

STORTRACK

EXPLORER

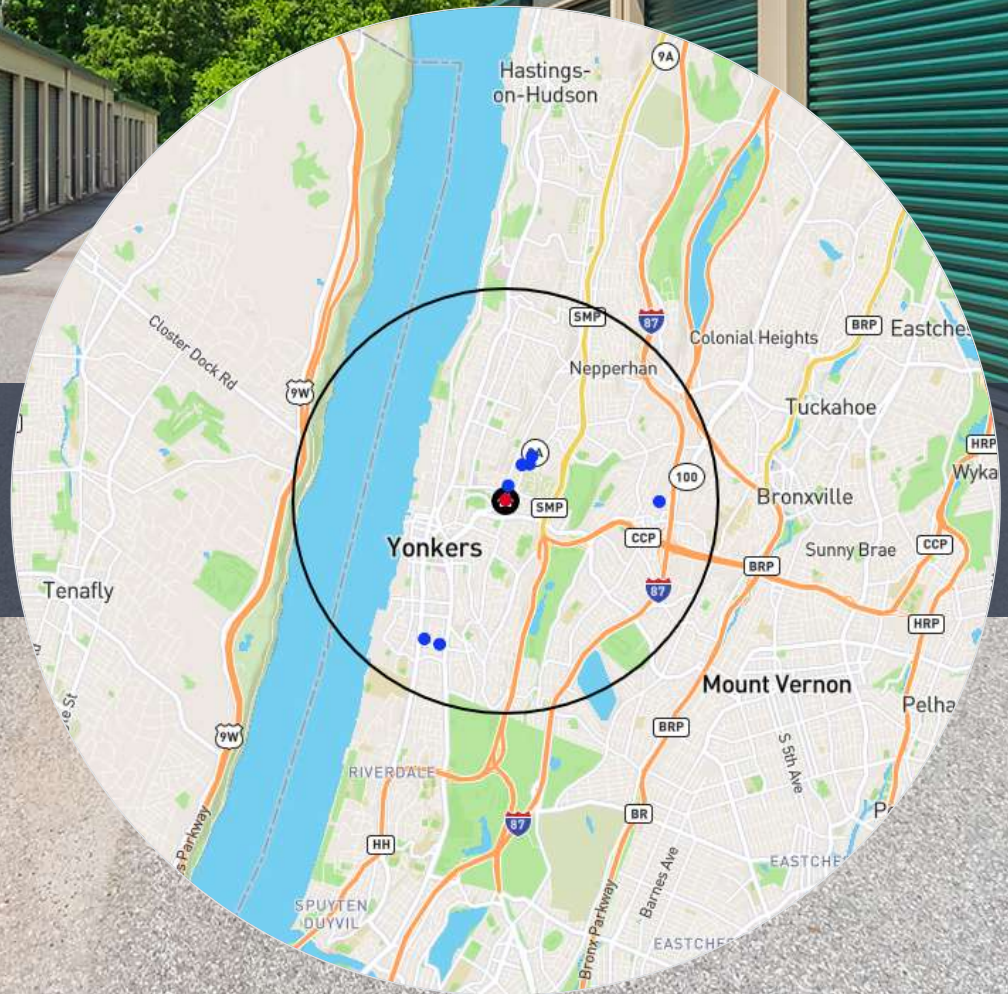
SELF-STORAGE

Market Report

Produced on Sep 10 2024

Report for:

324 Nepperhan Ave,
Yonkers, NY 10701
2 mile radius



Questions?
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Executive Summary

Market: 324 Nepperhan Ave, Yonkers, NY 10701

Market Type: 2 mile radius

Comparisons are made with: National Totals and Averages and New York 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	New York
No. of Stores in Market	8	65,191	2,082

Current Supply to Market:

There is 5.60 square feet/capita supply in this market. The US national average is 8.62 sqft/capita, and the New York state average is 4.62 sqft/capita.

Across all unit types, there is currently 0% of inventory offline (not advertised). The US national figure at the moment is 5% of inventory offline and the New York state number is 4% offline.

Rate Trends in Market:

The rates in this Market have trended down in the last 3 months, by -5.49%. This would indicate a decreased demand against available supply. The current US national rate trend for the past 3 months is down, by -1.59%. The New York state is showing a rate trend down for the last 3 months of -1.13%.

Use of Promotions:

There are promotions over the past 3 months. 100% of facilities are using promotions in this market.

New Developments:

There are four known new developments in this market.

StorTrack is currently tracking 3,832 new developments across the USA.

There have been no new facilities openings in last year.

Market Snapshot

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

	This Market	3 Miles Radius	5 Miles Radius	State	National
Net Rentable Sq Ft	797,946	1,134,974	2,905,485	92,890,335	2,853,902,905
Sq Ft per Capita					
• 2022 Sq Ft per Capita	5.60	4.60	3.69	4.62	8.62
• 2024 Sq Ft per Capita	5.57	4.57	3.67	4.63	8.56
• 2026 Sq Ft per Capita	5.54	4.55	3.64	4.61	8.44
Sq Ft per Household	15.04	11.71	10.04	12.34	22.70
Total Stores	8	14	37	2,082	65,191
• REITS	3	7	20	391	9,882
• Mid Ops	5	7	15	816	24,446
• Small Ops	0	0	2	875	30,863
New Developments	4	4	9	222	3,832
Estimated Net Rentable Sq Ft of Development	330,361	330,361	630,662	11,529,259	249,149,076
Stores opened within the last year	2	2	2	43	1,119
Demographics					
• 2022 Population	142,503	246,802	786,410	20,114,745	331,097,593
• 2024 Population	143,316 (+0.57% change)	248,276 (+0.60% change)	792,239 (+0.74% change)	20,079,999 (0.00% change)	333,584,158 (+0.01% change)
• 2026 Population	144,094 (+1.12% change)	249,654 (+1.16% change)	797,262 (+1.38% change)	20,140,948 (0.00% change)	338,018,925 (+0.03% change)
Households	53,048	96,905	289,357	7,530,150	125,736,353
Rental Households	33,555	53,042	172,752	3,434,514	44,238,593

Market Snapshot Continued

	This Market	3 Miles Radius	5 Miles Radius	State	National
Rental Households Percentage	63.25%	54.74%	59.7%	45.61%	35.18%
Median Household Income	\$71,607	\$81,279	\$82,993	\$75,157	\$75,149
Average Rate Per Square Feet					
• All Units without Parking	\$2.83	\$2.89	\$2.99	\$2.36	\$1.54
• All Units with Parking	\$2.83	\$2.88	\$2.99	\$2.31	\$1.47
• Regular Units	\$3.30	\$3.21	\$3.16	\$1.68	\$1.30
• Climate Controlled Units	\$2.79	\$2.80	\$2.95	\$2.84	\$1.83
• Only Parking	\$2.76	\$2.76	\$2.76	\$0.74	\$0.48
Rate Trend (12 months)	-12.92%	-5.96%	0.78%	-4.51%	2.22%
Units Not Advertised	0%	0%	3%	4%	5%
Market Including Known Developments					
Net Rentable Sq Ft	1,128,307	1,465,335	3,536,147	104,419,594	3,103,051,981
Sq Ft per Capita					
• 2022 Sq Ft per Capita	7.92	5.94	4.50	5.19	9.37
• 2024 Sq Ft per Capita	7.87	5.90	4.46	5.20	9.30
• 2026 Sq Ft per Capita	7.83	5.87	4.44	5.18	9.18
Sq Ft per Household	21.27	15.12	12.22	13.87	24.68
Total Stores	12	18	46	2,304	69,023
• REITS	4	8	21	419	10,302
• Mid Ops	5	7	17	836	24,883
• Small Ops	0	0	2	876	30,867
New Supply Ratio	41.4%	29.11%	21.71%	12.41%	8.73%

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
8	3	37.50%	5	62.50%	0	0.00%
65,191	9,882	15.16%	24,446	37.50%	30,863	47.34%
2,082	391	18.78%	816	39.19%	875	42.03%

● This Market
 ● National Totals and Averages
 ● New York State Total 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.

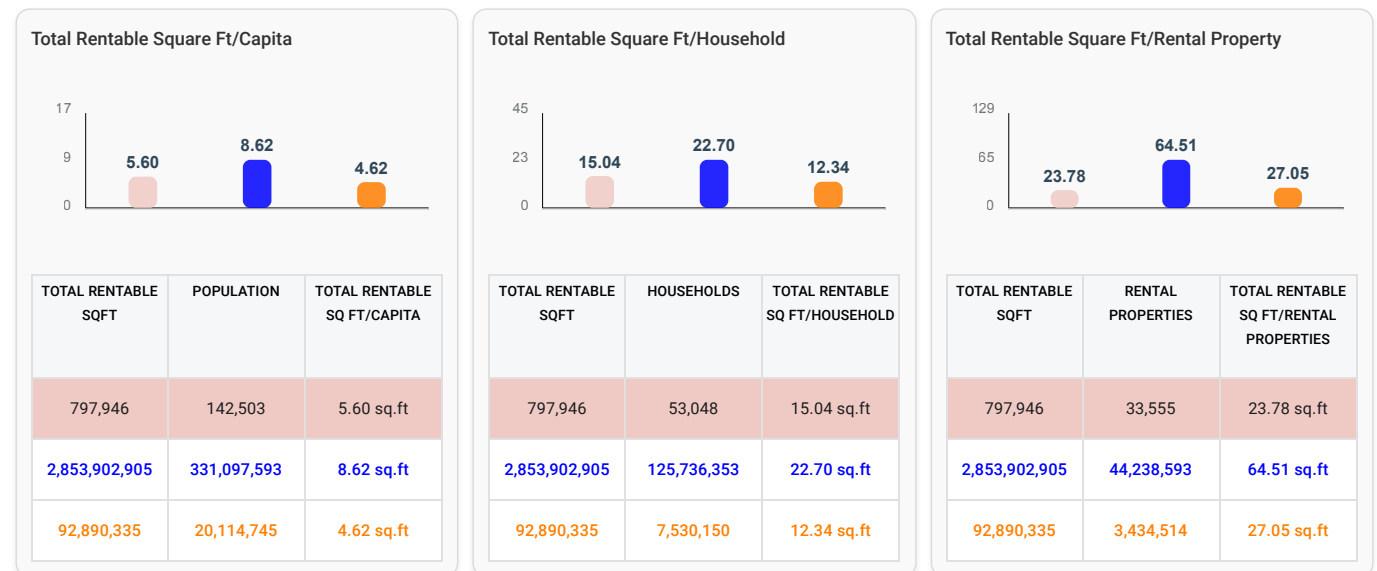
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
100.00%	100.00%	37.50%	100.00%	25.00%	25.00%	87.50%	25.00%	100.00%	37.50%	100.00%	37.50%	62.50%	12.50%	50.00%	12.50%	25.00%	12.50%	12.50%
97.60%	100.00%	83.93%	49.78%	19.59%	30.71%	34.82%	62.80%	43.23%	71.65%	44.05%	59.15%	37.62%	67.97%	31.98%	37.79%	11.52%	2.25%	18.55%
98.88%	100.00%	71.85%	57.09%	13.71%	27.17%	46.00%	56.30%	52.23%	59.58%	50.79%	48.10%	41.40%	55.31%	31.96%	26.90%	10.89%	2.30%	12.20%

● This Market
 ● National Totals and Averages
 ● New York 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 2022 American Community Survey.

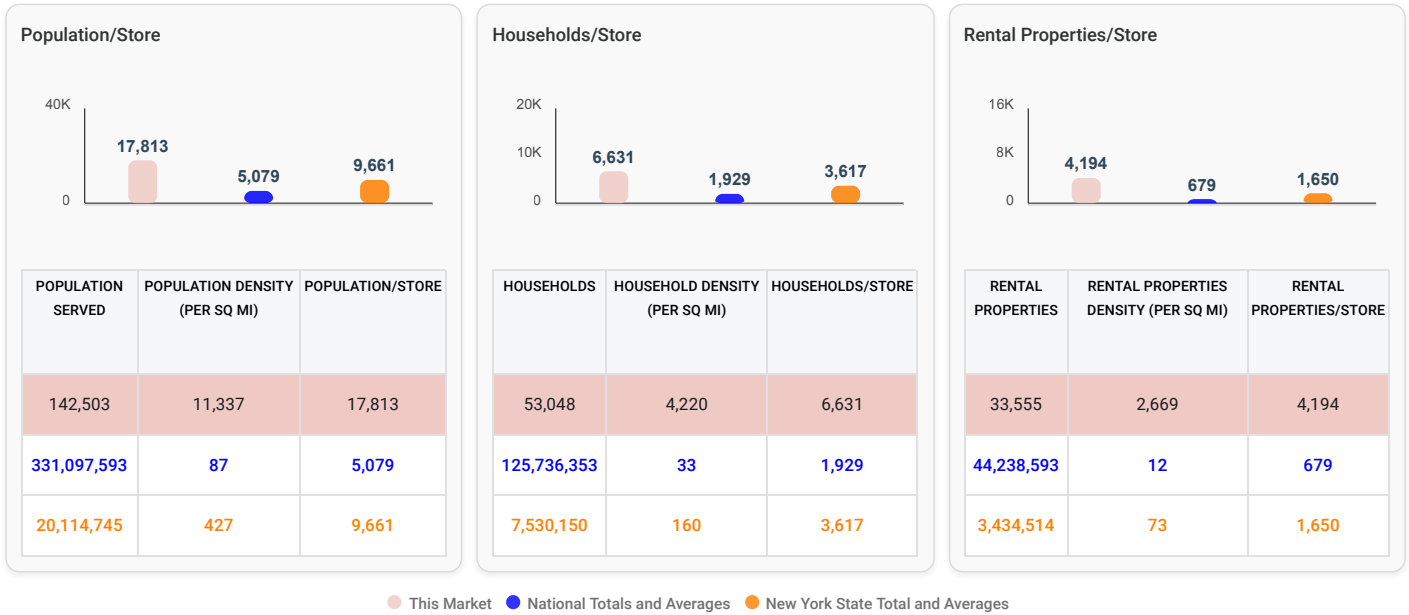


● This Market
 ● National Totals and Averages
 ● New York State Total and Averages

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.

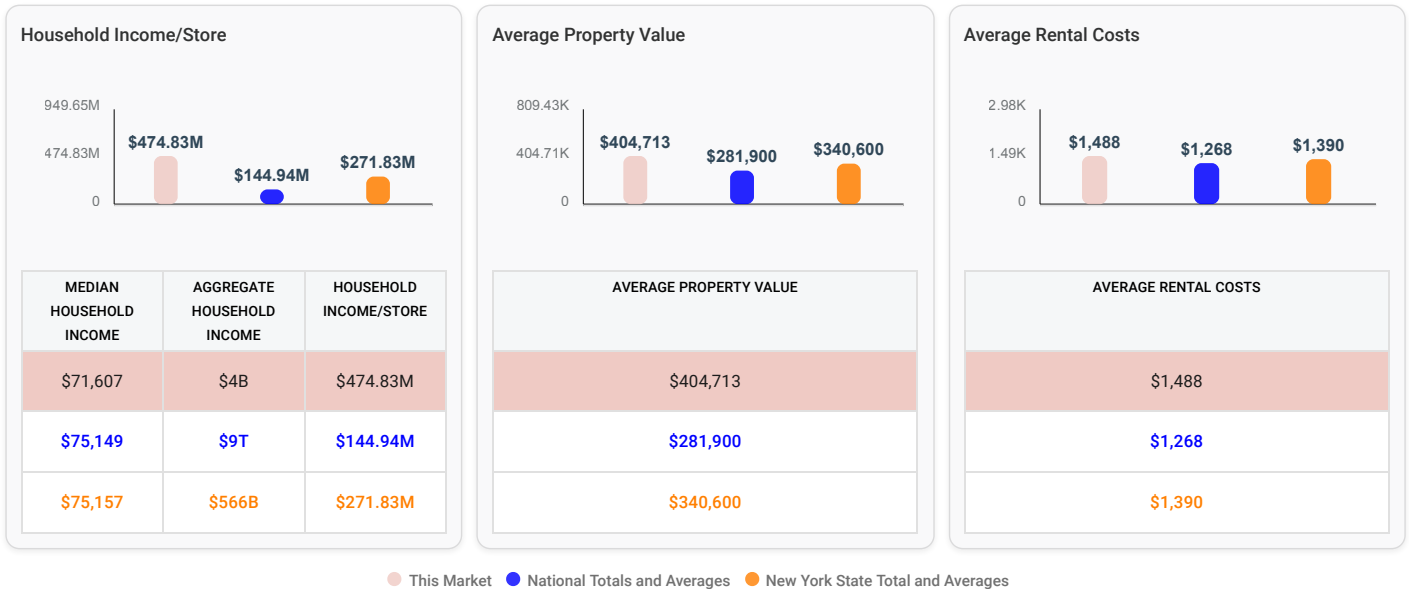
Demographic data based on the U.S. Census Bureau's 2022 American Community Survey.



Market Spending Power

Analysis on the market's spending power. A side-by-side bar chart comparison, shows the Market's Median Household Income, Aggregate Household Income, Household Income per Store, Average Market Property Value, and Average Rental Costs.

Demographic data based on the U.S. Census Bureau's 2022 American Community Survey.



12 Month Trailing Average Rate History

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

Summary - (Value, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Market Average Price		\$256.96	\$291.63	\$333.89	\$242.07	\$804.78	\$62.32	\$94.57	\$157.98	\$153.81	\$315.98	\$250.91	\$443.93	\$377.87	\$603.00	\$481.48	\$1065.00	\$734.85	\$809.95	\$801.33
Safeguard Self Storage at Westchester - Yonkers Nepperhan 0.01 mile 324 Nepperhan Avenue, Yonkers, NY 10701	Current Price	\$246.00	\$246.00	-	\$246.00	-	-	\$96.50	-	\$145.25	-	\$230.50	-	\$334.50	-	\$389.00	-	\$659.00	-	-
	12 mo. trailing avg.	\$286.68	\$286.68	-	\$286.68	-	-	\$104.36	-	\$147.96	-	\$261.45	-	\$371.51	-	\$477.85	-	\$882.21	-	-
Public Storage 0.15 mile 400 Nepperhan Ave, Yonkers, NY 10701	Current Price	\$217.80	\$217.80	-	\$217.80	-	-	-	-	\$98.00	-	\$136.00	-	\$400.00	-	\$357.00	-	-	-	-
	12 mo. trailing avg.	\$257.77	\$257.77	-	\$257.77	-	-	\$95.64	-	\$137.35	-	\$252.59	-	\$435.72	-	\$512.73	-	-	-	-
Storage Post - Yonkers 0.37 mile 131 Saw Mill River Road, Yonkers, NY 10701	Current Price	\$161.33	\$161.33	-	\$161.33	-	-	\$100.00	-	\$140.00	-	\$244.00	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	\$208.22	\$208.22	-	\$208.22	-	-	\$88.81	-	\$121.71	-	\$214.77	-	\$279.99	-	\$365.44	-	\$584.06	-	-
Public Storage 0.41 mile 137 Saw Mill River Road, Yonkers, NY 10701	Current Price	\$110.50	\$110.50	-	\$110.50	-	-	\$69.00	-	\$93.00	-	\$169.50	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	\$189.49	\$189.49	-	\$189.49	-	-	\$95.63	-	\$136.17	-	\$242.54	-	\$372.50	-	\$523.08	-	-	-	-
U-Haul Moving & Storage of Yonkers 0.49 mile 155 Saw Mill River Rd, Yonkers, NY 10701	Current Price	\$233.84	\$233.84	\$233.70	\$233.95	-	\$119.95	\$129.95	\$174.95	\$187.45	\$289.95	\$299.95	\$349.95	\$364.95	-	-	-	-	-	-
	12 mo. trailing avg.	\$239.69	\$239.69	\$241.41	\$239.69	-	\$116.04	\$123.90	\$166.39	\$178.07	\$281.39	\$290.62	\$349.95	\$361.99	-	-	-	-	-	-
Extra Space 1.45 miles 280 Fullerton Ave, Yonkers, NY 10704	Current Price	\$140.00	\$248.71	\$154.60	\$127.83	\$647.33	\$17.50	\$43.50	\$79.00	\$108.50	\$191.00	\$231.50	-	-	\$468.00	-	-	-	-	\$647.33
	12 mo. trailing avg.	\$204.14	\$274.86	\$252.88	\$274.86	\$435.68	\$34.19	\$54.97	\$118.66	\$148.33	\$216.37	\$243.90	\$284.41	\$374.06	\$554.20	-	-	-	-	\$435.68
Safeguard Self Storage at Westchester - Yonkers 1.48 miles 188 South Broadway, Yonkers, NY 10705	Current Price	\$268.25	\$338.36	-	\$268.25	\$759.00	-	\$114.00	-	\$164.25	-	\$229.00	-	\$409.00	-	\$529.00	-	-	\$759.00	-
	12 mo. trailing avg.	\$323.91	\$361.33	\$242.00	\$361.33	\$766.21	\$158.04	\$141.43	\$223.38	\$197.96	\$349.72	\$335.96	\$500.80	\$411.81	-	\$660.70	-	-	\$766.21	-
Safeguard Self Storage at Westchester - Yonkers Ludlow 1.51 miles 390 Riverdale Avenue, Yonkers, NY 10705	Current Price	\$335.88	\$335.88	\$644.67	\$264.62	-	-	\$66.50	-	\$140.50	\$380.00	\$234.00	\$489.00	\$319.00	-	\$451.00	\$1065.00	\$737.00	-	-
	12 mo. trailing avg.	\$424.20	\$424.20	\$542.77	\$424.20	-	-	\$121.40	-	\$195.58	\$374.04	\$308.54	\$419.34	\$400.30	-	\$601.50	\$835.37	\$895.09	-	-

12 Month Trailing Average Rate History Continued

Summary - (Premium, Any Floor)

		ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
Market Average Price		\$256.96	\$291.63	\$333.89	\$242.07	\$804.78	\$62.32	\$94.57	\$157.98	\$153.81	\$315.98	\$250.91	\$443.93	\$377.87	\$603.00	\$481.48	\$1065.00	\$734.85	\$809.95	\$801.33
Safeguard Self Storage at Westchester - Yonkers Nepperhan 0.01 mile 324 Nepperhan Avenue, Yonkers, NY 10701	Current Price	\$246.00	\$246.00	-	\$246.00	-	-	\$96.50	-	\$145.25	-	\$230.50	-	\$334.50	-	\$389.00	-	\$659.00	-	-
	12 mo. trailing avg.	\$286.68	\$286.68	-	\$286.68	-	-	\$104.36	-	\$147.96	-	\$261.45	-	\$371.51	-	\$477.85	-	\$882.21	-	-
Public Storage 0.15 mile 400 Nepperhan Ave, Yonkers, NY 10701	Current Price	\$217.80	\$217.80	-	\$217.80	-	-	-	-	\$98.00	-	\$136.00	-	\$400.00	-	\$357.00	-	-	-	-
	12 mo. trailing avg.	\$257.77	\$257.77	-	\$257.77	-	-	\$95.64	-	\$137.35	-	\$252.59	-	\$435.72	-	\$512.73	-	-	-	-
Storage Post - Yonkers 0.37 mile 131 Saw Mill River Road, Yonkers, NY 10701	Current Price	\$161.33	\$161.33	-	\$161.33	-	-	\$100.00	-	\$140.00	-	\$244.00	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	\$208.22	\$208.22	-	\$208.22	-	-	\$88.81	-	\$121.71	-	\$214.77	-	\$279.99	-	\$365.44	-	\$584.06	-	-
Public Storage 0.41 mile 137 Saw Mill River Road, Yonkers, NY 10701	Current Price	\$110.50	\$110.50	-	\$110.50	-	-	\$69.00	-	\$93.00	-	\$169.50	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	\$189.49	\$189.49	-	\$189.49	-	-	\$95.63	-	\$136.17	-	\$242.54	-	\$372.50	-	\$523.08	-	-	-	-
U-Haul Moving & Storage of Yonkers 0.49 mile 155 Saw Mill River Rd, Yonkers, NY 10701	Current Price	\$233.84	\$233.84	\$233.70	\$233.95	-	\$119.95	\$129.95	\$174.95	\$187.45	\$289.95	\$299.95	\$349.95	\$364.95	-	-	-	-	-	-
	12 mo. trailing avg.	\$239.69	\$239.69	\$241.41	\$238.89	-	\$116.04	\$123.90	\$166.39	\$178.07	\$281.39	\$290.62	\$349.95	\$361.99	-	-	-	-	-	-
Extra Space 1.45 miles 280 Fullerton Ave, Yonkers, NY 10704	Current Price	\$140.00	\$248.71	\$154.60	\$127.83	\$647.33	\$17.50	\$43.50	\$79.00	\$108.50	\$191.00	\$231.50	-	-	\$468.00	-	-	-	-	\$647.33
	12 mo. trailing avg.	\$204.14	\$274.86	\$252.88	\$179.63	\$435.68	\$34.19	\$54.97	\$118.66	\$148.33	\$216.37	\$243.90	\$284.41	\$374.06	\$554.20	-	-	-	-	\$435.68
Safeguard Self Storage at Westchester - Yonkers 1.48 miles 188 South Broadway, Yonkers, NY 10705	Current Price	\$268.25	\$338.36	-	\$268.25	\$759.00	-	\$114.00	-	\$164.25	-	\$229.00	-	\$409.00	-	\$529.00	-	-	\$759.00	-
	12 mo. trailing avg.	\$323.91	\$361.33	\$242.00	\$337.12	\$766.21	\$158.04	\$141.43	\$223.38	\$197.96	\$349.72	\$335.96	\$500.80	\$411.81	-	\$660.70	-	-	\$766.21	-
Safeguard Self Storage at Westchester - Yonkers Ludlow 1.51 miles 390 Riverdale Avenue, Yonkers, NY 10705	Current Price	\$335.88	\$335.88	\$644.67	\$264.62	-	-	\$66.50	-	\$140.50	\$380.00	\$234.00	\$489.00	\$319.00	-	\$451.00	\$1065.00	\$737.00	-	-
	12 mo. trailing avg.	\$424.20	\$424.20	\$542.77	\$390.59	-	-	\$121.40	-	\$195.58	\$374.04	\$308.54	\$419.34	\$400.30	-	\$601.50	\$835.37	\$895.09	-	-

Rate per Square Foot by Store Type

Comparison of the current rate per Square Foot of the market to the average rate per square foot by each of the three store types - 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).

OVERALL MARKET AVERAGE	REITS	MID OPS	SMALL OPS
\$2.67	\$2.12	\$2.75	N/A
\$1.21	\$1.16	\$1.30	\$1.05
\$1.92	\$1.76	\$2.25	\$1.30

● This Market
 ● National Totals and Averages
 ● New York 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.

