

STORTRACK

EXPLORER

SELF-STORAGE

Market Report

Produced on May 22 2025

Report for:

9915 County Road 44,
Leesburg, FL 34788
5 mile radius



 **STORTRACK**

Questions?
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10x10 CC	19	5x10 CC	39
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Executive Summary

Market: 9915 County Road 44, Leesburg, FL 34788

Market Type: 5 mile radius

Comparisons are made with: National Totals and Averages and Florida 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	Florida
No. of Stores in Market	6	67,019	3,639

Current Supply to Market:

There is 4.83 square feet/capita supply in this market. The US national average is 7.80 sqft/capita, and the Florida state average is 8.84 sqft/capita.

Across all unit types, there is currently 33.33% of inventory offline (not advertised). The US national figure at the moment is 8% of inventory offline and the Florida state number is 6% offline.

Rate Trends in Market:

The rates in this Market have trended up in the last 3 months, by 49.16%. This would indicate a increased demand against available supply. The current US national rate trend for the past 3 months is up, by 1.44%. The Florida state is showing a rate trend up for the last 3 months of 0.93%.

Use of Promotions:

There are promotions over the past 3 months.50% of facilities are using promotions in this market.

New Developments:

There is one known new development in this market.

StorTrack is currently tracking 3,822 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	1 Mile Radius	3 Miles Radius	State	National
Self Storage Only Facilities Net Rentable SQ FT	156,719	N/A	115,464	86,616,151	1,380,211,809
Hybrid Facility Self Storage Net Rentable SQ FT	11,376	N/A	11,376	102,085,450	1,201,725,632
Total Net Self Storage Rentable SQ FT	168,095	N/A	126,840	188,701,601	2,581,937,441
Parking Net Rentable SQ FT	4,500	N/A	4,500	25,056,086	315,628,382
Sq Ft per Capita					
• 2022 Sq Ft per Capita	4.83	N/A	7.20	8.84	7.80
• 2024 Sq Ft per Capita	4.66	N/A	6.95	8.57	7.74
• 2026 Sq Ft per Capita	4.50	N/A	6.71	8.37	7.64
Sq Ft per Household	11.44	N/A	17.12	23.13	20.53
Total Stores	6	0	4	3,639	67,019
• REITS	0	0	0	1,317	10,549
• Large Ops	3	0	1	846	11,070
• Mid Ops	0	0	0	307	7,700
• Small Ops	1	0	1	219	7,227
• Single Ops	2	0	2	950	30,473
New Developments	1	0	0	501	3,822
Estimated Net Rentable Sq Ft of Development	14,058	0	0	32,555,710	197,250,647
Stores opened within the last year	0	0	0	87	565

Market Snapshot Continued

	This Market	1 Mile Radius	3 Miles Radius	State	National
Demographics					
• 2022 Population	34,838	2,030	17,614	21,339,762	331,097,593
• 2024 Population	36,095 (+3.61% change)	2,103 (+3.60% change)	18,248 (+3.60% change)	22,012,003 (+0.03% change)	333,584,158 (+0.01% change)
• 2026 Population	37,370 (+7.27% change)	2,178 (+7.29% change)	18,892 (+7.26% change)	22,545,638 (+0.06% change)	338,018,925 (+0.03% change)
Households	14,696	1,013	7,409	8,157,420	125,736,353
Rental Households	2,751	169	1,245	2,736,789	44,238,593
Rental Households Percentage	18.72%	16.68%	16.8%	33.55%	35.18%
Median Household Income	\$58,349	\$46,592	\$56,517	\$61,777	\$75,149
Average Rate Per Square Feet					
• All Units without Parking	\$1.11	N/A	\$1.22	\$1.38	\$1.29
• All Units with Parking	\$1.11	N/A	\$1.22	\$1.34	\$1.24
• Regular Units	\$0.92	N/A	\$0.88	\$1.12	\$1.12
• Climate Controlled Units	\$1.34	N/A	\$1.83	\$1.49	\$1.49
• Only Parking	N/A	N/A	N/A	\$0.58	\$0.46
Rate Trend (12 months)	13.97%	N/A	18.53%	3.71%	5.74%
Units Not Advertised	0%	0%	0%	6%	8%
Market Including Known Developments					
Self Storage Only Facilities Net Rentable SQ FT	170,777	N/A	115,464	113,379,547	1,539,028,563
Hybrid Facility Self Storage Net Rentable SQ FT	11,376	N/A	11,376	107,877,764	1,240,159,525
Total Net Self Storage Rentable SQ FT	182,153	N/A	126,840	221,257,311	2,779,188,088
Parking Net Rentable SQ FT	4,500	N/A	4,500	26,483,222	324,981,231

Market Snapshot Continued

	This Market	1 Mile Radius	3 Miles Radius	State	National
Sq Ft per Capita					
• 2022 Sq Ft per Capita	5.23	N/A	7.20	10.37	8.39
• 2024 Sq Ft per Capita	5.05	N/A	6.95	10.05	8.33
• 2026 Sq Ft per Capita	4.87	N/A	6.71	9.81	8.22
Sq Ft per Household	12.39	N/A	17.12	27.12	22.10
Total Stores					
• REITS	0	0	0	1,391	10,981
• Large Ops	3	0	1	895	11,495
• Mid Ops	0	0	0	316	7,787
• Small Ops	1	0	1	221	7,264
• Single Ops	2	0	2	955	30,556
New Supply Ratio	8.36%	N/A	N/A	17.25%	7.64%

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, Global Self Storage and SmartStop Self Storage), Large Operators (30+ stores), Midsize Operators (5+ stores), Small Operators (2+ stores) and Single Operators (1 store, independent operators).

STORES IN MARKET	REITS		LARGE OPS		MID OPS		SMALL OPS		SINGLE OPS	
	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET	NUMBER	% OF MARKET
6	0	0.00%	3	50.00%	0	0.00%	1	16.67%	2	33.33%
67,019	10,549	15.74%	11,070	16.52%	7,700	11.49%	7,227	10.78%	30,473	45.47%
3,639	1,317	36.19%	846	23.25%	307	8.44%	219	6.02%	950	26.11%

● This Market
 ● National Totals and Averages
 ● Florida 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.

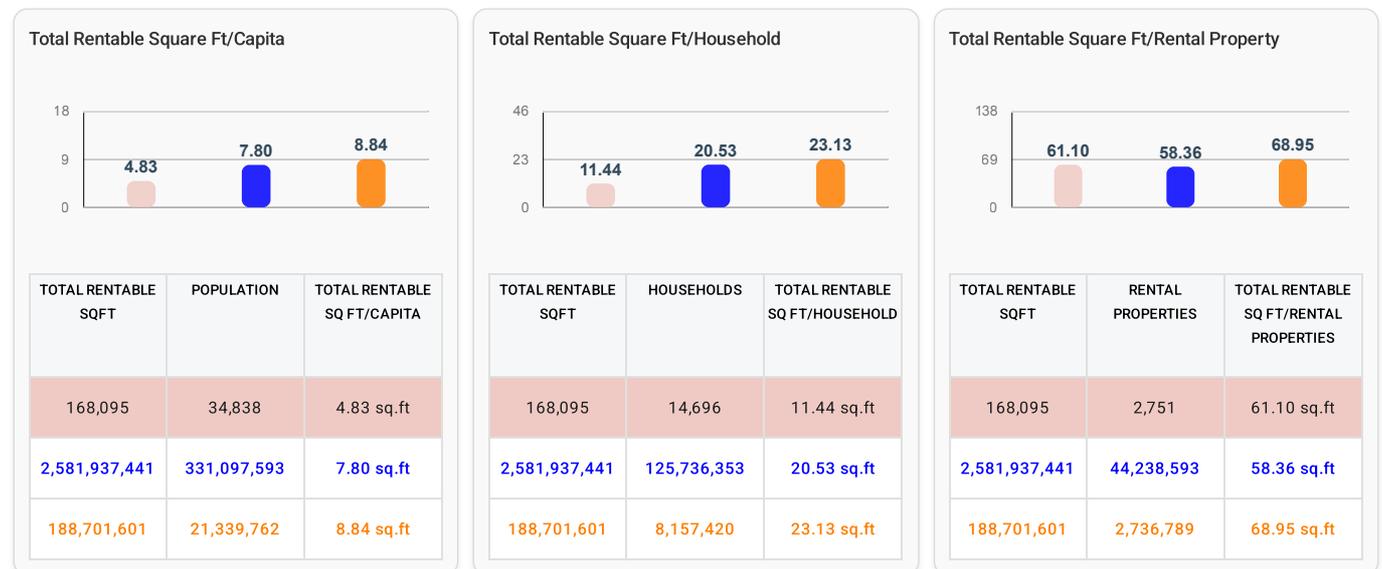
ALL UNITS WITHOUT PARKING	ALL UNITS WITH PARKING	ALL REG	ALL CC	ALL PARKING	5X5 REG	5X5 CC	5X10 REG	5X10 CC	10X10 REG	10X10 CC	10X15 REG	10X15 CC	10X20 REG	10X20 CC	10X30 REG	10X30 CC	CAR PARKING	RV PARKING
66.67%	66.67%	66.67%	50.00%	N/A	16.67%	33.33%	33.33%	50.00%	66.67%	33.33%	33.33%	33.33%	50.00%	33.33%	33.33%	16.67%	N/A	N/A
97.14%	100.00%	81.91%	47.99%	22.65%	25.73%	29.63%	57.56%	39.09%	66.65%	41.03%	54.50%	34.84%	61.59%	29.44%	31.84%	9.66%	2.12%	21.44%
97.70%	100.00%	69.13%	80.44%	22.40%	25.84%	59.83%	47.24%	70.93%	53.23%	70.46%	43.00%	61.70%	47.70%	54.45%	20.78%	19.24%	1.26%	21.75%

● This Market
 ● National Totals and Averages
 ● Florida 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.

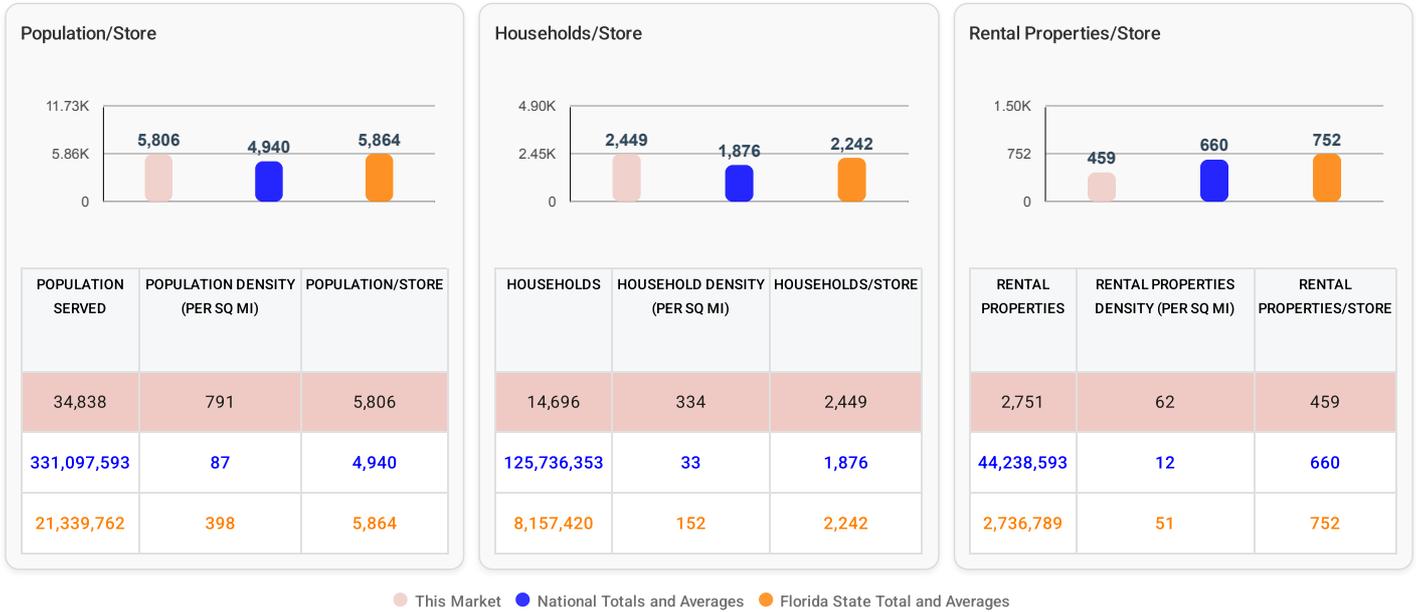


● This Market
 ● National Totals and Averages
 ● Florida State Total and Averages

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.

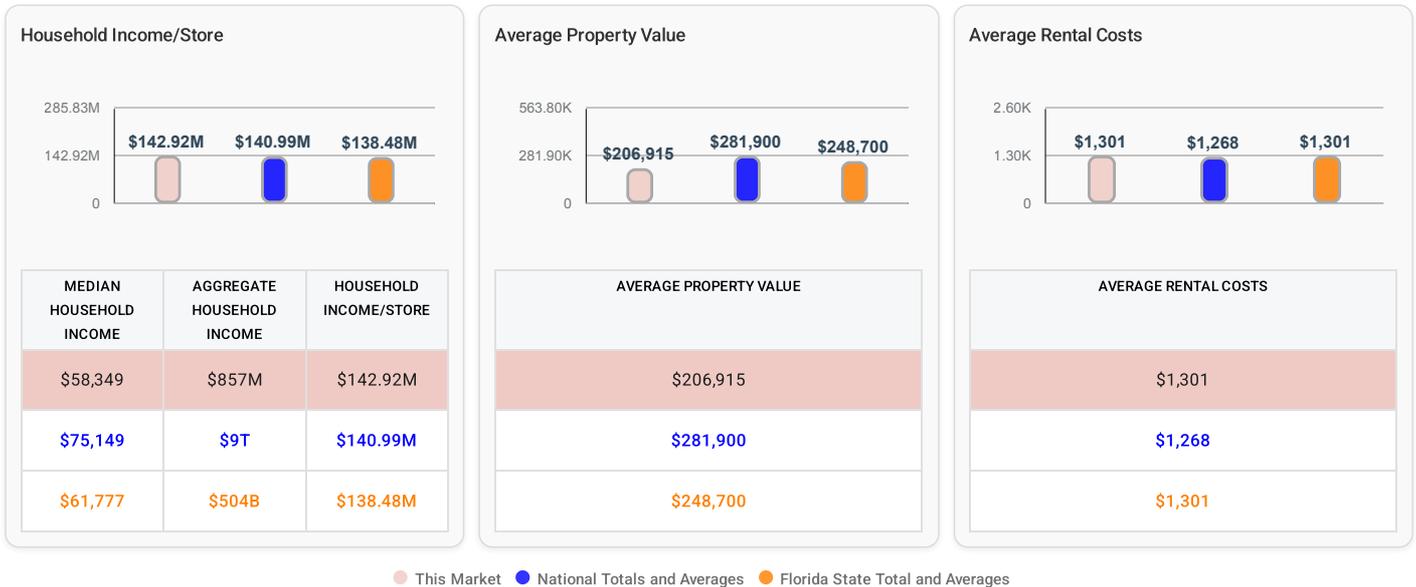
Demographic data based on the U.S. Census Bureau's 2022 American Community Survey.



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		\$159.36	\$159.36	\$133.05	\$189.15	-	\$60.05	\$108.66	\$83.73	\$111.13	\$126.55	\$187.01	\$161.35	\$241.52	\$191.73	\$384.40	\$208.50	-	-	-
Leesburg 44 Storage 1.26 miles 11111 CR 44, Leesburg, FL 34788	Current Price	\$160.00	\$160.00	\$160.00	-	-	-	-	-	-	\$95.00	-	-	-	\$160.00	-	\$225.00	-	-	-
	12 mo. trailing avg.	\$132.92	\$132.92	\$132.92	-	-	-	-	-	-	\$80.04	-	-	-	\$147.25	-	\$208.50	-	-	-
Black Bass Storage 2.32 miles 11120 Northern Ave, Leesburg, FL 34788	Current Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
473 Self Storage 2.70 miles 33227 County Road 473, Leesburg, FL 34788	Current Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compass Self Storage - Leesburg 2.91 miles 8125 County Road 44, Leesburg, FL 34788	Current Price	\$145.40	\$145.40	\$106.80	\$184.00	-	\$43.00	\$124.00	\$50.00	\$99.00	\$136.00	\$149.00	\$149.00	\$174.00	\$156.00	\$374.00	-	-	-	-
	12 mo. trailing avg.	\$167.92	\$167.92	\$167.92	\$167.92	-	\$60.05	\$116.05	\$83.73	\$109.34	\$130.36	\$197.81	\$148.85	\$241.52	\$203.91	\$384.40	-	-	-	-
U-Haul Moving & Storage of Lake Square 3.16 miles 10128 US Hwy 441, Leesburg, FL 34788	Current Price	\$132.45	\$132.45	\$144.95	\$119.95	-	-	-	-	\$119.95	\$144.95	-	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	\$139.99	\$139.99	\$139.99	\$139.99	-	-	\$82.20	-	\$113.29	\$145.01	\$163.10	\$185.86	-	-	-	-	-	-	-
FreeUp Storage - Eustis 4.09 miles 3700 County Rd 44, Grand Island, FL 32735	Current Price	\$119.31	\$119.31	\$124.33	\$115.00	-	-	\$29.00	\$49.00	\$66.00	\$109.00	\$97.00	\$145.00	\$149.00	\$175.00	\$189.00	\$219.00	\$209.00	-	-
	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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		\$159.79	\$159.79	\$133.57	\$189.49	-	\$60.13	\$108.66	\$83.73	\$111.87	\$127.83	\$187.01	\$161.53	\$241.94	\$192.02	\$384.83	\$208.50	-	-	-
Leesburg 44 Storage 1.26 miles 11111 CR 44, Leesburg, FL 34788	Current Price	\$160.00	\$160.00	\$160.00	-	-	-	-	-	-	\$95.00	-	-	-	\$160.00	-	\$225.00	-	-	-
	12 mo. trailing avg.	\$132.92	\$132.92	\$132.92	-	-	-	-	-	-	\$80.04	-	-	-	\$147.25	-	\$208.50	-	-	-

12 Month Trailing Average Rate History Continued

Summary - (Premium, Any Floor)

		ALL UNITS	ALL UNITS WITH	ALL	ALL	ALL	5X5	5X5	5X10	5X10	10X10	10X10	10X15	10X15	10X20	10X20	10X30	10X30	CAR	RV
		WITHOUT PARKING	PARKING	REG	CC	PARKING	REG	CC	REG	CC	REG	CC	REG	CC	REG	CC	REG	CC	PARKING	PARKING
Black Bass Storage 2.32 miles 11120 Northern Ave, Leesburg, FL 34788	Current Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
473 Self Storage 2.70 miles 33227 County Road 473, Leesburg, FL 34788	Current Price	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	12 mo. trailing avg.	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 and Global Self Storage), Large Operators (30+ stores), Midsize Operators (5+ stores), Small Operators (2+ stores) and Single Operators (1 store, independent operators).

