

StorTrack Market Report

Produced on Sep 22 2021

Report for:
Glasgow

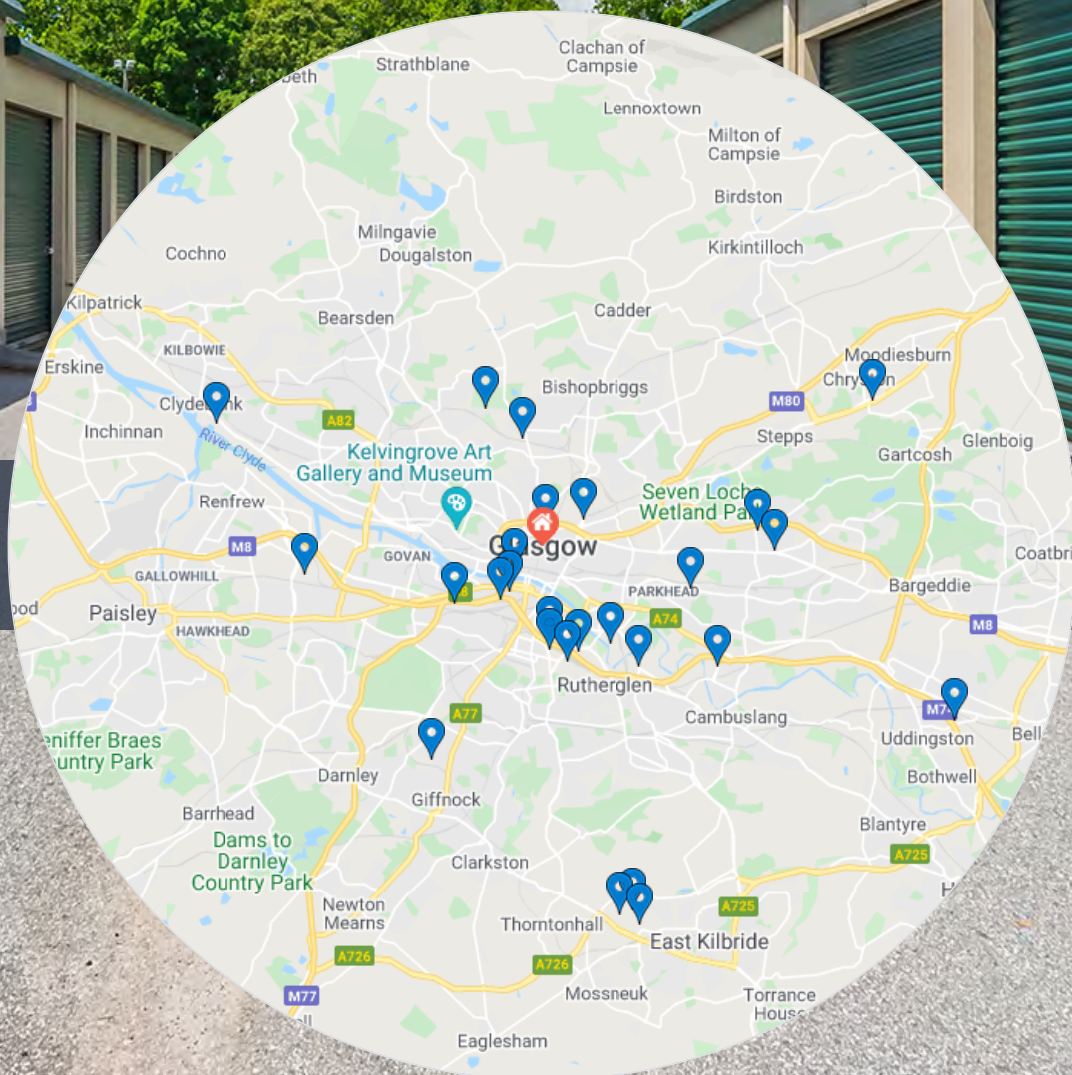


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Market Summary

Market: Glasgow

Market Type: City

Comparisons are made with: National Totals 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
No. of Stores in Market	27	4,005

Current Supply to Market:

There is 1.07 square feet/capita supply in this market. The UK national average is 1.58 sqft/capita.

Across all unit types, there is currently 70.37% of inventory offline (not available). The UK national figure at the moment is 0% of inventory offline and comparing against national average, this market's supply level could be characterized as an under-supply.

