

stortrack

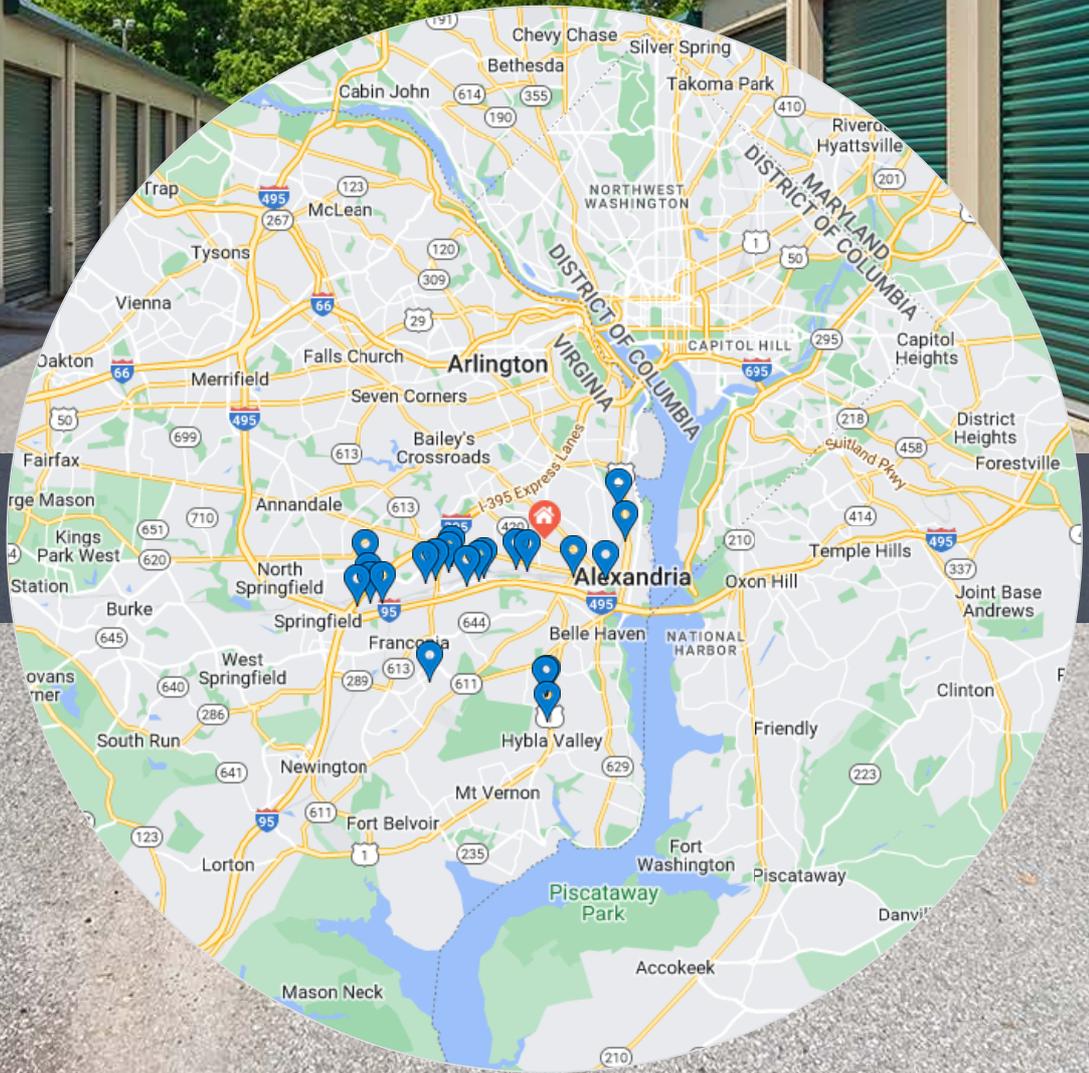
# EXPLORER

## Market Report

Produced on Apr 05 2022



Report for:  
Alexandria, VA



stortrack

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## 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).