OVERALL MARKET AVERAGE	REITS	LARGE OPS	MID OPS	SMALL OPS	SINGLE OPS
\$1.11	N/A	\$1.15	N/A	\$0.82	N/A
\$1.24	\$1.27	\$1.38	\$1.26	\$1.07	\$1.04
\$1.34	\$1.24	\$1.50	\$1.38	\$1.44	\$1.42

● This Market
 ● National Totals and Averages
 ● Florida 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
\$1.11	\$1.11	N/A	\$0.92	\$1.34	\$1.36	\$2.36	\$0.79	\$1.58	\$1.20	\$1.04	\$0.78	\$0.87	\$0.74	\$1.14	\$0.69	\$0.70	N/A	N/A
\$1.29	\$1.23	\$0.46	\$1.12	\$1.49	\$2.04	\$2.18	\$1.36	\$1.66	\$1.07	\$1.36	\$0.93	\$1.21	\$0.85	\$1.17	\$0.78	\$1.14	\$0.51	\$0.46
\$1.38	\$1.33	\$0.58	\$1.12	\$1.49	\$1.60	\$2.03	\$1.24	\$1.63	\$1.08	\$1.36	\$0.98	\$1.24	\$0.98	\$1.25	\$0.92	\$1.20	\$0.56	\$0.58

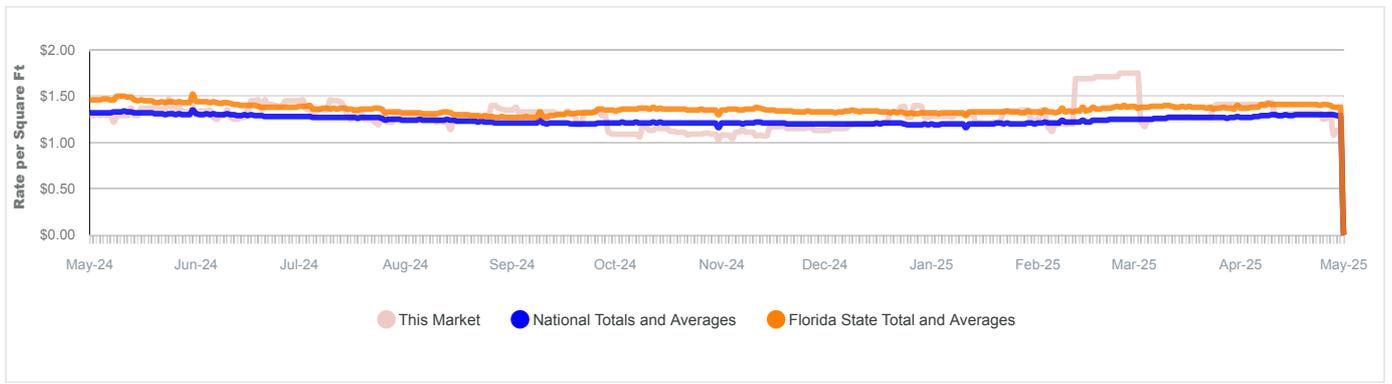
● This Market ● National Totals and Averages ● Florida State Total and Averages

Rate per Square Foot History Graph

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

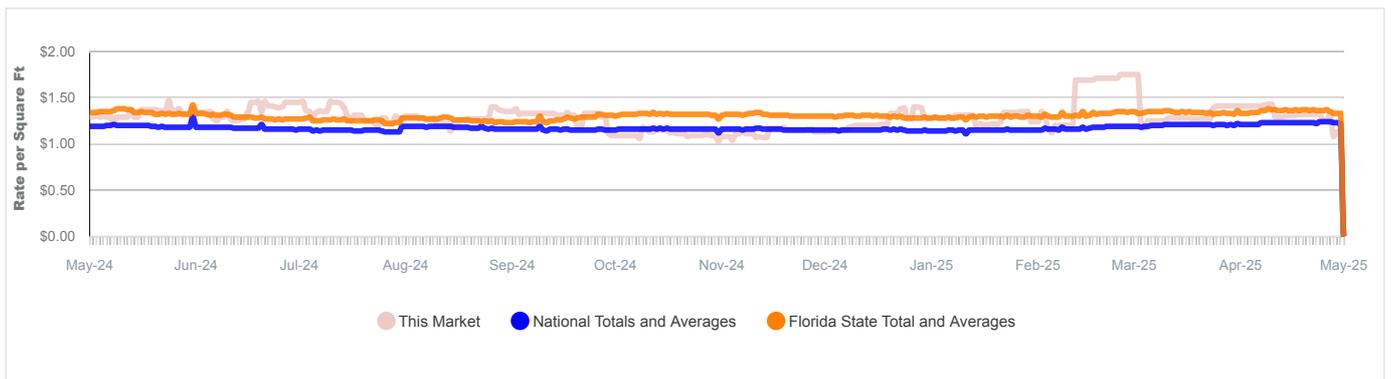
All Units Without Parking (Last 1 Year)

⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages has same value in the series.



All Units With Parking (Last 1 Year)

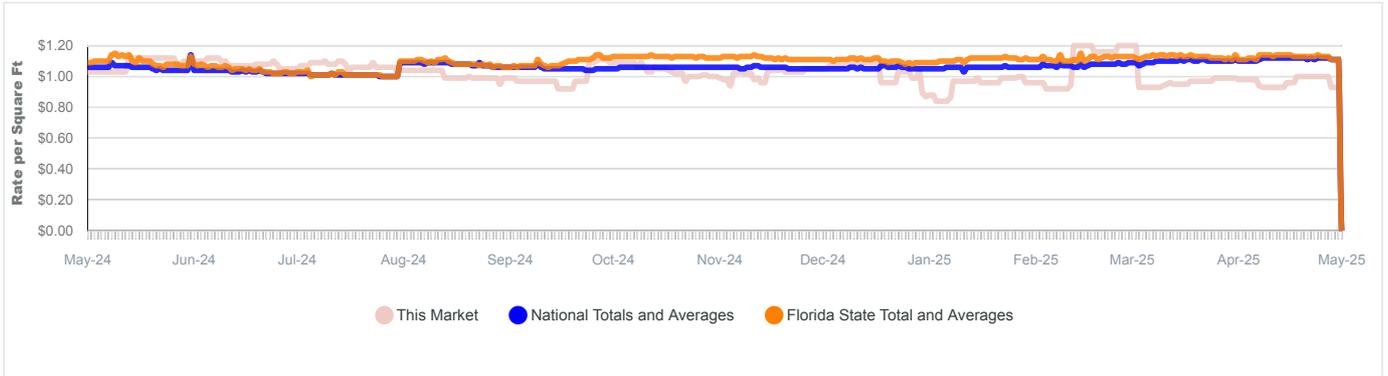
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages has same value in the series.



Rate per Square Foot History Graph Continued

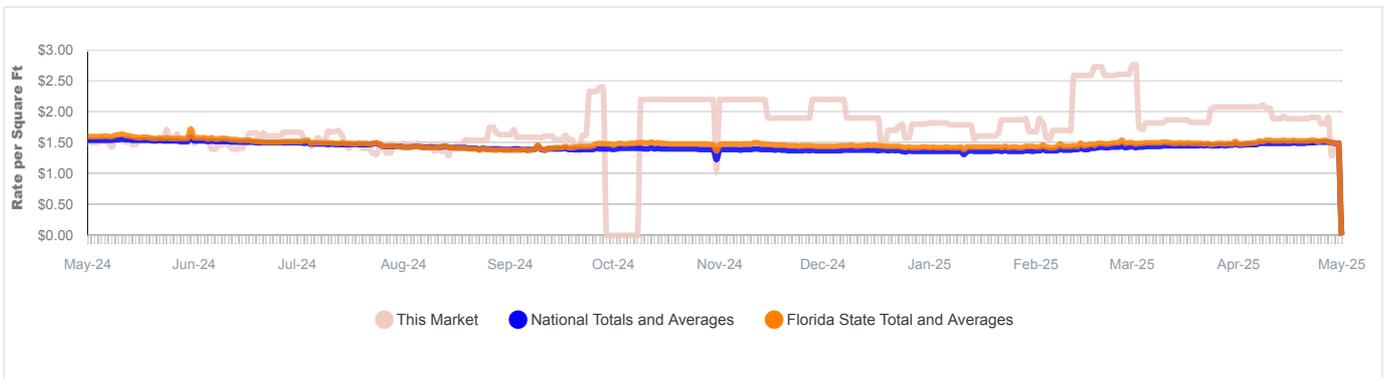
All Reg (Last 1 Year)

  This Market  National Totals and Averages  Florida State Total and Averages *has same value in the series.*



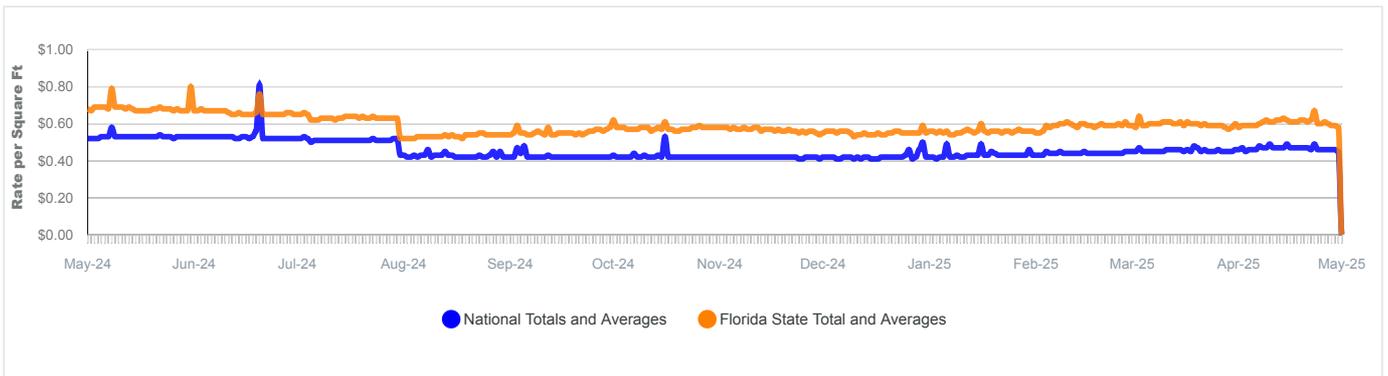
All CC (Last 1 Year)

  This Market  National Totals and Averages  Florida State Total and Averages *has same value in the series.*



All Parking (Last 1 Year)

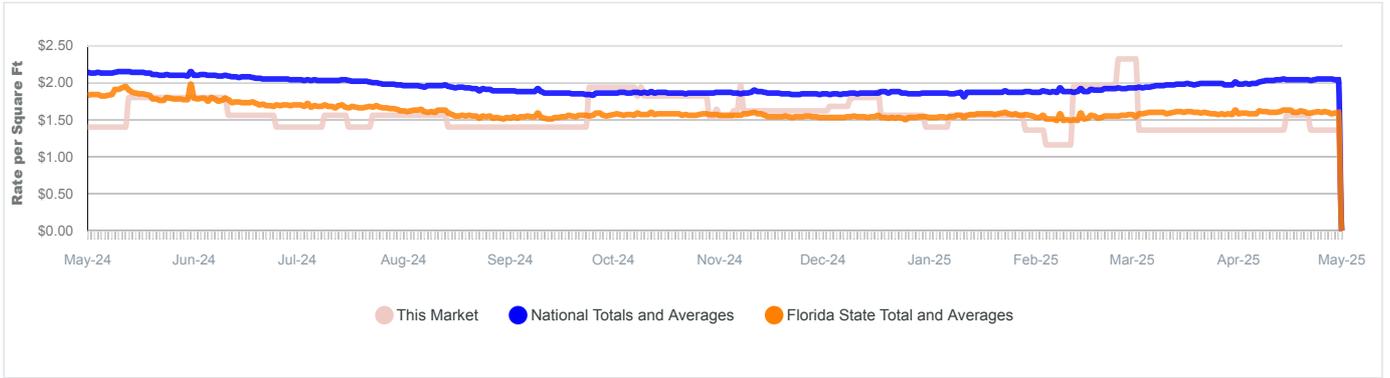
  National Totals and Averages  Florida State Total and Averages *has same value in the series.*



Rate per Square Foot History Graph Continued

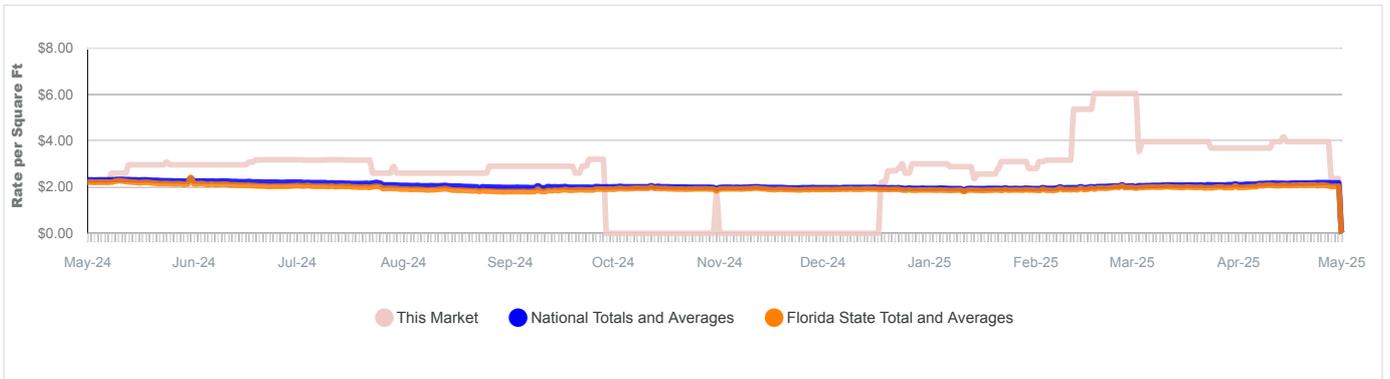
5x5 Reg (Last 1 Year)

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



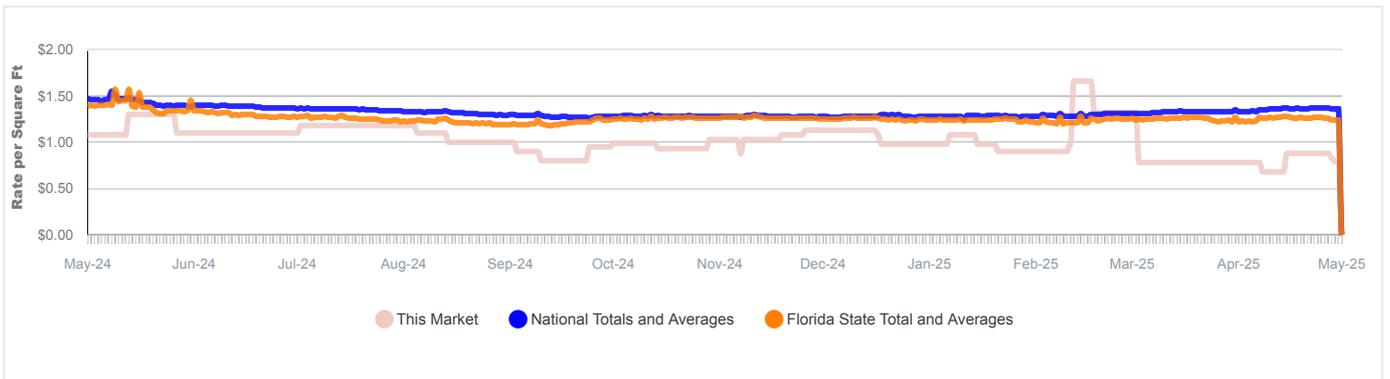
5x5 CC (Last 1 Year)

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



5x10 Reg (Last 1 Year)

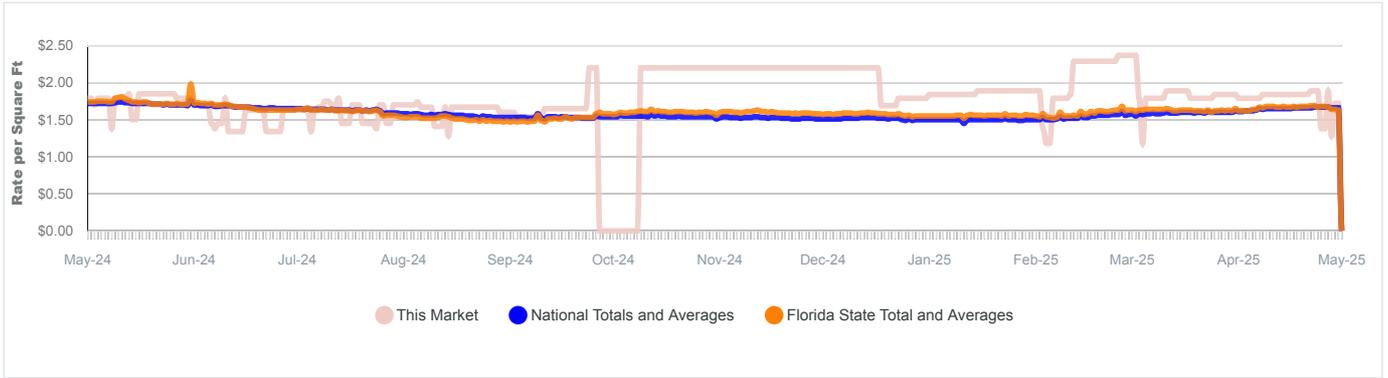
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Rate per Square Foot History Graph Continued