Rate Trends in Market:

The rate in this market has trended up in the last 3 months, by 44.45%. This would indicate a increased demand against available supply. The current UK national rate trend for the past 3 months is up, by 15.94%.

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 117 new developments across the UK.

Market Snapshot

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

	This Market	National
Net Rentable Sq Ft	1,321,431	100,710,555
Sq Ft per Capita	1.07	1.58
Sq Ft per Household	3.15	4.12
Stores	27	4,005
New Developments	0	117
Stores opened within the last year	0	12
Population	1,235,040	63,673,119
Households	420,088	24,434,594
Rental Households	102,500	6,952,502
Rental Households Percentage	24.4%	28.45%
Median Household Income	£0	£38,180
Average Rate per Sq Ft	£0.69	£1.13
Rate Trend (12 months)	44.45%	15.94%
Units Not Advertised	33%	15%

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
27	14	51.85%	13	48.15%
4,005	1,508	37.65%	2,485	62.05%

■ This Market ■ National Totals and Averages

Unit Types Offered

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

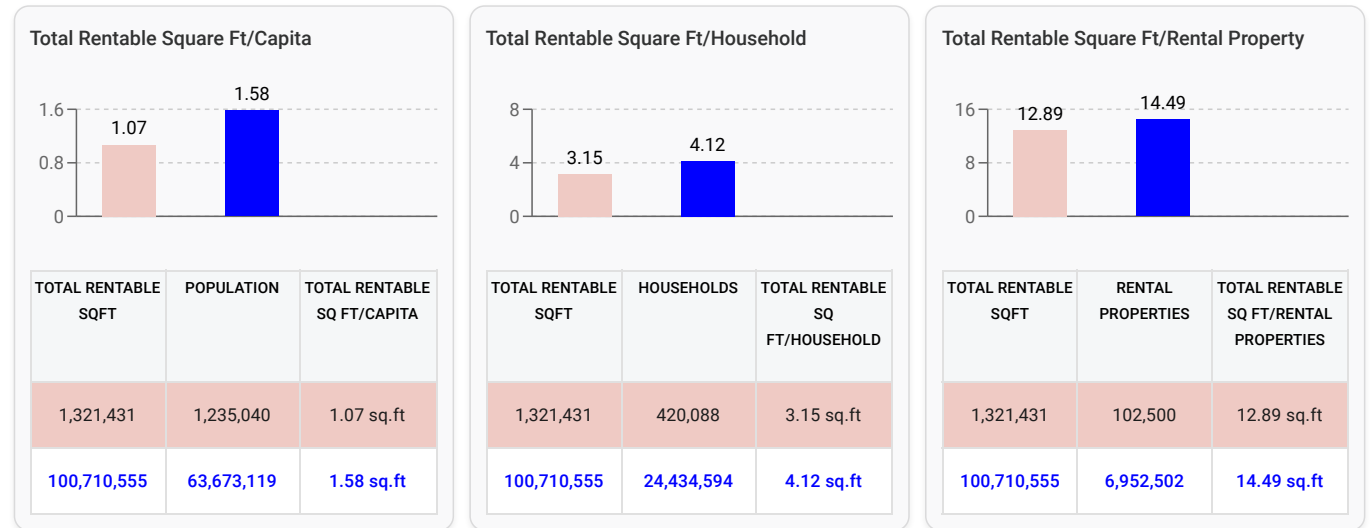
ALL UNITS	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
29.63%	N/A	29.63%	25.93%	3.70%	29.63%	3.70%	29.63%	29.63%	N/A	22.22%	N/A	N/A
100.00%	26.44%	55.78%	47.55%	28.92%	62.01%	22.68%	57.83%	50.25%	19.84%	42.66%	4.96%	9.71%

■ This Market ■ National Totals 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 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.