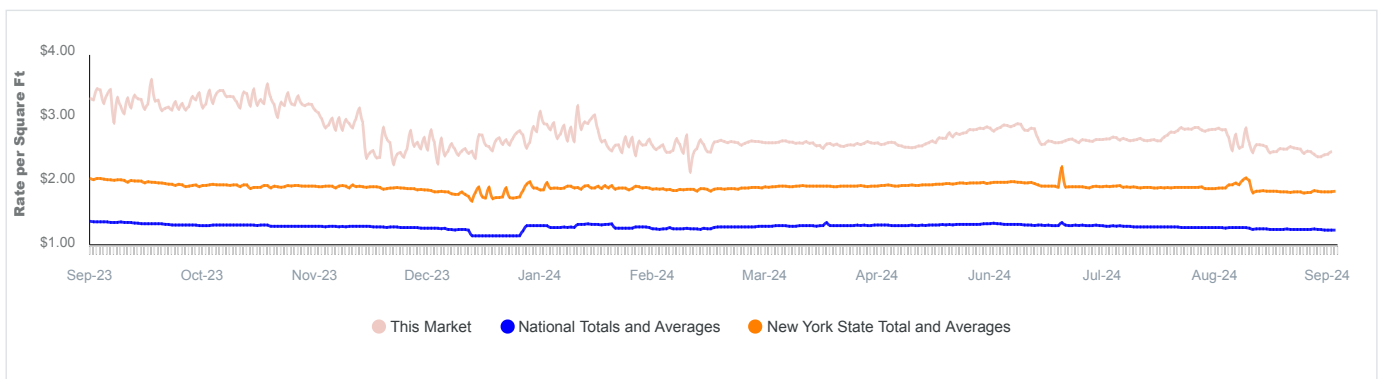
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$2.68	\$2.67	\$2.36	\$2.99	\$2.66	\$2.75	\$3.45	\$3.12	\$2.80	\$3.31	\$2.33	\$2.50	\$2.28	\$2.17	\$2.28	\$3.14	\$2.57	\$2.42	\$2.29
\$1.25	\$1.20	\$0.42	\$1.09	\$1.45	\$1.96	\$2.11	\$1.33	\$1.60	\$1.04	\$1.30	\$0.90	\$1.15	\$0.81	\$1.12	\$0.75	\$1.10	\$0.51	\$0.42
\$1.94	\$1.90	\$0.62	\$1.41	\$2.32	\$2.42	\$3.05	\$1.72	\$2.45	\$1.33	\$2.03	\$1.15	\$1.81	\$1.03	\$1.75	\$0.94	\$1.74	\$0.81	\$0.60

● This Market
 ● National Totals and Averages
 ● New York State Total and Averages

Rate per Square Foot History Graph

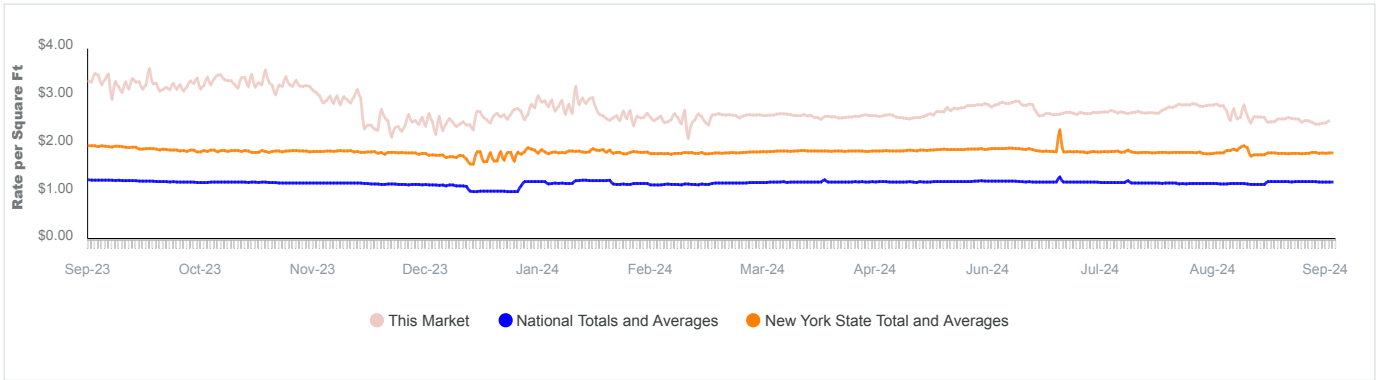
Historical graphs showing the average rate per square feet for each of the most common unit types.

All Units Without Parking (Last 1 Year)



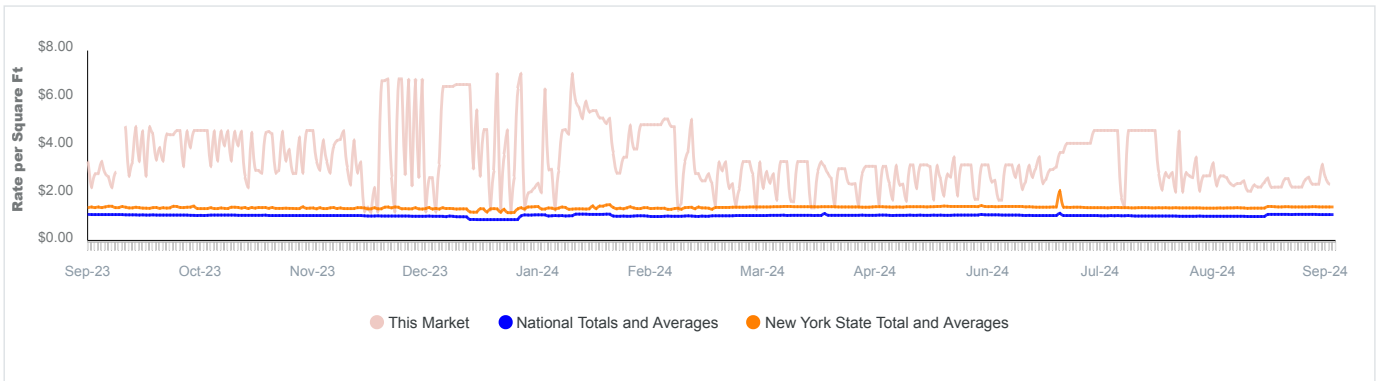
Rate per Square Foot History Graph Continued

All Units With Parking (Last 1 Year)

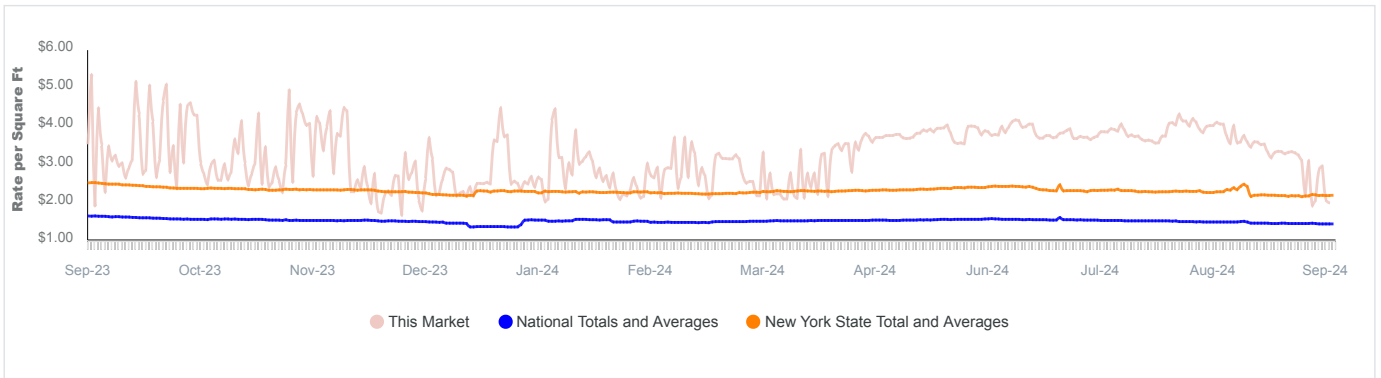


All Reg (Last 1 Year)

▲ ● This Market ● New York State Total and Averages has same value in the series.

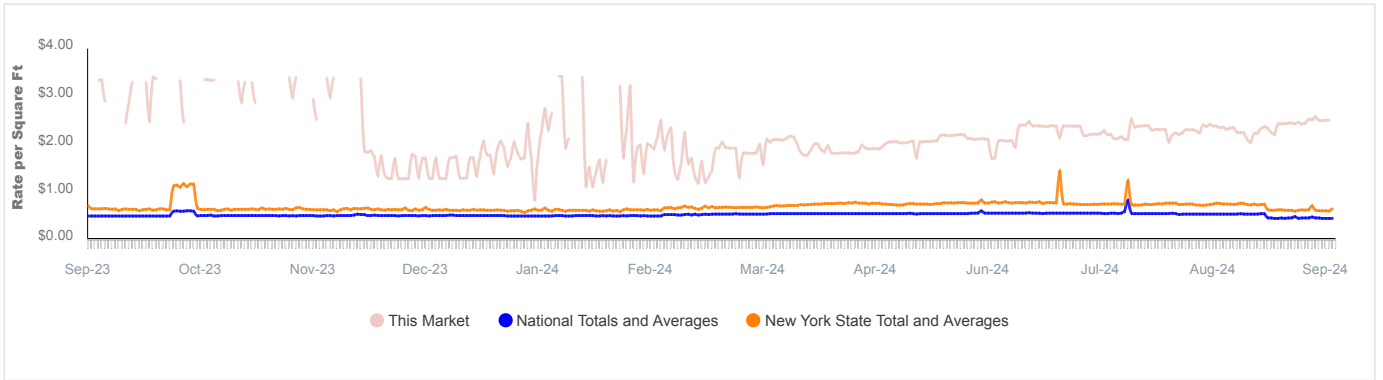


All CC (Last 1 Year)

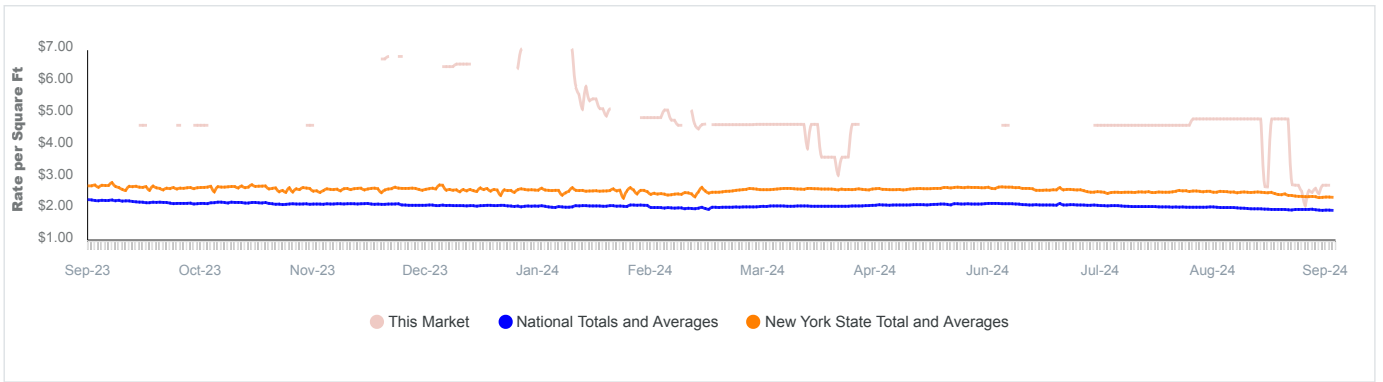


Rate per Square Foot History Graph Continued

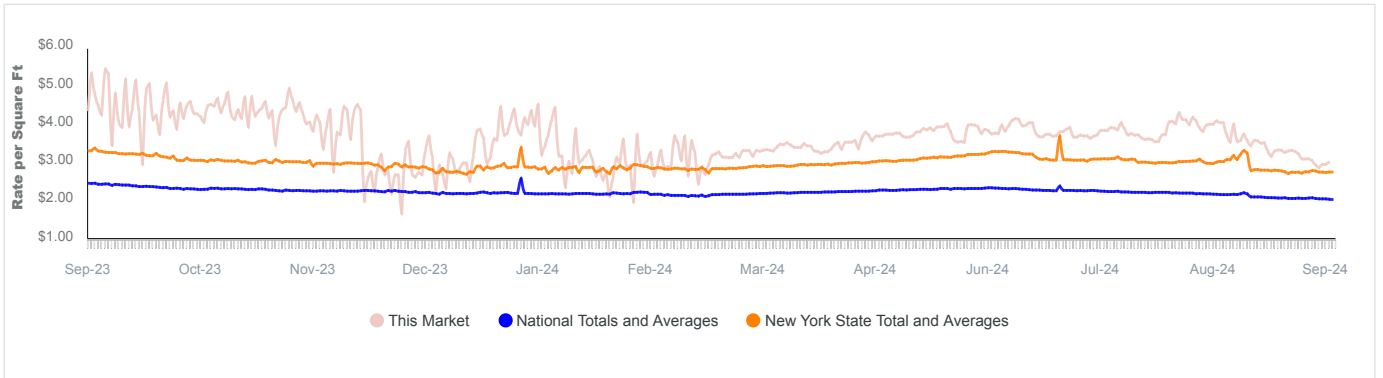
All Parking (Last 1 Year)



5x5 Reg (Last 1 Year)

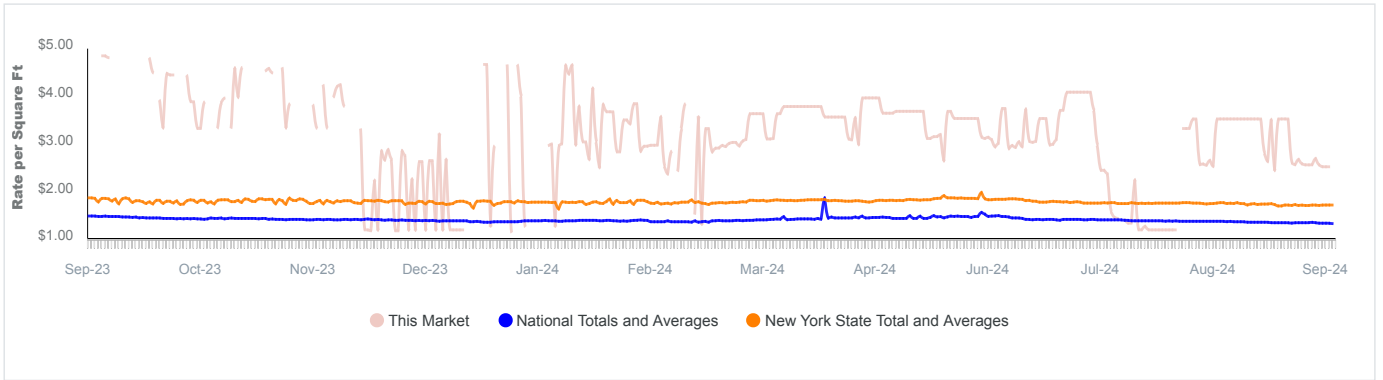


5x5 CC (Last 1 Year)

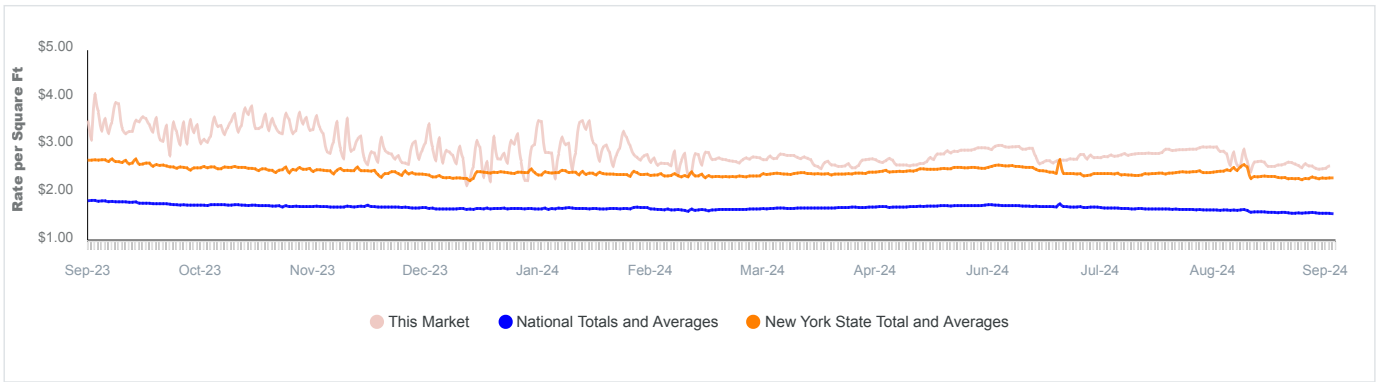


Rate per Square Foot History Graph Continued

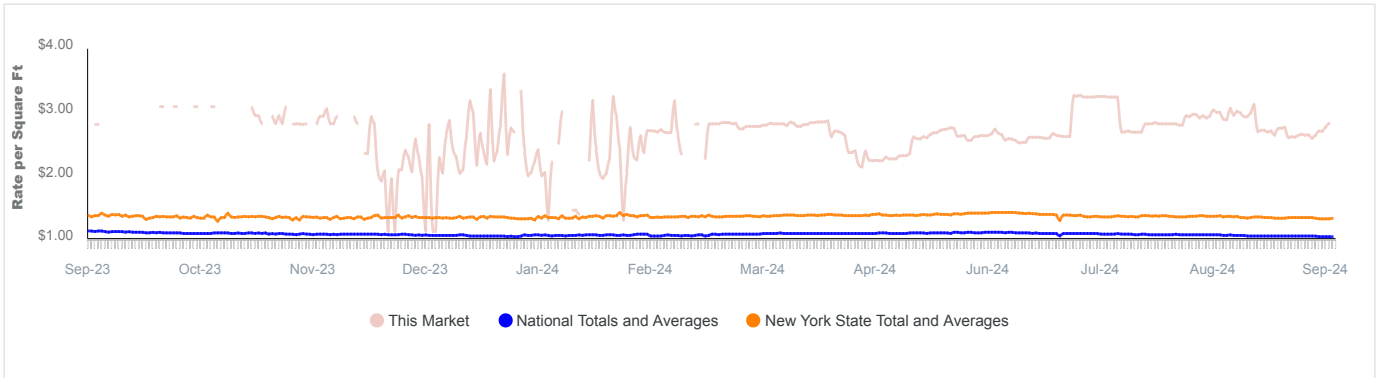
5x10 Reg (Last 1 Year)



5x10 CC (Last 1 Year)



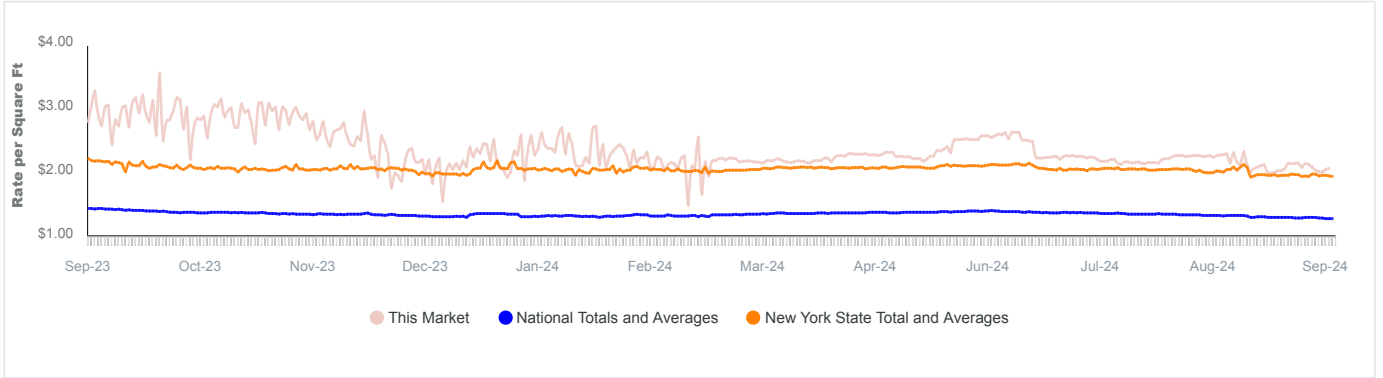
10x10 Reg (Last 1 Year)



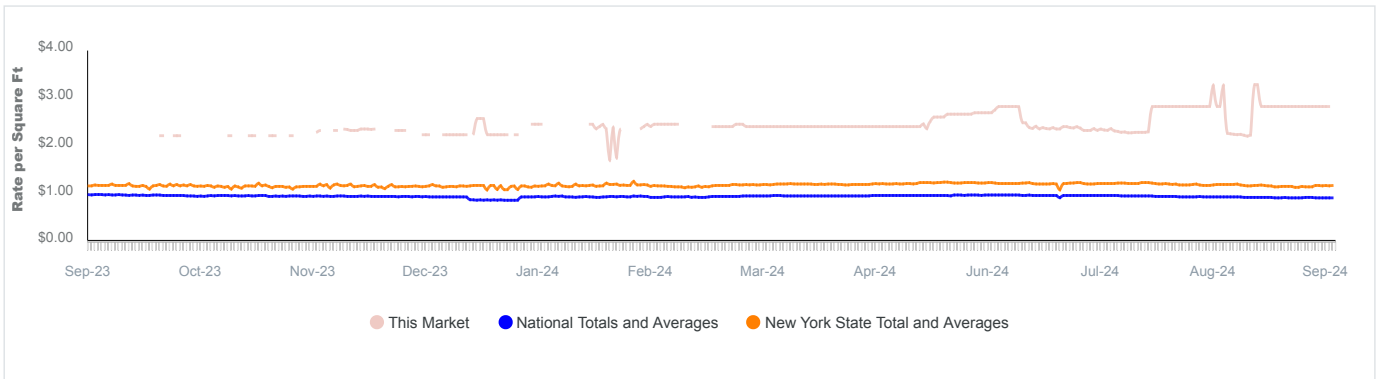
Rate per Square Foot History Graph Continued

10x10 CC (Last 1 Year)

⚠️ ● This Market ● New York State Total and Averages *has same value in the series.*

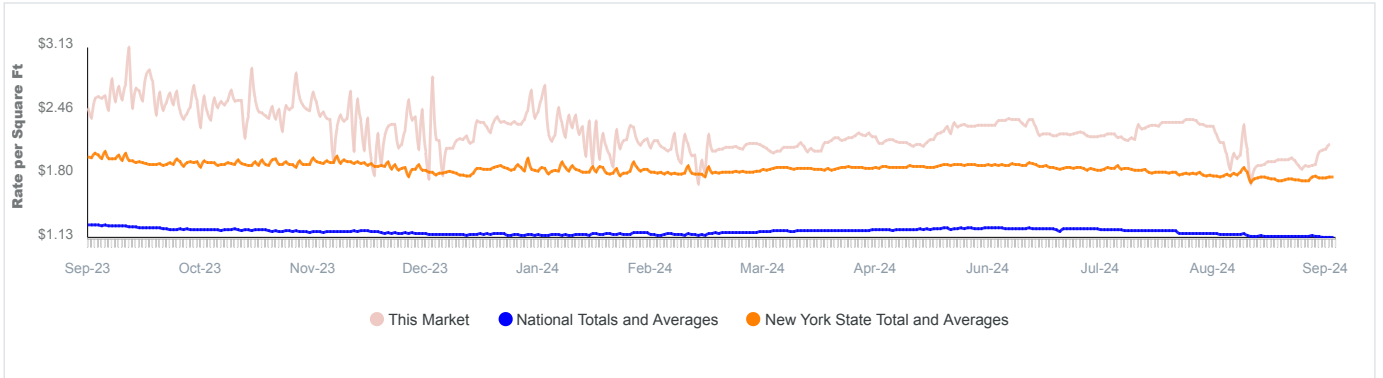


10x15 Reg (Last 1 Year)



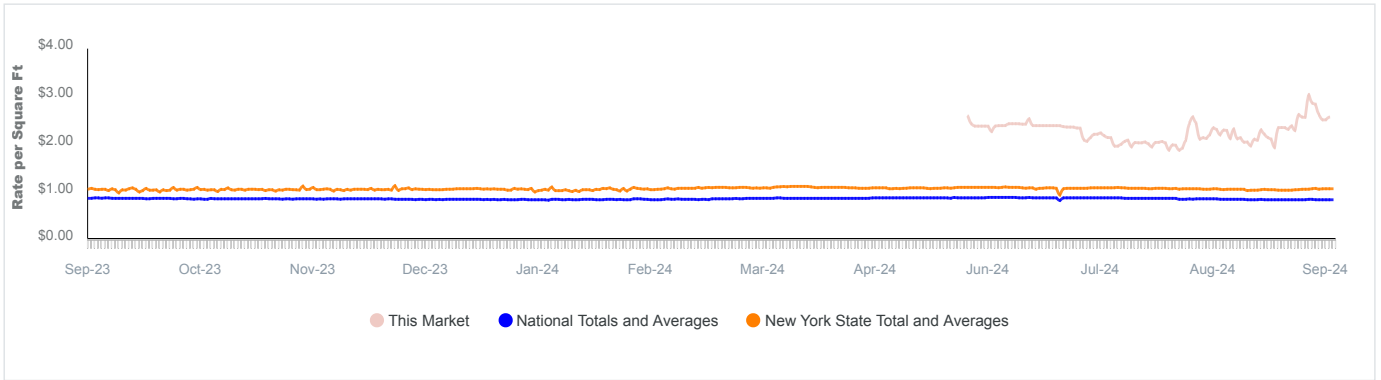
10x15 CC (Last 1 Year)

⚠️ ● This Market ● New York State Total and Averages *has same value in the series.*

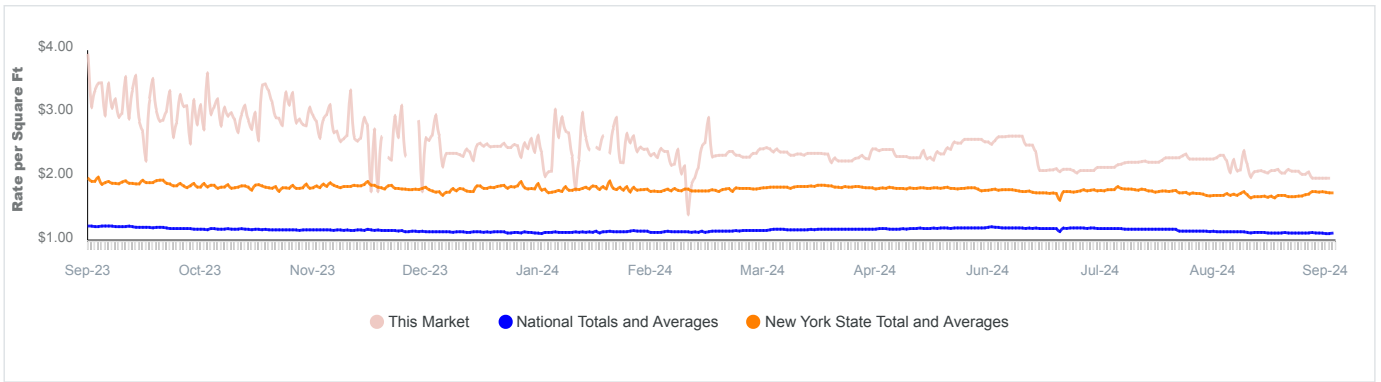


Rate per Square Foot History Graph Continued

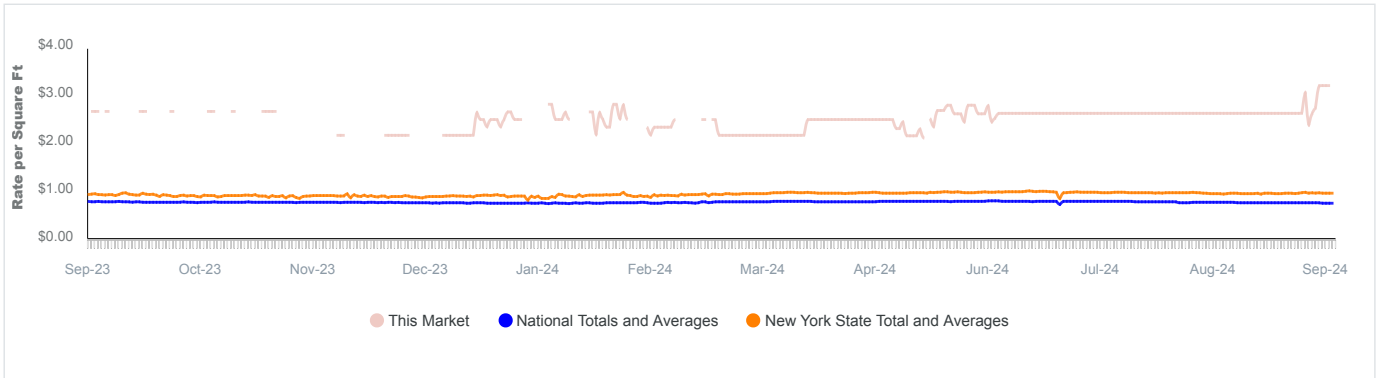
10x20 Reg (Last 1 Year)