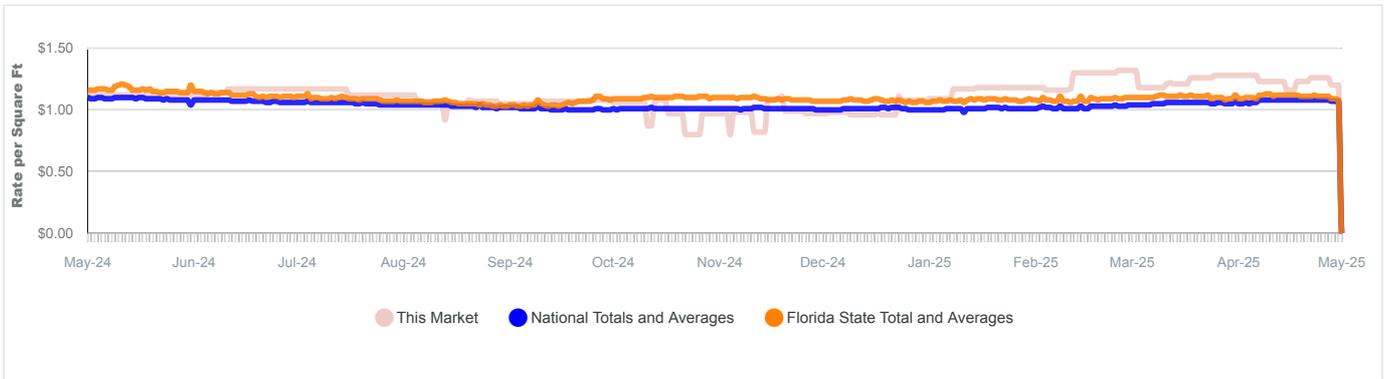
5x10 CC (Last 1 Year)

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



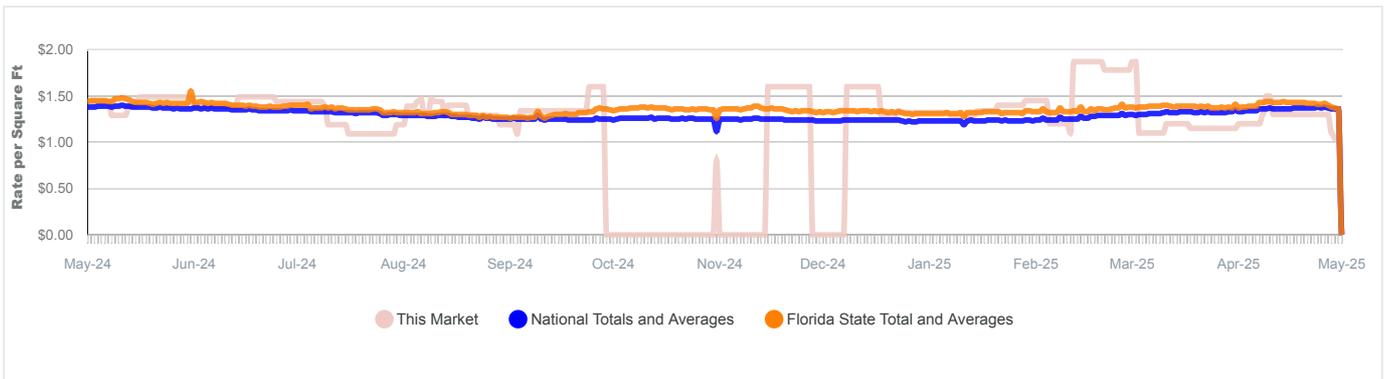
10x10 Reg (Last 1 Year)

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



10x10 CC (Last 1 Year)

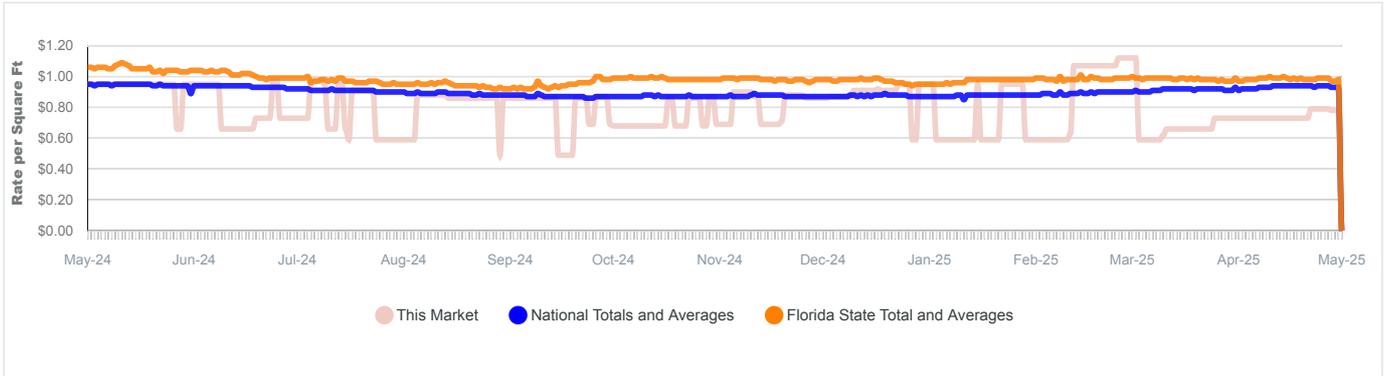
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Rate per Square Foot History Graph Continued

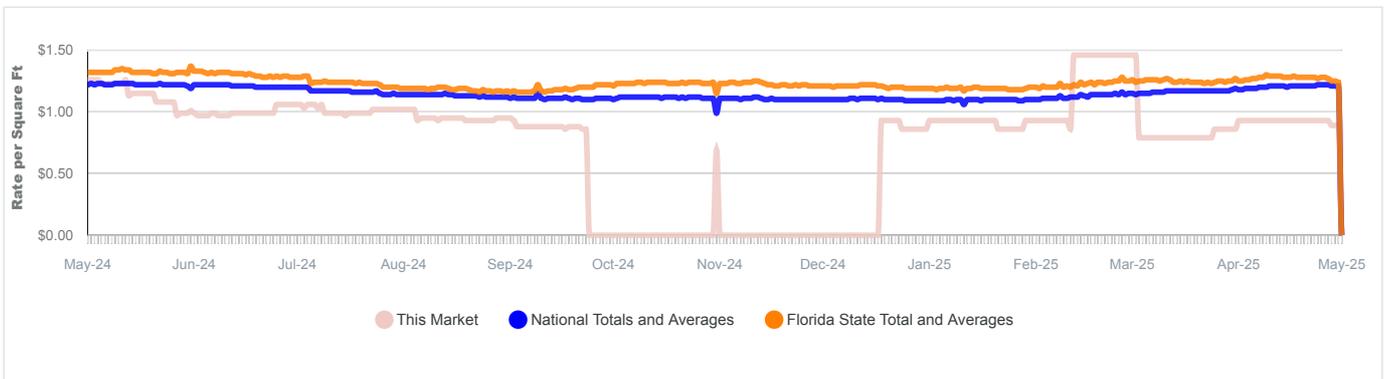
10x15 Reg (Last 1 Year)

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



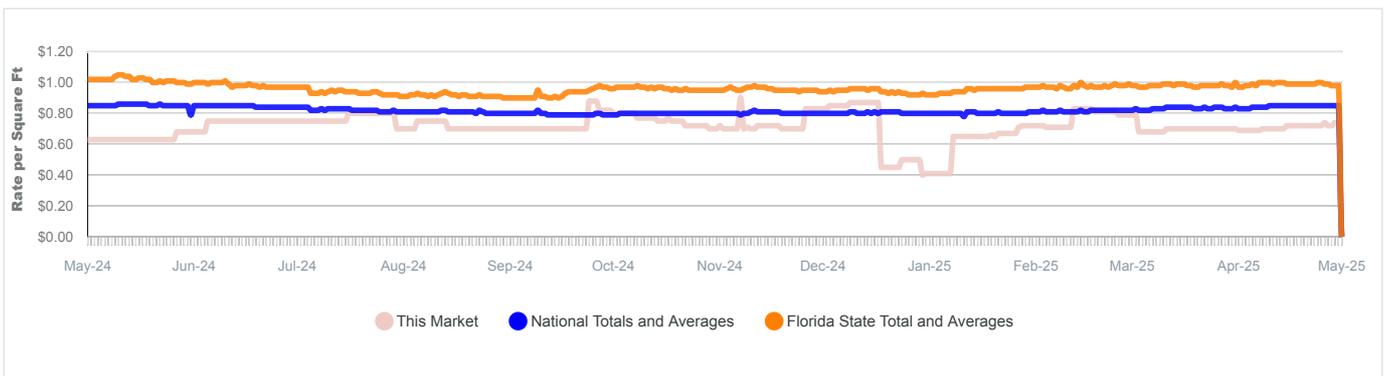
10x15 CC (Last 1 Year)

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



10x20 Reg (Last 1 Year)

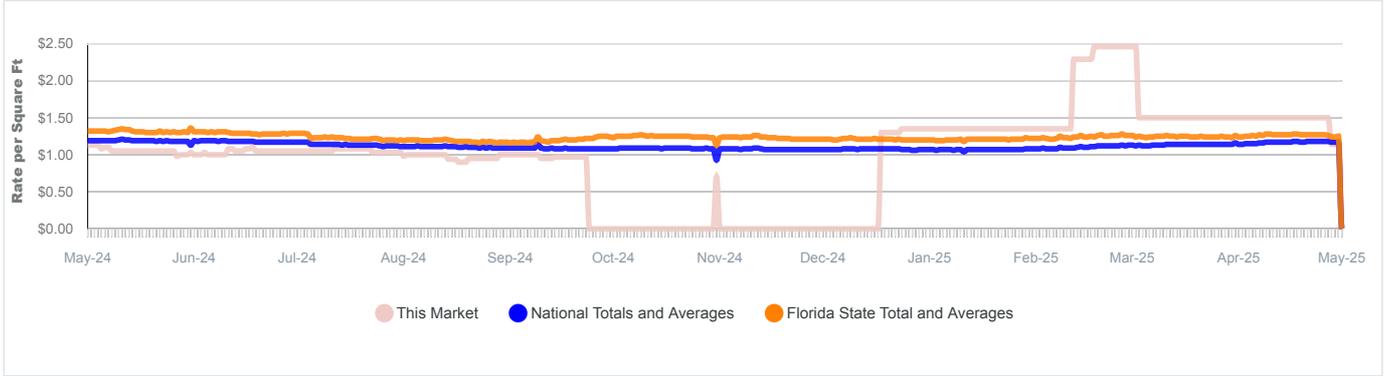
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Rate per Square Foot History Graph Continued

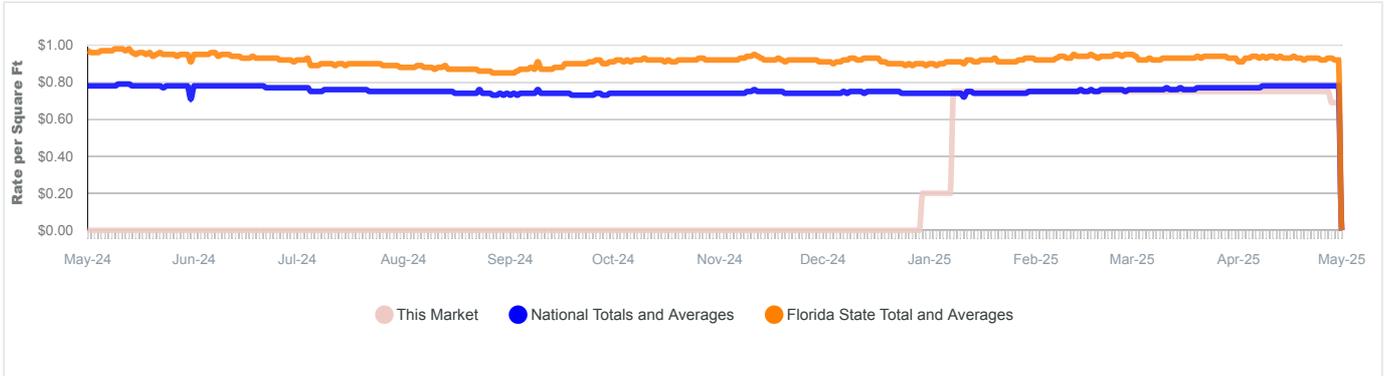
10x20 CC (Last 1 Year)

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



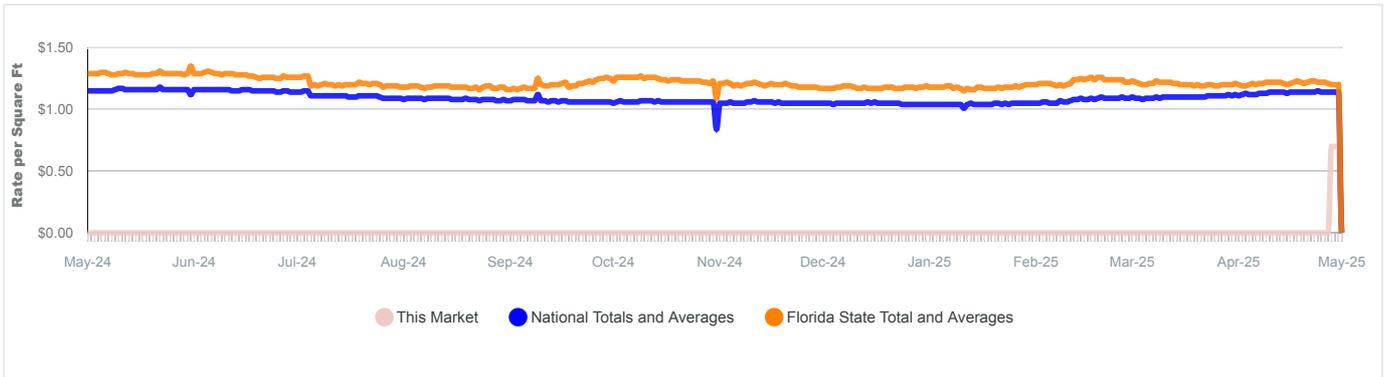
10x30 Reg (Last 1 Year)

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



10x30 CC (Last 1 Year)

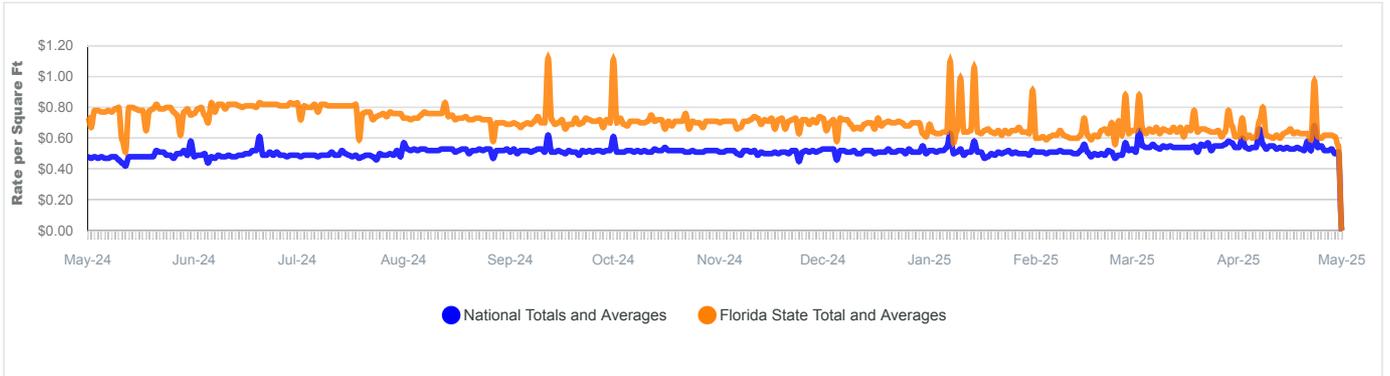
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Rate per Square Foot History Graph Continued

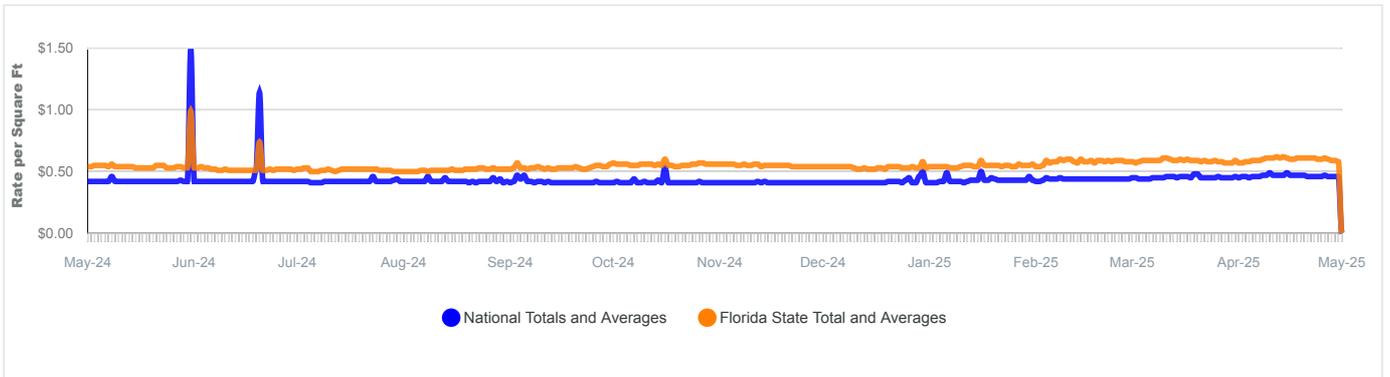
Car Parking (Last 1 Year)

  National Totals and Averages  Florida State Total and Averages *has same value in the series.*



RV Parking (Last 1 Year)

  National Totals and Averages  Florida 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
\$118.93	\$118.93	N/A	\$116.94	\$121.35	\$34.00	\$59.00	\$39.33	\$79.24	\$119.78	\$104.00	\$117.00	\$131.00	\$147.25	\$227.00	\$207.00	\$209.00	N/A	N/A
\$132.38	\$134.29	\$156.49	\$124.13	\$141.96	\$51.08	\$54.39	\$68.16	\$82.91	\$106.98	\$135.63	\$139.61	\$181.25	\$169.13	\$234.10	\$233.71	\$341.70	\$136.61	\$157.79
\$139.20	\$141.31	\$178.06	\$127.87	\$144.40	\$39.94	\$50.70	\$62.15	\$81.66	\$108.39	\$136.20	\$146.62	\$186.24	\$196.55	\$249.09	\$275.55	\$360.41	\$140.59	\$179.64