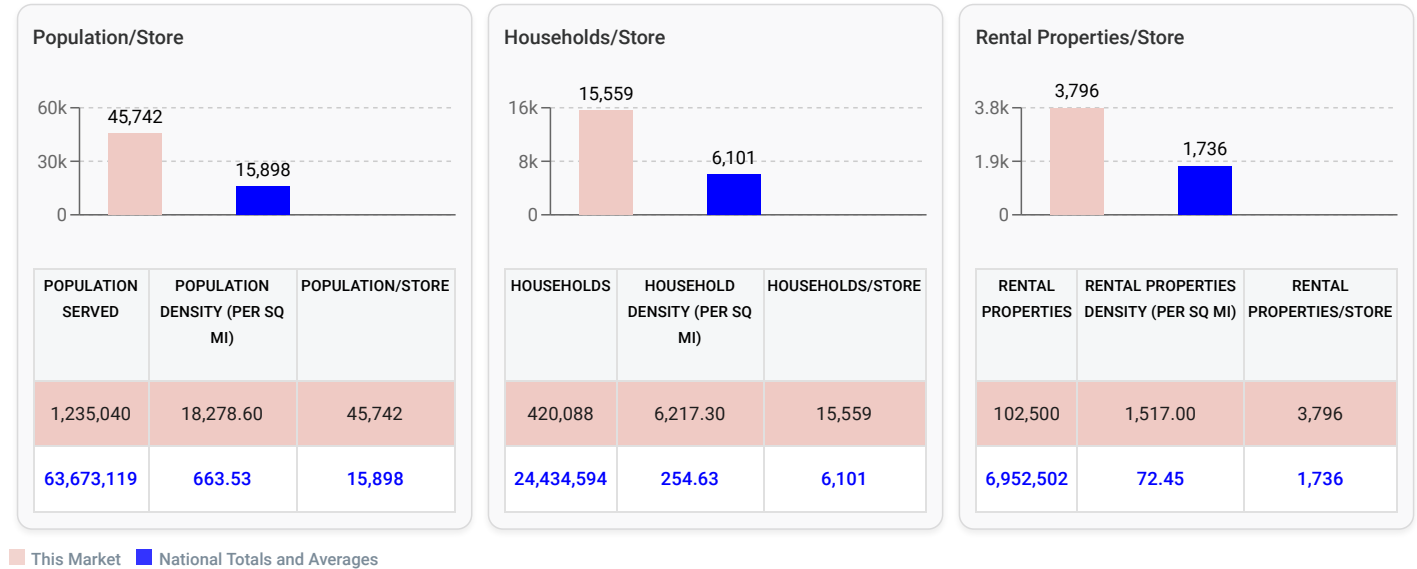


■ This Market ■ National Totals and Averages

Size of Market per Store

Analysis on the supply of the market against the market's population. A side-by-side bar chart comparison, shows the Market's total Population per Store, Market Households per Store and Rental Properties per Store.

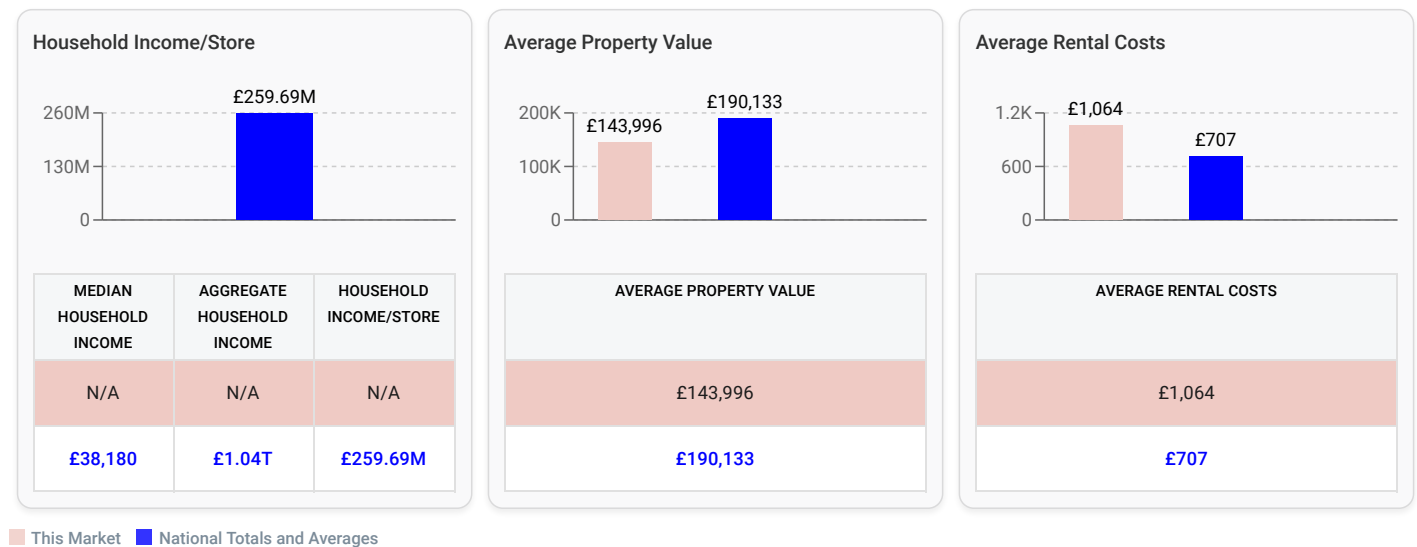
Population data based on 2019 demographics data. Households and Rental Properties data based on 2011 demographics data.