10x20 CC (Last 1 Year)

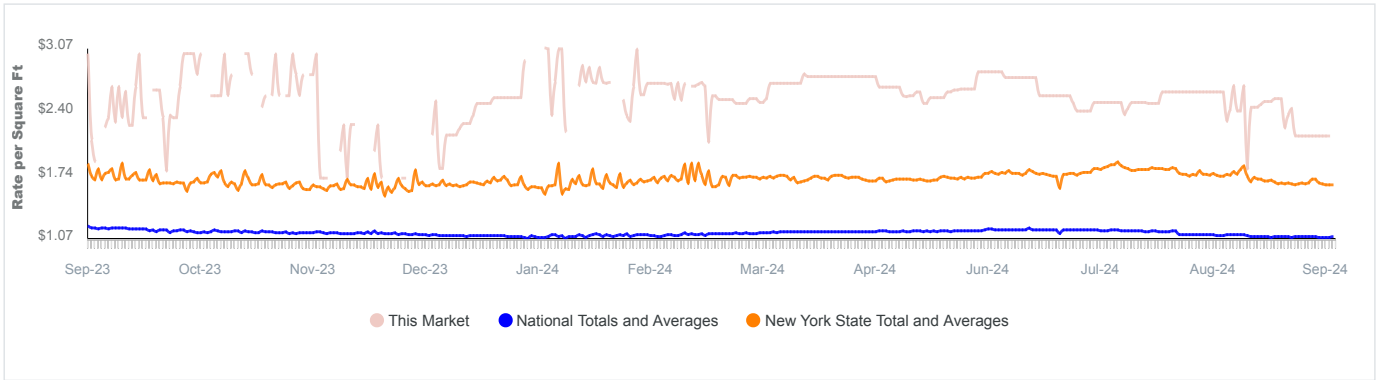


10x30 Reg (Last 1 Year)



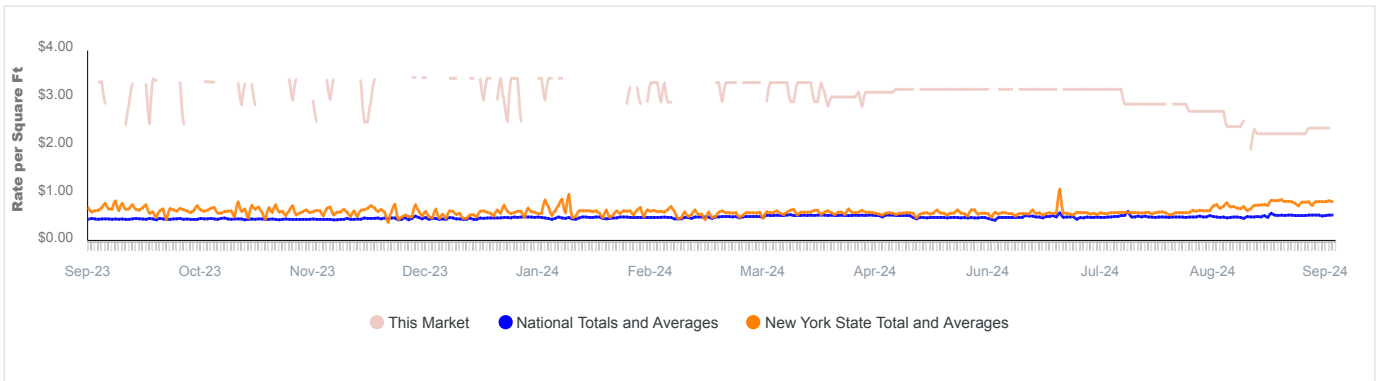
Rate per Square Foot History Graph Continued

10x30 CC (Last 1 Year)



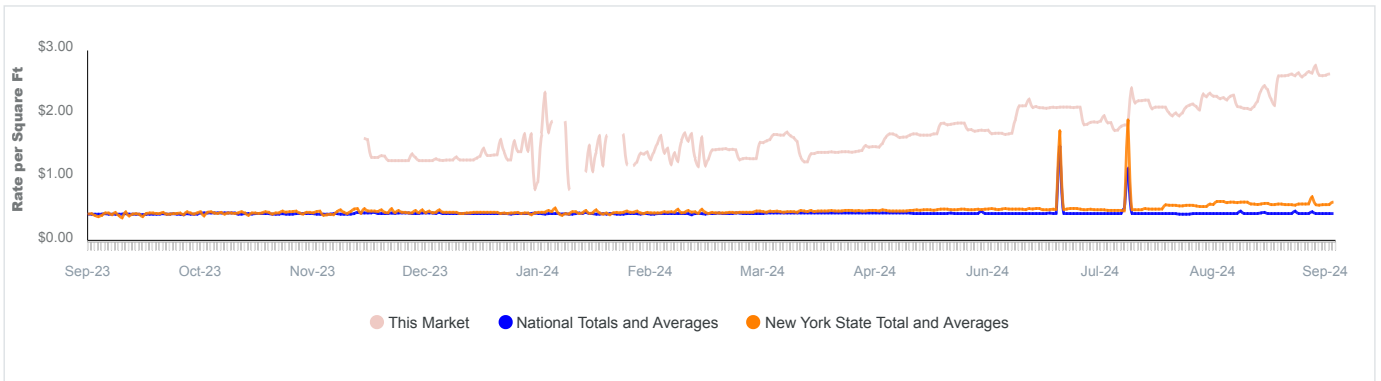
Car Parking (Last 1 Year)

⚠️ ● National Totals and Averages ● New York State Total and Averages *has same value in the series.*



RV Parking (Last 1 Year)

⚠️ ● National Totals and Averages ● New York State Total and Averages *has same value in the series.*



Average Unit Type Rates

Comparison of each of the most common unit types and the average Advertised Online rate for each.

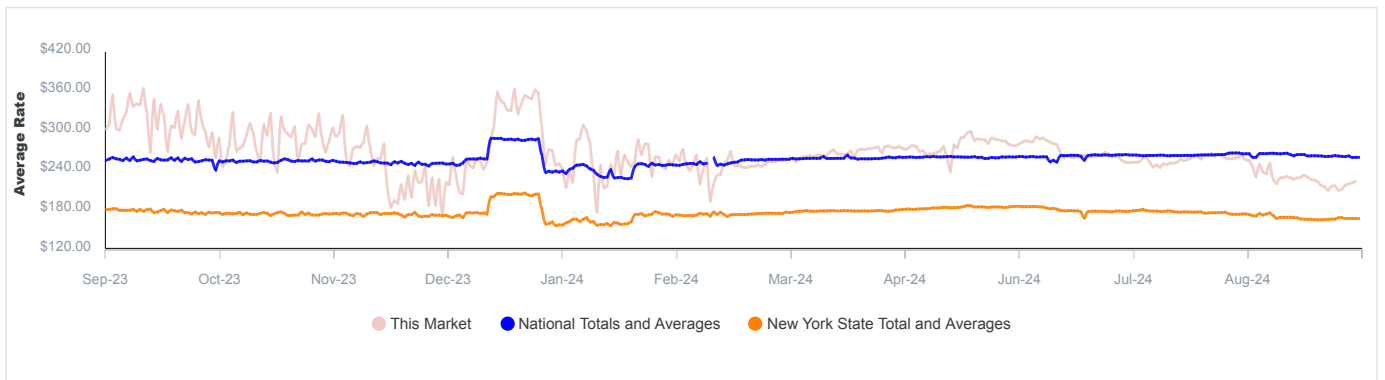
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL PARKING	ALL REG	ALL CC	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
\$257.26	\$267.82	\$588.37	\$362.26	\$249.57	\$68.73	\$86.17	\$155.76	\$139.90	\$331.39	\$233.44	\$374.99	\$341.85	\$434.50	\$455.25	\$942.25	\$770.38	\$630.31	\$546.43
\$125.69	\$127.05	\$146.59	\$119.49	\$133.41	\$49.07	\$52.73	\$66.48	\$79.81	\$103.88	\$129.81	\$134.25	\$172.28	\$162.75	\$223.58	\$224.03	\$329.29	\$134.24	\$147.41
\$169.78	\$168.75	\$140.42	\$148.51	\$184.87	\$60.54	\$76.32	\$85.82	\$122.52	\$132.64	\$202.92	\$172.40	\$271.26	\$206.38	\$349.72	\$283.27	\$521.56	\$157.63	\$138.67

● This Market ● National Totals and Averages ● New York State Total and Averages

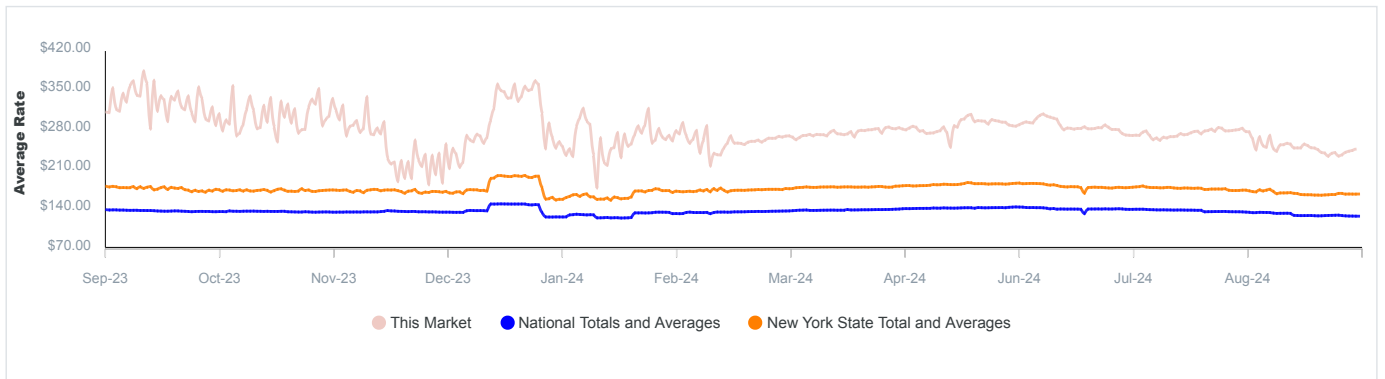
Average Rates History

Historical graphs showing the average rate over the past 12 months for each of the most common unit types.

All Units Without Parking (Last 1 Year)

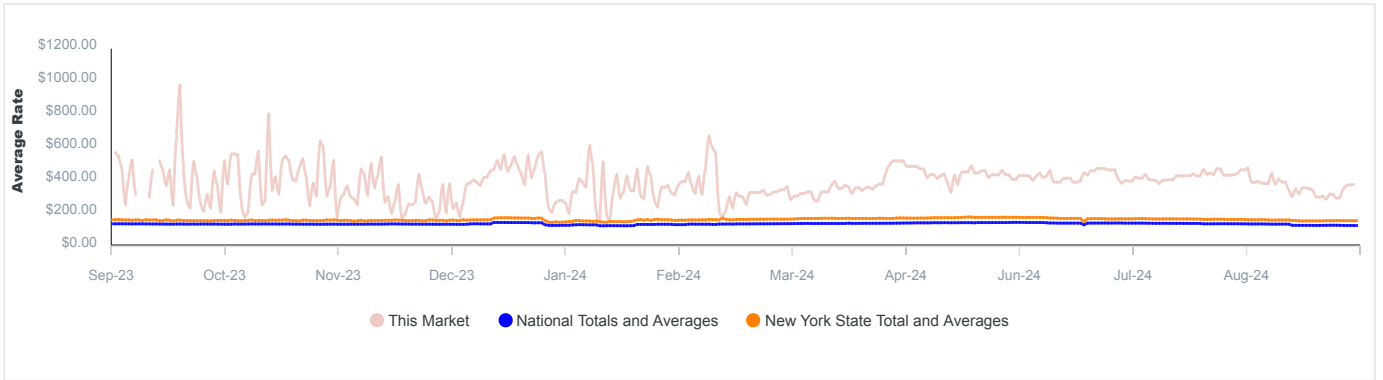


All Units With Parking (Last 1 Year)

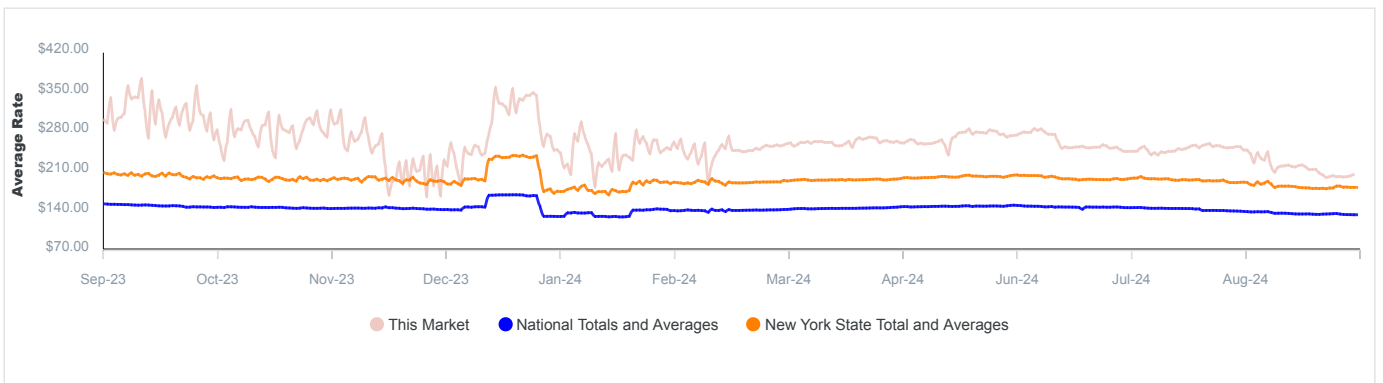


Average Rates History Continued

All Reg (Last 1 Year)

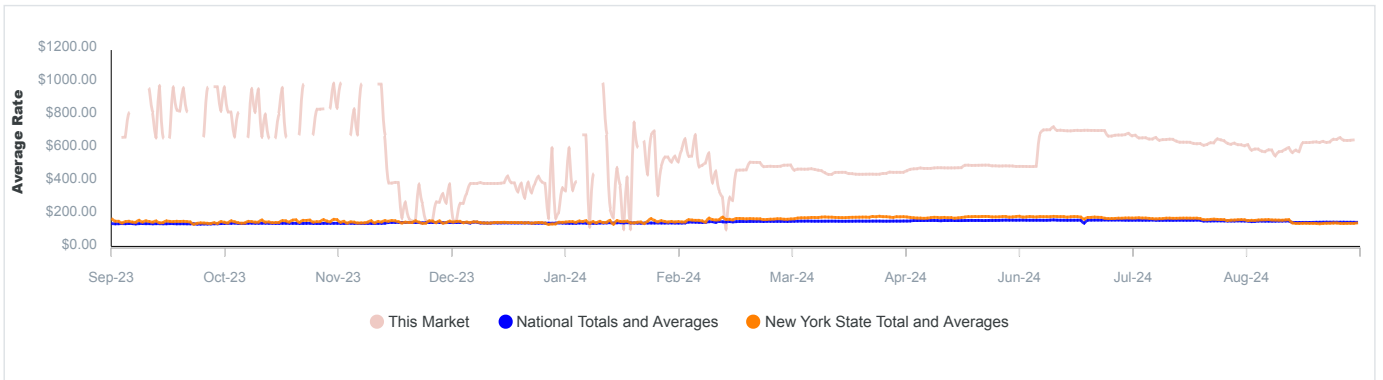


All CC (Last 1 Year)



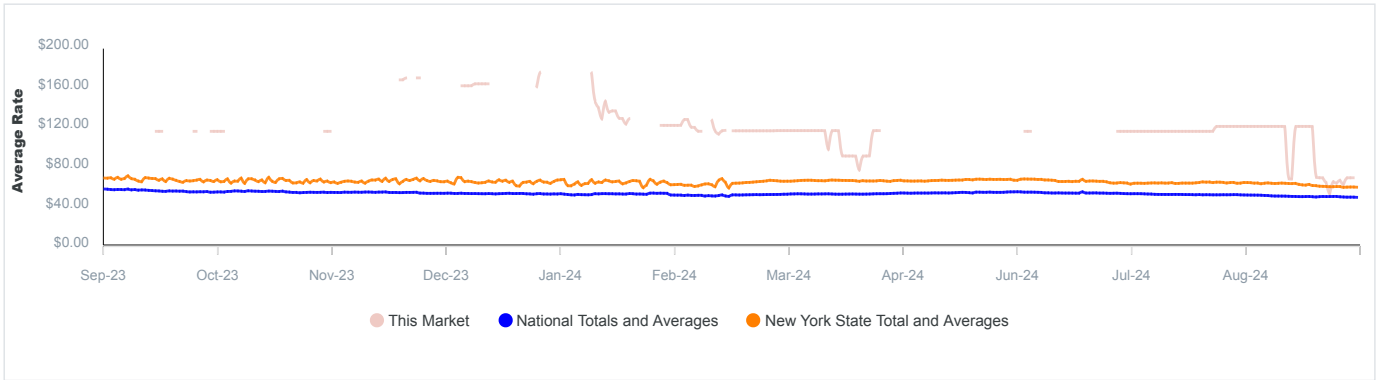
All Parking (Last 1 Year)

⚠️ *This Market* *New York State Total and Averages* has same value in the series.

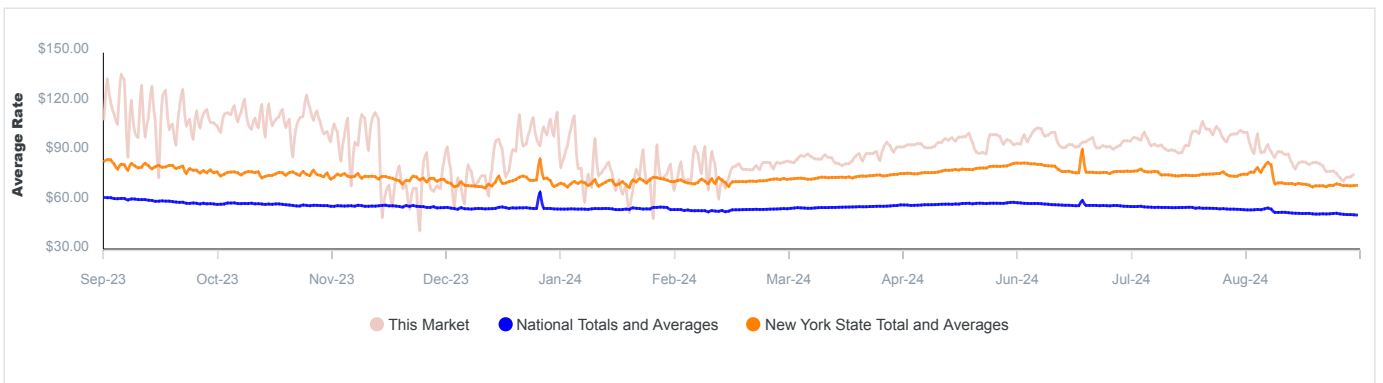


Average Rates History Continued

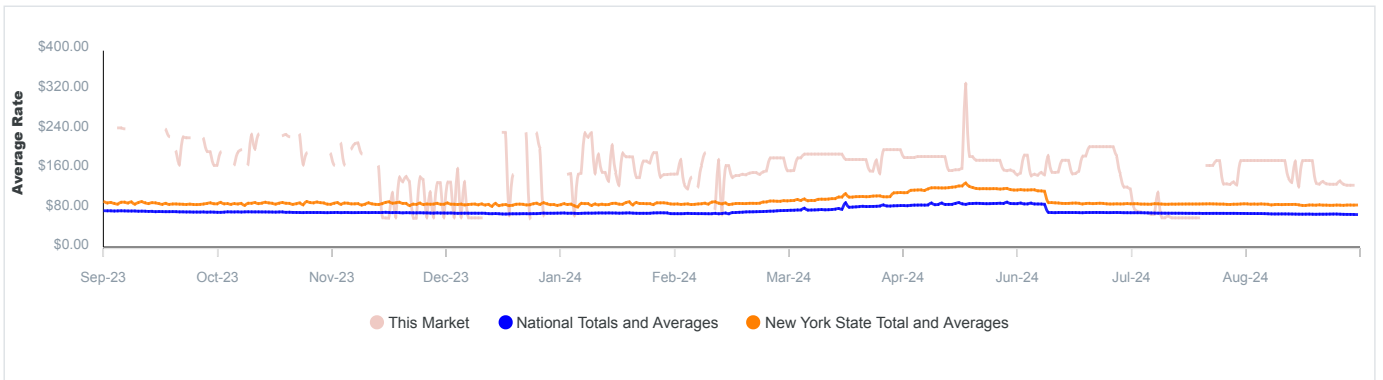
5x5 Reg (Last 1 Year)



5x5 CC (Last 1 Year)

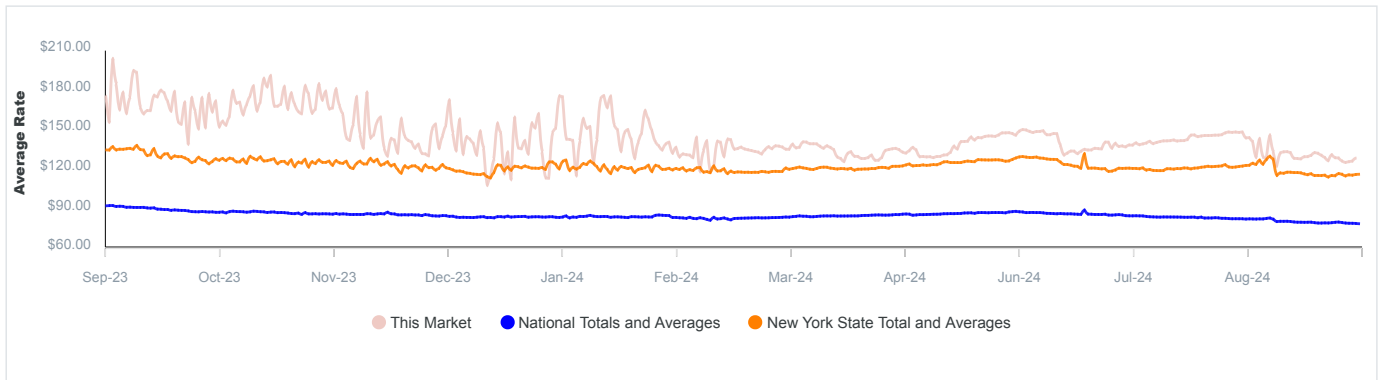


5x10 Reg (Last 1 Year)

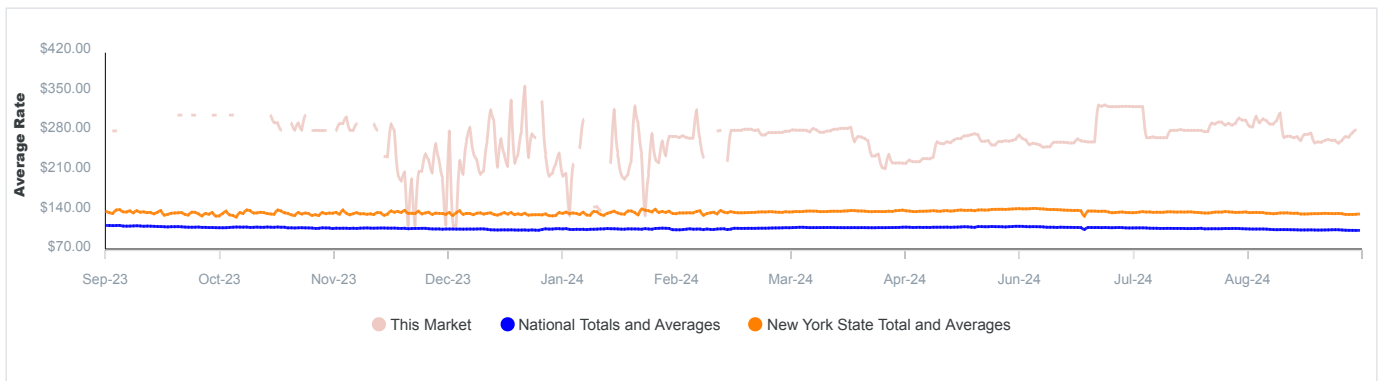


Average Rates History Continued

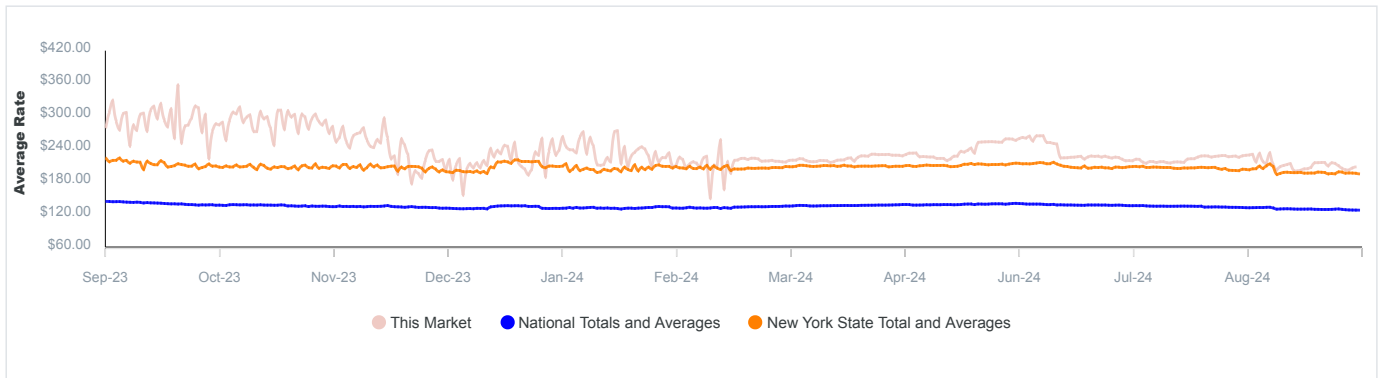
5x10 CC (Last 1 Year)



10x10 Reg (Last 1 Year)

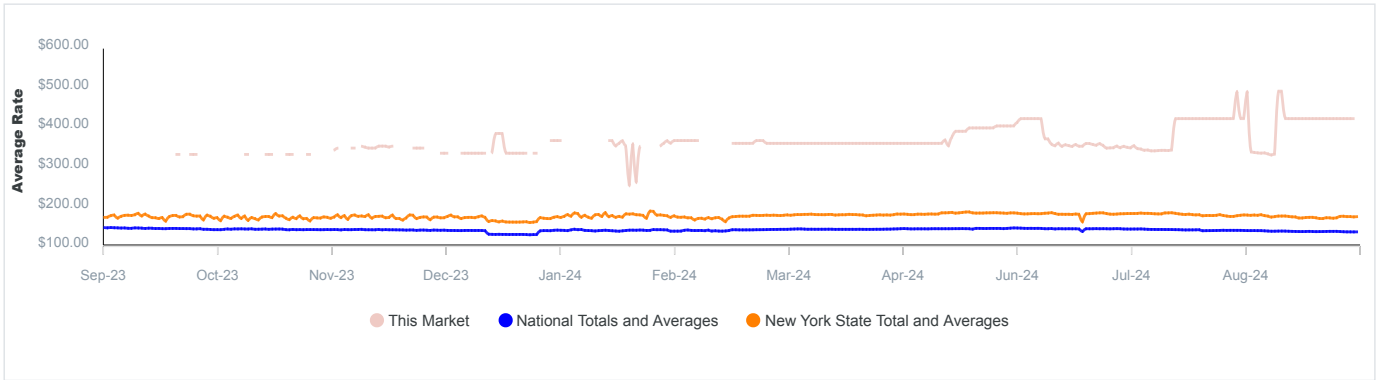


10x10 CC (Last 1 Year)