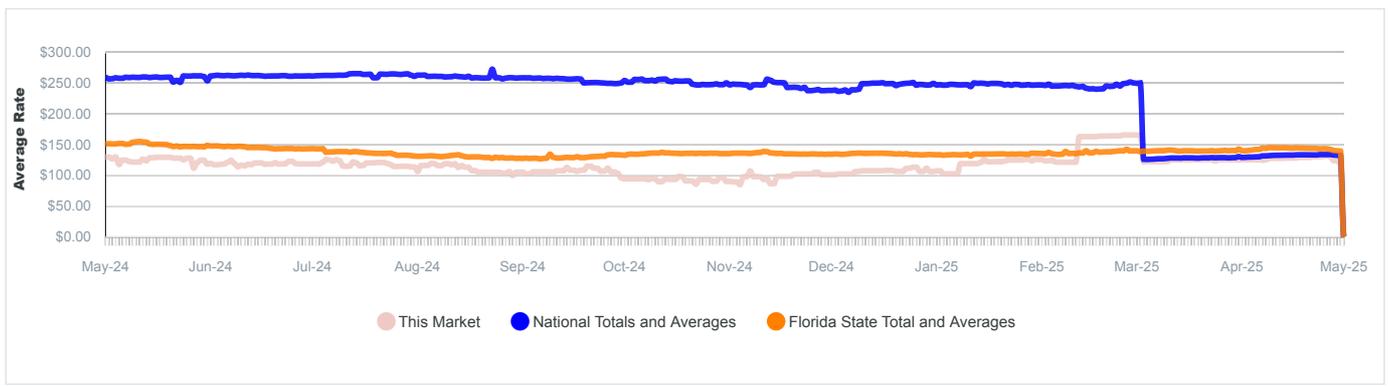
● This Market ● National Totals and Averages ● Florida State Total and Averages

Average Rates History

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

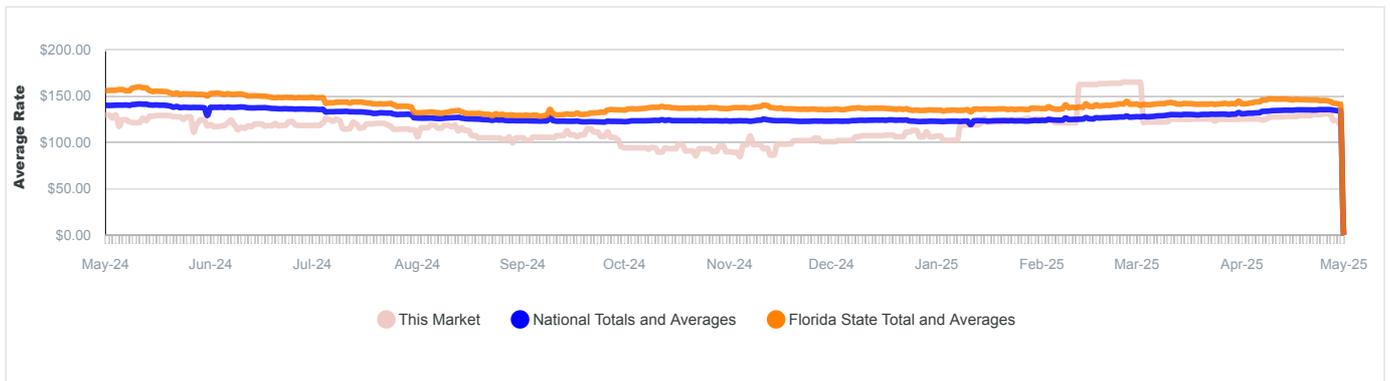
All Units Without Parking

⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages has same value in the series.



All Units With Parking

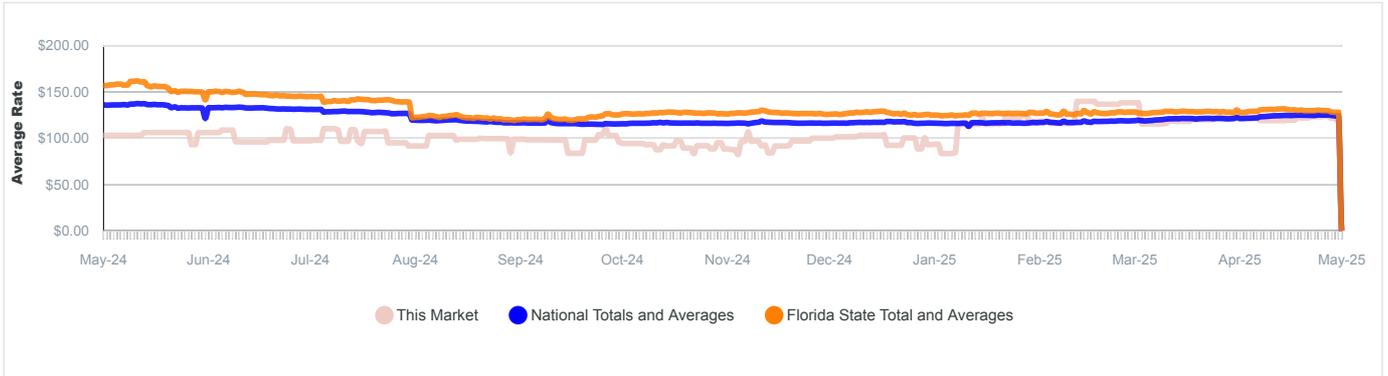
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages has same value in the series.



Average Rates History Continued

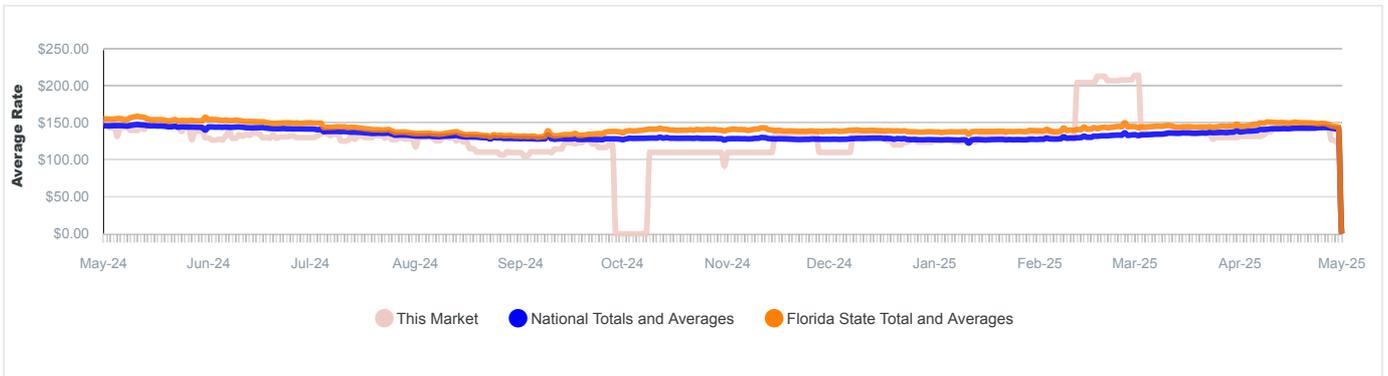
All Reg

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



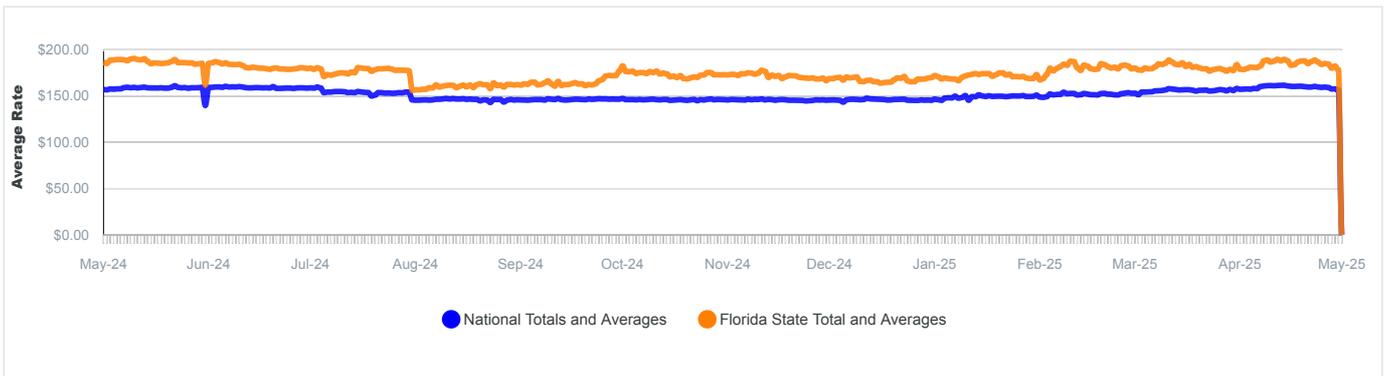
All CC

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



All Parking

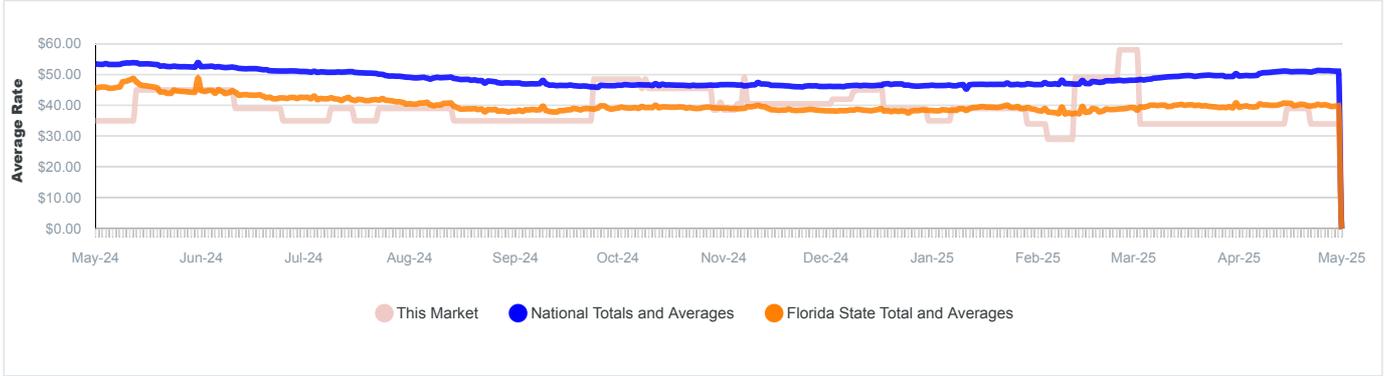
⚠️ ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Average Rates History Continued

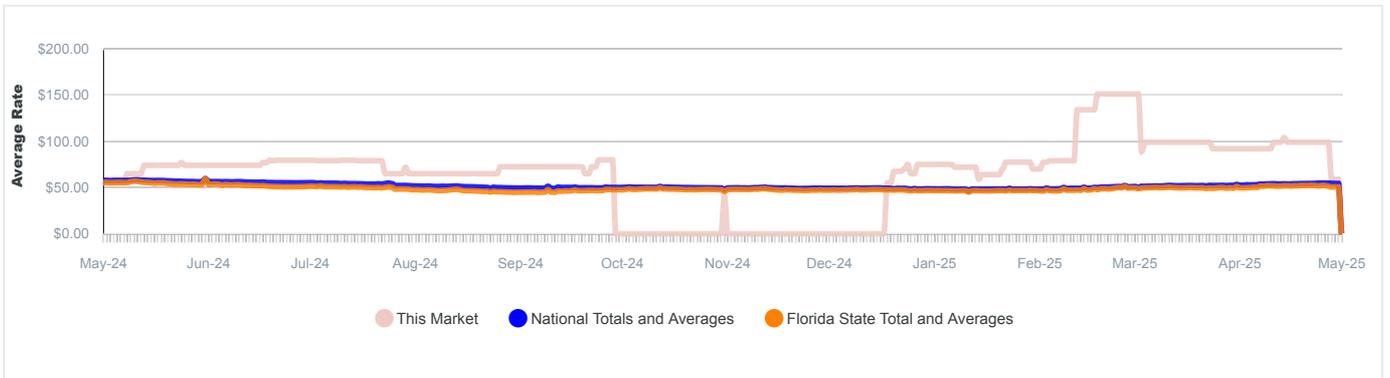
5x5 Reg

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



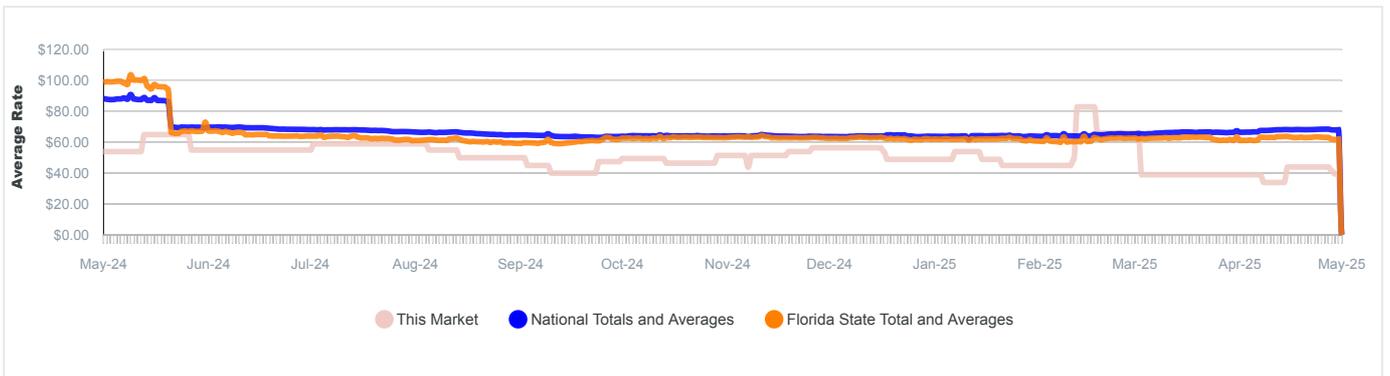
5x5 CC

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



5x10 Reg

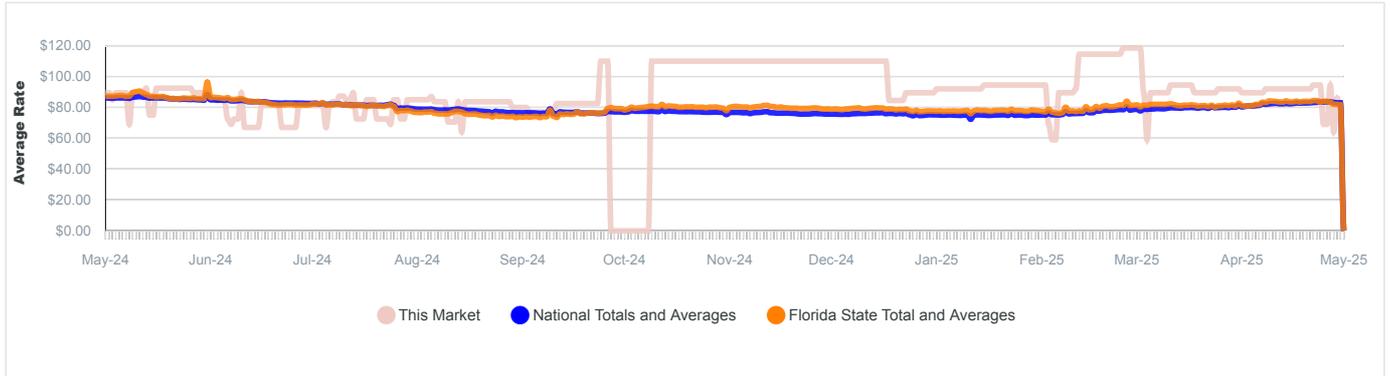
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Average Rates History Continued

