

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).

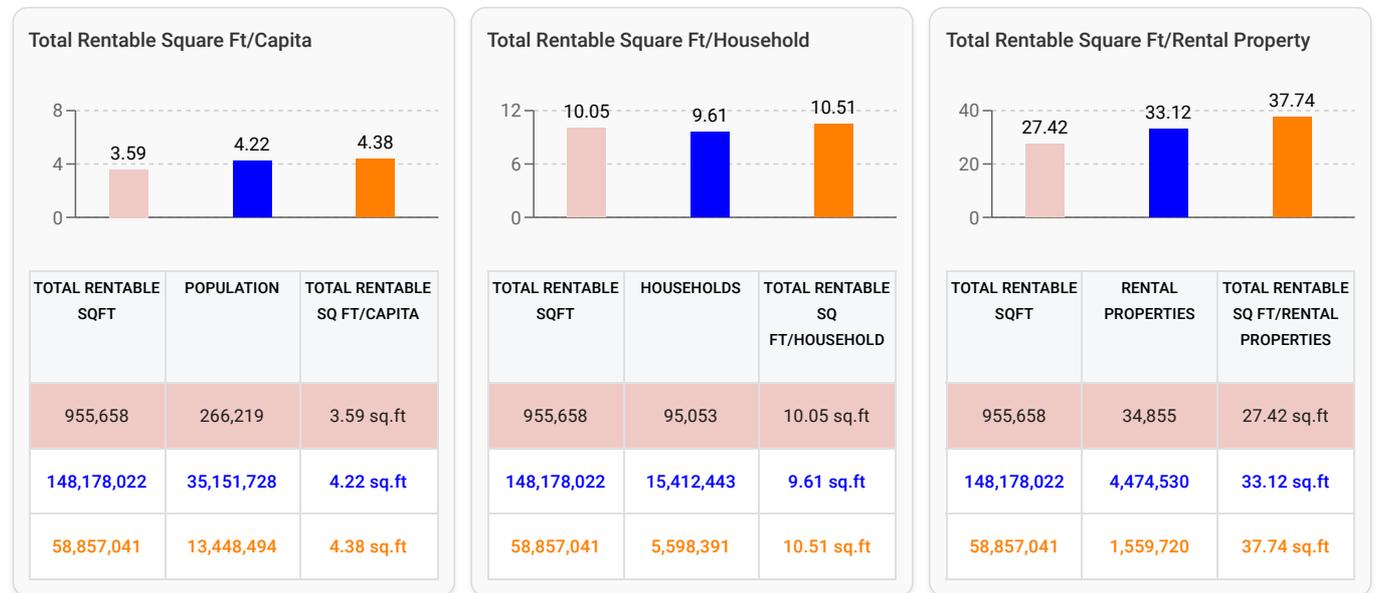
STORES IN MARKET	MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET
20	16	80.00%	4	20.00%
3,228	1,336	41.39%	1,892	58.61%
1,295	581	44.86%	714	55.14%

■ 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.