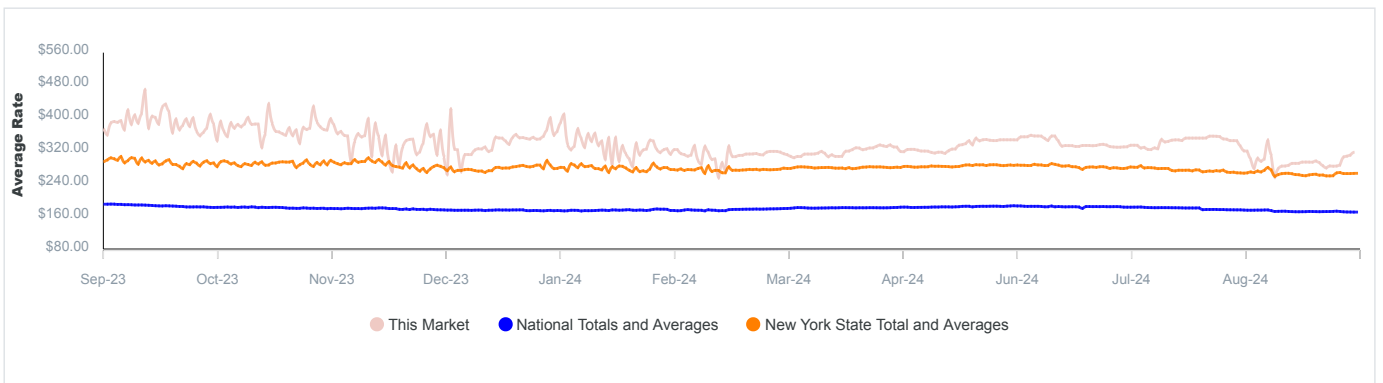


Average Rates History Continued

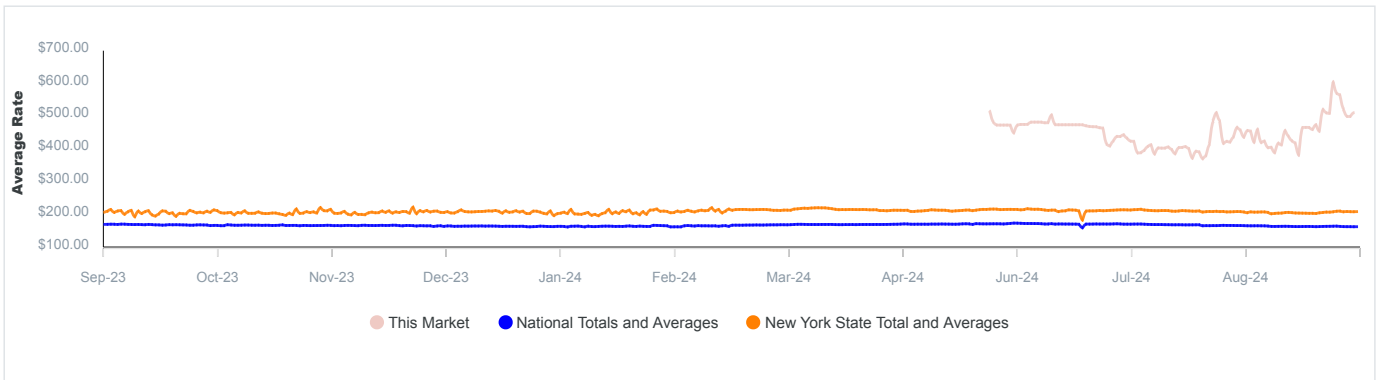
10x15 Reg (Last 1 Year)



10x15 CC (Last 1 Year)

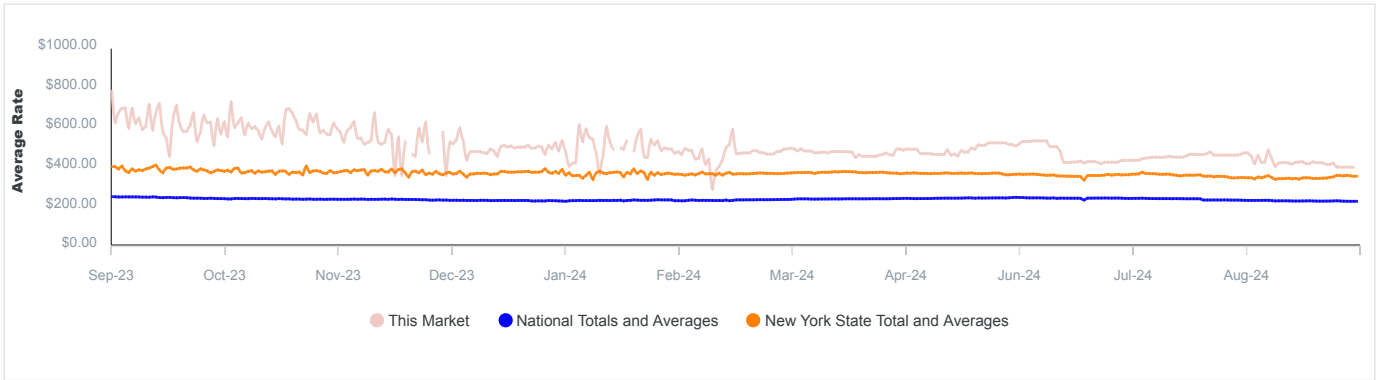


10x20 Reg (Last 1 Year)

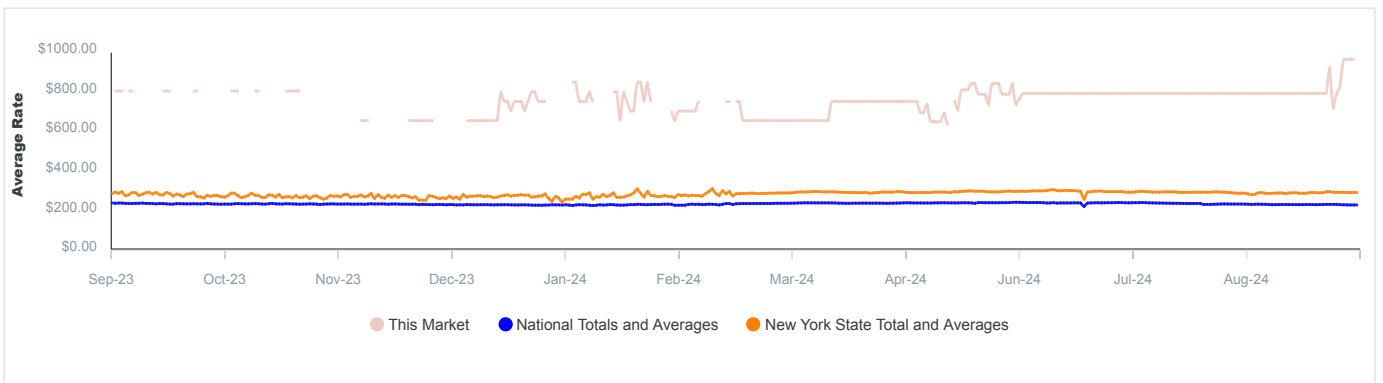


Average Rates History Continued

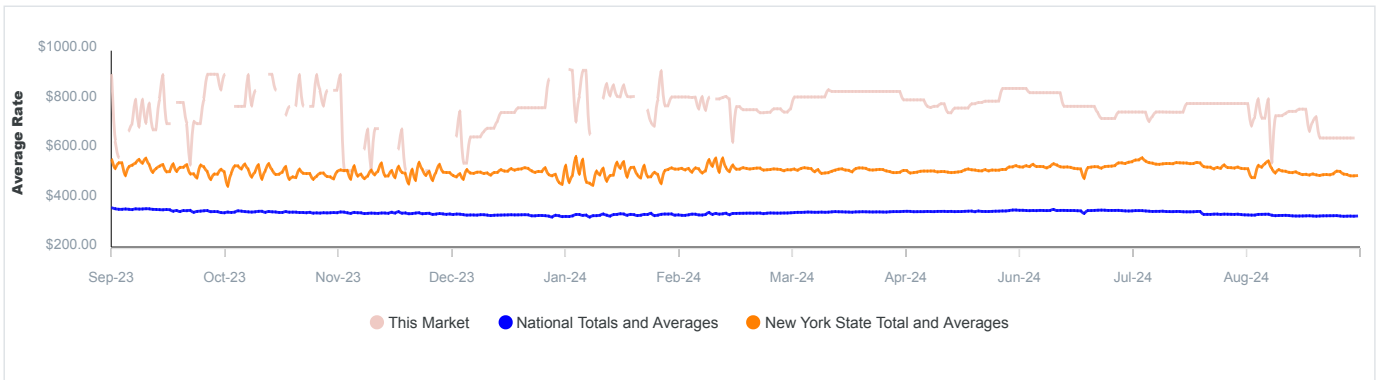
10x20 CC (Last 1 Year)



10x30 Reg (Last 1 Year)

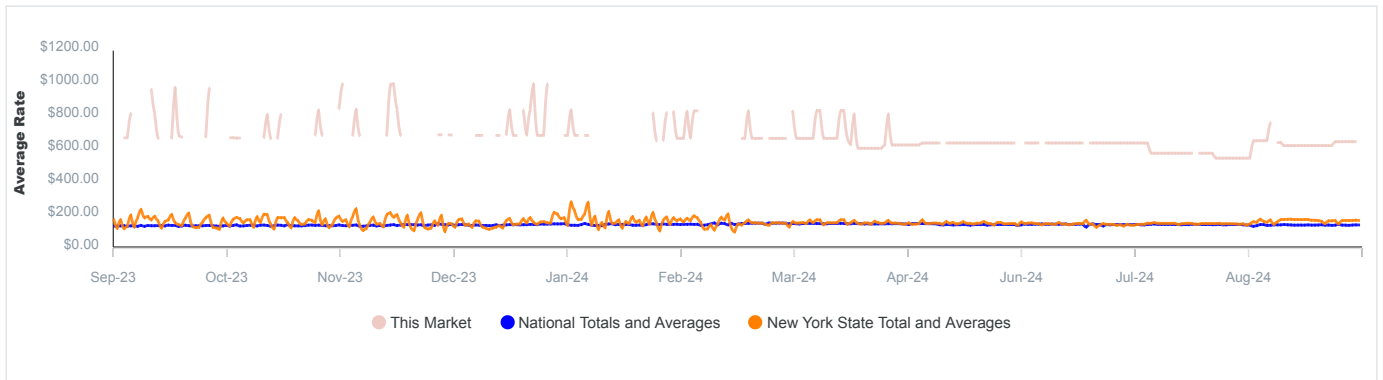


10x30 CC (Last 1 Year)

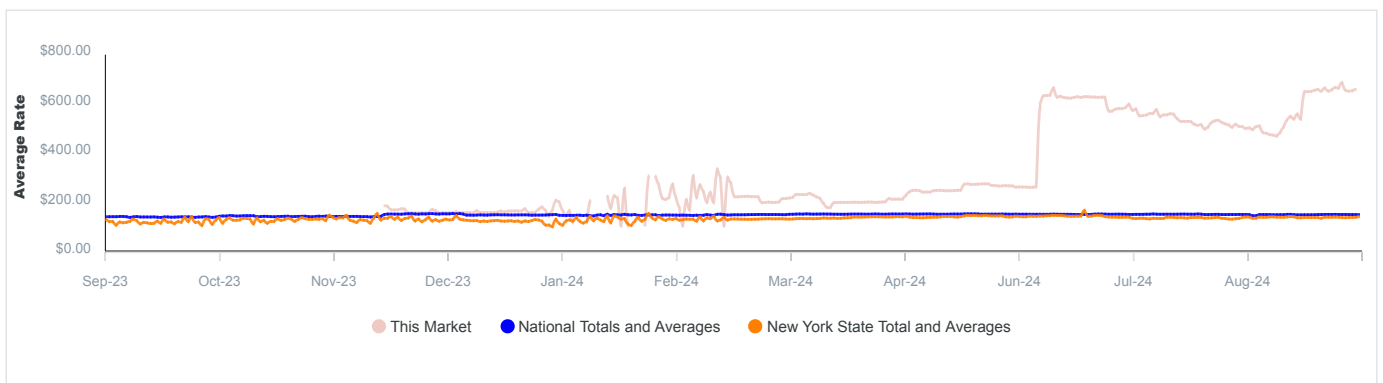


Average Rates History Continued

Car Parking (Last 1 Year)



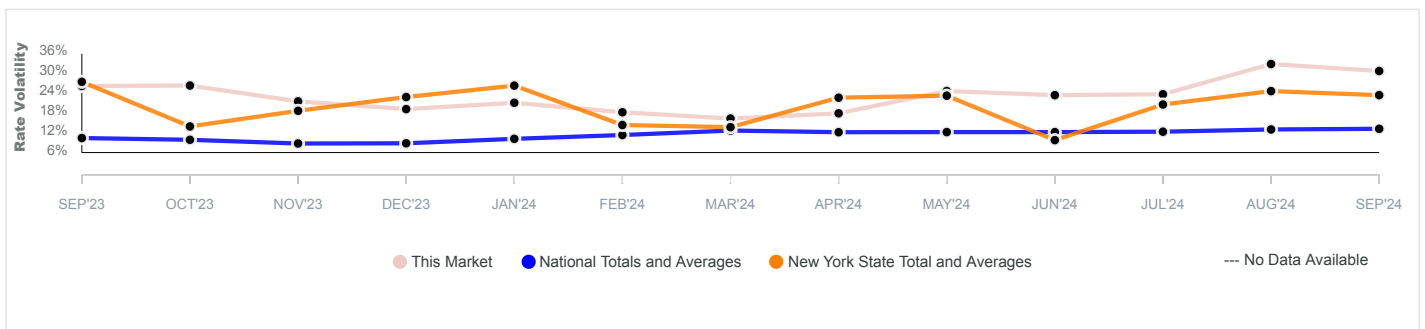
RV Parking (Last 1 Year)



Rate Volatility History

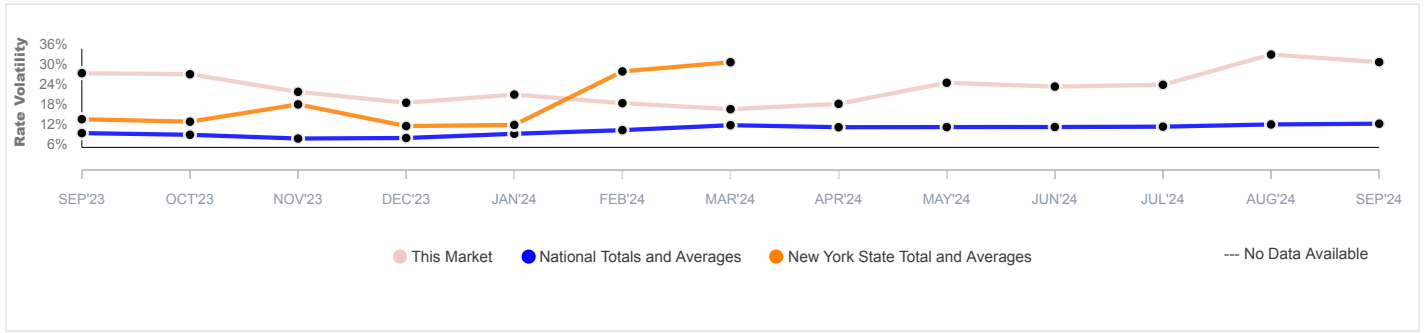
Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

All Units Without Parking (Last 1 Year)

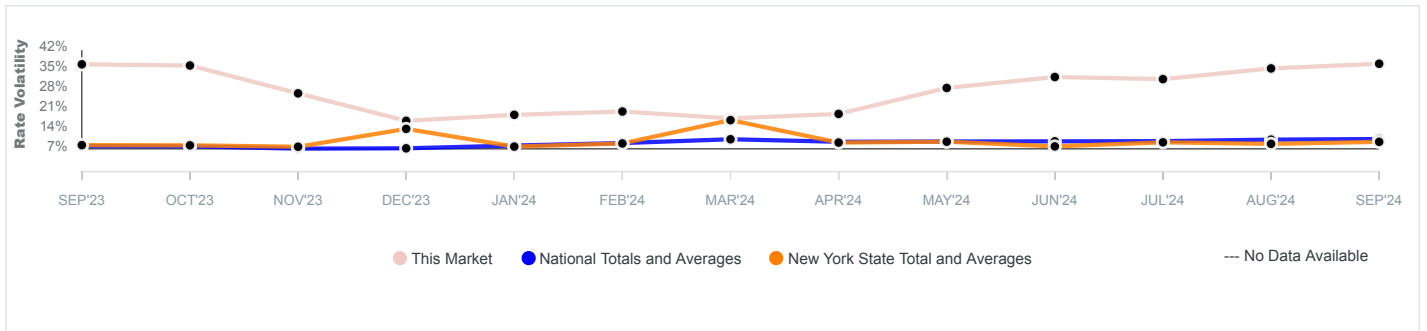


Rate Volatility History Continued

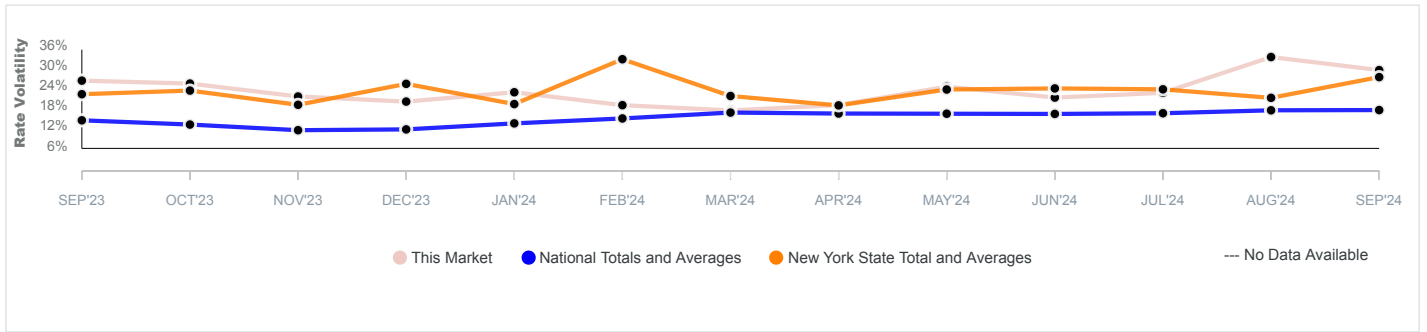
All Units With Parking (Last 1 Year)



All Reg (Last 1 Year)



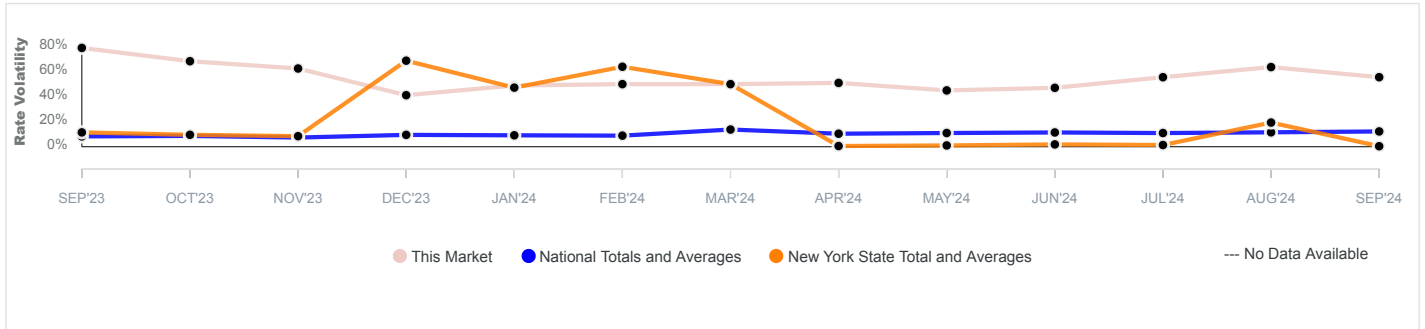
All CC (Last 1 Year)



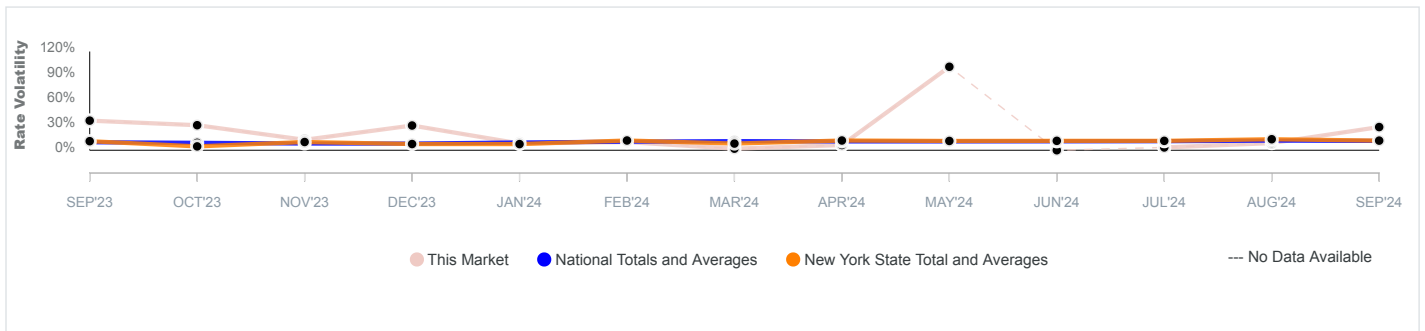
Rate Volatility History Continued

All Parking (Last 1 Year)

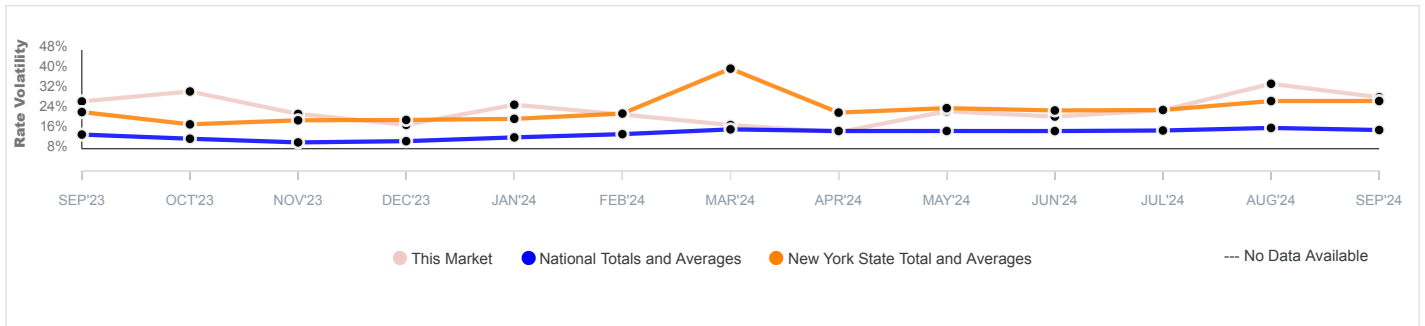
⚠️ This Market ● New York State Total and Averages has same value in the series.