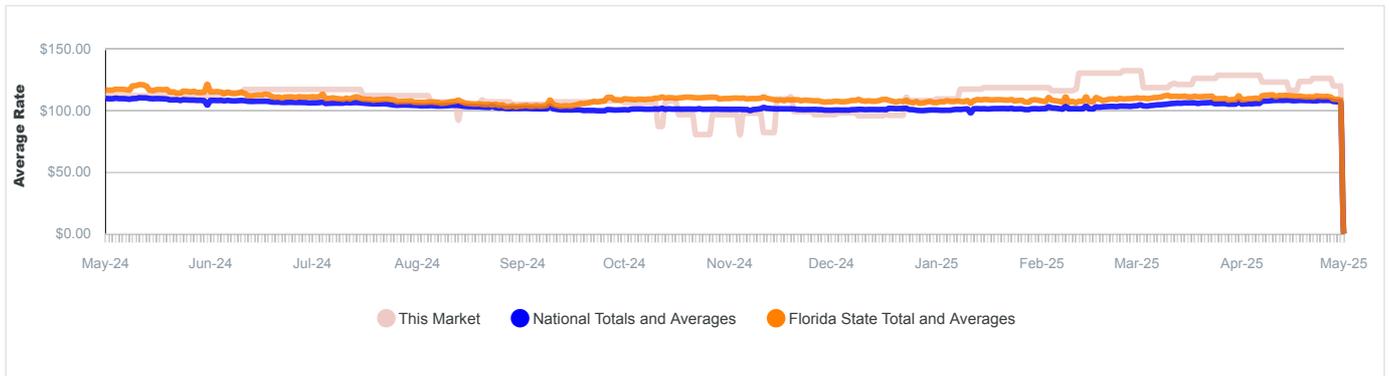
5x10 CC

 ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



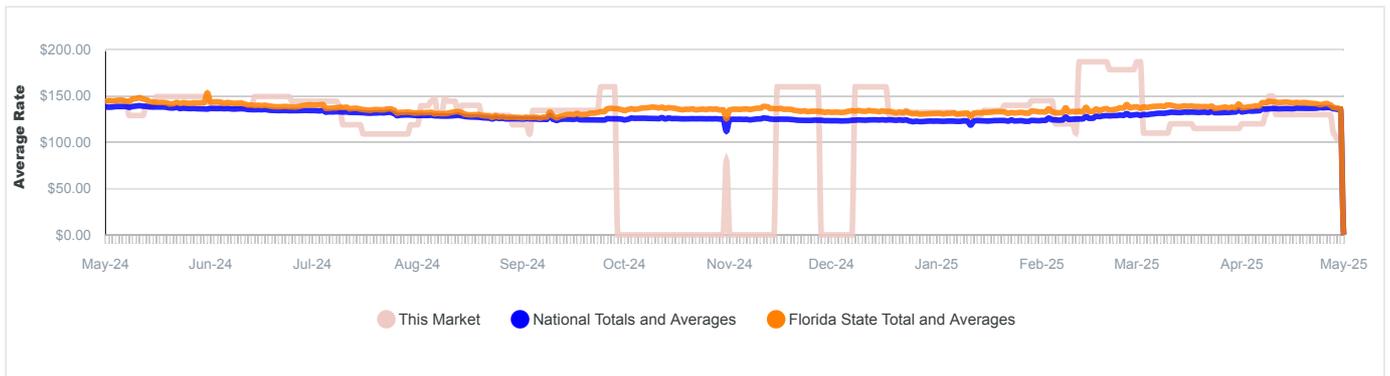
10x10 Reg

 ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



10x10 CC

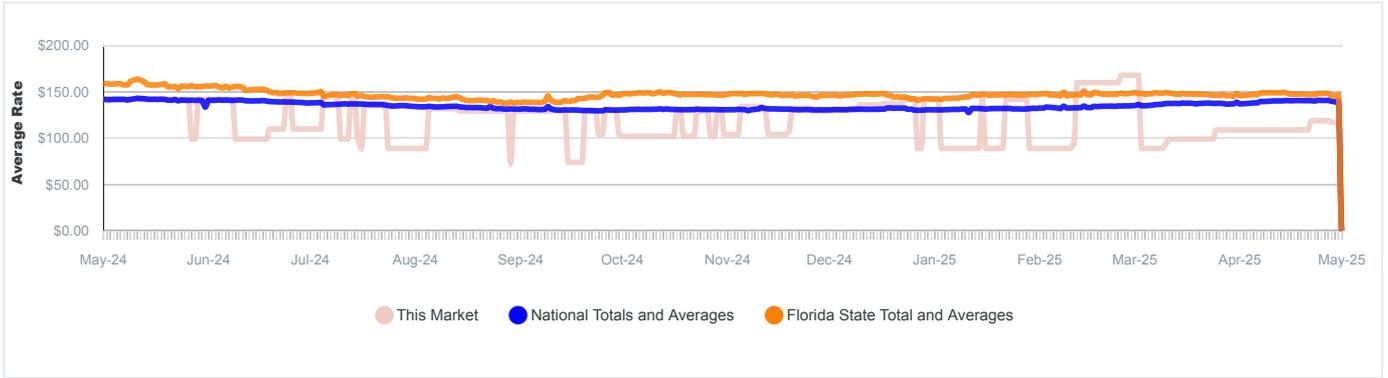
 ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Average Rates History Continued

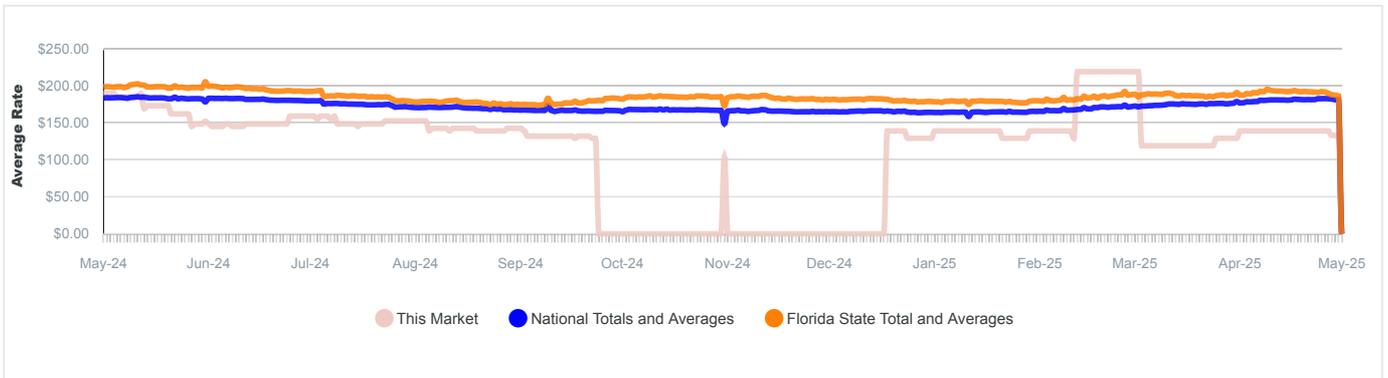
10x15 Reg

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



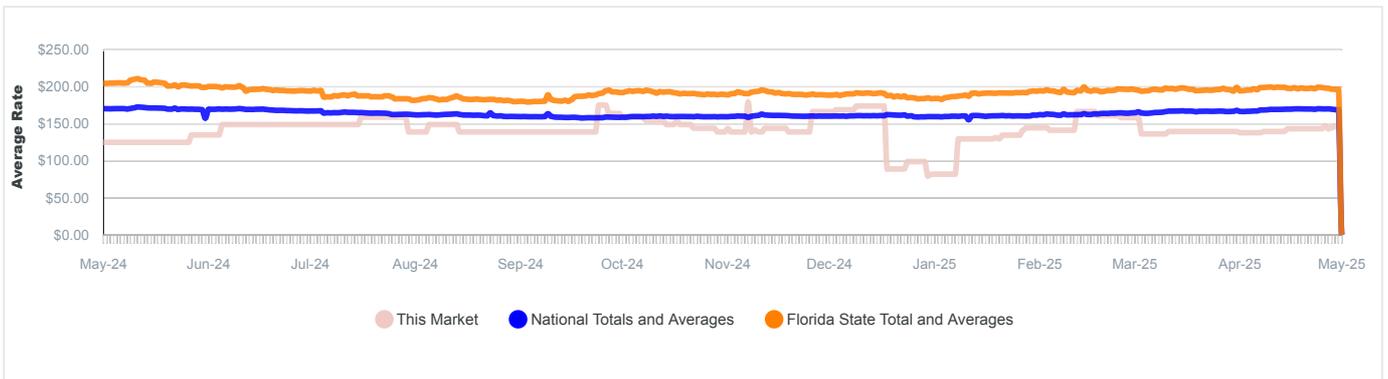
10x15 CC

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



10x20 Reg

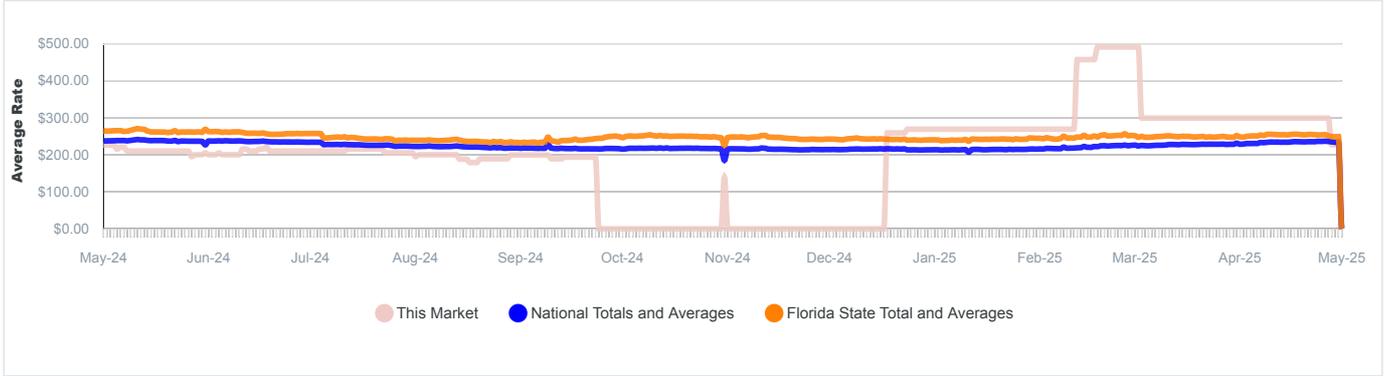
⚠️ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Average Rates History Continued

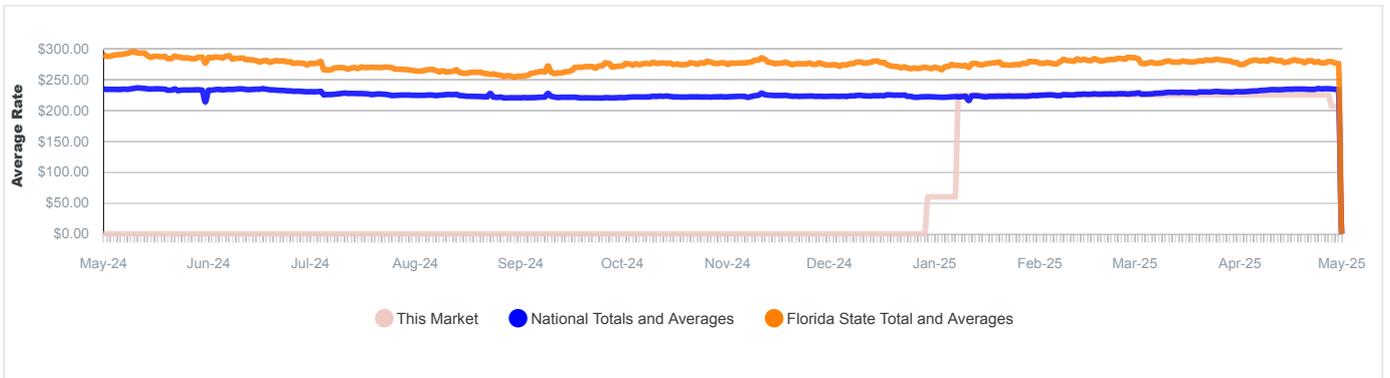
10x20 CC

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



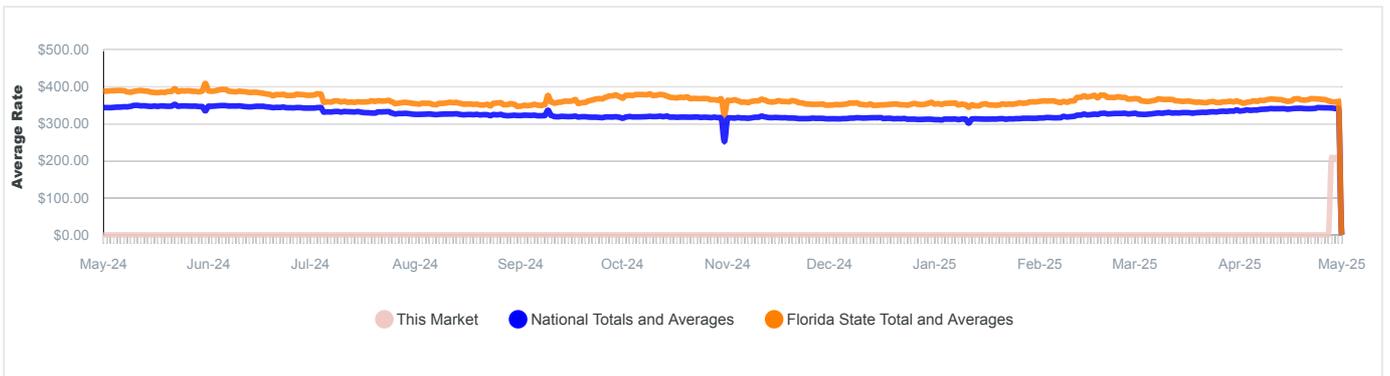
10x30 Reg

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



10x30 CC

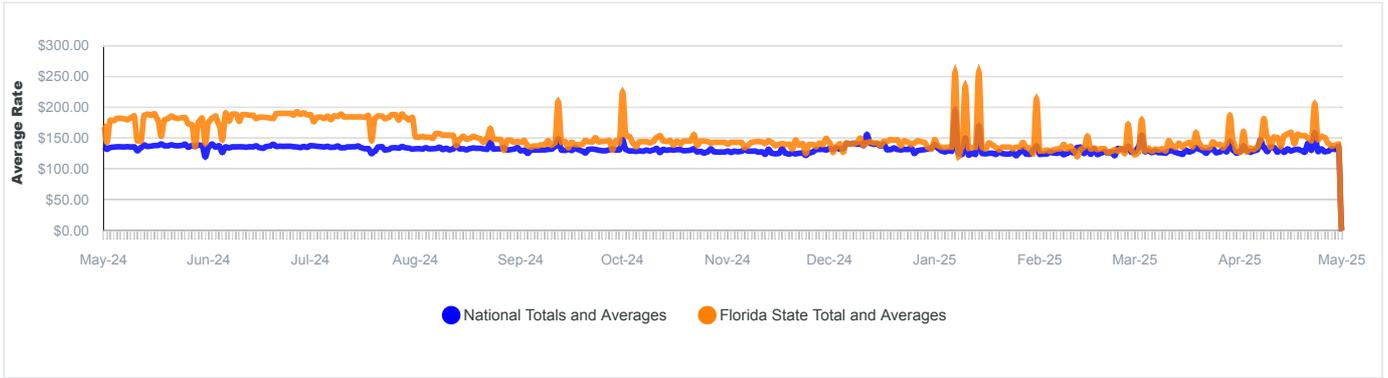
⚠ ● This Market ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Average Rates History Continued

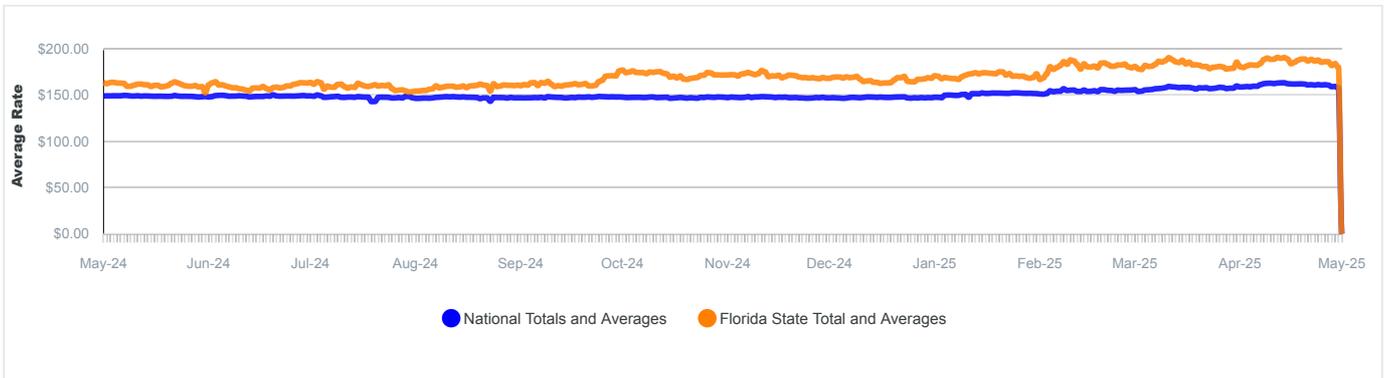
Car Parking

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



RV Parking

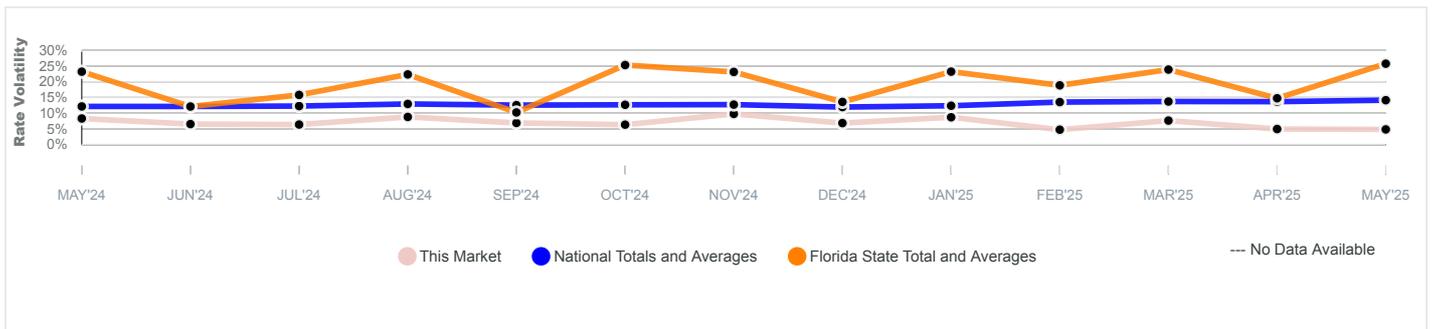
⚠️ ● National Totals and Averages ● Florida State Total and Averages *has same value in the series.*



Rate Volatility History

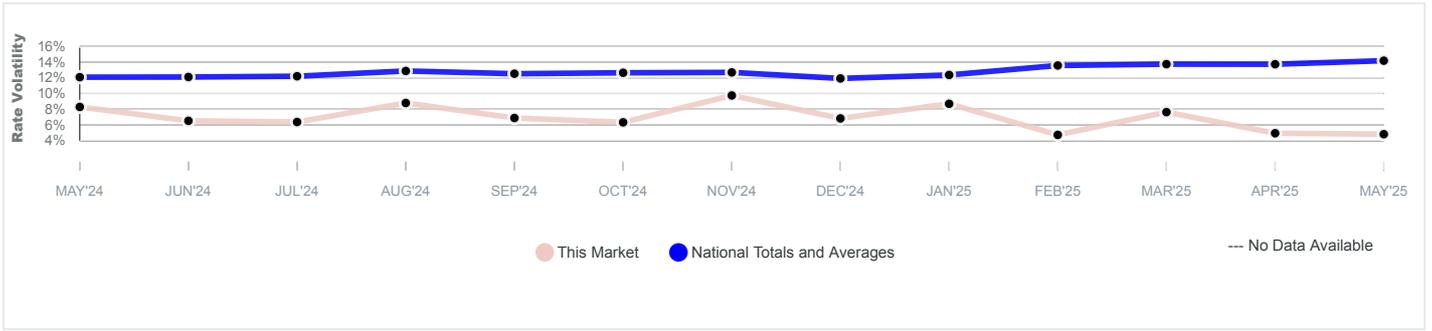
Graphs with the average rate volatility over the last 12 months for each of the most common unit types. rate volatility measures the number of rate changes (by a store or a market) over a period of time. A higher rate volatility percentage indicates a more aggressive operator or market.