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 data based on 2011 demographics data. Average Property Value data based on 2019 data. Average Rental Cost data based on 2020 data.



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	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£0.69	N/A	£0.98	£0.87	£0.51	£0.71	£0.43	£0.56	£0.50	N/A	£0.59	N/A	N/A
£1.17	£1.08	£0.93	£0.82	£0.83	£0.74	£0.50	£0.63	£0.59	£0.33	£0.58	£20.34	£7.72

This Market National Totals 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	20 SQFT	25 SQFT	35 SQFT	40 SQFT	50 SQFT	80 SQFT	100 SQFT	150 SQFT	160 SQFT	200 SQFT	CAR PARKING	RV PARKING
£53.30	N/A	£24.46	£30.47	£20.50	£35.70	£34.50	£55.76	£74.44	N/A	£118.99	N/A	N/A
£51.28	£21.56	£23.28	£28.67	£33.25	£36.98	£40.39	£63.03	£88.66	£53.39	£116.91	£22.12	£12.50

This Market National Totals 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	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS	8(67%)	4(33%)	1,411(85%)	252(15%)
20 SQFT	N/A	N/A	373(72%)	147(28%)
25 SQFT	8(80%)	2(20%)	787(88%)	112(12%)
35 SQFT	7(100%)	0(0%)	671(81%)	158(19%)
40 SQFT	1(100%)	0(0%)	408(74%)	144(26%)
50 SQFT	8(73%)	3(27%)	875(91%)	90(9%)
80 SQFT	1(50%)	1(50%)	320(66%)	164(34%)
100 SQFT	8(80%)	2(20%)	816(87%)	118(13%)
150 SQFT	8(80%)	2(20%)	709(87%)	109(13%)
160 SQFT	0(0%)	1(100%)	280(63%)	162(37%)
200 SQFT	6(86%)	1(14%)	602(85%)	109(15%)
CAR PARKING	N/A	N/A	70(43%)	93(57%)
RV PARKING	N/A	N/A	156(69%)	70(31%)

 This Market National Totals 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