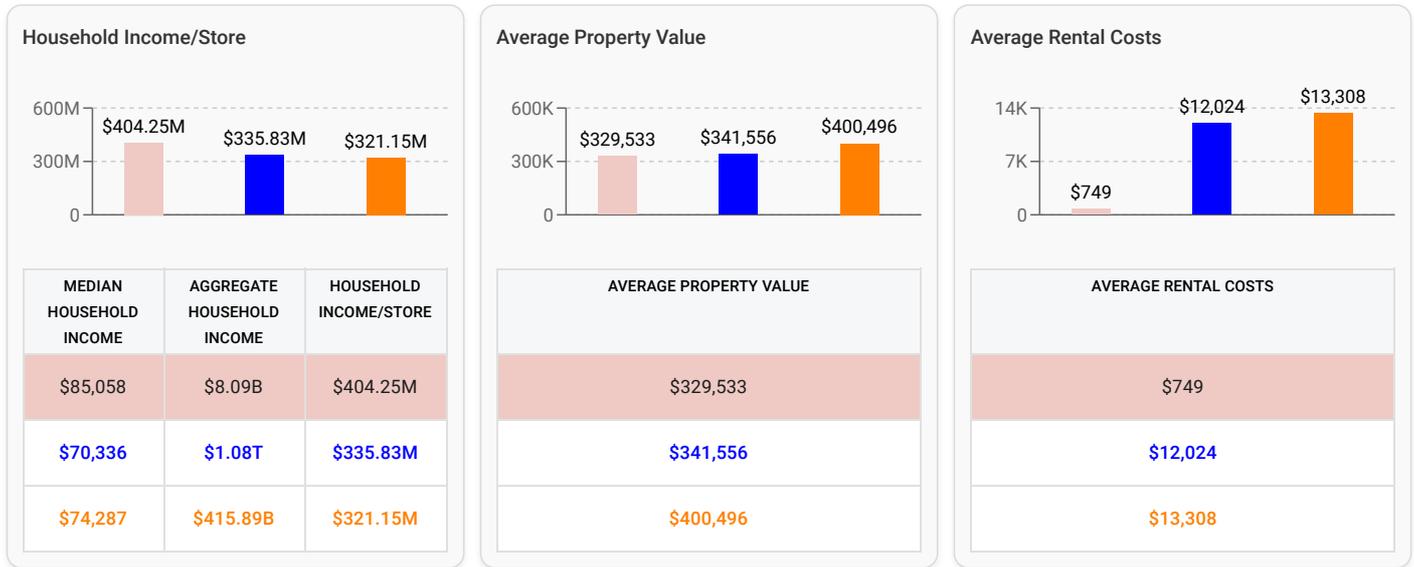


■ This Market
 ■ National Totals and Averages
 ■ Ontario State Total and Averages

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.



■ This Market ■ National Totals and Averages ■ Ontario 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
\$2.30	\$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	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										
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
✗	🚫	✗	🚫	✗	🚫	✗	🚫	✗	✗	✗	✗	✗	✗