All Units Without Parking

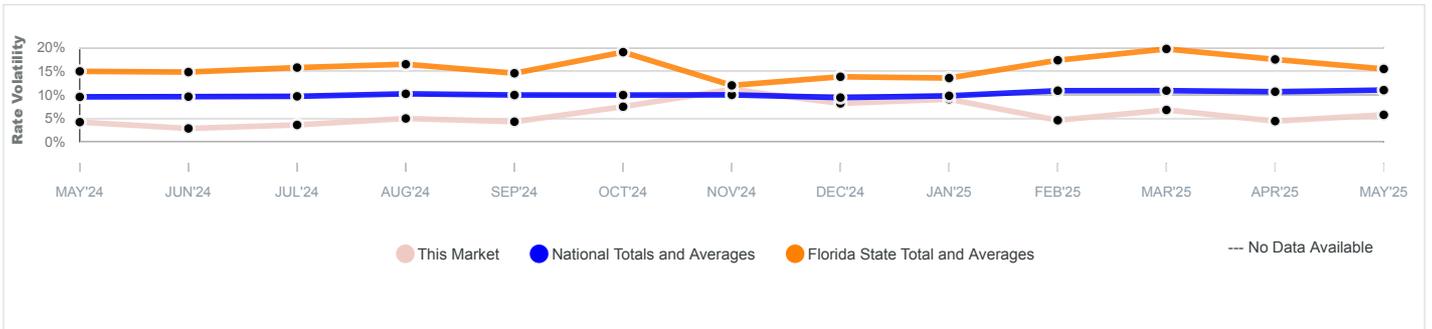


Rate Volatility History Continued

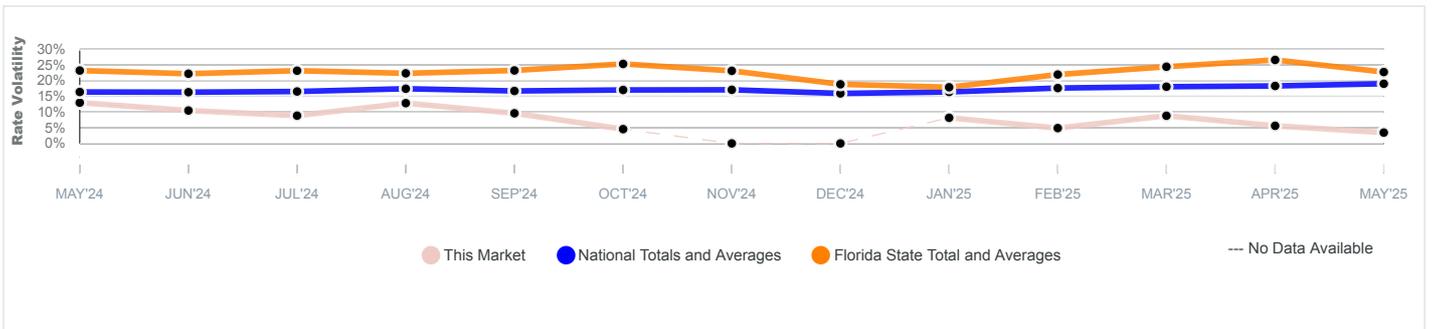
All Units With Parking



All Reg

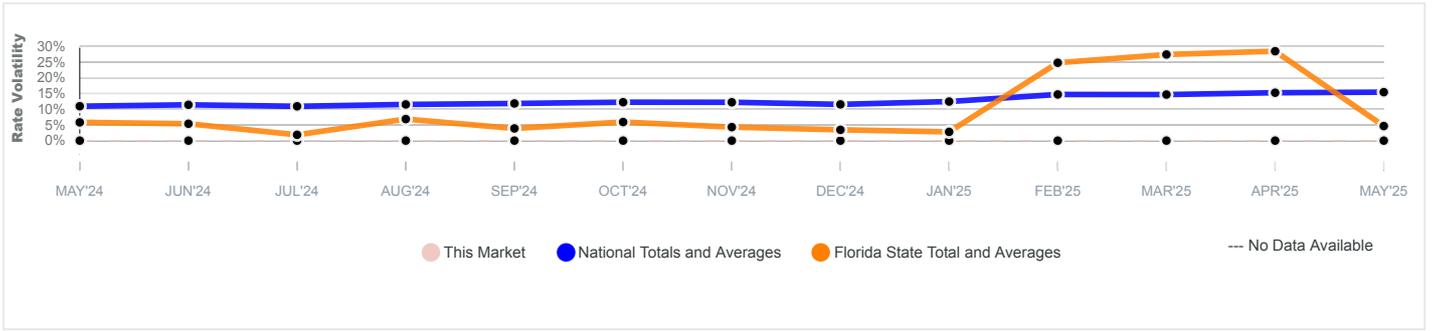


All CC

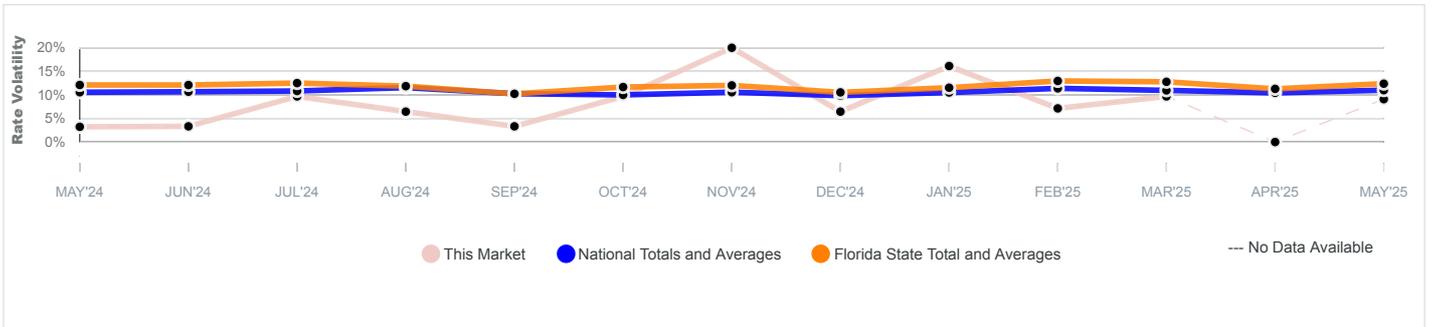


Rate Volatility History Continued

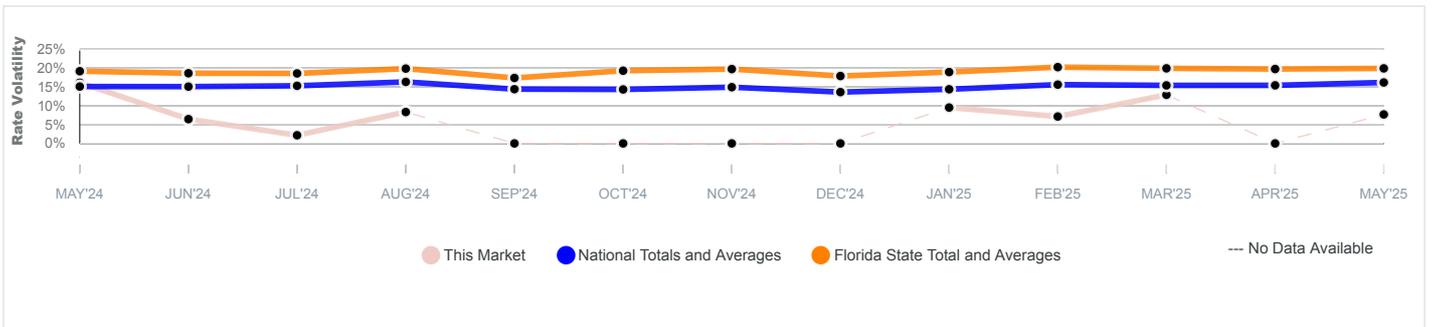
All Parking



5x5 Reg

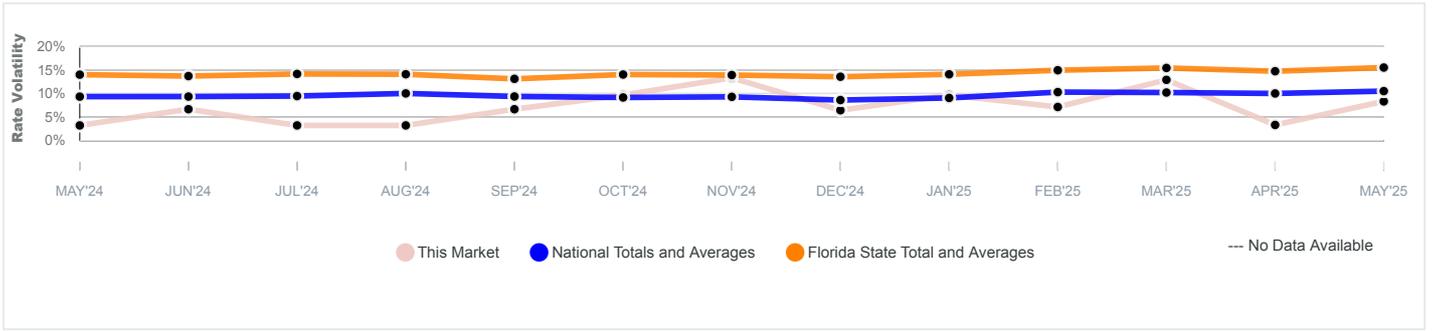


5x5 CC

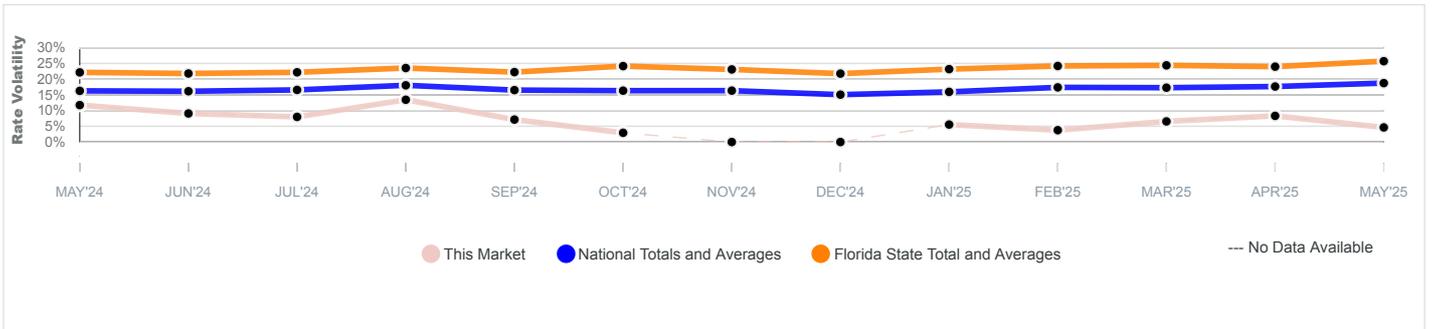


Rate Volatility History Continued

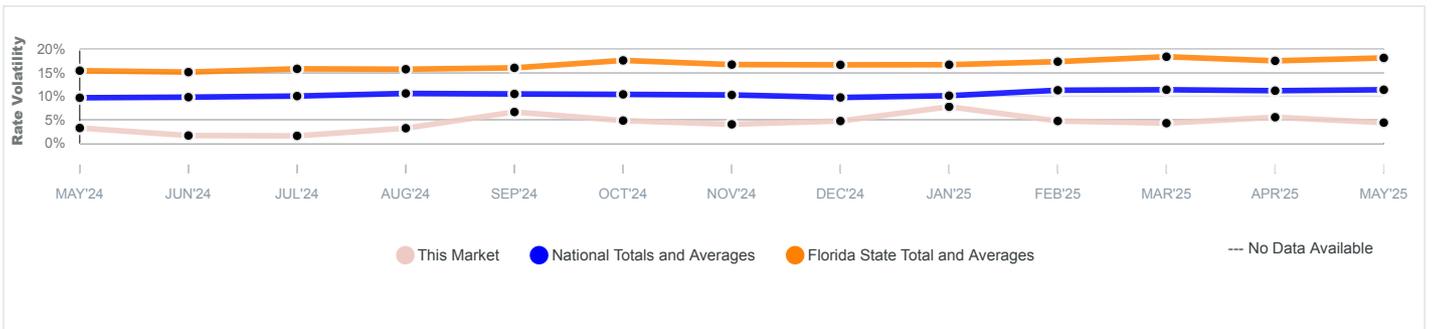
5x10 Reg



5x10 CC

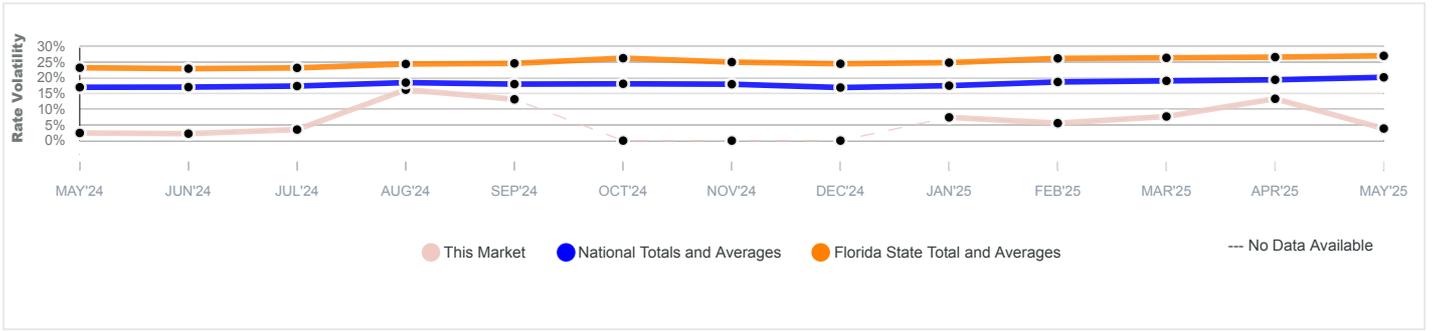


10x10 Reg

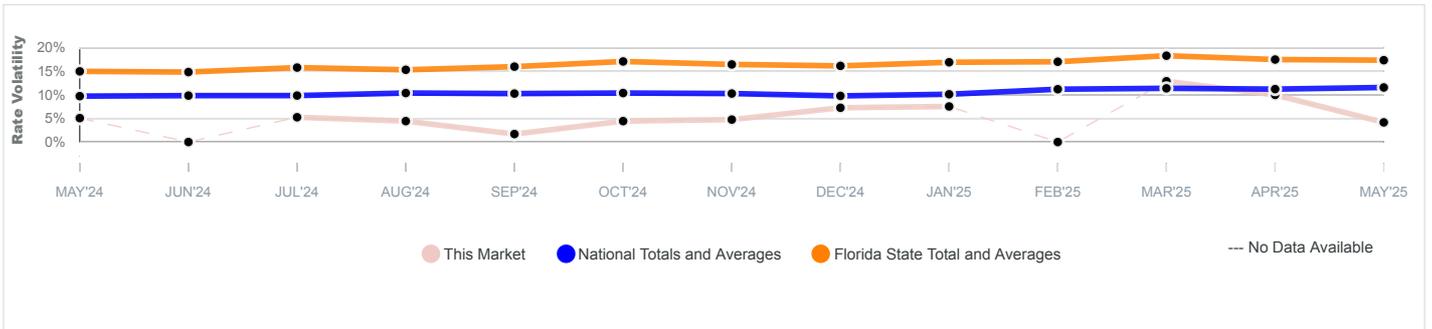


Rate Volatility History Continued

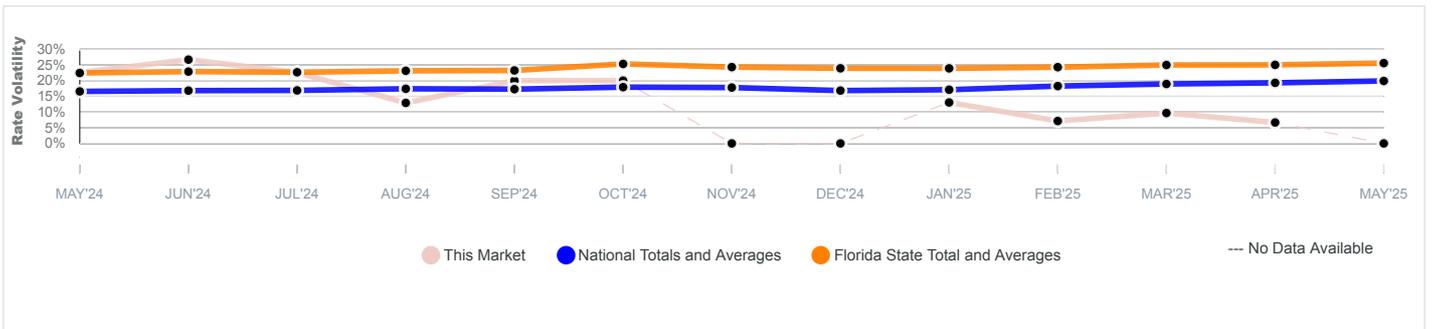
10x10 CC



10x15 Reg

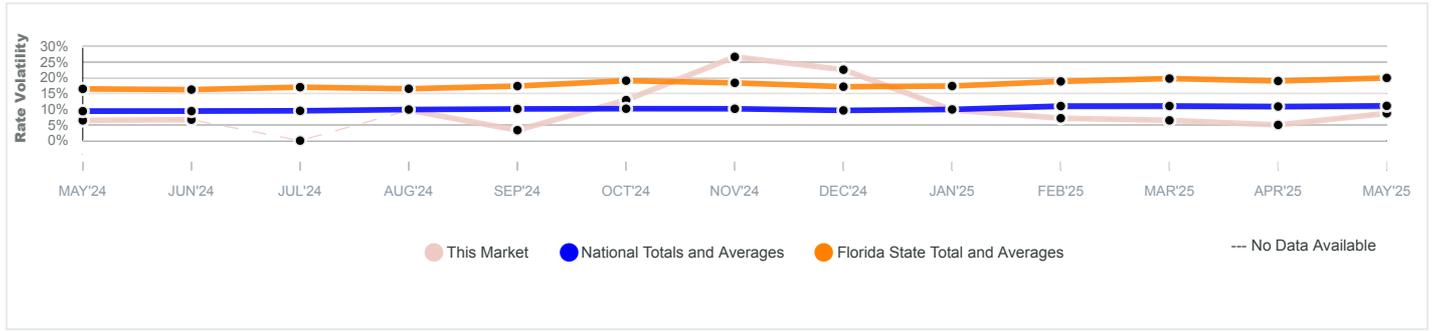


10x15 CC

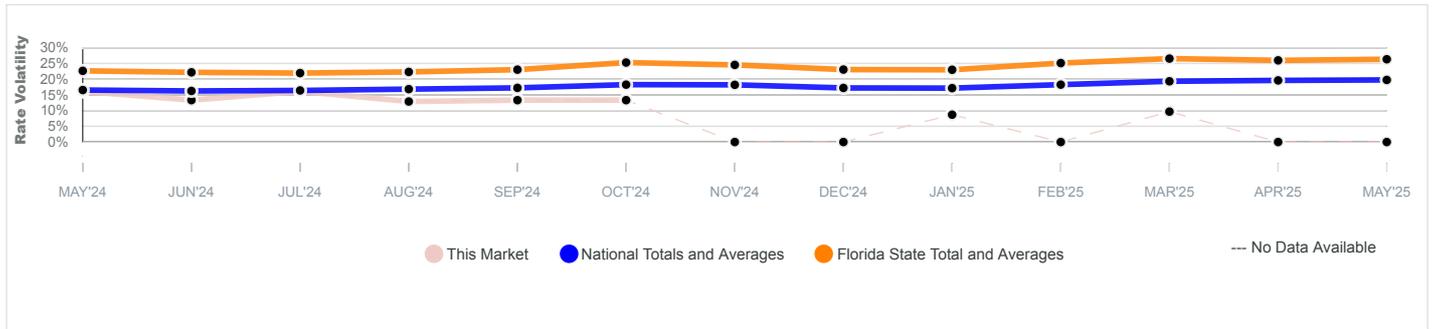


Rate Volatility History Continued

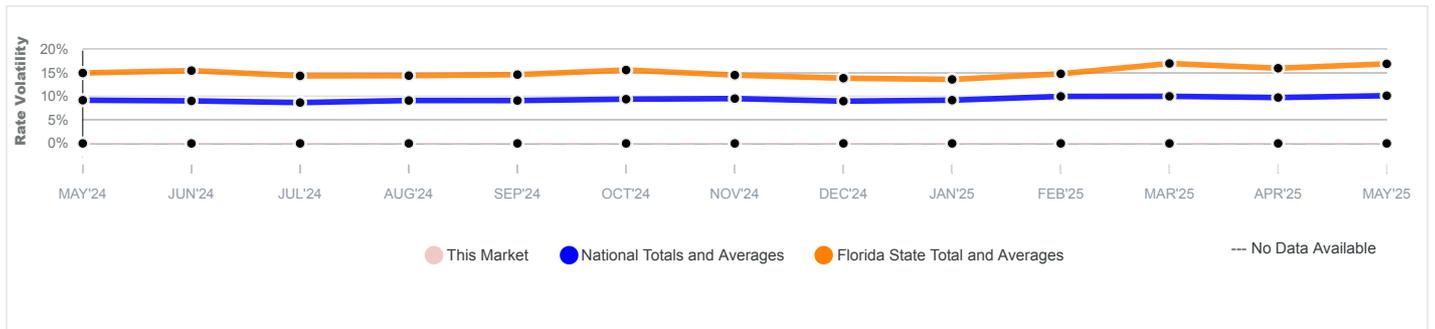
10x20 Reg



10x20 CC

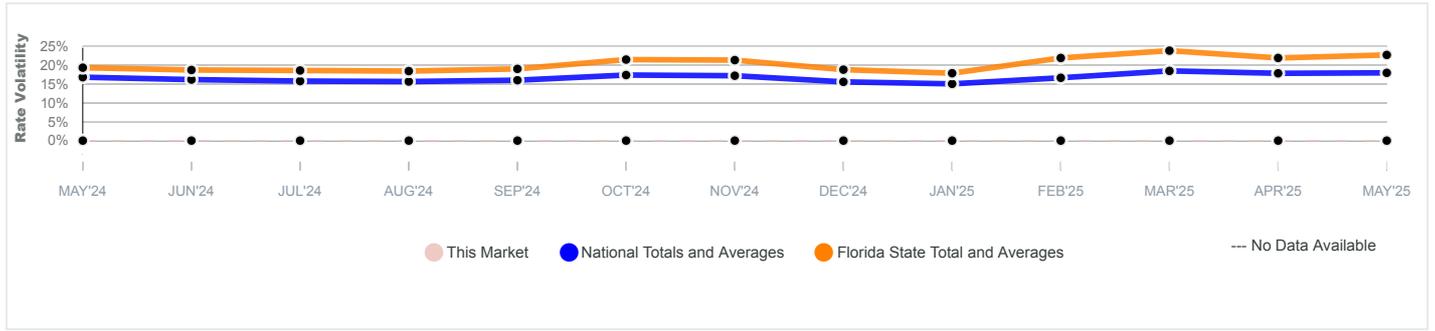