5x5 Reg (Last 1 Year)

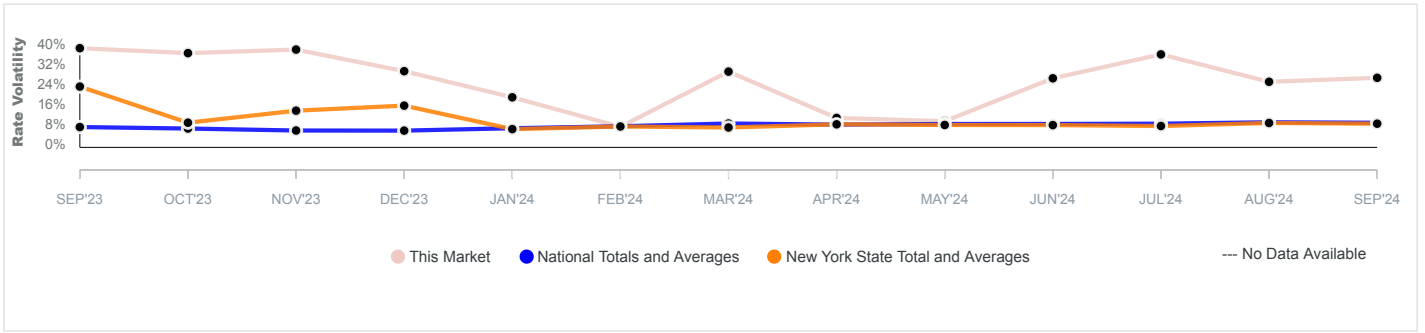


5x5 CC (Last 1 Year)

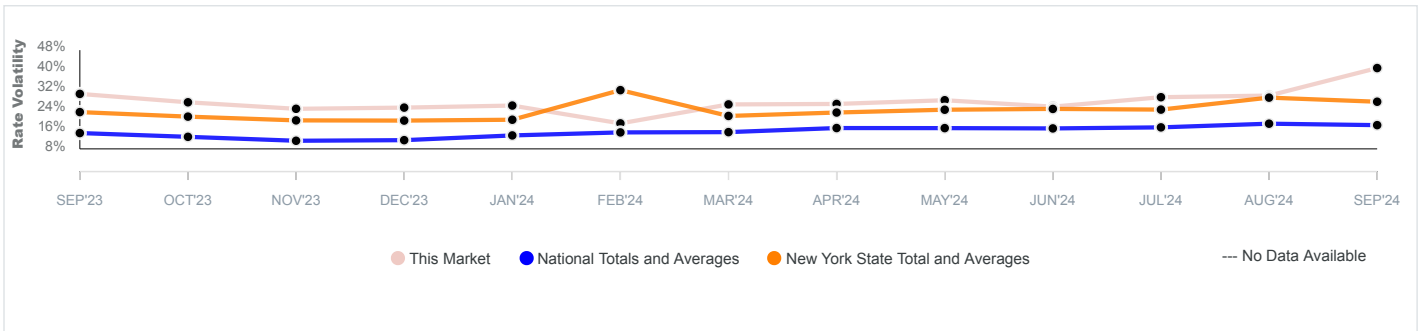


Rate Volatility History Continued

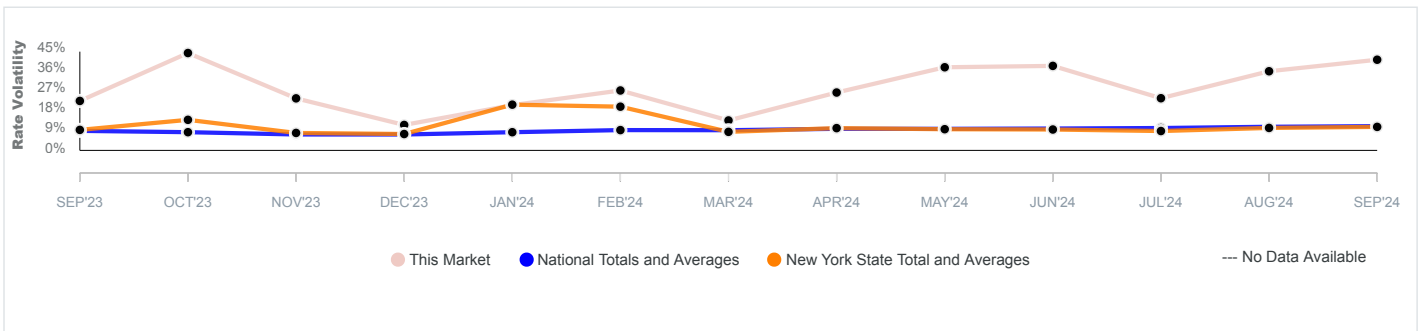
5x10 Reg (Last 1 Year)



5x10 CC (Last 1 Year)

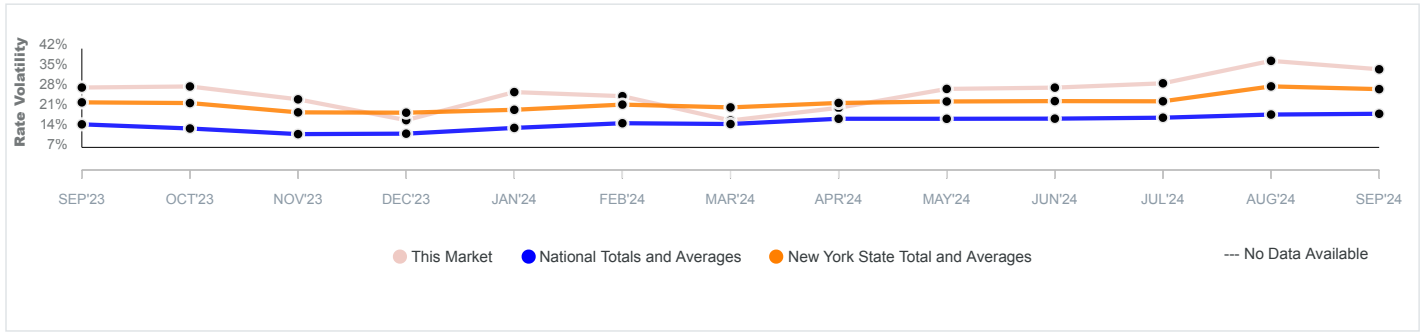


10x10 Reg (Last 1 Year)

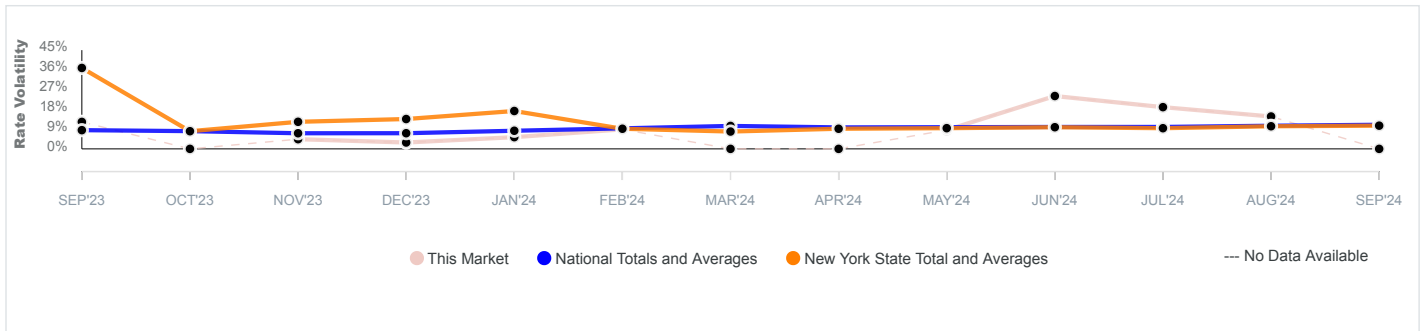


Rate Volatility History Continued

10x10 CC (Last 1 Year)

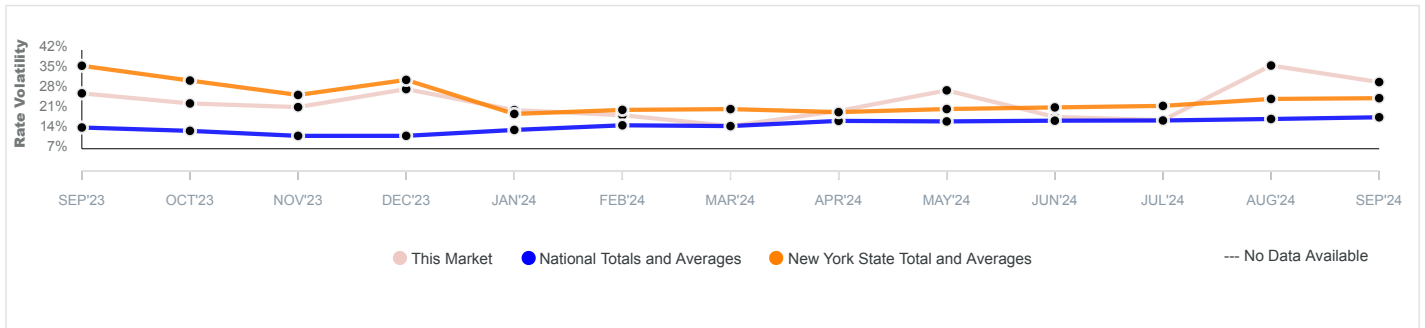


10x15 Reg (Last 1 Year)



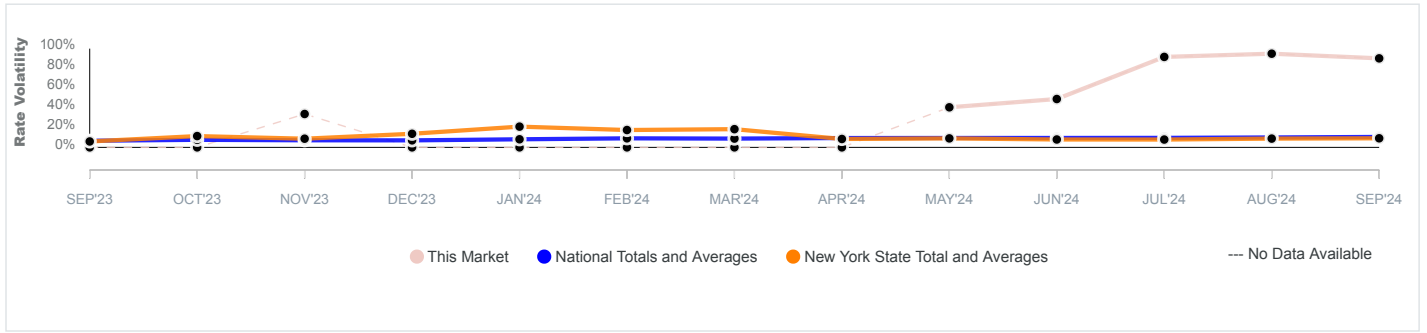
10x15 CC (Last 1 Year)

⚠️ This Market **●** National Totals and Averages has same value in the series.

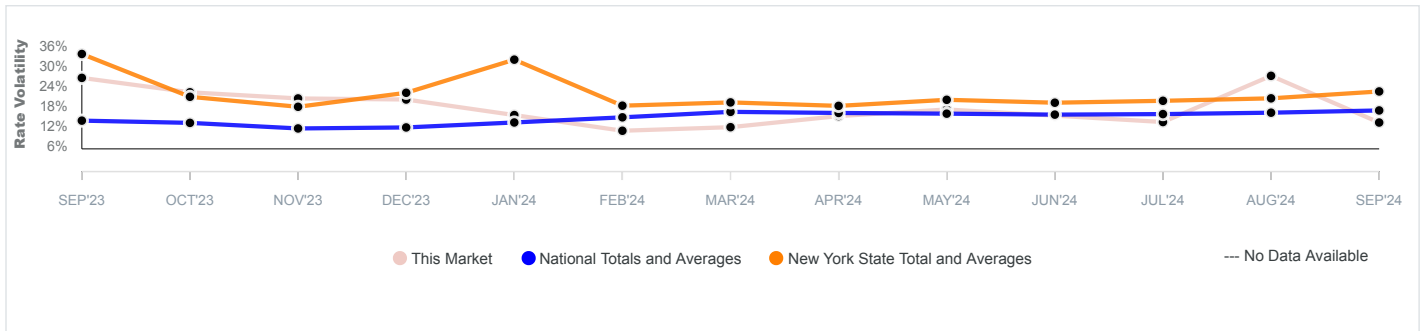


Rate Volatility History Continued

10x20 Reg (Last 1 Year)

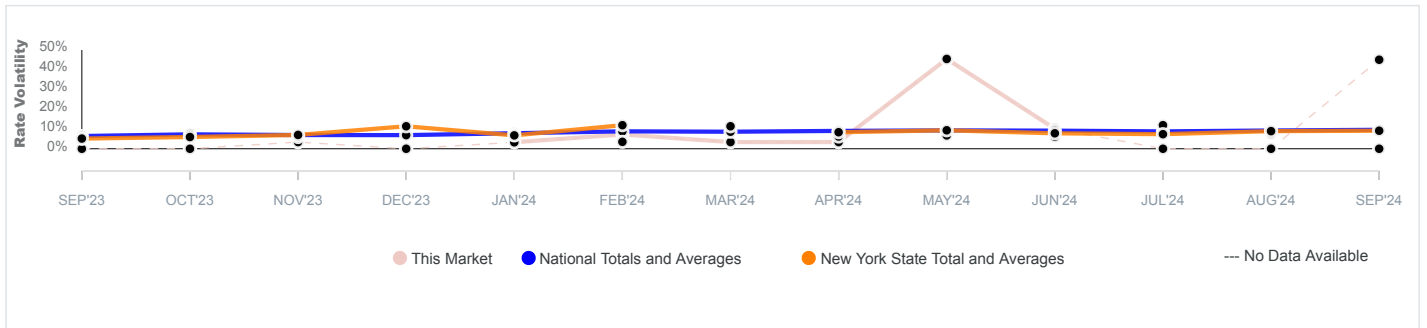


10x20 CC (Last 1 Year)



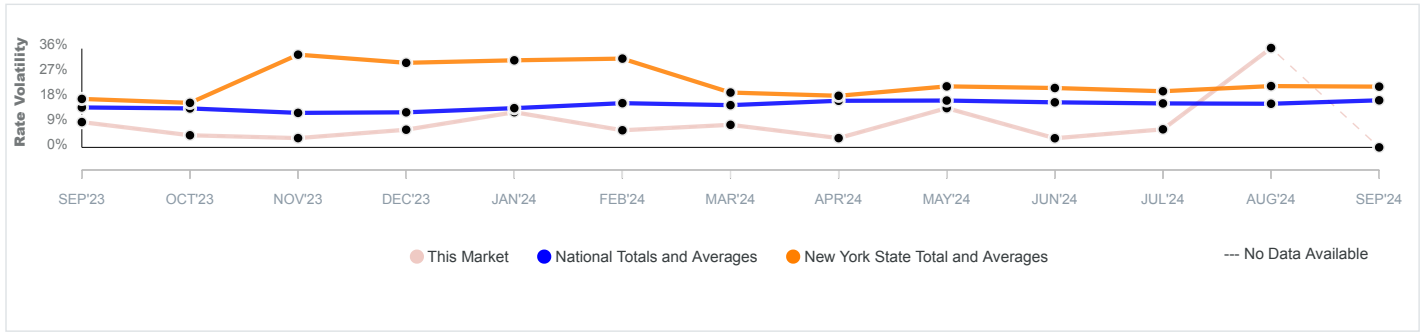
10x30 Reg (Last 1 Year)

⚠️ This Market **●** New York State Total and Averages has same value in the series.

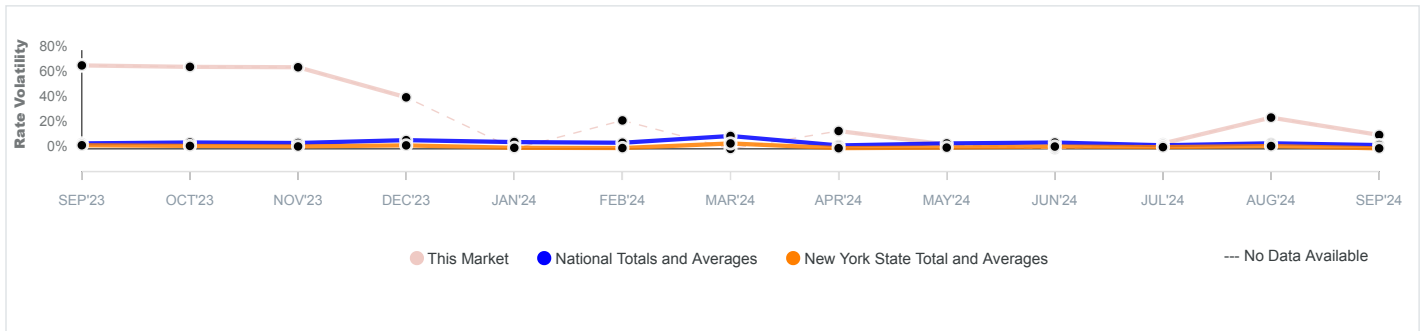


Rate Volatility History Continued

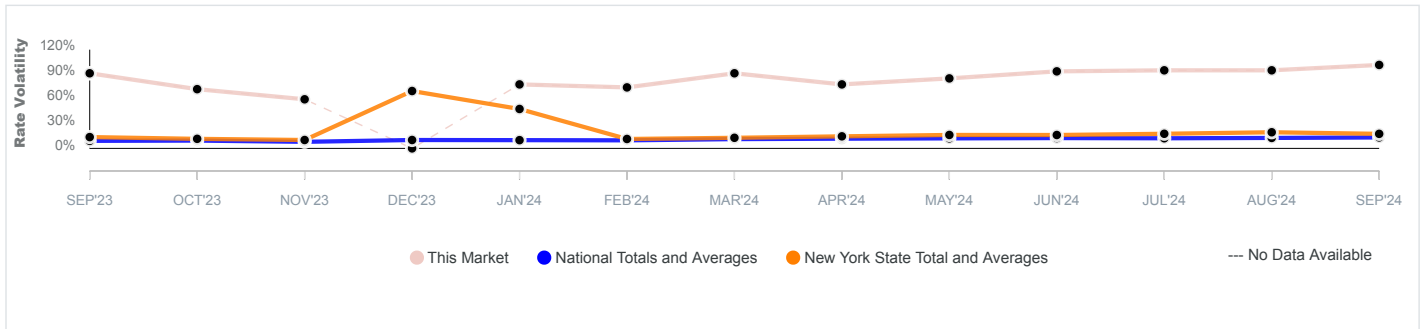
10x30 CC (Last 1 Year)



Car Parking (Last 1 Year)



RV Parking (Last 1 Year)



Current Inventory Availability by Unit Type

Current number of Stores in the market offering each of the most common unit types.

On Market: From the total number of stores in this market, the number of stores that are currently advertising that specific unit type.

Off Market: From the total number of stores in this market, the number of stores that are currently not advertising that specific unit type.

All REG: From the total number of stores in this market, the number of stores that are currently advertising (On Market) or not advertising (Off Market) Non-CC unit types.

All CC: From the total number of stores in this market, the number of stores that are currently advertising (On Market) or not advertising (Off Market) CC unit types.

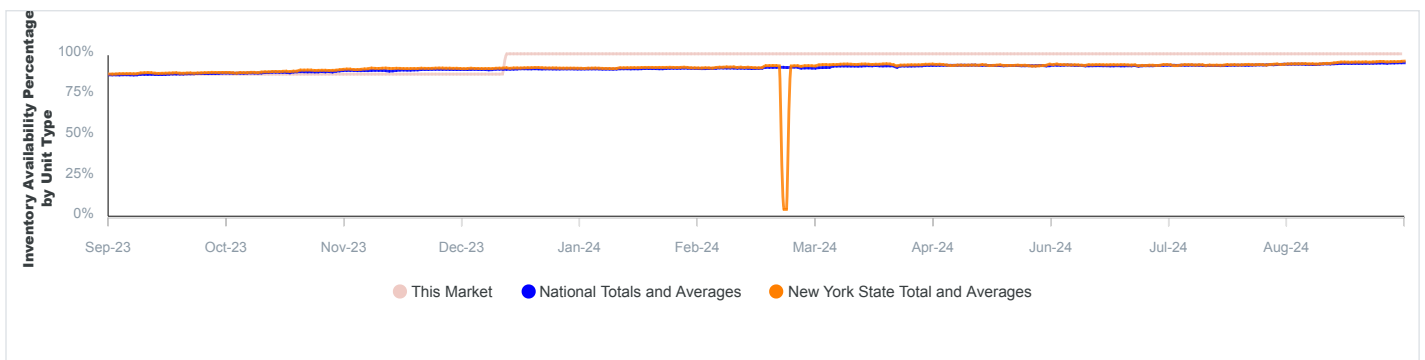
UNIT TYPES	THIS MARKET		NATIONAL TOTALS AND AVERAGES		NEW YORK STATE TOTAL AND AVERAGES	
	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET	ONMARKET	OFFMARKET
ALL UNITS WITHOUT PARKING	8(100%)	0(0%)	41,414(96%)	1,872(4%)	1,428(96%)	56(4%)
ALL UNITS WITH PARKING	8(100%)	0(0%)	42,464(95%)	2,182(5%)	1,445(96%)	61(4%)
ALL REG	3(50%)	3(50%)	35,820(89%)	4,548(11%)	1,062(85%)	187(15%)
ALL CC	8(100%)	0(0%)	20,743(94%)	1,211(6%)	796(95%)	40(5%)
ALL PARKING	2(100%)	0(0%)	8,316(38%)	13,445(62%)	196(37%)	330(63%)
5X5 REG	2(50%)	2(50%)	13,043(85%)	2,341(15%)	401(81%)	96(19%)
5X5 CC	7(88%)	1(13%)	14,558(88%)	1,979(12%)	649(91%)	63(9%)
5X10 REG	2(50%)	2(50%)	26,830(87%)	4,176(13%)	843(84%)	155(16%)
5X10 CC	8(100%)	0(0%)	18,069(90%)	1,991(10%)	733(92%)	66(8%)
10X10 REG	3(50%)	3(50%)	30,663(90%)	3,429(10%)	887(89%)	108(11%)
10X10 CC	8(100%)	0(0%)	18,453(89%)	2,182(11%)	714(90%)	79(10%)
10X15 REG	3(60%)	2(40%)	25,361(87%)	3,808(13%)	714(84%)	131(16%)
10X15 CC	5(63%)	3(38%)	15,796(85%)	2,792(15%)	587(84%)	111(16%)
10X20 REG	1(33%)	2(67%)	29,202(88%)	4,069(12%)	829(86%)	132(14%)
10X20 CC	4(57%)	3(43%)	13,499(81%)	3,175(19%)	456(75%)	154(25%)
10X30 REG	1(50%)	1(50%)	16,231(79%)	4,325(21%)	408(76%)	127(24%)
10X30 CC	2(67%)	1(33%)	4,896(68%)	2,268(32%)	159(60%)	107(40%)
CAR PARKING	1(100%)	0(0%)	986(26%)	2,817(74%)	35(32%)	74(68%)
RV PARKING	1(100%)	0(0%)	7,861(79%)	2,068(21%)	173(78%)	50(22%)

● This Market
 ● National Totals and Averages
 ● New York State Total and Averages

Inventory Availability by Unit Type History

Graphs showing the number of Stores in this market which have offered each of the most common unit types over the past 12 months.

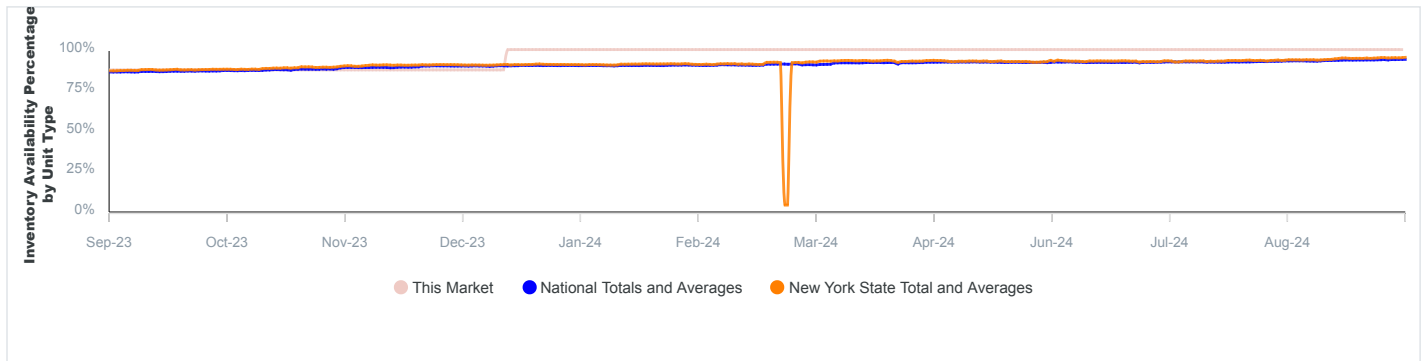
All Units Without Parking (Last 1 Year)



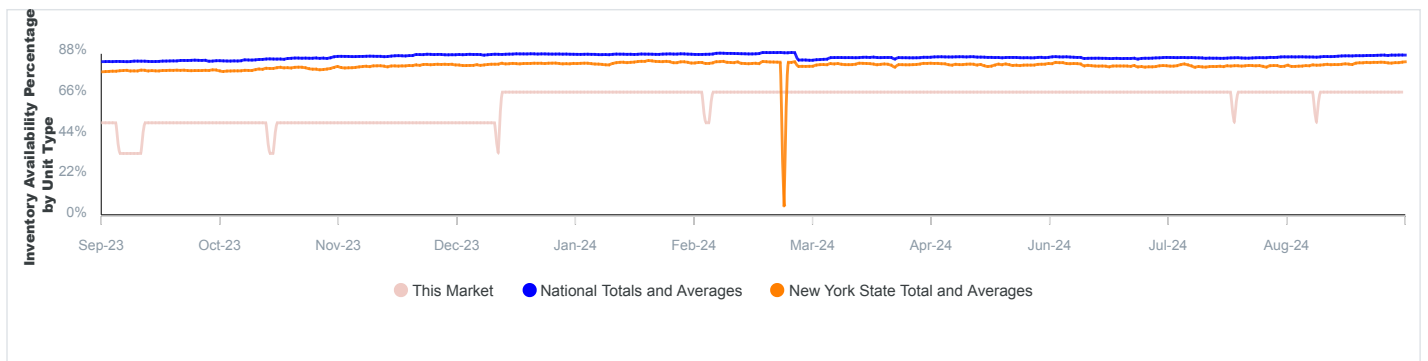
Inventory Availability by Unit Type History Continued

All Units With Parking (Last 1 Year)

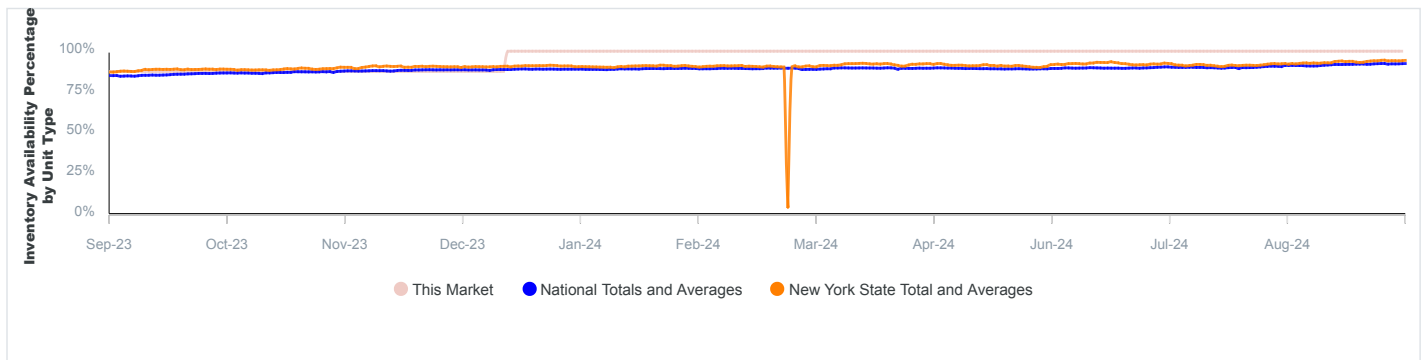
▲ ● National Totals and Averages ● New York State Total and Averages *has same value in the series.*



All Reg (Last 1 Year)

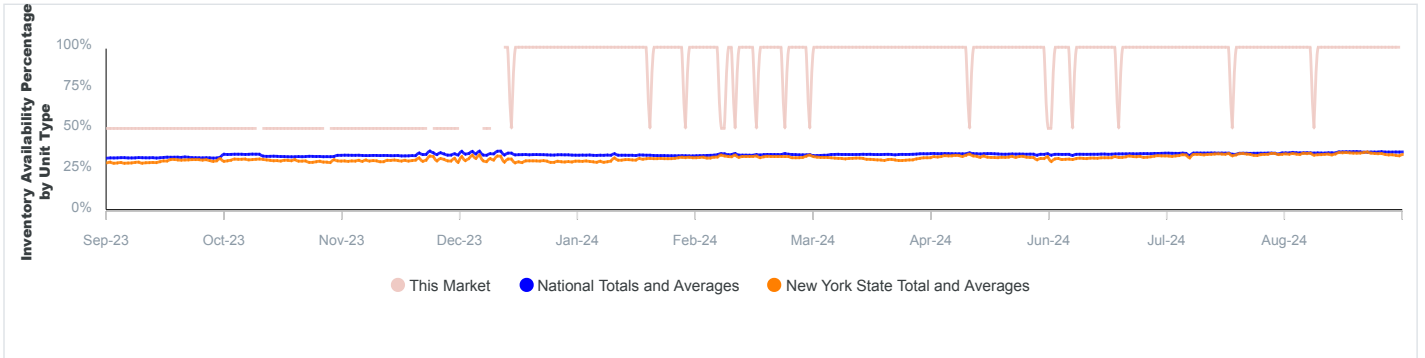


All CC (Last 1 Year)

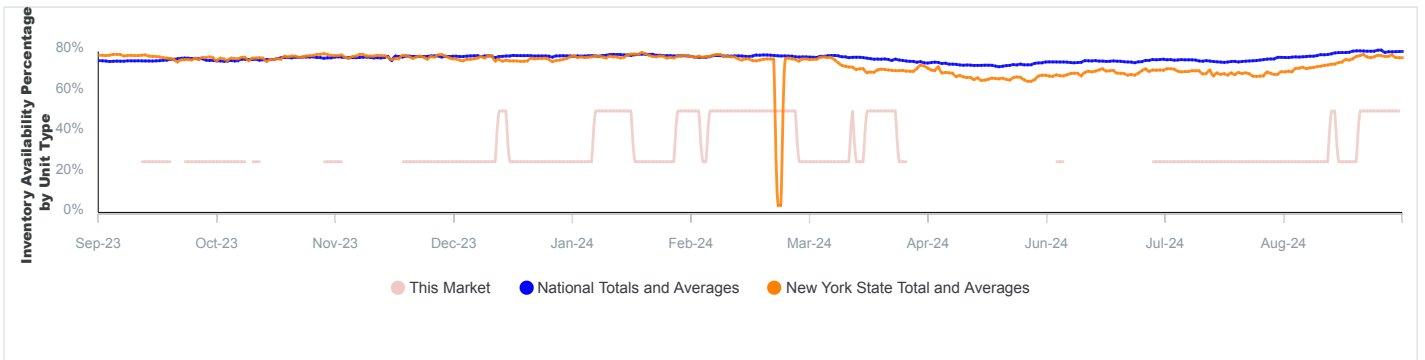


Inventory Availability by Unit Type History Continued

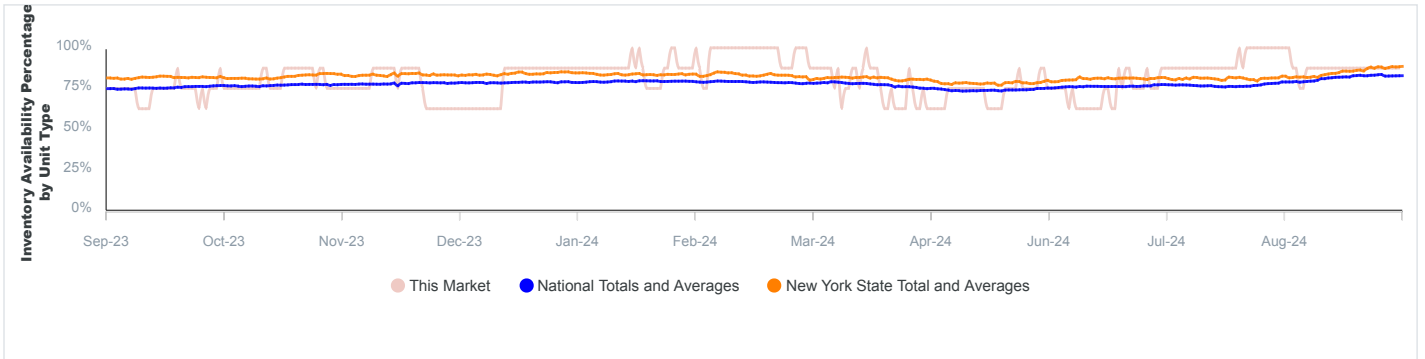
All Parking (Last 1 Year)