✓

Rate available for this unit type

✗


Rate not available for this unit type

🚫

Rate previously available, but not currently advertised

🏆

SSA Member



SafeStore - Glasgow Central

0.35 mile

9 Canal Street, Glasgow, Lanarkshire G40AD

Monday

08:00 AM - 04:00 PM

Tuesday - Saturday

08:00 AM - 06:00 PM

Sunday

10:00 AM - 04:00 PM

Total Square Feet

87,632 sqft

Rentable Square Footage

65,724 sqft

Owned by

SafeStore

Store Type

Traditional

Rate Volatility

0%

Marketing Scorecard

37/100

Contactability

8/11

Paid Search

0/35

Search

0/15

Social Media






8/14

Website

21/25

20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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 SSA Member											
<div>  <div> GTW Storage 0.64 mile 45 James Watt St, Glasgow, Lanarkshire G28NF </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 179,065 sqft 134,299 sqft GTW Storage Traditional N/A </div> <div> Marketing Scorecard 14/100 Contactability 6/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 7/25 </div> </div> <div> Monday - Friday 08:00 AM - 06:00 PM Saturday 08:00 AM - 04:00 PM Sunday 10:00 AM - 04:00 PM </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> SafeStore - Glasgow North 0.84 mile 1 Charles Street, Glasgow, Lanarkshire G212PR </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 23,730 sqft 22,544 sqft SafeStore Traditional 7% </div> <div> Marketing Scorecard 37/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 8/14 Website 21/25 </div> </div> <div> Monday 08:00 AM - 04:00 PM Tuesday - Saturday 08:00 AM - 06:00 PM Sunday 10:00 AM - 04:00 PM </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<div>  <div> Storage Clan 0.98 mile 205 Wallace Street, Glasgow, Lanarkshire G58NT </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 80,000 sqft 76,000 sqft Storage Clan Traditional N/A </div> <div> Marketing Scorecard 8/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 5/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> Storage Vault Glasgow City Centre / Tradeston 1.18 miles 124 Scotland Street, Glasgow, Lanarkshire G58PL </div> <div> Total Square Feet Rentable Square Footage Owned by </div> <div> 70,000 sqft 60,000 sqft Storage Vault Glasgow City Centre / Tradeston </div> <div> Marketing Scorecard 34/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 13/14 Website 13/25 </div> </div> <div> Monday - Friday 09:00 AM - 08:00 PM Saturday 10:00 AM - 07:00 PM Sunday 10:00 AM - 04:00 PM </div> <div> Store Type Rate Volatility </div> <div> Traditional N/A </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> SafeStore - Glasgow Southside 1.59 miles 588 Lawmoor Street, Dixon Blazes, Glasgow, Lanarkshire G50TY </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 16,209 sqft 15,399 sqft SafeStore Traditional 8% </div> <div> Marketing Scorecard 37/100 Contactability 8/11 Paid Search 0/35 Search 0/15 Social Media 8/14 Website 21/25 </div> </div> <div> Monday 08:00 AM - 04:00 PM Tuesday - Saturday 08:00 AM - 06:00 PM Sunday 10:00 AM - 04:00 PM </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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