10x30 Reg

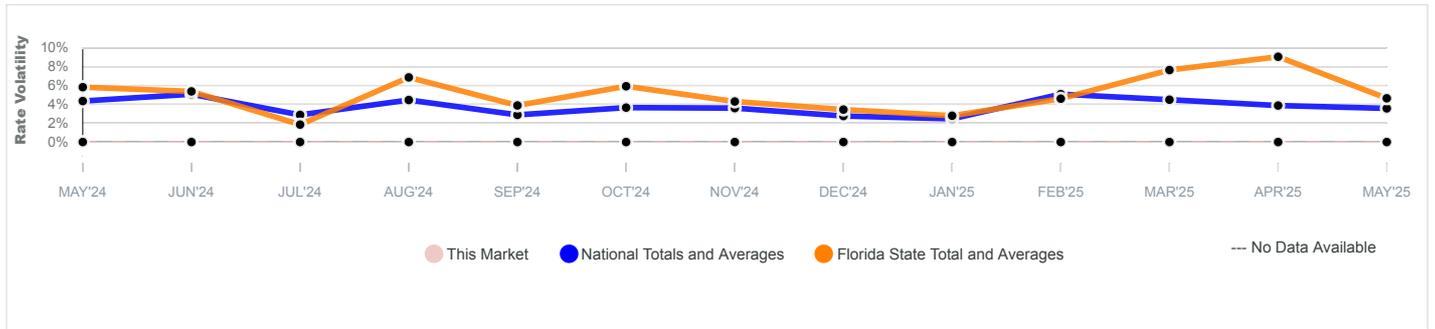


Rate Volatility History Continued

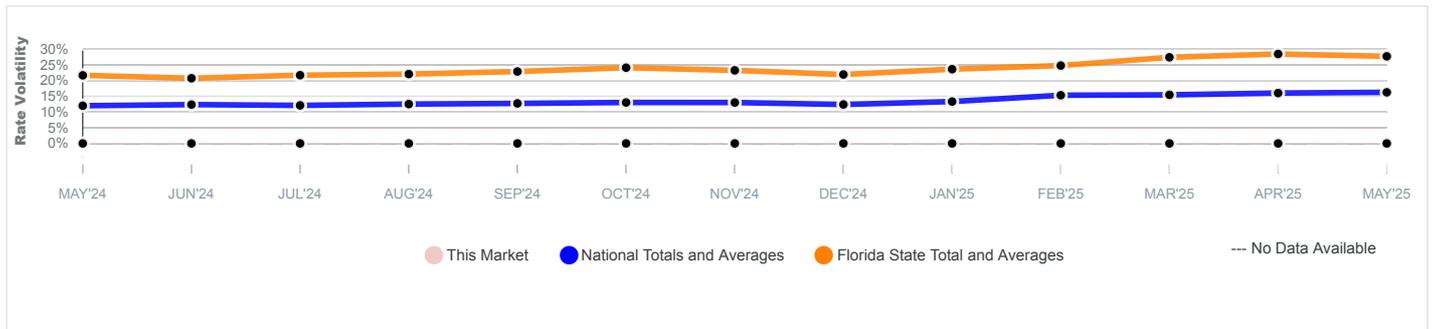
10x30 CC



Car Parking



RV Parking



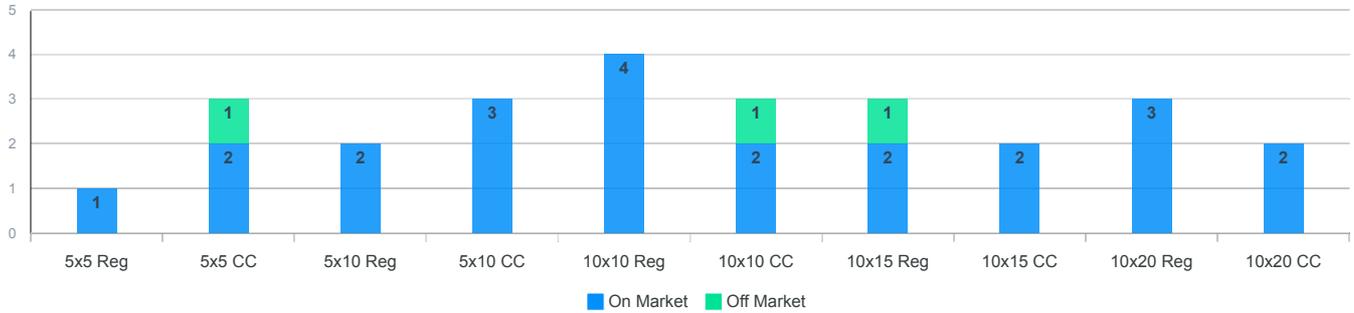
Current Inventory Availability by Unit Type

The section below shows the current number of Stores in this Market offering each 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.

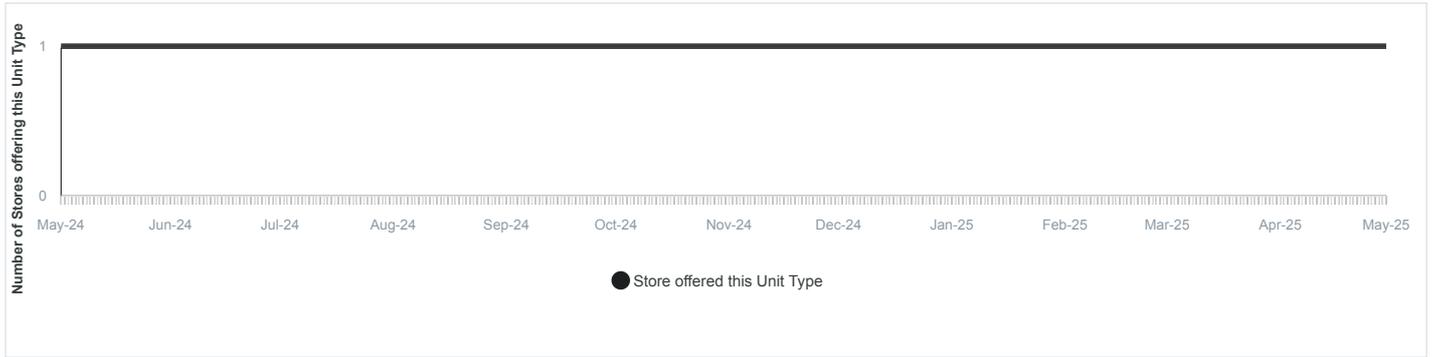
Filter Type: Show Benchmark Sizes Only - Show All



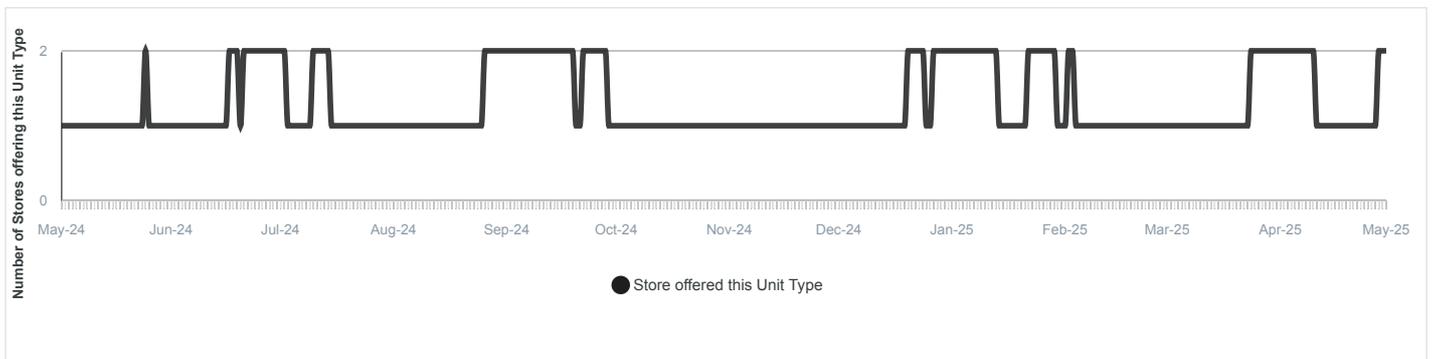
Inventory Availability by Unit Type History

The graphs below show the percentage of number of Stores in this Market which have offered each unit types over a time period.

5x5 Reg (Last 1 Year)

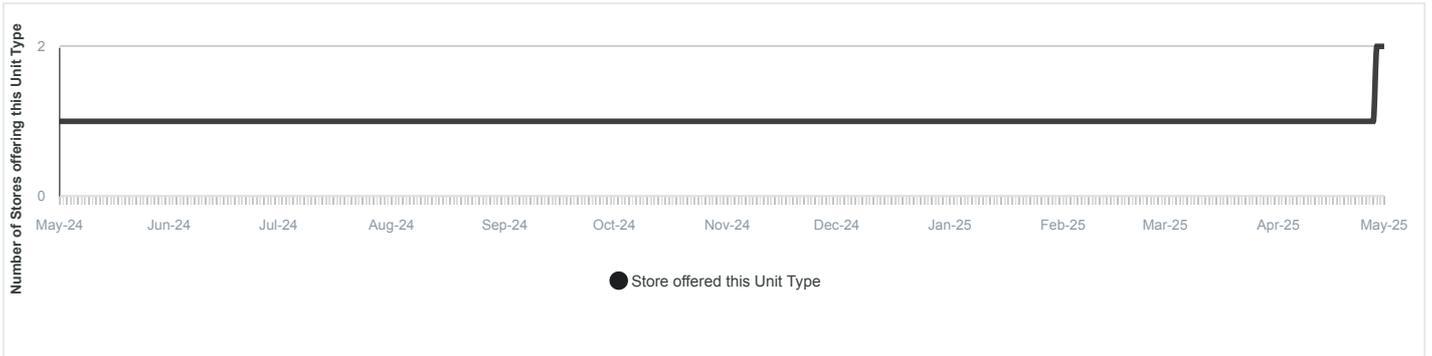


5x5 CC (Last 1 Year)

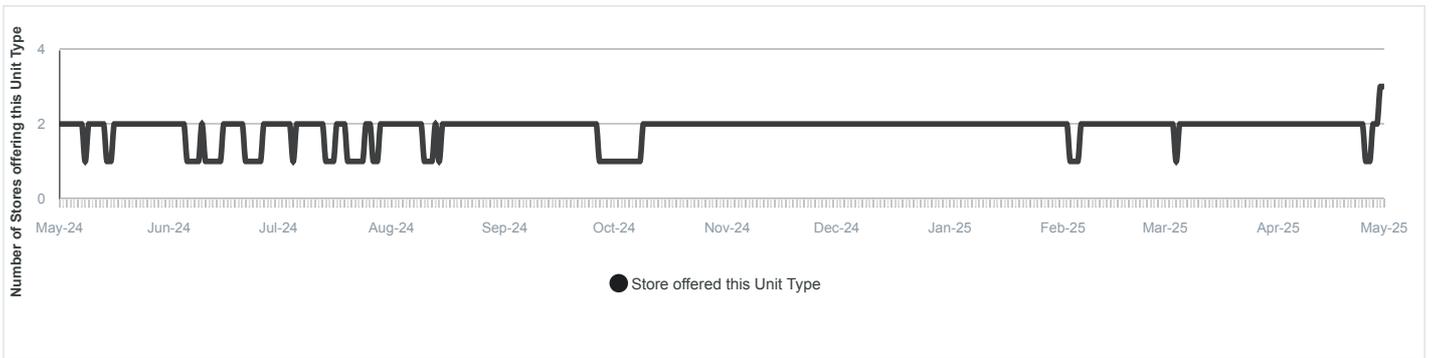


Inventory Availability by Unit Type History Continued

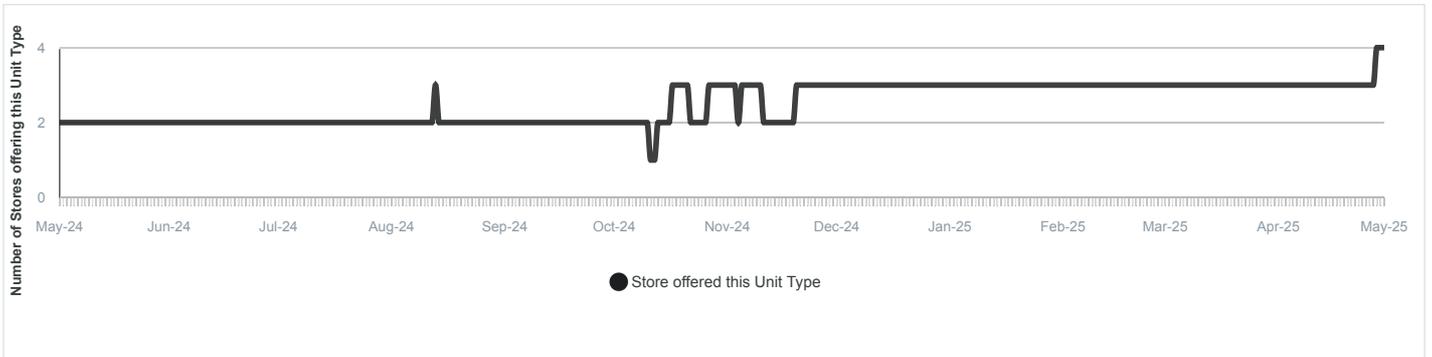
5x10 Reg (Last 1 Year)



5x10 CC (Last 1 Year)