5x5 Reg (Last 1 Year)

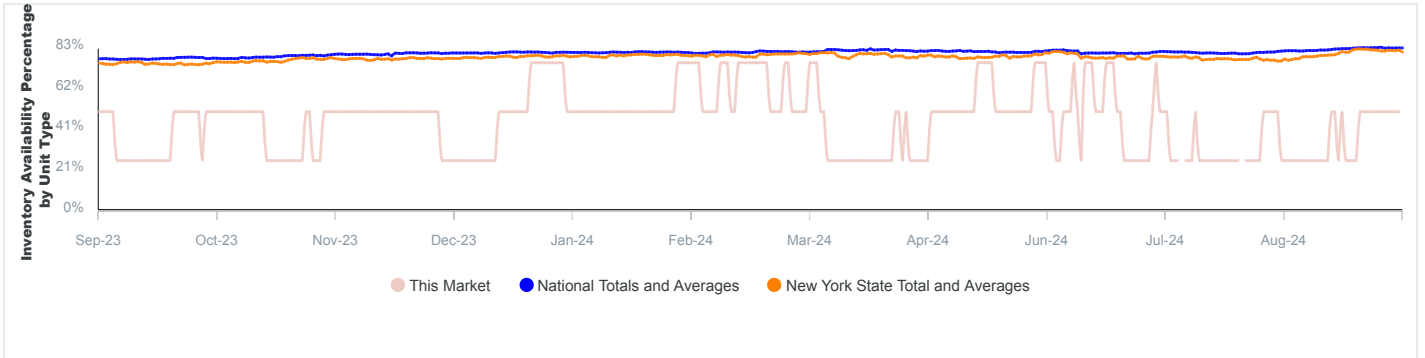


5x5 CC (Last 1 Year)

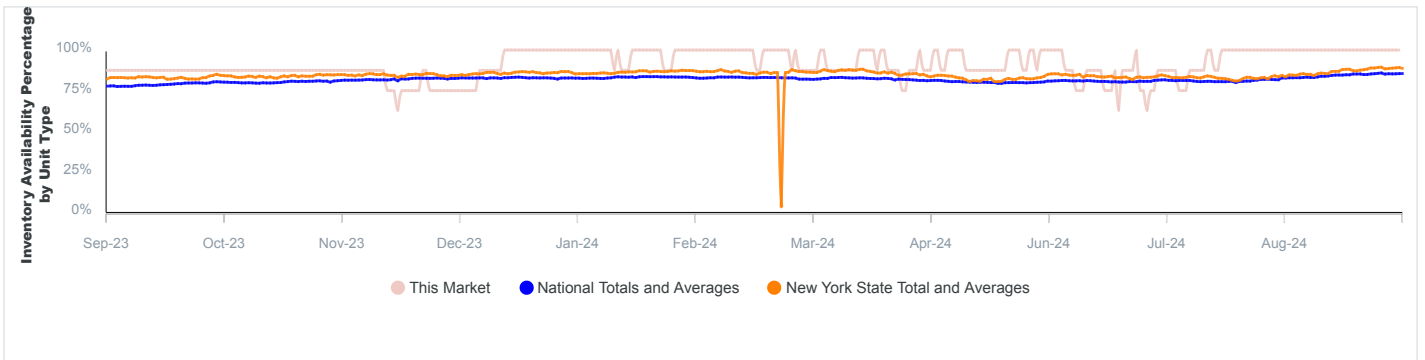


Inventory Availability by Unit Type History Continued

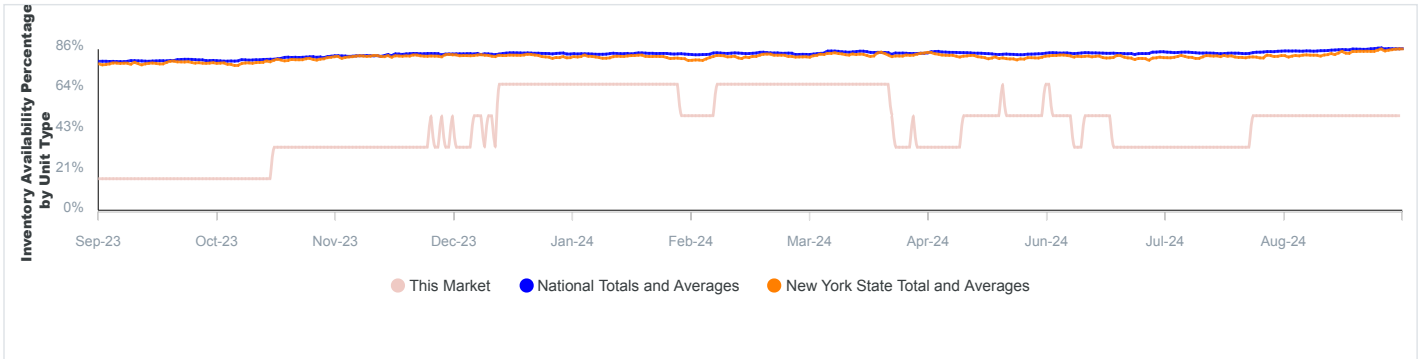
5x10 Reg (Last 1 Year)



5x10 CC (Last 1 Year)



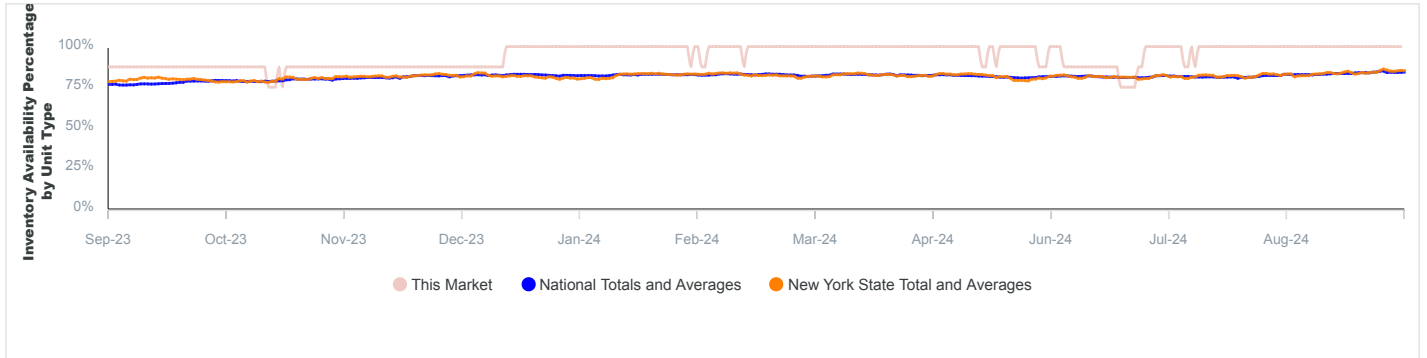
10x10 Reg (Last 1 Year)



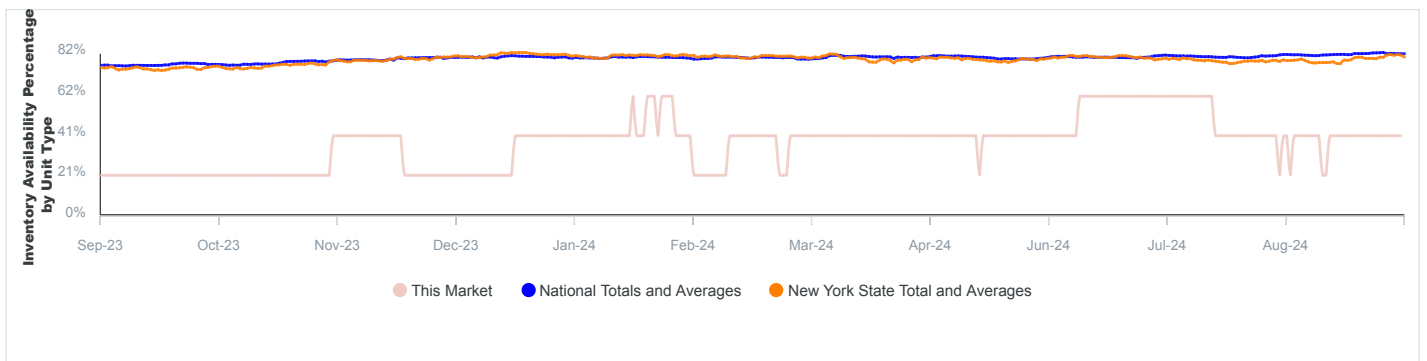
Inventory Availability by Unit Type History Continued

10x10 CC (Last 1 Year)

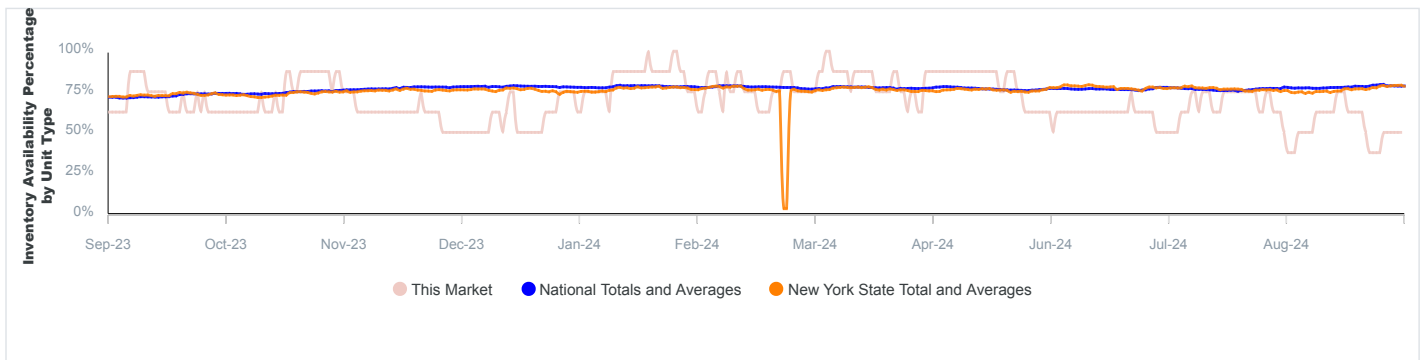
▲ ● National Totals and Averages ● New York State Total and Averages *has same value in the series.*



10x15 Reg (Last 1 Year)

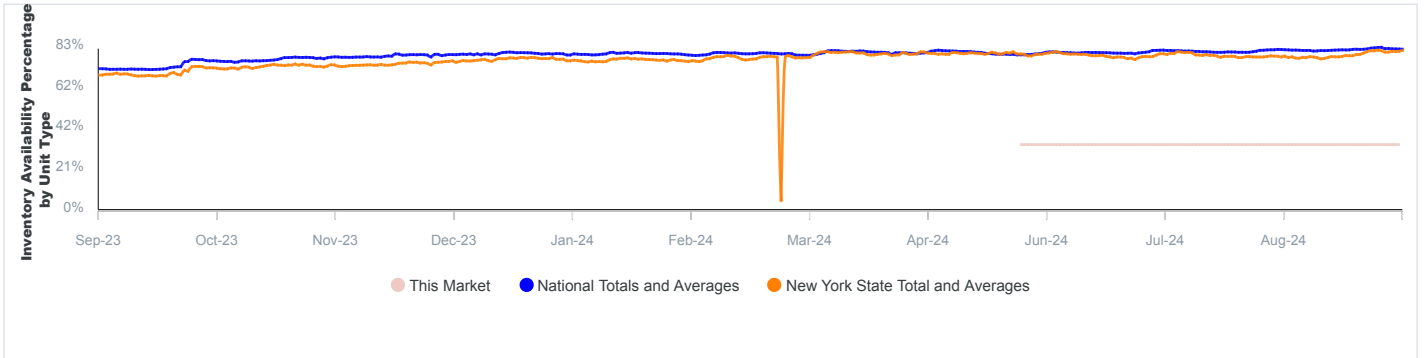


10x15 CC (Last 1 Year)

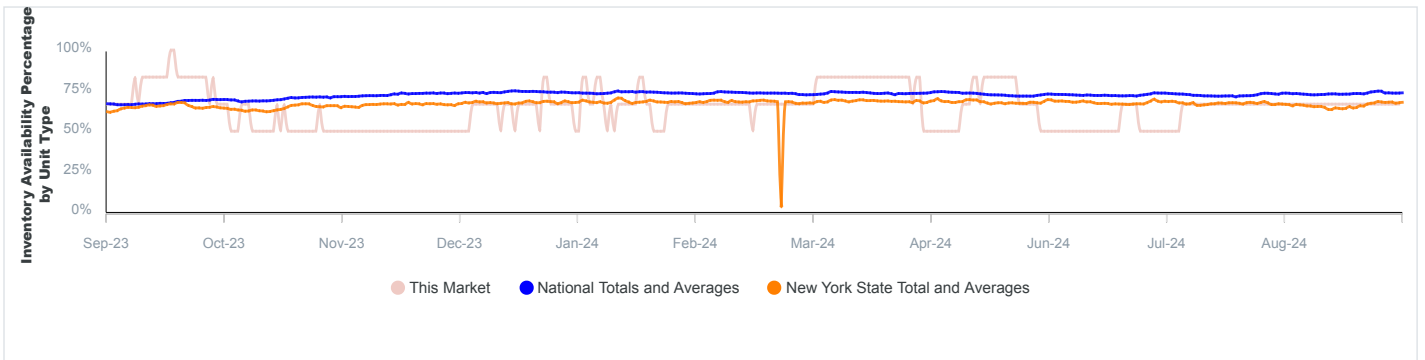


Inventory Availability by Unit Type History Continued

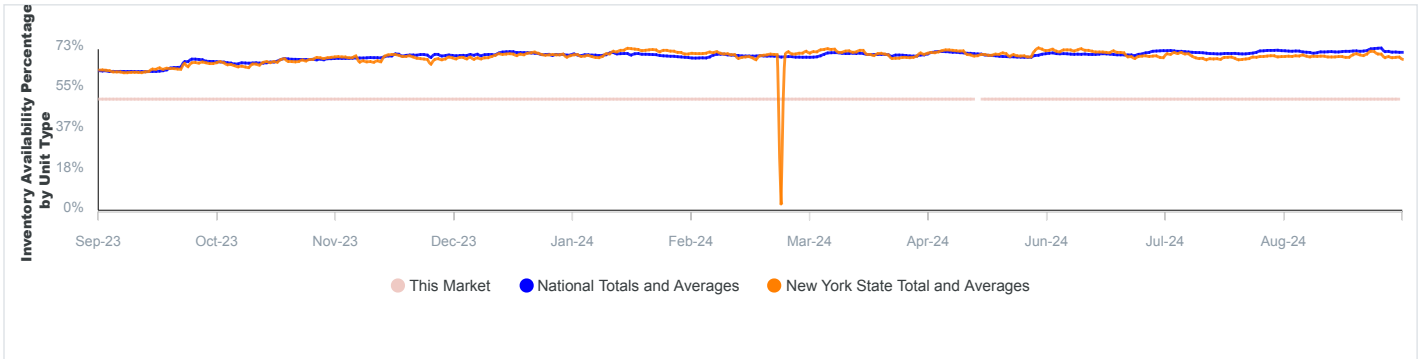
10x20 Reg (Last 1 Year)



10x20 CC (Last 1 Year)

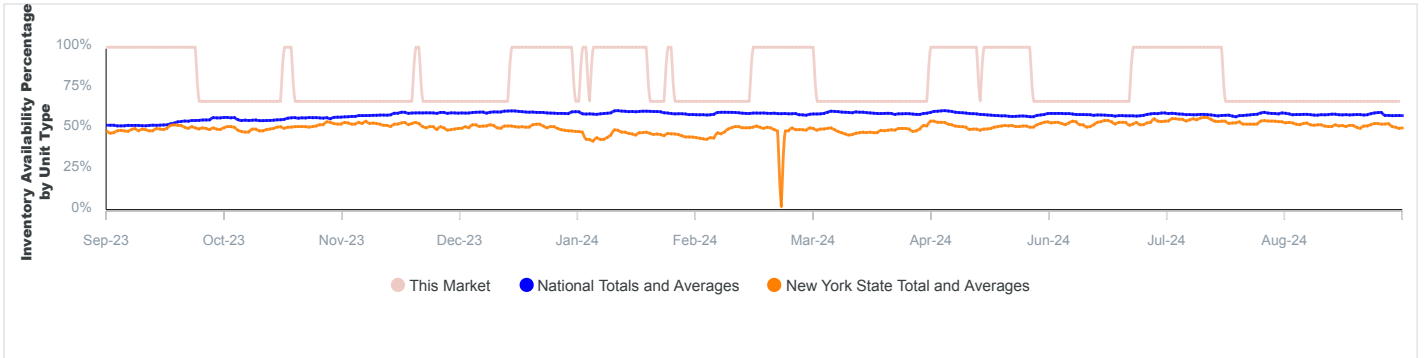


10x30 Reg (Last 1 Year)

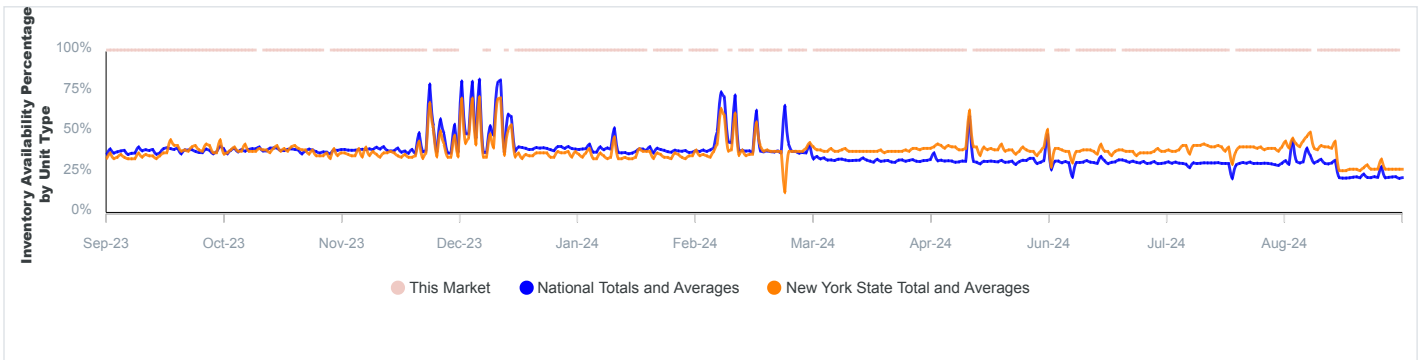


Inventory Availability by Unit Type History Continued

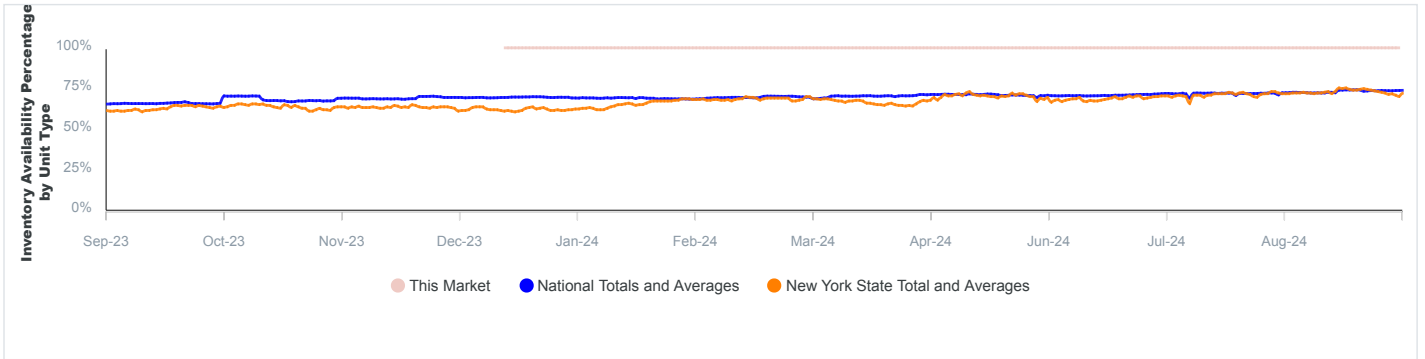
10x30 CC (Last 1 Year)



Car Parking (Last 1 Year)



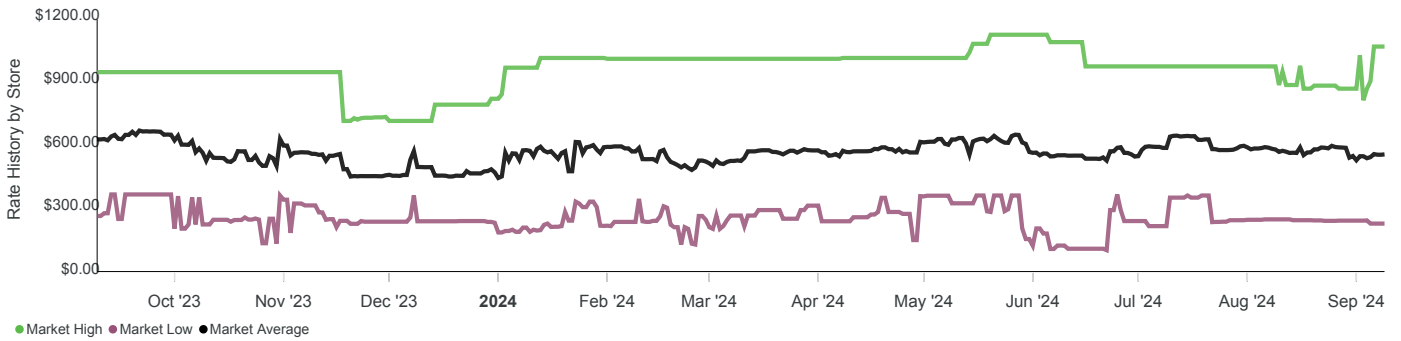
RV Parking (Last 1 Year)



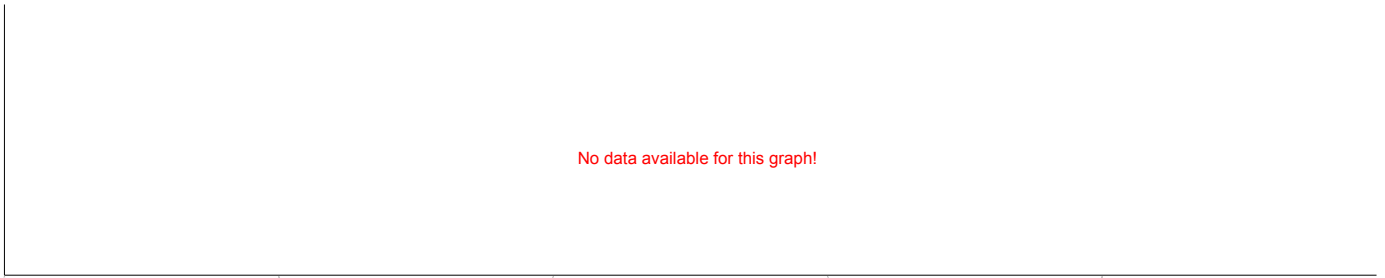
Rate History by Store

Historical graphs showing the Premium and Value rates of three stores in the market and the Market High, Market Average and Market Low rates over the past 3 years for each of the most common unit types.