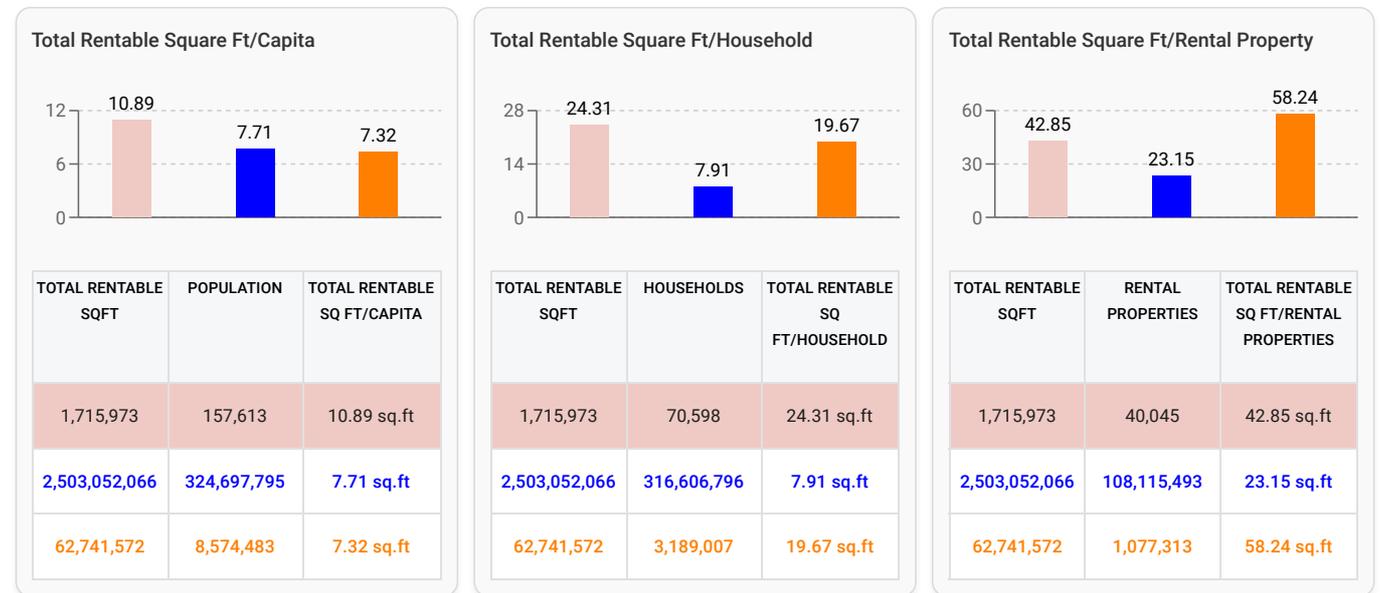
STORES IN MARKET	REITS		MID OPS		SMALL OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
22	17	77.27%	3	13.64%	2	9.09%
55,592	8,494	15.28%	21,204	38.14%	25,893	46.58%
1,256	276	21.97%	561	44.67%	419	33.36%

■ 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.