All Stores List Continued

✓ Rate available for this unit type		✗ Rate not available for this unit type		🚫 Rate previously available, but not currently advertised									
Access Storage - Kitchener Queen St 0.68 mile 675 Queen St S, Kitchener, ON N2M1A1		Total Square Feet 94,201 sqft Rentable Square Footage 89,490 sqft Owned by Access Storage Store Type Self Storage Rate Volatility 4%		Marketing Scorecard 43/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 Website 22/25									
Monday - Friday	08:00 AM - 10:00 PM												
Saturday	09:00 AM - 07:00 PM												
Sunday	09:00 AM - 06:00 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Public Storage at Kitchener 0.85 mile 409 Weber St W, Kitchener, ON N2H4B1		Total Square Feet 27,059 sqft Rentable Square Footage 23,000 sqft Owned by Public Storage Store Type Traditional Rate Volatility 5%		Marketing Scorecard 38/100 Contactability 8/11 Paid Search 0/35 Search 2/15 Social Media 7/14 Website 21/25									
Monday - Friday	09:30 AM - 06:00 PM												
Saturday - Sunday	09:30 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Access Storage - Kitchener 1.17 miles 50 Ottawa Street South, Kitchener, ON N2G3S7		Total Square Feet 16,293 sqft* Rentable Square Footage 13,849 sqft Owned by Access Storage Store Type Traditional Rate Volatility 8%		Marketing Scorecard 42/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 Website 21/25									
Monday - Friday	08:00 AM - 10:00 PM												
Saturday	09:00 AM - 07:00 PM												
Sunday	09:00 AM - 06:00 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
Access Storage - Kitchener Woodside (Self-Serve) 1.17 miles 891 Guelph St, Kitchener, ON N2H5Z2		Total Square Feet 31,161 sqft Rentable Square Footage 29,602 sqft Owned by Access Storage Store Type Traditional Rate Volatility 3%		Marketing Scorecard 42/100 Contactability 6/11 Paid Search 0/35 Search 8/15 Social Media 7/14 Website 21/25									
Monday - Friday	08:00 AM - 10:00 PM												
Saturday	09:00 AM - 07:00 PM												
Sunday	09:00 AM - 06:00 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
✗	🚫	✗	✓	✗	✓	✓	✓	✗	✓	✓	✓	✗	✗
Kitchener Self Storage 1.24 miles 240 Gage Ave, Kitchener, ON N2M2C8		Total Square Feet 12,776 sqft Rentable Square Footage 12,137 sqft Owned by Space at Hand Store Type Traditional and Open Space Rate Volatility 0%		Marketing Scorecard 25/100 Contactability 6/11 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	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									
 Access Storage - Kitchener Northward 1.39 miles 352 Maple Ave, Kitchener, ON N2H4X3		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									
Monday - Friday	08:00 AM - 10:00 PM	Saturday	09:00 AM - 07:00 PM	Sunday	09:00 AM - 06:00 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
 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%		Marketing Scorecard 22/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 18/25									
Monday - Friday	08:00 AM - 10:00 PM	Saturday	09:00 AM - 07:00 PM	Sunday	09:00 AM - 06:00 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
✗	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
 Apple Self Storage - Kitchener - Schneider Creek 1.86 miles 49 Overland Dr, Kitchener, ON N2C2B3		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									
Monday - Friday	09:00 AM - 11:00 PM	Saturday	09:00 AM - 08:00 PM	Sunday	10:00 AM - 07:00 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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗
 ALTBIN SELF STORAGE 2.04 miles 20 Shirk Pl, Kitchener, ON N2K1R4		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									
Monday - Saturday	09:00 AM - 05:00 AM	Sunday	12:00 PM - 05:00 AM										
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 Access Storage - Kitchener Alpine Village 2.27 miles 176 Hayward Ave, Kitchener, ON N2C2E4		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									
Monday - Friday	08:00 AM - 10:00 PM	Saturday	09:00 AM - 07:00 PM	Sunday	09:00 AM - 06:00 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													
<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Bell Storage 2.4 miles 94 Howard Pl, Kitchener, ON N2K2Z4</p> <p>Monday - Friday: 09:00 AM - 06:00 PM Saturday: 08:00 AM - 05:00 PM Sunday: 12:00 PM - 04:00 PM</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 6,261 sqft Rentable Square Footage: 5,947 sqft Owned by: Bell Storage Store Type: Open Space Rate Volatility: N/A</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 0/100</p> <p>Contactability: 0/11 Paid Search: 0/35 Search: 0/15 Social Media: 0/14 Website: 0/25</p> </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 style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Self Storage Plus - ON 3.04 miles 1545 Victoria St North, Kitchener, ON N2B3E4</p> <p>Monday - Friday: 09:00 AM - 06:00 PM Saturday: 08:00 AM - 05:00 PM Sunday: 12:00 PM - 04:00 PM</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 85,556 sqft Rentable Square Footage: 81,278 sqft Owned by: Self Storage Plus Store Type: Traditional Rate Volatility: 7%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 14/100</p> <p>Contactability: 9/11 Paid Search: 0/35 Search: 0/15 Social Media: 0/14 Website: 5/25</p> </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 style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>U-Haul Moving & Storage at Fairway Rd 3.24 miles 555 Fairway Rd S, Kitchener, ON N2C1X4</p> <p>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</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 77,752 sqft Rentable Square Footage: 73,864 sqft Owned by: Amerco Store Type: Traditional Rate Volatility: 0%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 37/100</p> <p>Contactability: 6/11 Paid Search: 0/35 Search: 3/15 Social Media: 7/14 Website: 21/25</p> </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 style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Make Space Storage - Kitchener 3.28 miles 171 Webster Rd, Kitchener, ON N2C2E7</p> <p>Monday - Friday: 09:00 AM - 05:00 PM Saturday - Sunday: Closed</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 36,404 sqft Rentable Square Footage: 34,583 sqft Owned by: Make Space Storage Store Type: Traditional and Open Space Rate Volatility: 0%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 22/100</p> <p>Contactability: 3/11 Paid Search: 0/35 Search: 0/15 Social Media: 1/14 Website: 18/25</p> </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 style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p>Kitchener Self Storage 3.53 miles 110 Manitou Drive, Kitchener, ON N2C1L3</p> </div> <div style="width: 30%;"> <p>Total Square Feet: 55,188 sqft* Rentable Square Footage: 52,428 sqft Owned by: Space at Hand Store Type: Traditional and Open Space Rate Volatility: 0%</p> </div> <div style="width: 30%;"> <p>Marketing Scorecard 25/100</p> <p>Contactability: 6/11 Paid Search: 0/35 Search: 0/15 Social Media: 1/14 Website: 18/25</p> </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

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

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