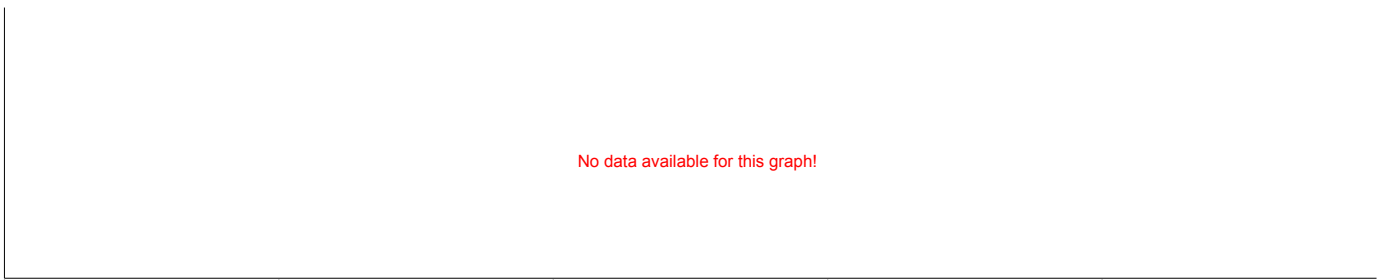
All Units Without Parking (Last 1 Year, Premium, Any Floor)



All Units Without Parking (Last 1 Year, Value, Any Floor)

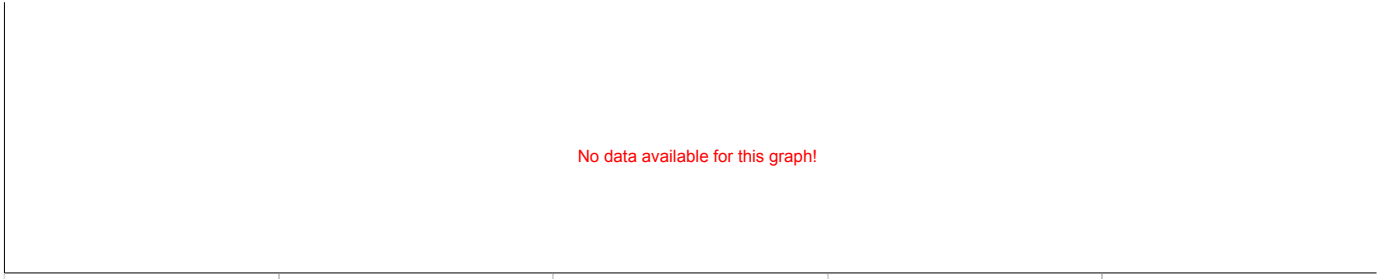


All Units With Parking (Last 1 Year, Premium, Any Floor)

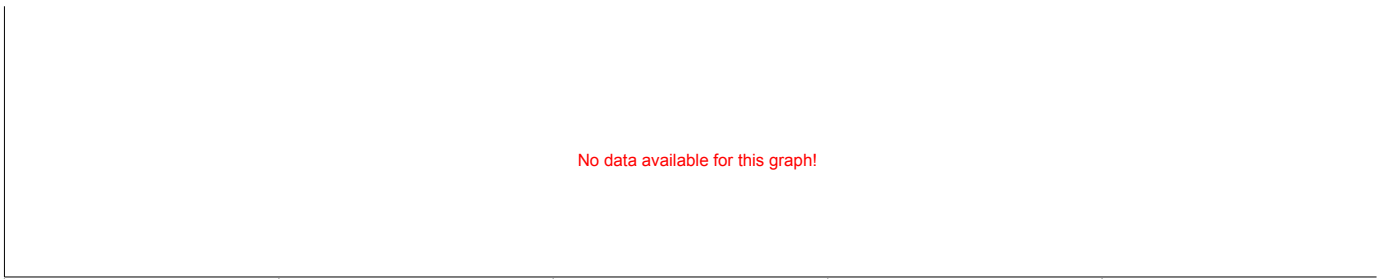


Rate History by Store Continued

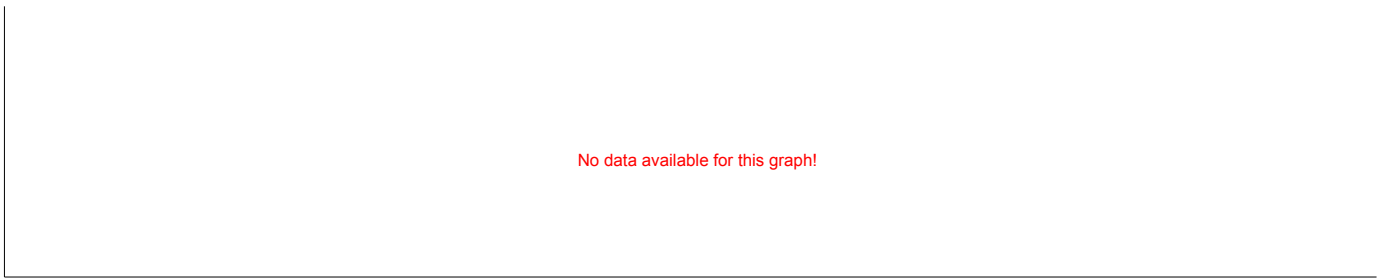
All Units With Parking (Last 1 Year, Value, Any Floor)



All Reg (Last 1 Year, Premium, Any Floor)

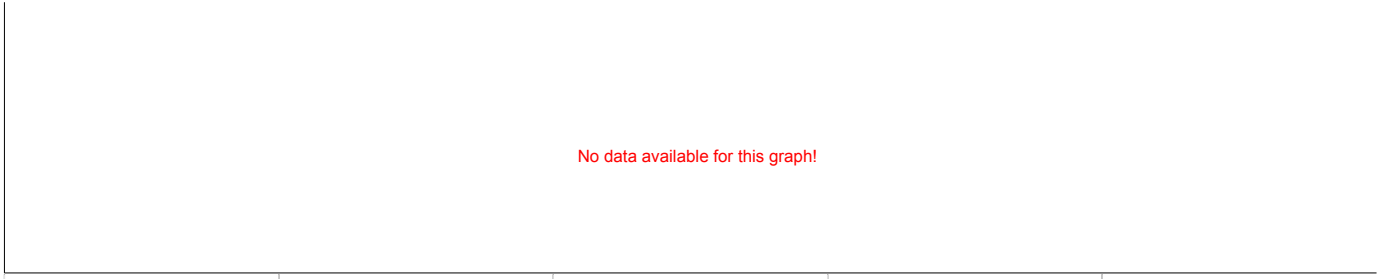


All Reg (Last 1 Year, Value, Any Floor)

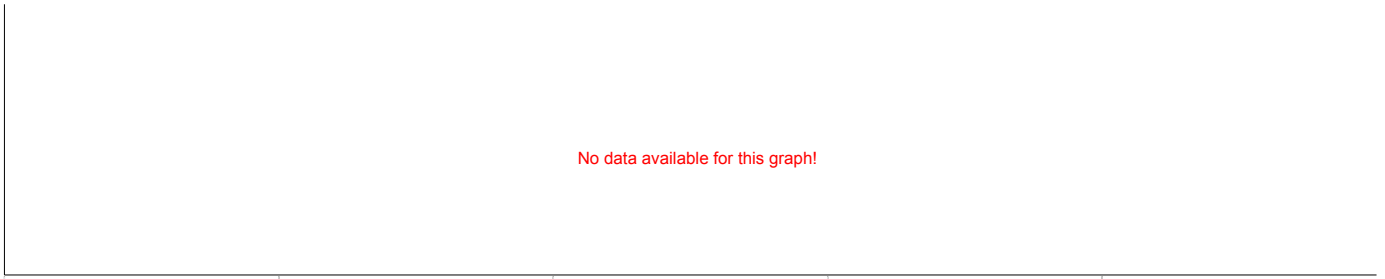


Rate History by Store Continued

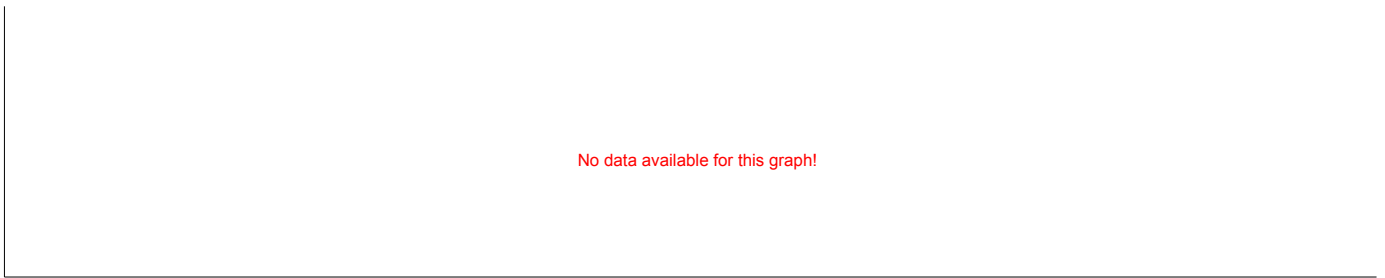
All CC (Last 1 Year, Premium, Any Floor)



All CC (Last 1 Year, Value, Any Floor)

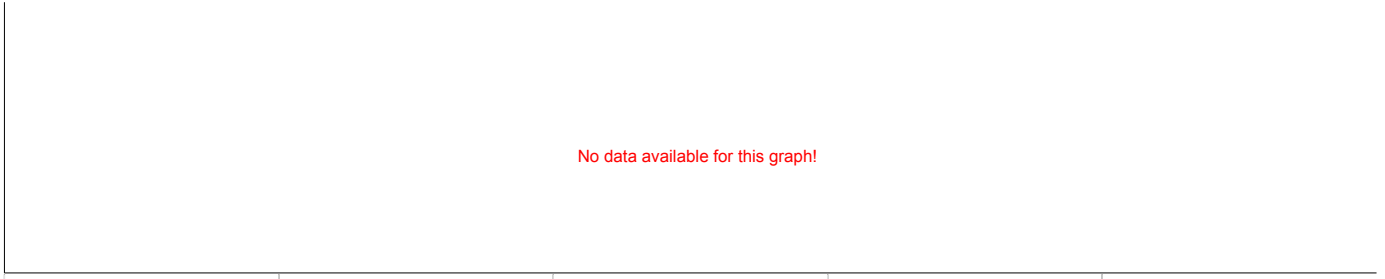


All Parking (Last 1 Year, Premium, Any Floor)

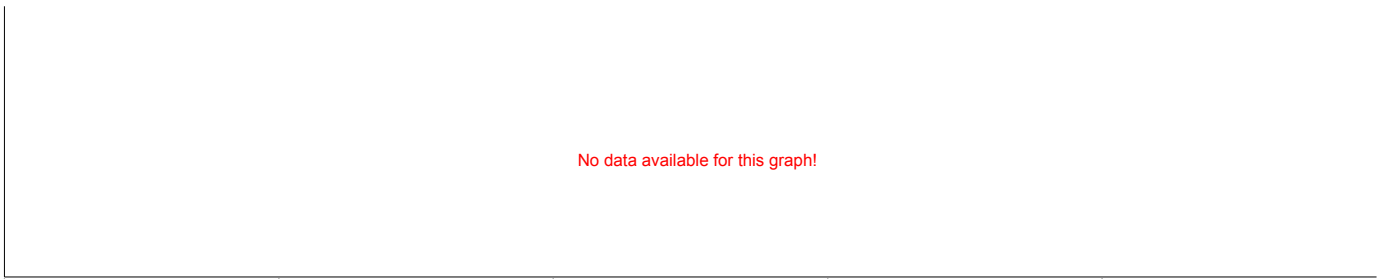


Rate History by Store Continued

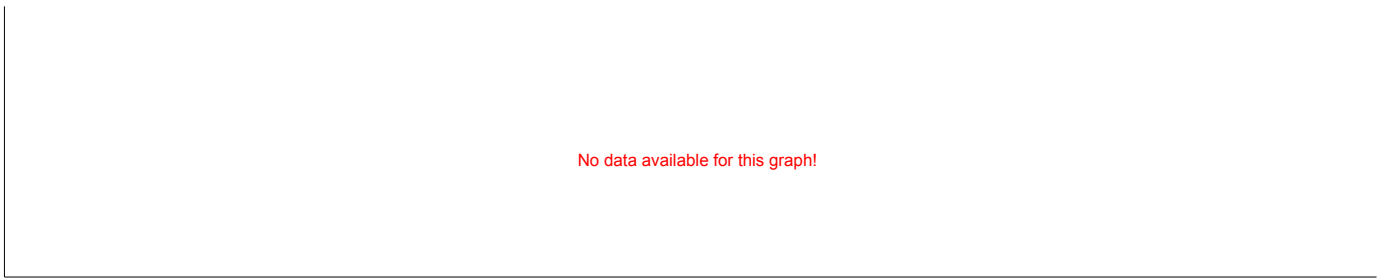
All Parking (Last 1 Year, Value, Any Floor)



5x5 Reg (Last 1 Year, Premium, Any Floor)

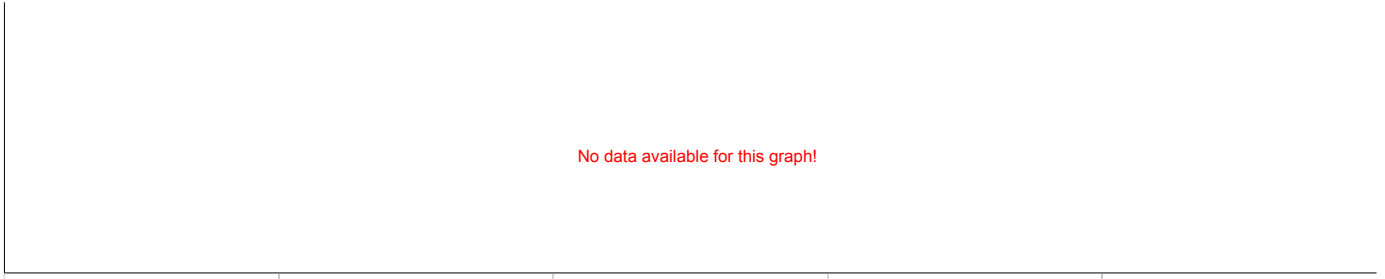


5x5 Reg (Last 1 Year, Value, Any Floor)

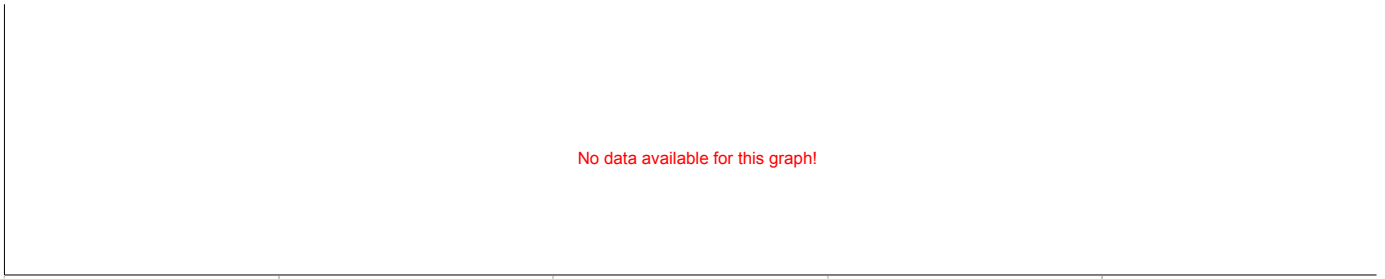


Rate History by Store Continued

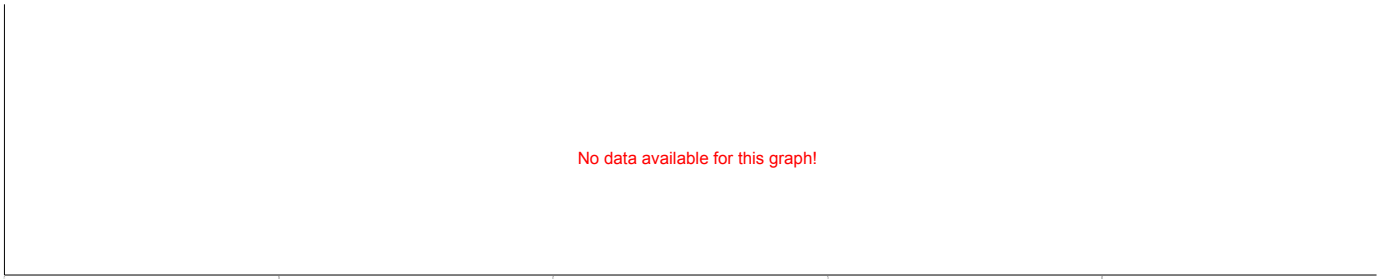
5x5 CC (Last 1 Year, Premium, Any Floor)



5x5 CC (Last 1 Year, Value, Any Floor)

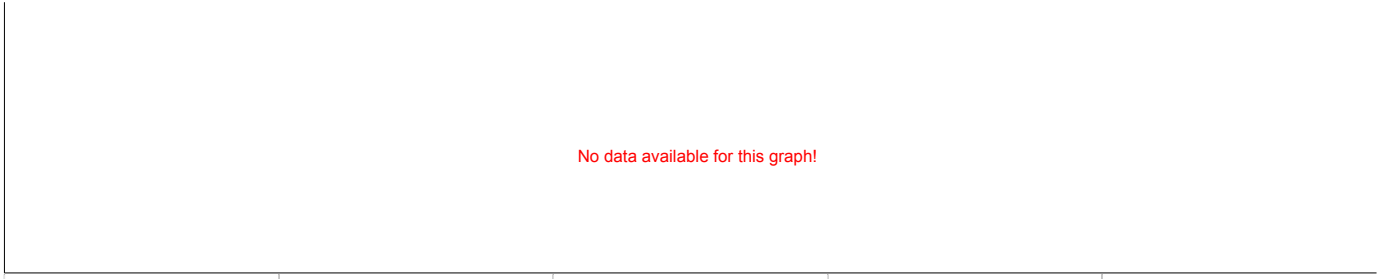


5x10 Reg (Last 1 Year, Premium, Any Floor)

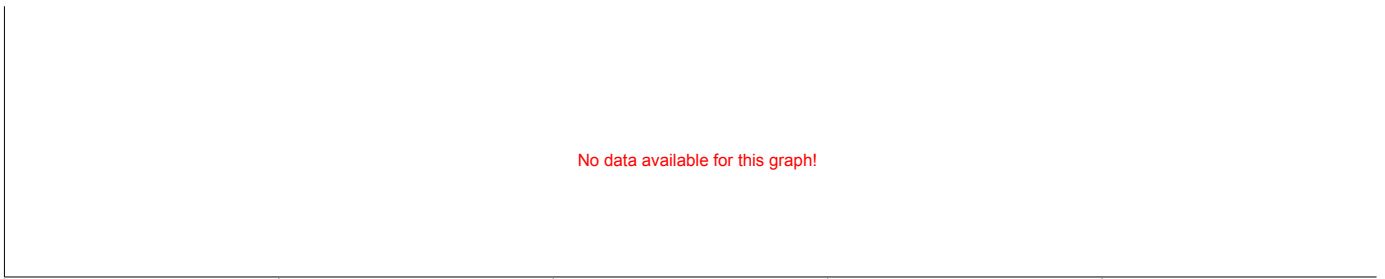


Rate History by Store Continued

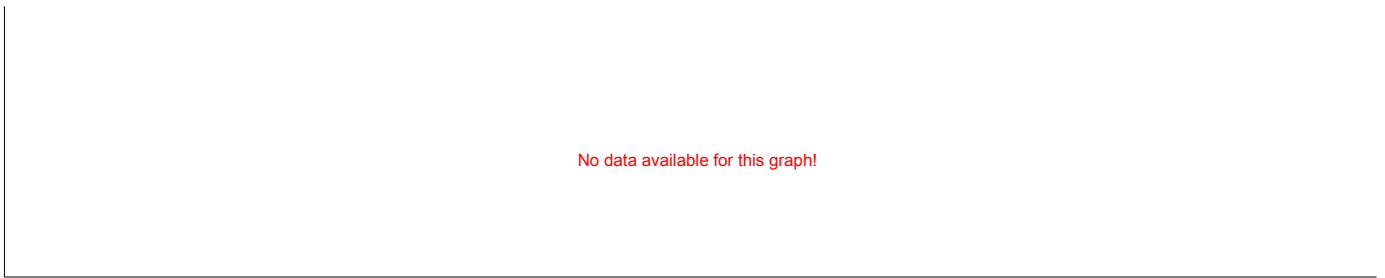
5x10 Reg (Last 1 Year, Value, Any Floor)



5x10 CC (Last 1 Year, Premium, Any Floor)

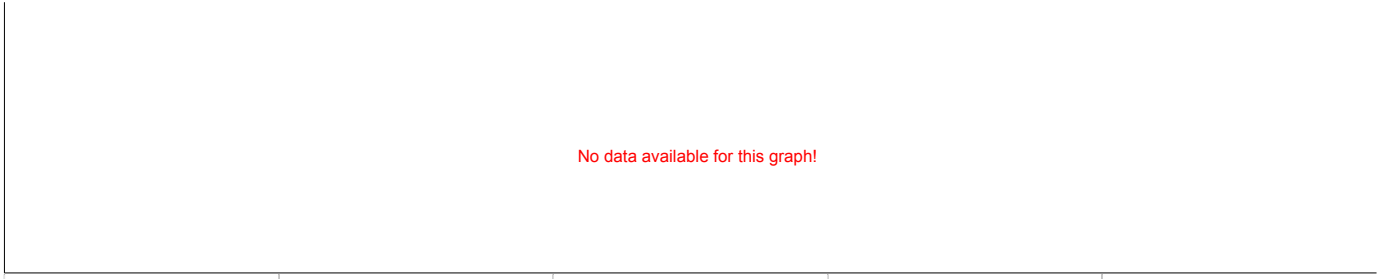


5x10 CC (Last 1 Year, Value, Any Floor)

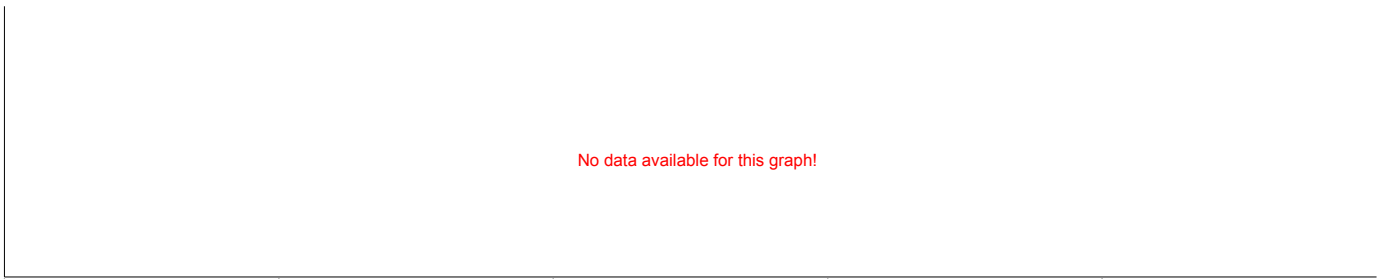


Rate History by Store Continued

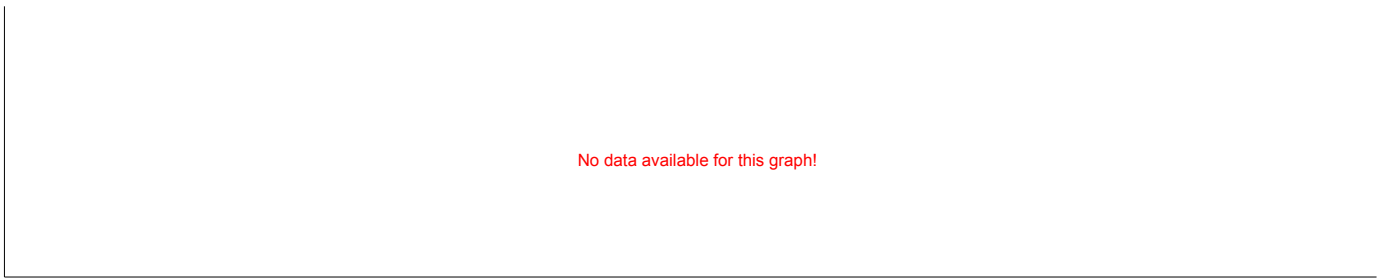
10x10 Reg (Last 1 Year, Premium, Any Floor)



10x10 Reg (Last 1 Year, Value, Any Floor)

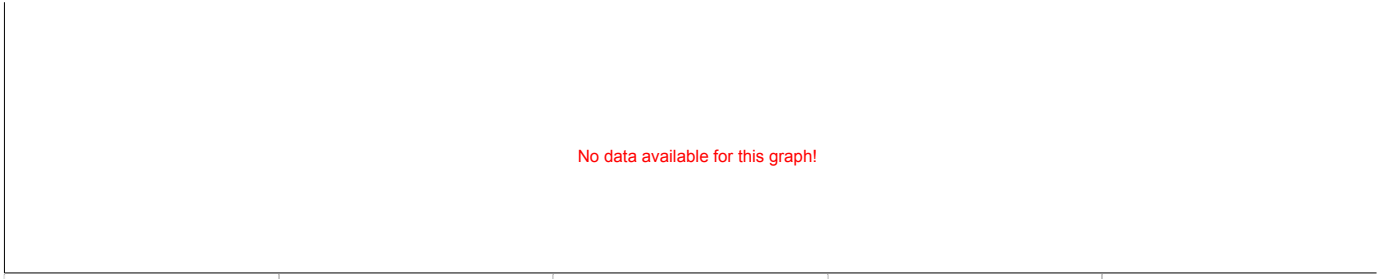


10x10 CC (Last 1 Year, Premium, Any Floor)

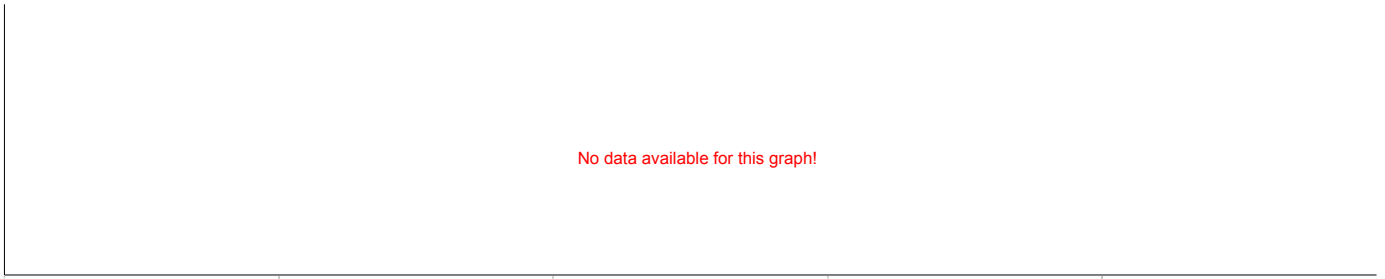


Rate History by Store Continued

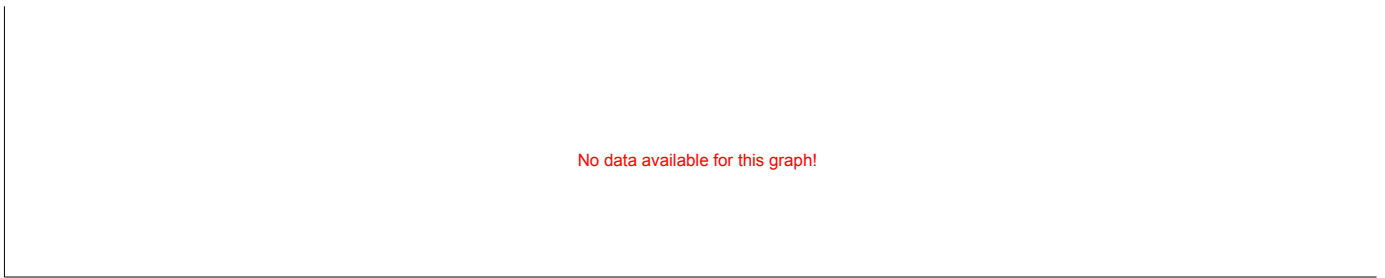
10x10 CC (Last 1 Year, Value, Any Floor)



10x15 Reg (Last 1 Year, Premium, Any Floor)

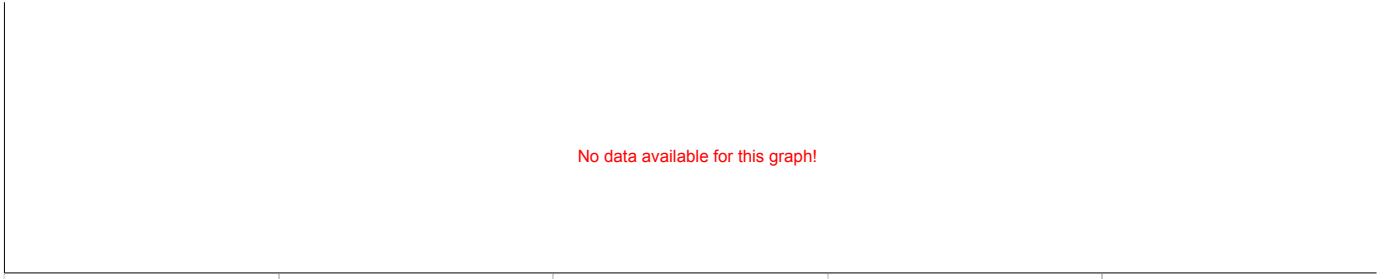


10x15 Reg (Last 1 Year, Value, Any Floor)