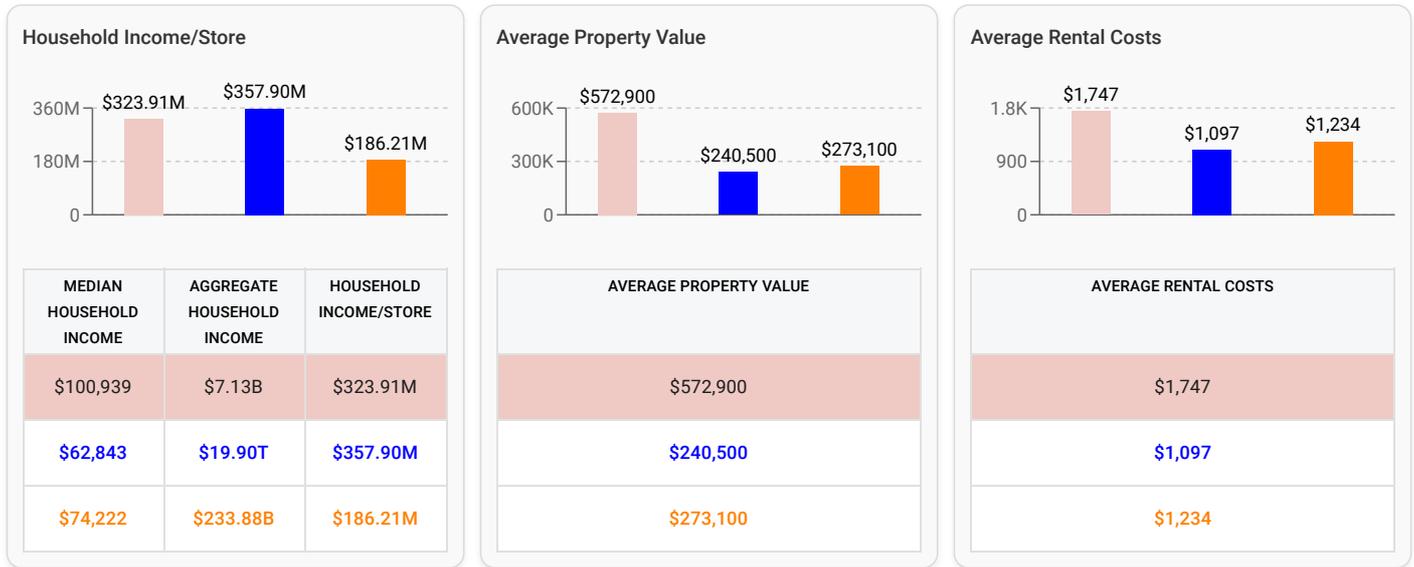


■ This Market 
 ■ National Totals and Averages 
 ■ Virginia State Total and Averages

## 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	<a href="http://www.fairfaxcounty.gov">www.fairfaxcounty.gov</a> <a href="http://www.fairfaxcounty.gov">www.fairfaxcounty.gov</a> <a href="http://alexandrialivingmagazine.com">alexandrialivingmagazine.com</a> <a href="http://www.fairfaxcounty.gov">www.fairfaxcounty.gov</a> <a href="http://www.fairfaxcounty.gov">www.fairfaxcounty.gov</a>
Last Checked Date	11-Mar-2022

