87%
Units Not Advertised	0%	20%	24%

Unit Types Offered

Analysis of the most common unit types - with the percentage of Stores in the market currently offering that unit type.

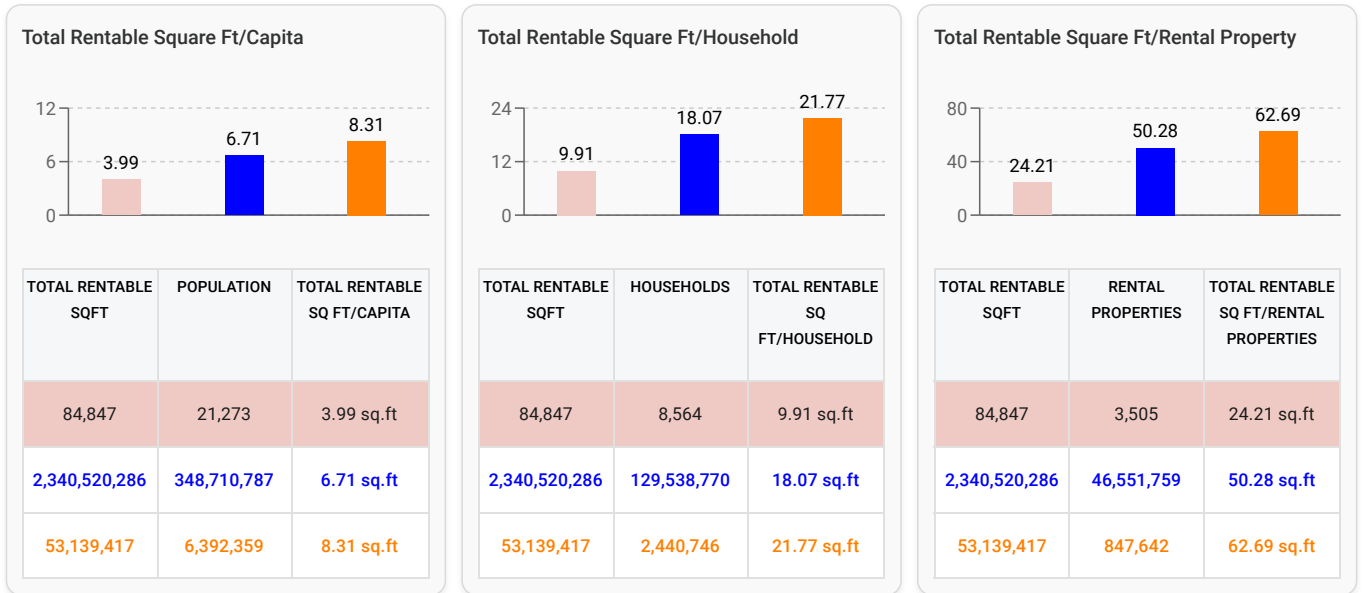
ALL UNITS	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	50.00%	100.00%	50.00%	100.00%	50.00%	50.00%	N/A	100.00%	N/A	N/A	N/A	50.00%	N/A	N/A	N/A	N/A
100.00%	85.18%	46.48%	27.98%	29.02%	53.14%	33.06%	61.16%	35.35%	46.40%	27.89%	52.10%	22.66%	28.17%	7.38%	4.69%	16.83%
100.00%	90.28%	33.87%	36.03%	25.51%	58.70%	24.97%	62.89%	26.05%	46.15%	20.24%	59.65%	15.38%	32.25%	3.91%	2.97%	16.87%

■ This Market ■ National Totals and Averages ■ Colorado 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 ■ Colorado 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	\$1.91	\$1.84	\$2.08	\$2.52	\$1.74	\$2.10	N/A	\$1.54	N/A	N/A	N/A	\$1.10	N/A	N/A	N/A	N/A
\$1.99	\$2.06	\$1.85	\$2.41	\$2.79	\$1.55	\$2.03	\$1.18	\$1.62	\$1.01	\$1.43	\$0.88	\$1.37	\$0.77	\$1.31	\$8.48	\$6.18
\$1.98	\$2.00	\$1.91	\$2.58	\$2.77	\$1.69	\$1.99	\$1.40	\$1.67	\$1.18	\$1.45	\$1.07	\$1.47	\$0.94	\$1.57	\$9.60	\$3.34

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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
\$116.89	\$69.50	\$130.43	\$52.00	\$63.00	\$87.00	\$105.00	N/A	\$154.00	N/A	N/A	N/A	\$220.00	N/A	N/A	N/A	N/A
\$143.57	\$130.48	\$166.74	\$60.37	\$69.85	\$77.25	\$101.75	\$118.08	\$162.47	\$151.78	\$214.68	\$175.96	\$274.59	\$230.96	\$393.65	\$110.10	\$129.13
\$147.57	\$139.54	\$168.30	\$64.54	\$69.27	\$84.46	\$99.60	\$139.56	\$166.64	\$177.44	\$217.36	\$213.96	\$294.63	\$281.35	\$471.61	\$135.26	\$85.46

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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									
Extra Space 1.48 miles 9368 Teddy Ln, Lone Tree, CO 80124 Monday Closed Tuesday - Saturday 10:30 AM - 07:00 PM Sunday Closed		Total Square Feet 91,966 sqft Rentable Square Footage 68,975 sqft Owned by Extra Space Storage Inc. Class Type A Opened 2006 Rate Volatility 52%		Marketing Scorecard 41/100 Contactability 6/11 Paid Search 5/35 Search 8/15 Social Media 1/14 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
🚫	✓	✗	✓	🚫	✓	🚫	🚫	🚫	✓	🚫	🚫	✗	✗
Public Storage 2.11 miles 8812 Park Meadows Dr, Lone Tree, CO 80124 Monday - Friday 09:30 AM - 06:00 PM Saturday - Sunday 09:30 AM - 05:00 PM		Total Square Feet 21,162 sqft* Rentable Square Footage 15,872 sqft Owned by Public Storage Class Type A Opened 1997 Rate Volatility 19%		Marketing Scorecard 56/100 Contactability 8/11 Paid Search 5/35 Search 9/15 Social Media 13/14 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
✓	✓	✓	🚫	🚫	✓	🚫	🚫	🚫	🚫	🚫	✗	✗	✗