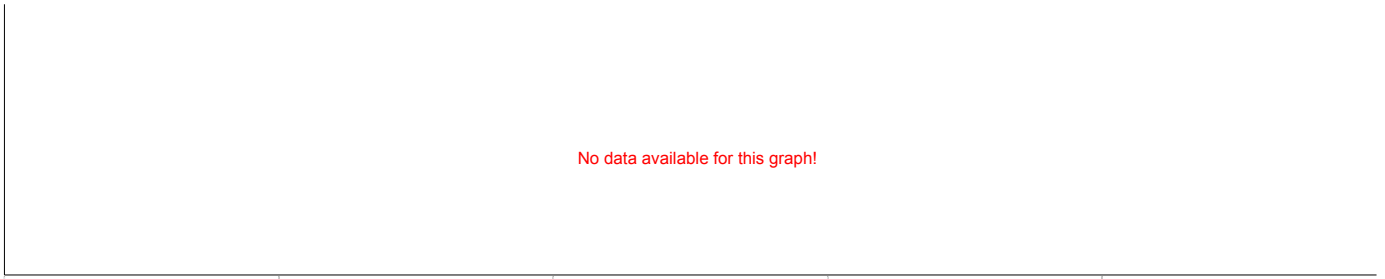


Rate History by Store Continued

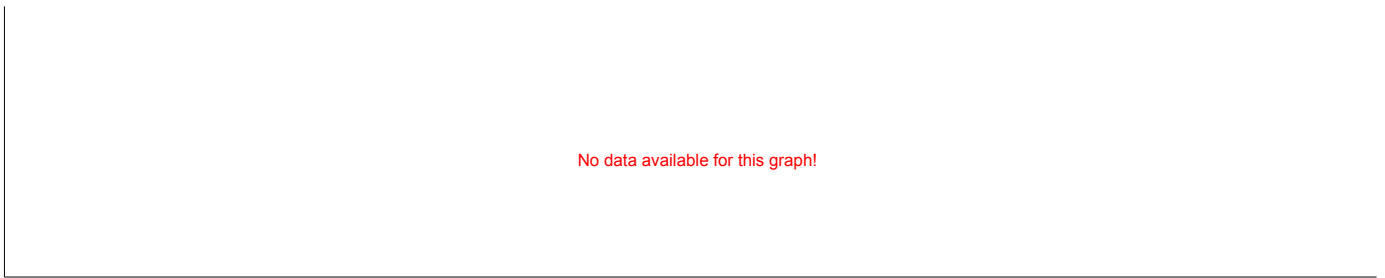
10x15 CC (Last 1 Year, Premium, Any Floor)



10x15 CC (Last 1 Year, Value, Any Floor)

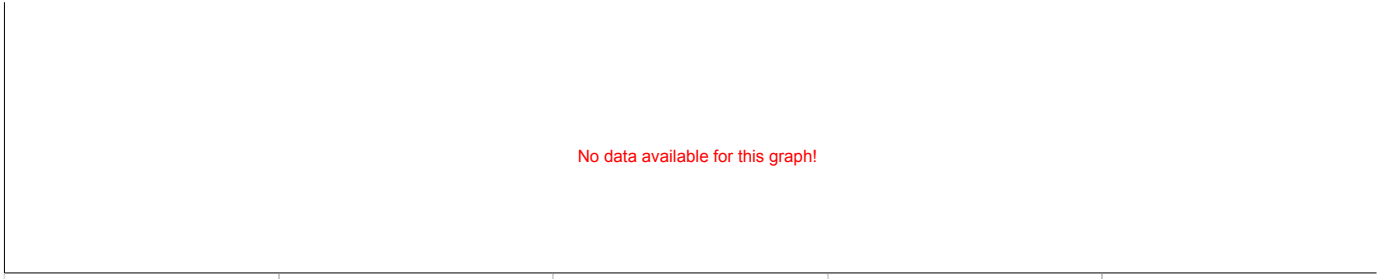


10x20 Reg (Last 1 Year, Premium, Any Floor)

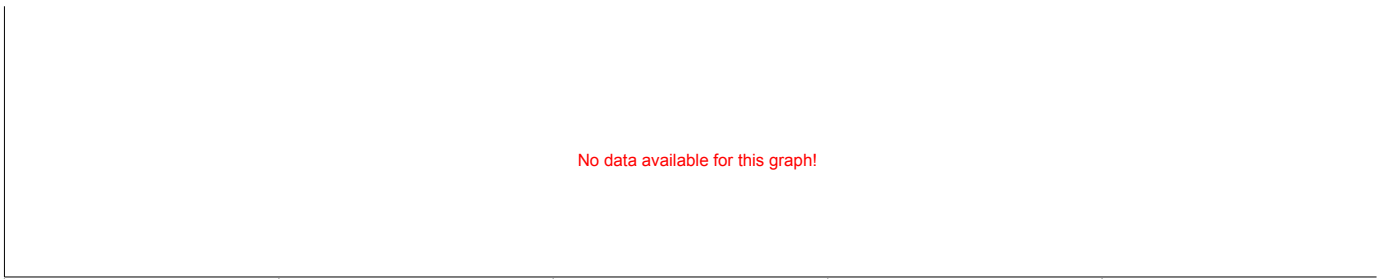


Rate History by Store Continued

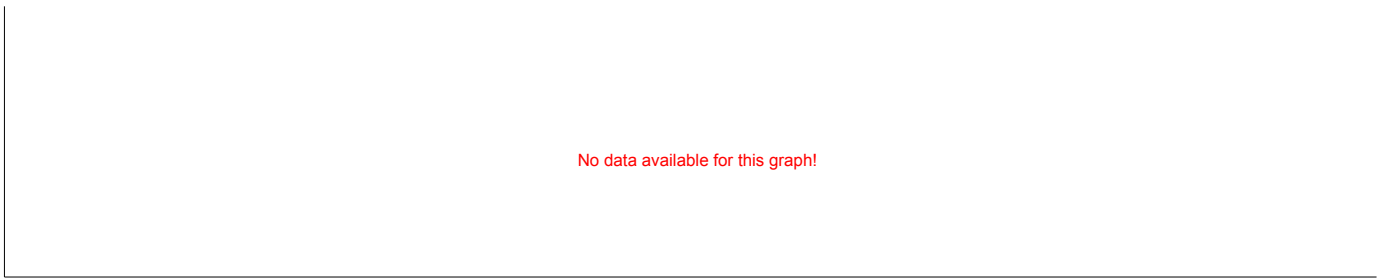
10x20 Reg (Last 1 Year, Value, Any Floor)



10x20 CC (Last 1 Year, Premium, Any Floor)

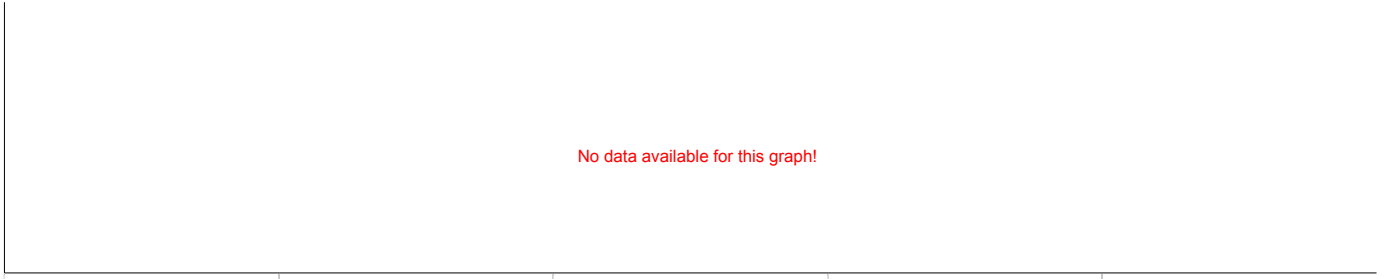


10x20 CC (Last 1 Year, Value, Any Floor)

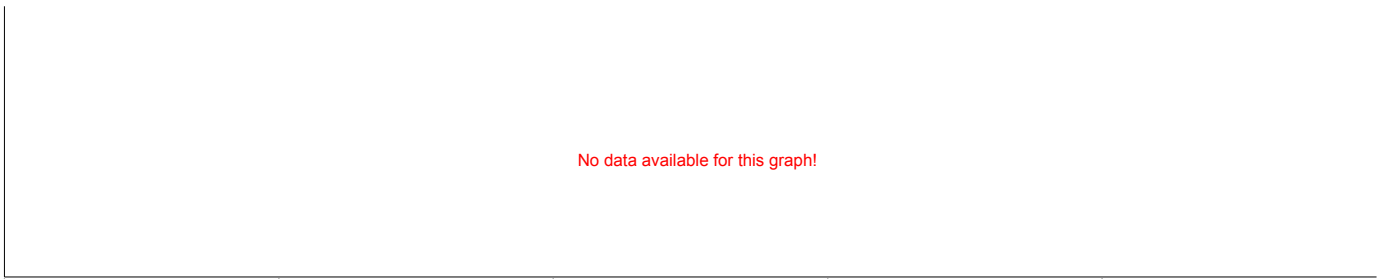


Rate History by Store Continued

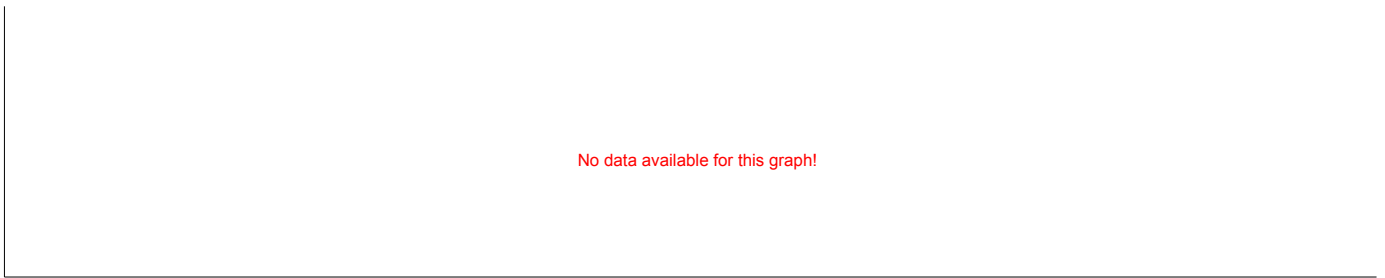
10x30 Reg (Last 1 Year, Premium, Any Floor)



10x30 Reg (Last 1 Year, Value, Any Floor)

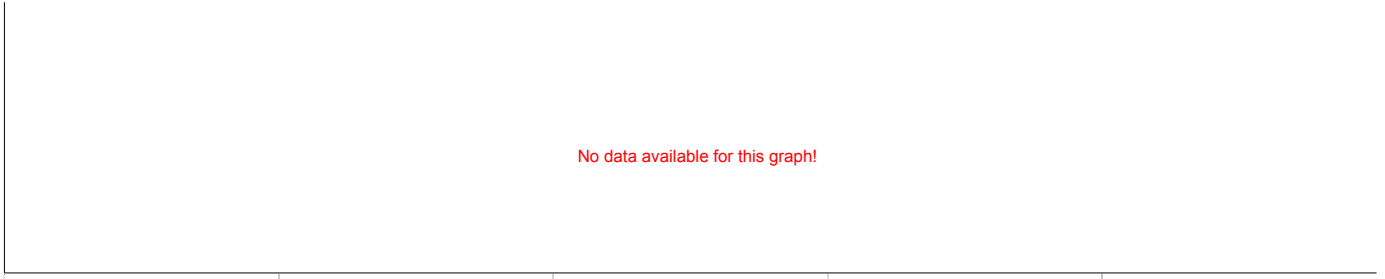


10x30 CC (Last 1 Year, Premium, Any Floor)

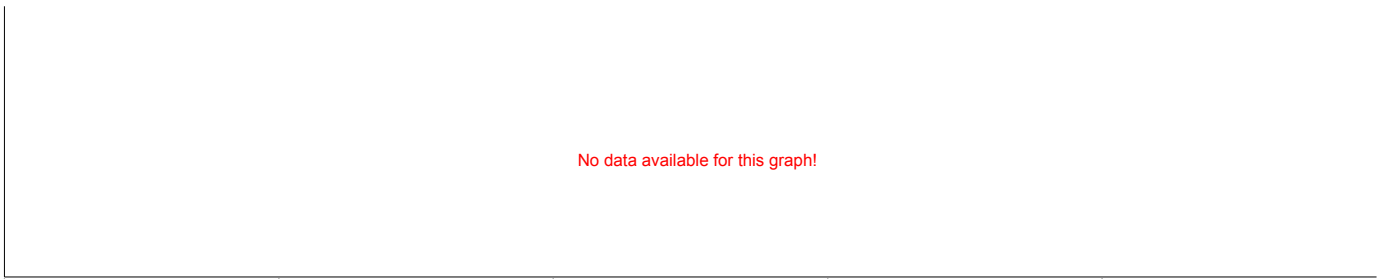


Rate History by Store Continued

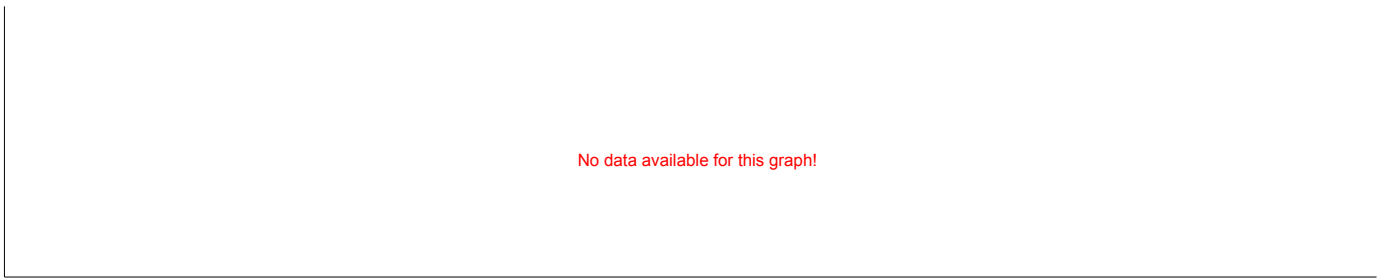
10x30 CC (Last 1 Year, Value, Any Floor)



Car Parking (Last 1 Year, Premium, Any Floor)

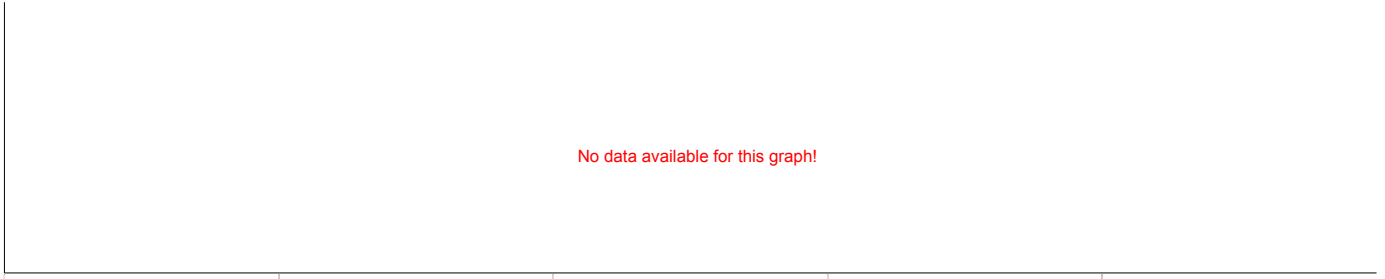


Car Parking (Last 1 Year, Value, Any Floor)

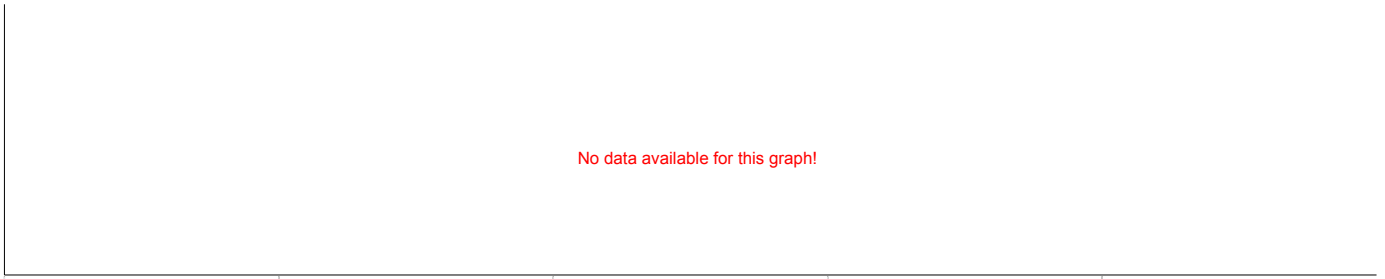


Rate History by Store Continued

RV Parking (Last 1 Year, Premium, Any Floor)



RV Parking (Last 1 Year, Value, Any Floor)



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.


Learn about how Square Footage is estimated for developments

The square footage of developments is estimated by calculating a weighted average of the square footage of other stores with known square footage in the same state.

The weights are based on the year the stores were built: 40% for developments. | 30% for stores built in 2021 or later. | 20% for stores built before 2021. | 10% for stores whose year of construction is unknown.

If square footage value is not known for any other stores in the state, the national weighted average is taken as the estimated square footage value.

Development Property Info

Stage	In Construction	In Construction	Final Planning
Project Type	Conversion	Conversion	New Building
Store Name	--	Cubesmart Self Storage	--
Address	60 McLean Ave, Yonkers, NY 10705	1060 Nepperhan Ave, Yonkers, NY 10703	1111 aka 1113 Central Park Ave, Yonkers, NY 10704
County	Westchester	Westchester	Westchester
Facility Type	Self Storage	Self Storage	Self Storage
Zoning	--	I	OL
Zoning Description	Light Industrial	Industry Exc Res	--
Development Project Summary	The 60 McLean Avenue LLC, plans to build a storage facility named Life Storage. The property spans 0.96 acres and has a building square footage of 88,830. The facility will consist of a single building with two floors. It will have a total of 1,400 storage units. The property is zoned as Light Industrial. The contractor company involved in the project is SNL Construction, LLC. The facility will be managed by Life Storage.	CubeSmart Self Storage owned by KCT Inc acquires 0.65 acres of land to construct an eight-story self-storage building comprising 100,000 square feet of building space. The building comprises of 8 floors with 900 storage units.	1111 CP Avenue LLC has ambitious plans to construct a self-storage facility. The project entails the construction of a single building with a substantial square footage of 160,600. The building will feature five floors. The property is zoned as OL.
Acres	0.96	0.65	1.53
Property Building Permit	5647	5726	5788; 23-007
Property Building Parcel	1-203-51.61	3--3092-11	500054251000000000
Building Square Footage	88,830	100,000	160,600
Estimated Rentable Square Footage	75,506	75,000	120,450
Number of Buildings	1	1	1
Floors	2	8	5
Number of Units	1,400	900	--
Estimated Value	0	15,400,000	0
Permit History Log	Planning Date: 12/24/20	Planning Board Agenda Date: 01/12/2022; 08/30/2022	Last Meeting Date: 06/21/2022; Approved Date:03/08/2023
Permit Month	--	Dec 2020	Mar 2023
MSA	New York-Newark-Jersey City, NY-NJ-PA	New York-Newark-Jersey City, NY-NJ-PA	New York-Newark-Jersey City, NY-NJ-PA
Expected Open Date	31-Oct-2024	31-Oct-2024	30-May-2025
Source URL	Source URL 1 (https://snlstorage.com/.....e.com/projects/) Source URL 2 (https://www.dec.ny.gov/.....Application.pdf)	Source URL 1 (https://www.yonkersny.gov/.....fire-department) Source URL 2 (https://nyrej.com/.....storage-project) Source URL 3 (https://imo.yonkersny.gov/.....0309201100000000) Source URL 4 (https://www.yonkersny.gov/.....771699431570000) Source URL 5 (https://www.insideselfstorage.com/.....y-february-2022) Source URL 6 (https://rew-online.com/.....in-nyonkers-ny/) Source URL 7 (https://rebusinesonline.com/.....0T-XLpAZnlaUP85) Source URL 8 (https://www.ssamagazine.org/.....september-2-2022) Source URL 9 (https://www.linkedin.com/.....=member_desktop) Source URL 10 (https://www.parkviewfinancial.com/.....storage-property) Source URL 11 (https://www.linkedin.com/.....=member_desktop)	Source URL 1 (https://www.yonkersny.gov/.....584?packet=true) Source URL 2 (https://yonkersida.com/.....Materials-4.pdf) Source URL 3 (https://yonkersida.com/.....Materials-2.pdf) Source URL 4 (https://www.yonkersny.gov/.....584?packet=true)
	www.stortrack.com 1-800-969-7424 info@stortrack.com  STORTRACK		

Developments Continued

Ownership Info

Owner Name	60 McLean Avenue LLC	KCT Inc	1111 CP Avenue LLC
Owner Address	3311 SW 58th St., Hollywood/ Ft Lauderdale, FL 33312	1050 Nepperhan Ave, Yonkers, NY 10703	--
Owner Phone	954-536-4525	--	--
Owner Contact Name	Steve Newman	Thomas Lee	James Veneruso
Owner Email	snewman@newmanbrokerage.com	--	--
Operator/Management	--	CubeSmart Self Storage	--
Operator Type	--	REIT	--

Contractor Info

Contractor Name	SNL Construction, LLC	JCT Development	--
Contractor Address	3333 New Hyde Park Rd., Ste. 200, Lake Success, NY 11042	655 5th Ave, New York, NY 10022	--
Contractor Phone	718-753-0909	--	--
Contractor Contact Name	Aaron Stevens	--	--
Contractor Email	as@snlstorage.com	--	--

Operator/Management Info

Operator/Management Company Name	--	CubeSmart Self Storage	--
Operator Type	--	REIT	--

Developments Continued

Development Property Info

Stage	Planning
Project Type	Conversion
Address	120 Midland Ave, Yonkers, NY 10705
County	Westchester
Facility Type	Self Storage
Zoning	CD-4MU
Zoning Description	General Urban Mixed Use Character District
Development Project Summary	The Renatus Group plans to develop a project on 0.12 acres of land with a building square footage of 79,206. The zoning for the project is General Urban Mixed Use Character District.
Acres	0.12
Property Building Permit	2024 0252
Property Building Parcel	6-6040-149
Building Square Footage	79,206
Estimated Rentable Square Footage	59,405
Floors	3
Permit History Log	Port Chester Planning Commission Date : 02/26/2024
MSA	New York-Newark-Jersey City, NY-NJ-PA
Expected Open Date	30-Jul-2025
Source URL	Source URL 1 (https://westmorenews.com/.....nment-meetings/) Source URL 2 (https://www.portchesternyida.org/.....agendas-minutes) Source URL 3 (https://portchesterny.portal.civicclerk.com/.....ent/98/overview) Source URL 4 (https://portchesterny.portal.civicclerk.com/...../attachment/876) Source URL 5 (https://portchesterny.portal.civicclerk.com/...../attachment/875) Source URL 6 (https://portchesterny.portal.civicclerk.com/...../attachment/878) Source URL 7 (https://portchesterny.portal.civicclerk.com/...../attachment/880) Source URL 8 (https://portchesterny.portal.civicclerk.com/...../attachment/883) Source URL 9 (https://portchesterny.portal.civicclerk.com/...../attachment/885)
Last Checked Date	23-Aug-2024

Developments Continued

Ownership Info

Owner Name	The Renatus Group
Owner Address	168a Irving Ave #200c, Port Chester, NY 10573
Owner Phone	646-872-5660
Owner Contact Name	Kevin Leahey
Owner Email	kleahey@renatusgroup.com

Contractor Info

Contractor Name	DTS Provident Design Engineering, LLP
Contractor Address	1 N Broadway, White Plains, NY 10601
Contractor Phone	914-428-0010
Contractor Contact Name	Frank Relf

Operator/Management Info

No Data Found

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		🏠 Store opened within the last year		★ Your Store					
		★ Safeguard Self Storage at Westchester - Yonkers Nepperhan 🏠 0.01 mile 324 Nepperhan Avenue, Yonkers, NY 10701		Total Square Feet 127,707 sqft Rentable Square Footage 95,780 sqft Class Type A Store Type Self Storage Rate Volatility 72%		Marketing Scorecard 50/100 Contactability 8/11 PaidSearch 9/35 Search 2/15 SocialMedia 7/14 Website 24/25		Monday - Friday 08:30 AM - 07:00 PM Saturday 08:30 AM - 05:30 PM Sunday 10:00 AM - 05:00 PM					
5x5 Reg	5x5 CC	5x10 Reg	5x10 CC	10x10 Reg	10x10 CC	10x15 Reg	10x15 CC	10x20 Reg	10x20 CC	10x30 Reg	10x30 CC	Car Parking	RV Parking
👁	👁	👁	👁	👁	👁	👁	👁	👁	👁	👁	👁	✗	✗
		Public Storage 0.15 mile 400 Nepperhan Ave, Yonkers, NY 10701		Total Square Feet 148,386 sqft Rentable Square Footage 111,289 sqft Class Type A Store Type Self Storage Rate Volatility 16%		Marketing Scorecard 64/100 Contactability 8/11 PaidSearch 21/35 Search 5/15 SocialMedia 8/14 Website 22/25		Monday - Sunday 06:00 AM - 09:00 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
✗	👁	✗	👁	✗	👁	✗	👁	✗	👁	✗	✗	✗	✗
		Storage Post - Yonkers 0.37 mile 131 Saw Mill River Road, Yonkers, NY 10701		Total Square Feet 105,068 sqft Rentable Square Footage 78,801 sqft Class Type A Store Type Self Storage Rate Volatility 13%		Marketing Scorecard 43/100 Contactability 8/11 PaidSearch 9/35 Search 1/15 SocialMedia 4/14 Website 21/25		Monday - Sunday 06:00 AM - 09:00 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 0.41 mile 137 Saw Mill River Road, Yonkers, NY 10701		Total Square Feet 165,648 sqft Rentable Square Footage 124,236 sqft Class Type A Store Type Self Storage Rate Volatility 44%		Marketing Scorecard 70/100 Contactability 8/11 PaidSearch 26/35 Search 3/15 SocialMedia 8/14 Website 25/25		Monday - Sunday 06:00 AM - 09:00 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
 🏠 Store opened within the last year
 ★ Your Store

U-Haul Moving & Storage of Yonkers 0.49 mile 155 Saw Mill River Rd, Yonkers, NY 10701 Monday - Sunday 05:00 AM - 10:00 PM		Total Square Feet 84,820 sqft Rentable Square Footage 63,615 sqft Class Type B Store Type Self Storage Rate Volatility 1%	Marketing Scorecard 39/100 Contactability 6/11 PaidSearch 5/35 Search 0/15 SocialMedia 7/14 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
🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	✗	✗	✗	✗	✗	✗

Extra Space 1.45 miles 280 Fullerton Ave, Yonkers, NY 10704 Monday - Sunday 06:00 AM - 10:00 PM		Total Square Feet 190,000 sqft Rentable Square Footage 142,500 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 85%	Marketing Scorecard 65/100 Contactability 8/11 PaidSearch 24/35 Search 5/15 SocialMedia 7/14 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
🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	✗	✗	✗	🗄️	🗄️

Safeguard Self Storage at Westchester - Yonkers 1.48 miles 188 South Broadway, Yonkers, NY 10705 Monday - Friday 08:30 AM - 07:00 PM Saturday 08:30 AM - 05:30 PM Sunday 10:00 AM - 05:00 PM		Total Square Feet 62,300 sqft Rentable Square Footage 46,725 sqft Class Type B Store Type Self Storage and Parking Rate Volatility 17%	Marketing Scorecard 53/100 Contactability 8/11 PaidSearch 9/35 Search 5/15 SocialMedia 7/14 Website 24/25										
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
🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	🗄️	✗	✗	🗄️	🗄️

Safeguard Self Storage at Westchester - Yonkers Ludlow 1.51 miles 390 Riverdale Avenue, Yonkers, NY 10705 Monday - Friday 08:30 AM - 07:00 PM Saturday 08:30 AM - 05:30 PM Sunday 10:00 AM - 05:00 PM		Total Square Feet 180,000 sqft Rentable Square Footage 135,000 sqft Class Type A Store Type Self Storage Rate Volatility 45%	Marketing Scorecard 52/100 Contactability 8/11 PaidSearch 9/35 Search 5/15 SocialMedia 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
✗	🗄️	✗	🗄️	🗄️	🗄️	🗄️	🗄️	✗	🗄️	🗄️	🗄️	✗	✗

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