SSA Member

No Image Available

Len's Self Storage - Glasgow

1.81 miles

31-35 Maclellan Street, Kinning Park, Glasgow, Lanarkshire G411RR

Monday - Friday

08:00 AM - 06:00 PM

Saturday

08:00 AM - 05:00 PM

Sunday

10:00 AM - 04:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

49,830 sqft

47,339 sqft

Len's Self Storage

Traditional

N/A

Marketing Scorecard

18/100

Contactability

5/11

Paid Search

0/35

Search

0/15

Social Media

3/14

Website

10/25

20Sq.ft

25Sq.ft

35Sq.ft

40Sq.ft

50Sq.ft

75Sq.ft

80Sq.ft

100Sq.ft

150Sq.ft

200Sq.ft

Car Parking

RV Parking

SmartSpace Self Storage u South and Central

1.82 miles

321 Aitkenhead Road, Glasgow, Lanarkshire G420PE

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

429,176 sqft

407,717 sqft

SmartSpace Self Storage

Traditional

N/A

Marketing Scorecard

0/100

Contactability

0/11

Paid Search

0/35

Search

0/15

Social Media

0/14

Website

0/25

20Sq.ft

25Sq.ft

35Sq.ft

40Sq.ft

50Sq.ft

75Sq.ft

80Sq.ft

100Sq.ft

150Sq.ft

200Sq.ft

Car Parking

RV Parking

Smart Space

1.88 miles

Parkhouse Business Park,419 Balmore Road, Glasgow, Lanarkshire G226NU

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

11,108 sqft

10,553 sqft

SmartSpace Self Storage

Traditional and Open Space

N/A

Marketing Scorecard

18/100

Contactability

9/11

Paid Search

0/35

Search

0/15

Social Media

0/14

Website

9/25

20Sq.ft

25Sq.ft

35Sq.ft

40Sq.ft

50Sq.ft

75Sq.ft

80Sq.ft

100Sq.ft

150Sq.ft

200Sq.ft

Car Parking

RV Parking

No Image Available

Moves 4 U Removals And Storage

1.96 miles

130 Toryglen St, Glasgow, Lanarkshire G50BH

Monday - Sunday

09:00 AM - 05:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

40,696 sqft

37,004 sqft

Moves 4 U Removals And Storage

Traditional

N/A

Marketing Scorecard

9/100

Contactability

0/11

Paid Search

0/35

Search

0/15

Social Media

0/14

Website

9/25

20Sq.ft

25Sq.ft

35Sq.ft

40Sq.ft

50Sq.ft

75Sq.ft

80Sq.ft

100Sq.ft

150Sq.ft

200Sq.ft

Car Parking

RV Parking

Contain-It

2.09 miles

100 Jessie St, Polmadie, Glasgow, Lanarkshire G420PG

Monday - Sunday

09:00 AM - 05:00 PM

Total Square Feet

Rentable Square Footage

Owned by

Store Type

Rate Volatility

17,282 sqft

16,418 sqft

Contain-It

Traditional

0%

Marketing Scorecard

16/100

Contactability

3/11

Paid Search

0/35

Search

0/15

Social Media

2/14

Website

11/25

20Sq.ft

25Sq.ft

35Sq.ft

40Sq.ft

50Sq.ft

75Sq.ft

80Sq.ft

100Sq.ft






150Sq.ft

200Sq.ft






Car Parking

RV Parking






All Stores List Continued

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type ✗ Rate previously available, but not currently advertised SSA Member </div>											
<div>  <div> Glasgow M74 Junction 1A 2.1 miles 115 Carstairs Street, Glasgow, Lanarkshire G404JQ </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 56,103 sqft* 53,298 sqft Absolute Self Storage Traditional 0% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 19/100 3/11 0/35 0/15 1/14 15/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✗	✗
<div>  <div> West End Removers 2.58 miles 102 Tresta Road, Glasgow, Glasgow G235AD </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 40,696 sqft* 37,004 sqft West End Removers Traditional N/A </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 4/100 0/11 0/35 0/15 0/14 4/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> Kangaroo Self Storage 2.69 miles 515 - 519 Shettleston Rd, Glasgow, Glasgow G315JT </div> <div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 06:00 PM 09:00 AM - 05:00 PM 10:00 AM - 02:00 PM </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 55,950 sqft 53,152 sqft Kangaroo Self Storage Traditional 0% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 29/100 8/11 0/35 0/15 1/14 20/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<div>  <div> SafeStore - Glasgow Rutherglen 2.71 miles Dalmarnock Road, Rutherglen, Glasgow, Lanarkshire G731AE </div> <div> Monday Tuesday - Saturday Sunday </div> <div> 08:00 AM - 04:00 PM 08:00 AM - 06:00 PM 10:00 AM - 04:00 PM </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 42,100 sqft 39,995 sqft SafeStore Traditional 0% </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 37/100 8/11 0/35 0/15 8/14 21/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
<div>  <div> Storage Vault Glasgow Cambuslang 3.72 miles Fullarton Road, Cambuslang, Glasgow, Lanarkshire G328YL </div> <div> Monday - Friday Saturday Sunday </div> <div> 09:00 AM - 08:00 PM 10:00 AM - 07:00 PM 10:00 AM - 04:00 PM </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 1,484 sqft 1,410 sqft Storage Vault Glasgow Cambuslang Traditional N/A </div> <div> Marketing Scorecard Contactability Paid Search Search Social Media Website </div> <div> 26/100 8/11 0/35 0/15 8/14 10/25 </div> </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