### Ownership Info

Owner Name	Wire Gill, LLP
Owner Contact Name	David Gill

### Contractor Info

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

## All Stores List Continued

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: gray;">✎</span> Rate previously available, but not currently advertised									
 <b>CubeSmart Self Storage of Alexandria</b> 1.88 miles 4650 Eisenhower Ave, Alexandria, VA 22304		Total Square Feet <b>152,868 sqft</b> Rentable Square Footage <b>114,651 sqft</b> Owned by <b>CubeSmart Self Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>28%</b>		<b>Marketing Scorecard</b> Contactability <b>8/11</b> Paid Search <b>11/35</b> Search <b>5/15</b> Social Media <b>7/14</b> Website <b>22/25</b>									
Friday	<b>09:30 AM - 06:00 PM</b>	Saturday	<b>08:30 AM - 05:00 PM</b>	Sunday	<b>Closed</b>								
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
<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: gray;">✎</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>
 <b>Mini U Storage - Potomac Yard</b> 1.94 miles 405 Swann Ave, Alexandria, VA 22301		Total Square Feet <b>112,064 sqft</b> Rentable Square Footage <b>106,460 sqft</b> Owned by <b>Dahn Corp.</b> Class Type <b>B</b> Store Type <b>Parking</b> Rate Volatility <b>13%</b>		<b>Marketing Scorecard</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>0/15</b> Social Media <b>7/14</b> Website <b>22/25</b>									
Monday - Friday	<b>09:00 AM - 06:00 PM</b>	Saturday	<b>08:00 AM - 06:00 PM</b>	Sunday	<b>09:00 AM - 03:00 PM</b>								
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
<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>
 <b>Extra Space</b> 1.96 miles 1022 N Henry St, Alexandria, VA 22314		Total Square Feet <b>99,000 sqft</b> Rentable Square Footage <b>75,425 sqft</b> Owned by <b>Extra Space Storage Inc.</b> Class Type <b>A</b> Store Type <b>Self Storage</b> Rate Volatility <b>34%</b>		<b>Marketing Scorecard</b> Contactability <b>6/11</b> Paid Search <b>5/35</b> Search <b>3/15</b> Social Media <b>7/14</b> Website <b>21/25</b>									
Monday - Friday	<b>09:30 AM - 06:00 PM</b>	Saturday	<b>09:00 AM - 05:30 PM</b>	Sunday	<b>Closed</b>								
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
<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: gray;">✎</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: gray;">✎</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>
 <b>Alexandria Self Storage</b> 2.2 miles 4900 Eisenhower Ave., Alexandria, VA 22304		Total Square Feet <b>81,255 sqft</b> Rentable Square Footage <b>77,192 sqft</b> Owned by <b>Self Storage Plus</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>3%</b>		<b>Marketing Scorecard</b> Contactability <b>3/11</b> Paid Search <b>6/35</b> Search <b>2/15</b> Social Media <b>2/14</b> Website <b>21/25</b>									
Monday - Friday	<b>09:30 AM - 06:00 PM</b>	Saturday	<b>09:00 AM - 05:00 PM</b>	Sunday	<b>10:00 AM - 04:00 PM</b>								
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
<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>
 <b>Public Storage</b> 2.31 miles 401 S Pickett Street, Alexandria, VA 22304		Total Square Feet <b>75,300 sqft</b> Rentable Square Footage <b>64,005 sqft</b> Owned by <b>Public Storage</b> Class Type <b>B</b> Store Type <b>Self Storage</b> Rate Volatility <b>24%</b>		<b>Marketing Scorecard</b> Contactability <b>8/11</b> Paid Search <b>17/35</b> Search <b>7/15</b> Social Media <b>7/14</b> Website <b>22/25</b>									
Monday - Friday	<b>09:30 AM - 06:00 PM</b>	Saturday - Sunday	<b>09:30 AM - 05:00 PM</b>										
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
<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: green;">✓</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>	<span style="color: red;">✗</span>

