

MIRABITO, MOONEY & ASSOCIATES
Self-Service Storage Consultants

SELF-SERVICE STORAGE
SITE SELECTION CRITERIA

A proposed site for a Self-Service Storage facility should encompass as many of the following ideal qualifications as possible:

1. The location should be highly visible to heavily trafficked areas, preferably with frontage on either a freeway, frontage road, or main intersecting streets.
2. Accessibility to the site should be simple, obvious, and easily approachable from multiple directions.
3. The site should be centered as close as possible within a mix of high density residential, commercial, and light industrial land uses, and within the proximity of the directional growth pattern of the city.
4. There should be no primary competition existing, or capable of existing, within the proposed site's access approaches.
5. The demographics of the Subject's market area should be compatible to the ratio of square feet of storage space per capita:

The gross allocatable space for the Subject's market area is determined by the use of a series of multipliers that are applied to the population density within the determined market area for the Subject Site.

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**How Influential Are The Following Attributes In Deciding
Which Self-Storage Facility To Use?
Consumer Users**

All scores which follow are based on a weighted average, then converted to scores where 100 = very influential to all respondents (a perfect score).

Total Users
100= Very Influential

Most Influence:

Security of the items stored	91
Site is accessible only to current customers or facility manager	90
Convenience of the location	87
Cleanliness of the units	84
Protection from water damage	84
Safety while at the storage unit	81

Average Influence:

Fire protection	79
Safety of the neighborhood	79
Hours open or ability to access unit at any time	79
Value for the money	78
Monthly rental rate	78
Adequate lighting	76
Pest control	71
Variety of storage unit sizes available	70
Professionalism of facility personnel	67
Availability of loading or unloading aids	65
The appearance of the building's exterior	65
Helpfulness of facility personnel	63
Contract flexibility	62
Availability of insurance for items stored	57
Amount of deposit required	56

Least Influence:

Parking facilities	55
Maintenance of the landscape ground	49
Availability of pick up and delivery service	38
Heated units	36
Air conditioned units	31

Notes:

- ① Value for Money and Rental Rate Charged ranked #10 & #11 respectively.
- ② Random telephone interviews were completed across the United States among users and nonusers of self-storage facilities and supervised by Message Factors, Inc.
- ③ It is the consultant's opinion that consumer's motivation and obstacles to renting will change based upon regional attitudes and demographic trends.

Source: Self-Storage Association
"Study of Self-Storage Consumer & Business Users and Non- Users"