All Stores List Continued

<div> ✓ Rate available for this unit type ✗ Rate not available for this unit type ✗ Rate previously available, but not currently advertised SSA Member </div>											
<div>  C H S Ltd 3.76 miles 19 Blairtummock Rd, Glasgow, Lanarkshire G334AN Monday - Thursday 08:00 AM - 05:00 PM Friday 08:00 AM - 04:30 PM Saturday - Sunday Closed </div>											
Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility						56,509 sqft 53,684 sqft C H S Ltd Container N/A			Marketing Scorecard 10/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 7/25		
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Glasgow Queenslie M8 Jct 11 4.05 miles 259 Summerlee Street, Queenslie Estate, Glasgow, Lanarkshire G334DB </div>											
Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility						16,418 sqft* 15,597 sqft Absolute Self Storage Traditional 0%			Marketing Scorecard 18/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 1/14 Website 14/25		
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✗	✗
<div>  Flexistore Ltd-Glasgow 4.14 miles Nasmyth Road South, Glasgow, Lanarkshire G524RE Monday - Friday 08:30 AM - 05:30 PM Saturday - Sunday Closed </div>											
Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility						10,615 sqft* 10,084 sqft Flexistore Ltd Traditional N/A			Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25		
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Moving Home Made Easy 4.2 miles Edward House Business Centre, 4C Burnfield Avenue, Glasgow, Renfrewshire G467TL Monday - Saturday 09:00 AM - 05:00 PM Sunday 09:00 AM - 01:00 PM </div>											
Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility						6,082 sqft 5,778 sqft Moving Home Made Easy Traditional N/A			Marketing Scorecard 13/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 3/14 Website 7/25		
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  Doree Bonner International 6.03 miles International House, Clyde Street, Clydebank, Glasgow, Lanarkshire G81INW Monday - Friday 08:00 AM - 05:00 PM Saturday 08:00 AM - 12:00 PM Sunday Closed </div>											
Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility						43,696 sqft* 39,565 sqft Doree Bonner International Traditional 0%			Marketing Scorecard 9/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 6/25		
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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 SSA Member											
<div>  <div> Chryston Self Storage 6.28 miles 194 Cumbernauld Rd, Chryston, Glasgow, Lanarkshire G699NB </div> <div> Monday - Friday Saturday Sunday </div> <div> 09:00 AM - 05:00 PM 09:00 AM - 01:00 PM Closed </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 17,543 sqft* 16,666 sqft Chryston Self Storage Container N/A </div> <div> Marketing Scorecard 0/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 0/25 </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> GMB Removals & Storage Ltd 6.52 miles 28 Hawbank Rd, East Kilbride, Glasgow, Lanarkshire G745EX </div> <div> Monday - Friday Saturday Sunday </div> <div> 09:00 AM - 05:00 PM 09:00 AM - 12:00 PM Closed </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 24,870 sqft 21,139 sqft GMB Removals & Storage Ltd Traditional and Container 0% </div> <div> Marketing Scorecard 8/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 8/25 </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> Westcoast Storage East Kilbride 6.55 miles 37-39 Glenburn Road College Milton North, Glasgow, Lanarkshire G745BA </div> <div> Monday - Friday Saturday Sunday </div> <div> 08:00 AM - 06:00 PM 09:00 AM - 05:00 PM 10:00 AM - 04:00 PM </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 1,028 sqft 977 sqft Westcoast Storage East Kilbride Traditional N/A </div> <div> Marketing Scorecard 9/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 0/14 Website 6/25 </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
<div>  <div> A2Z Storage 6.83 miles 2 Glenburn Rd, East Kilbride, Glasgow, Lanarkshire G745BA </div> <div> Monday - Friday Saturday Sunday </div> <div> 07:00 AM - 05:45 PM 09:00 AM - 03:00 PM 10:00 AM - 02:00 PM </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 72,264 sqft 61,424 sqft A2Z Storage Traditional and Container 0% </div> <div> Marketing Scorecard 15/100 Contactability 0/11 Paid Search 0/35 Search 0/15 Social Media 2/14 Website 13/25 </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	Car Parking	RV Parking
✗	✓	✗	✓	✓	✗	✓	✓	✓	✓	✗	✗
<div>  <div> Uddingston Self Storage 7.81 miles 2 Gray's Rd, Uddingston, Glasgow, Lanarkshire G716ET </div> <div> Monday - Sunday </div> <div> 12:00 AM - 11:59 PM </div> </div> <div> Total Square Feet Rentable Square Footage Owned by Store Type Rate Volatility </div> <div> 12,479 sqft* 11,855 sqft Uddingston Self Storage Container 0% </div> <div> Marketing Scorecard 18/100 Contactability 3/11 Paid Search 0/35 Search 0/15 Social Media 7/14 Website 8/25 </div>											
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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

🏆 SSA Member

<div>No Image Available</div>	<div>Cumbernauld Self Storage</div> <div>11.68 miles</div> <div>Lenziemill Industrial Estate, 1 Telford Rd, Cumbernauld, Glasgow, Lanarkshire G672AX</div>	<div>Total Square Feet</div> <div>7,164 sqft</div> <div>Rentable Square Footage</div> <div>6,806 sqft</div> <div>Owned by</div> <div>Cumbernauld Self Storage</div> <div>Store Type</div> <div>Container</div> <div>Rate Volatility</div> <div>0%</div>	<div>Marketing Scorecard</div> <div>7/100</div> <div>Contactability</div> <div>3/11</div> <div>Paid Search</div> <div>0/35</div> <div>Search</div> <div>0/15</div> <div>Social Media</div> <div>0/14</div> <div>Website</div> <div>4/25</div>								
Monday - Sunday	12:00 AM - 11:59 PM										
20Sq.ft	25Sq.ft	35Sq.ft	40Sq.ft	50Sq.ft	75Sq.ft	80Sq.ft	100Sq.ft	150Sq.ft	200Sq.ft	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]".

Buys Google Adwords	0-12 Score
Buys Bing Ads	0-9 Score
Buys Yelp Ads	0-7 Score
Buys YellowPages Ads	0-7 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