## All Stores List Continued

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: gray;">✎</span> Rate previously available, but not currently advertised									
 <b>Mini U Storage - Alexandria</b> 2.44 miles 500 S. Pickett St, Alexandria, VA 22304		Total Square Feet <b>31,168 sqft</b>		<b>Marketing Scorecard</b> <b>39/100</b>									
Rentable Square Footage <b>29,609 sqft</b>		Owned by <b>Dahn Corp.</b>		Contactability <b>6/11</b>									
Class Type <b>B</b>		Store Type <b>Self Storage</b>		Paid Search <b>5/35</b>									
Rate Volatility <b>5%</b>		Search <b>0/15</b>		Social Media <b>7/14</b>									
Monday - Friday <b>09:00 AM - 06:00 PM</b>		Saturday <b>08:00 AM - 06:00 PM</b>		Sunday <b>09:00 AM - 03:00 PM</b>									
Website <b>21/25</b>													
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
✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
 <b>Public Storage</b> 2.8 miles 700 S Pickett Street, Alexandria, VA 22304		Total Square Feet <b>105,270 sqft</b>		<b>Marketing Scorecard</b> <b>55/100</b>									
Rentable Square Footage <b>80,175 sqft</b>		Owned by <b>Public Storage</b>		Contactability <b>8/11</b>									
Class Type <b>B</b>		Store Type <b>Self Storage</b>		Paid Search <b>12/35</b>									
Rate Volatility <b>34%</b>		Search <b>7/15</b>		Social Media <b>7/14</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b>		Saturday - Sunday <b>09:30 AM - 05:00 PM</b>											
Website <b>21/25</b>													
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
✗	✓	✗	✓	✗	✓	✗	✓	✓	✗	✎	✗	✗	✗
 <b>Public Storage</b> 3.05 miles 880 S Pickett Street, Alexandria, VA 22304		Total Square Feet <b>51,450 sqft</b>		<b>Marketing Scorecard</b> <b>56/100</b>									
Rentable Square Footage <b>38,588 sqft</b>		Owned by <b>Public Storage</b>		Contactability <b>8/11</b>									
Class Type <b>A</b>		Store Type <b>Self Storage</b>		Paid Search <b>12/35</b>									
Rate Volatility <b>10%</b>		Search <b>7/15</b>		Social Media <b>7/14</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b>		Saturday - Sunday <b>09:30 AM - 05:00 PM</b>											
Website <b>22/25</b>													
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗	✗	✗
 <b>CubeSmart Self Storage of Alexandria</b> 3.82 miles 3100 Holly Hill Rd, Alexandria, VA 22306		Total Square Feet <b>60,329 sqft</b>		<b>Marketing Scorecard</b> <b>49/100</b>									
Rentable Square Footage <b>51,280 sqft</b>		Owned by <b>CubeSmart Self Storage</b>		Contactability <b>8/11</b>									
Class Type <b>A</b>		Store Type <b>Pending</b>		Paid Search <b>11/35</b>									
Rate Volatility <b>11%</b>		Search <b>2/15</b>		Social Media <b>7/14</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b>		Saturday - Sunday <b>09:30 AM - 05:00 PM</b>											
Website <b>21/25</b>													
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
✗	✓	✓	✓	✓	✓	✓	✗	✓	✗	✗	✗	✗	✗
 <b>Public Storage</b> 3.85 miles 7208 Fordson Road, Alexandria, VA 22306		Total Square Feet <b>87,725 sqft</b>		<b>Marketing Scorecard</b> <b>57/100</b>									
Rentable Square Footage <b>83,339 sqft</b>		Owned by <b>Public Storage</b>		Contactability <b>8/11</b>									
Class Type <b>A</b>		Store Type <b>Self Storage</b>		Paid Search <b>12/35</b>									
Rate Volatility <b>27%</b>		Search <b>9/15</b>		Social Media <b>7/14</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b>		Saturday - Sunday <b>09:30 AM - 05:00 PM</b>											
Website <b>21/25</b>													
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

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: gray;">✎</span> Rate previously available, but not currently advertised									
<b>Public Storage</b> 4.18 miles 6375 Bren Mar Drive, Alexandria, VA 22312		Total Square Feet <b>157,500 sqft</b>		<b>Marketing Scorecard</b> <b>55/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday - Sunday <b>09:30 AM - 05:00 PM</b>		Rentable Square Footage <b>118,125 sqft</b>		Contactability <b>8/11</b>									
		Owned by <b>Public Storage</b>		Paid Search <b>12/35</b>									
		Class Type <b>A</b>		Search <b>7/15</b>									
		Store Type <b>Self Storage</b>		Social Media <b>7/14</b>									
		Rate Volatility <b>20%</b>		Website <b>21/25</b>									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✎	✗	✗
<b>Extra Space</b> 4.37 miles 5321 Shawnee Rd, Alexandria, VA 22312		Total Square Feet <b>107,011 sqft</b>		<b>Marketing Scorecard</b> <b>45/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:30 PM</b> Sunday <b>Closed</b>		Rentable Square Footage <b>80,258 sqft</b>		Contactability <b>6/11</b>									
		Owned by <b>Extra Space Storage Inc.</b>		Paid Search <b>5/35</b>									
		Class Type <b>A</b>		Search <b>3/15</b>									
		Store Type <b>Self Storage</b>		Social Media <b>7/14</b>									
		Rate Volatility <b>37%</b>		Website <b>24/25</b>									
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
✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✓	✗	✗
<b>Public Storage</b> 4.42 miles 7501 Fordson Road, Alexandria, VA 22306		Total Square Feet <b>46,740 sqft</b>		<b>Marketing Scorecard</b> <b>56/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday - Sunday <b>09:30 AM - 05:00 PM</b>		Rentable Square Footage <b>39,729 sqft</b>		Contactability <b>8/11</b>									
		Owned by <b>Public Storage</b>		Paid Search <b>12/35</b>									
		Class Type <b>B</b>		Search <b>7/15</b>									
		Store Type <b>Self Storage</b>		Social Media <b>7/14</b>									
		Rate Volatility <b>35%</b>		Website <b>22/25</b>									
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
✓	✗	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗
<b>Public Storage</b> 4.43 miles 5610 General Washington Drive, Alexandria, VA 22312		Total Square Feet <b>222,496 sqft</b>		<b>Marketing Scorecard</b> <b>56/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday - Sunday <b>09:30 AM - 05:00 PM</b>		Rentable Square Footage <b>166,872 sqft</b>		Contactability <b>8/11</b>									
		Owned by <b>Public Storage</b>		Paid Search <b>12/35</b>									
		Class Type <b>B</b>		Search <b>7/15</b>									
		Store Type <b>Self Storage</b>		Social Media <b>7/14</b>									
		Rate Volatility <b>23%</b>		Website <b>22/25</b>									
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
✗	✓	✗	✓	✗	✓	✎	✓	✎	✓	✎	✓	✗	✗
<b>Extra Space</b> 4.45 miles 5851 King Centre Dr, Alexandria, VA 22315		Total Square Feet <b>94,041 sqft</b>		<b>Marketing Scorecard</b> <b>47/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>09:00 AM - 05:30 PM</b> Sunday <b>Closed</b>		Rentable Square Footage <b>89,338 sqft</b>		Contactability <b>6/11</b>									
		Owned by <b>Extra Space Storage Inc.</b>		Paid Search <b>5/35</b>									
		Class Type <b>A</b>		Search <b>5/15</b>									
		Store Type <b>Self Storage</b>		Social Media <b>7/14</b>									
		Rate Volatility <b>59%</b>		Website <b>24/25</b>									
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

<span style="color: green;">✓</span> Rate available for this unit type		<span style="color: red;">✗</span> Rate not available for this unit type		<span style="color: gray;">🚫</span> Rate previously available, but not currently advertised									
 <b>Life Storage - General Green Way</b> 4.48 miles 6457 General Green Way, Alexandria, VA 22312		Total Square Feet <b>107,120 sqft</b>		<b>Marketing Scorecard</b> <b>51/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>08:30 AM - 05:00 PM</b> Sunday <b>Closed</b>		Rentable Square Footage <b>91,052 sqft</b>		Contactability <b>9/11</b> Paid Search <b>9/35</b> Search <b>2/15</b> Social Media <b>7/14</b> Website <b>24/25</b>									
Owned by <b>Life Storage, Inc.</b>		Class Type <b>A</b>											
Store Type <b>Self Storage</b>		Rate Volatility <b>43%</b>											
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
✓	🚫	✓	🚫	✓	✓	✓	🚫	🚫	🚫	🚫	🚫	✗	✗
 <b>Life Storage in Alexandria (#959)</b> 4.75 miles 5765 General Washington Dr, Alexandria, VA 22312		Total Square Feet <b>107,281 sqft</b>		<b>Marketing Scorecard</b> <b>48/100</b>									
Monday - Friday <b>09:30 AM - 06:00 PM</b> Saturday <b>08:30 AM - 05:00 PM</b> Sunday <b>12:00 PM - 04:00 PM</b>		Rentable Square Footage <b>80,460 sqft</b>		Contactability <b>9/11</b> Paid Search <b>5/35</b> Search <b>2/15</b> Social Media <b>7/14</b> Website <b>25/25</b>									
Owned by <b>Life Storage, Inc.</b>		Class Type <b>A</b>											
Store Type <b>Self Storage</b>		Rate Volatility <b>13%</b>											
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