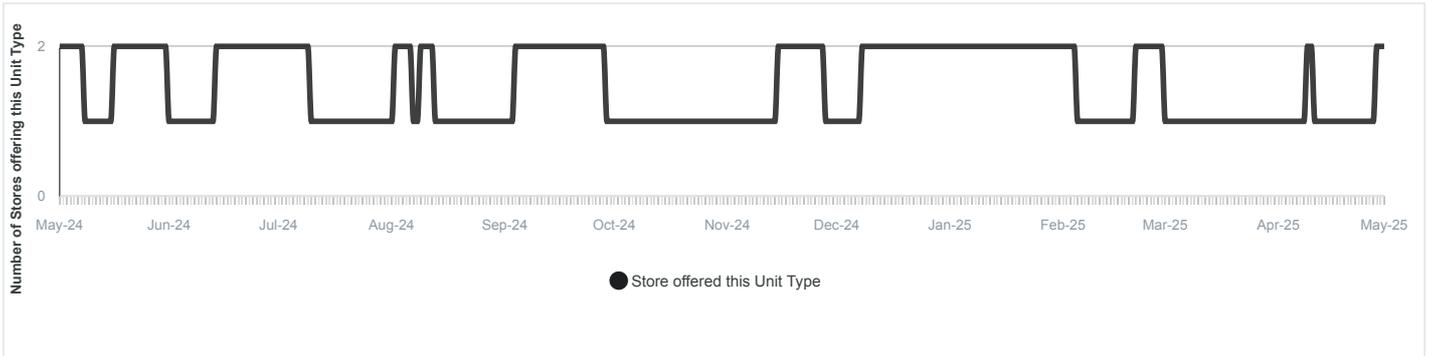


10x10 Reg (Last 1 Year)

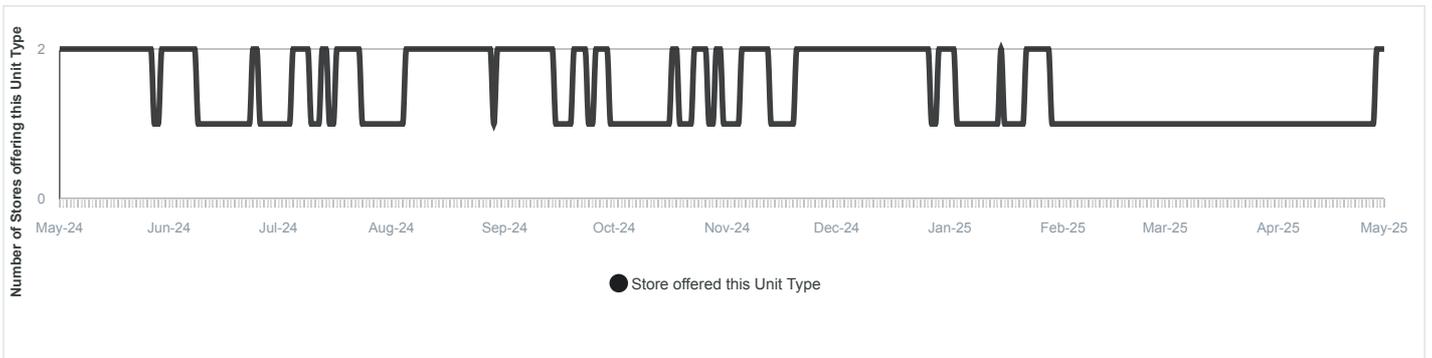


Inventory Availability by Unit Type History Continued

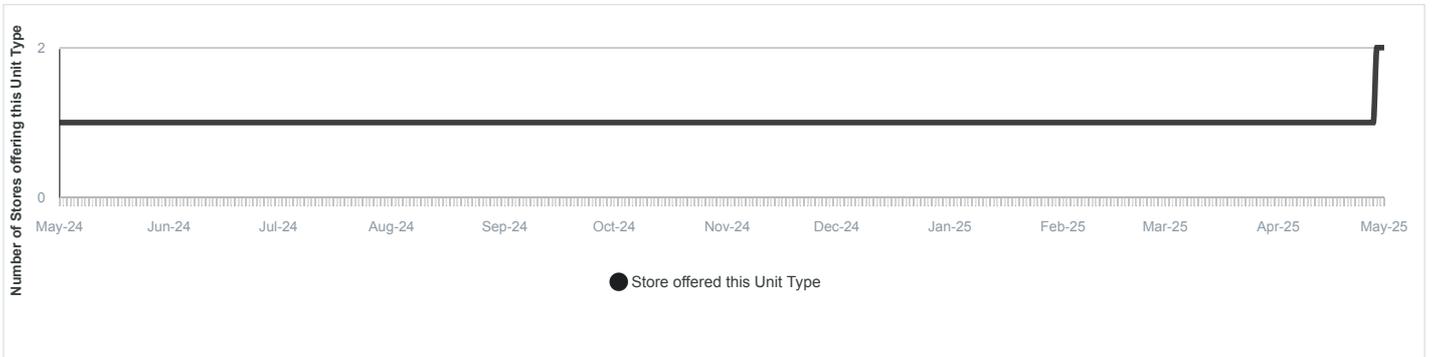
10x10 CC (Last 1 Year)



10x15 Reg (Last 1 Year)

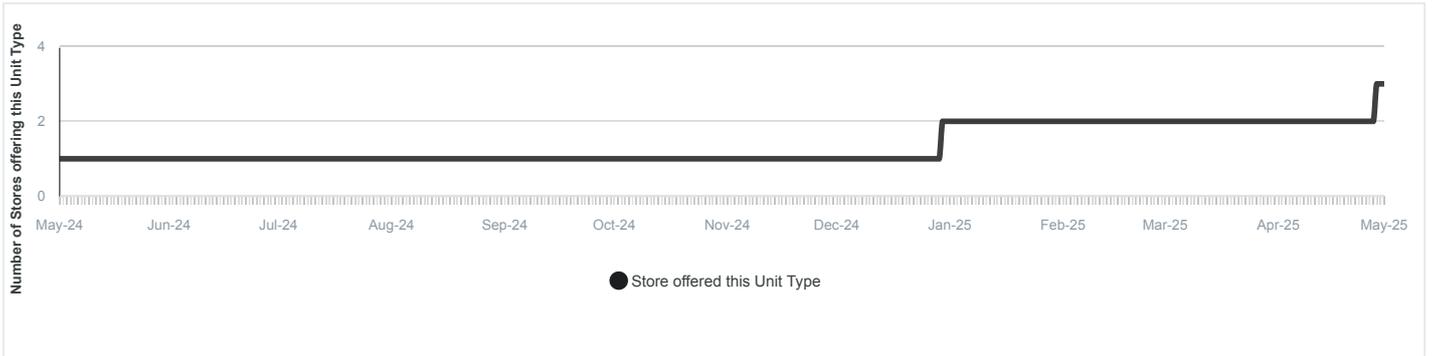


10x15 CC (Last 1 Year)

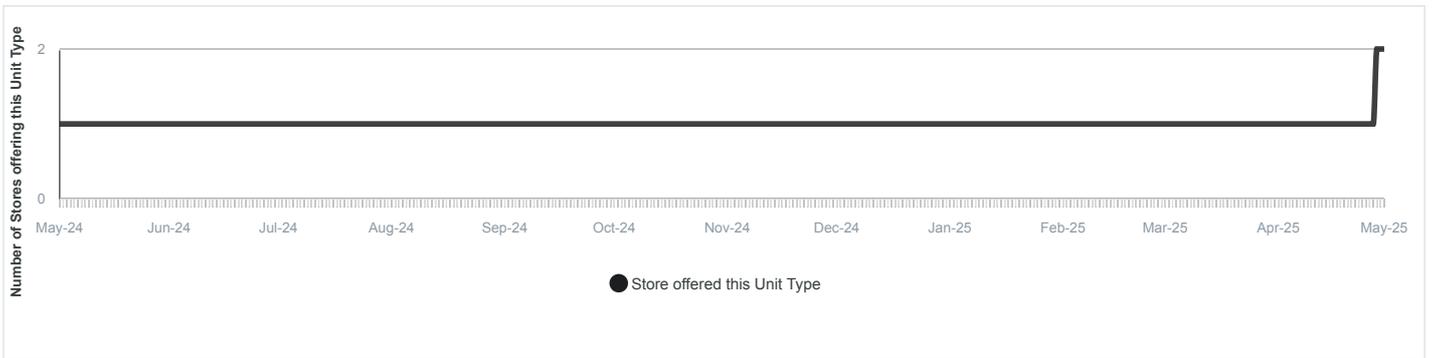


Inventory Availability by Unit Type History Continued

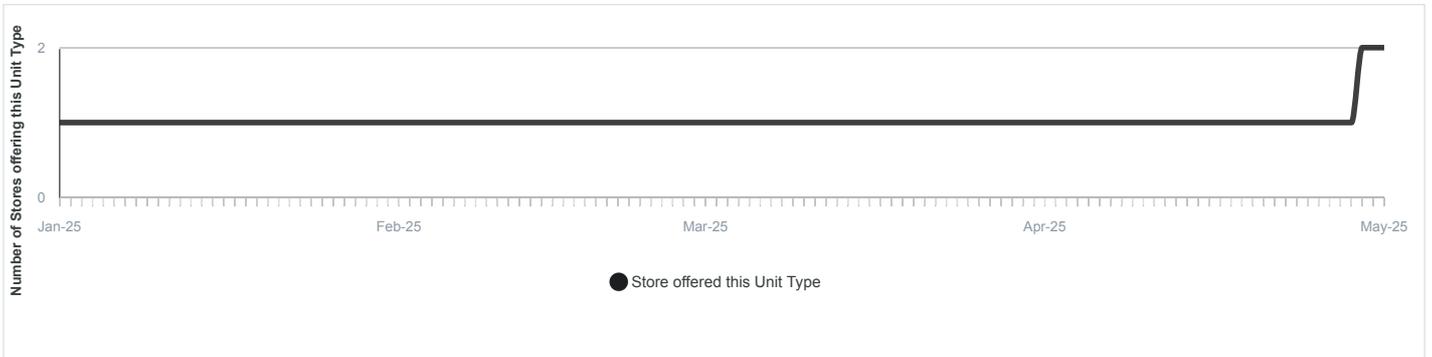
10x20 Reg (Last 1 Year)



10x20 CC (Last 1 Year)



10x30 Reg (Last 1 Year)



Inventory Availability by Unit Type History Continued

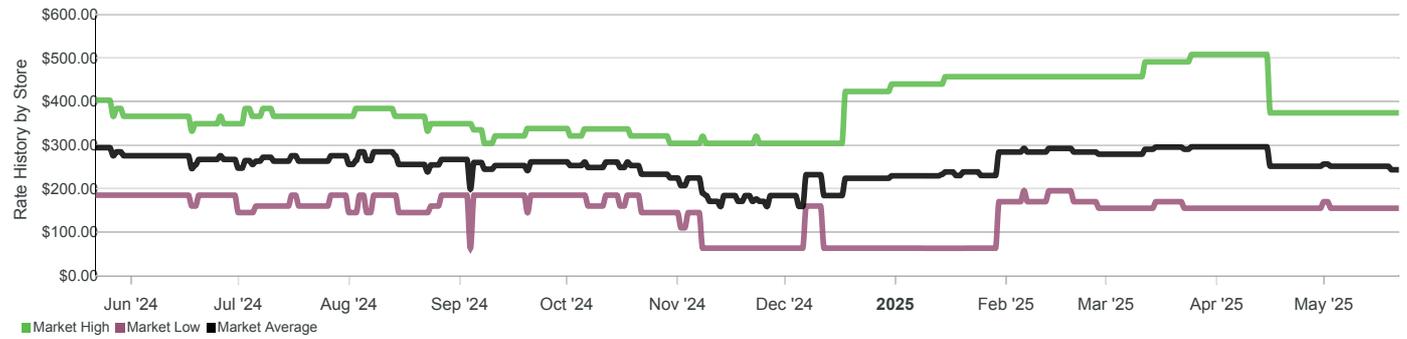
10x30 CC (Last 1 Year)



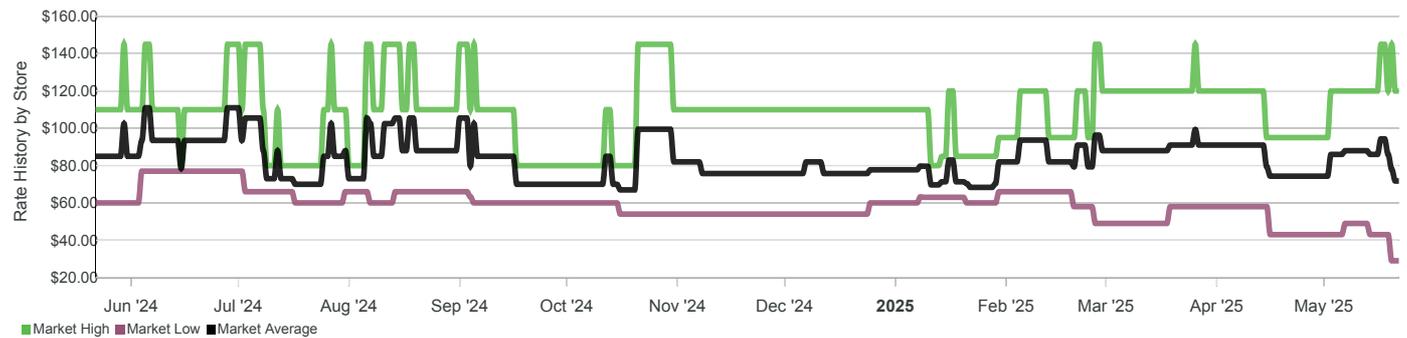
Rate History by Store

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)

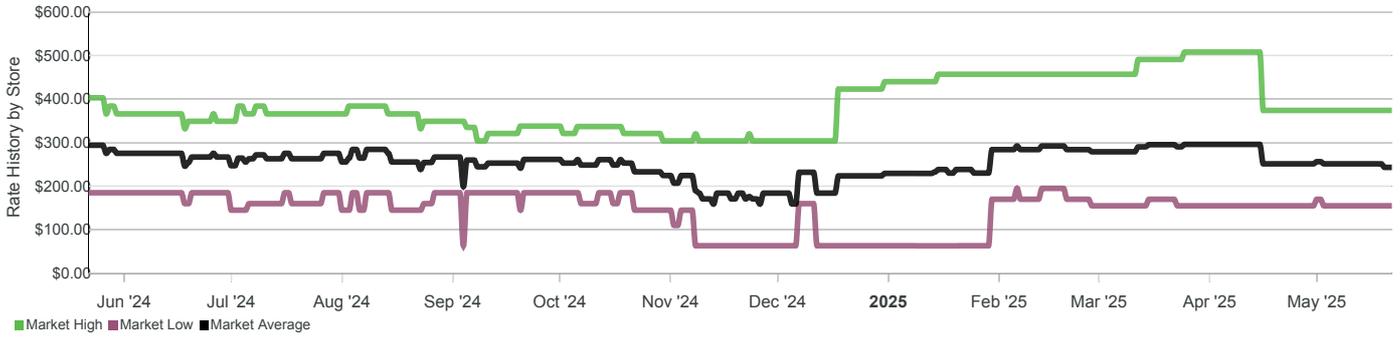


All Units Without Parking (Last 1 Year, Value, Any Floor)

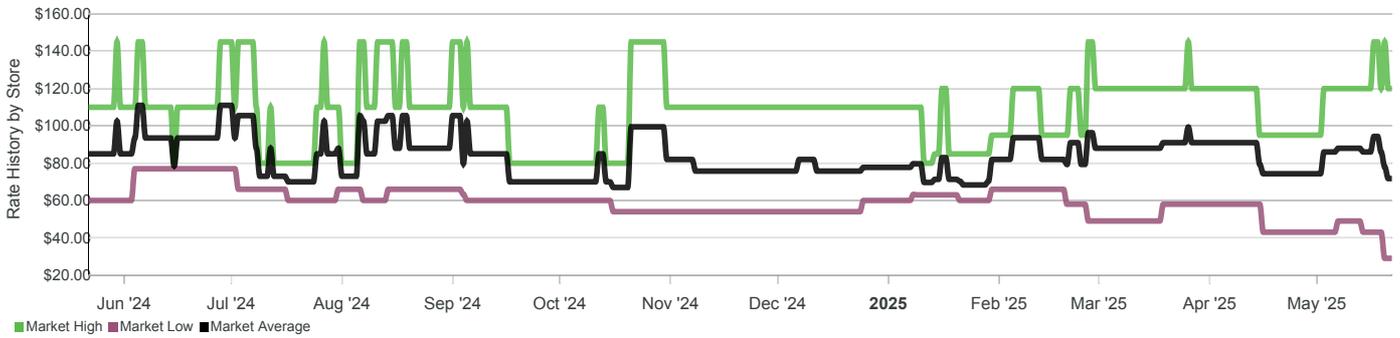


Rate History by Store Continued

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

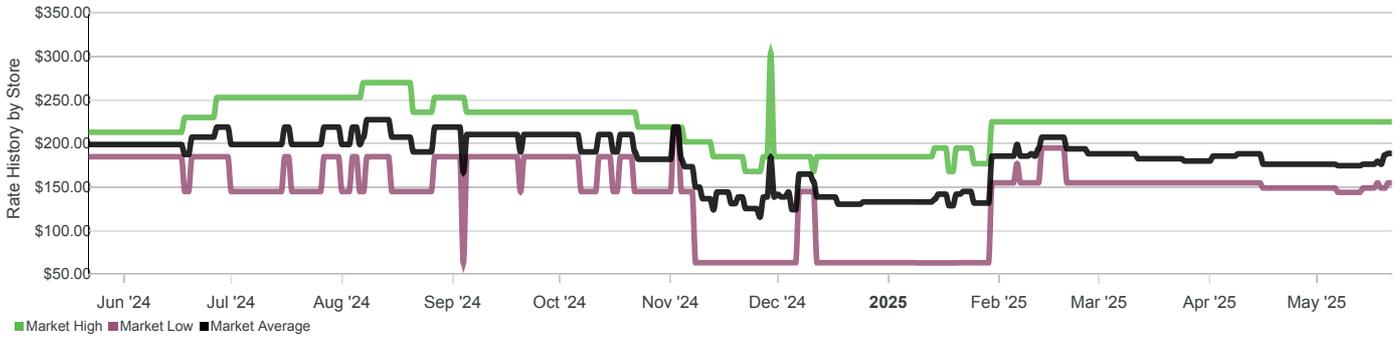


All Units With Parking (Last 1 Year, Value, Any Floor)



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

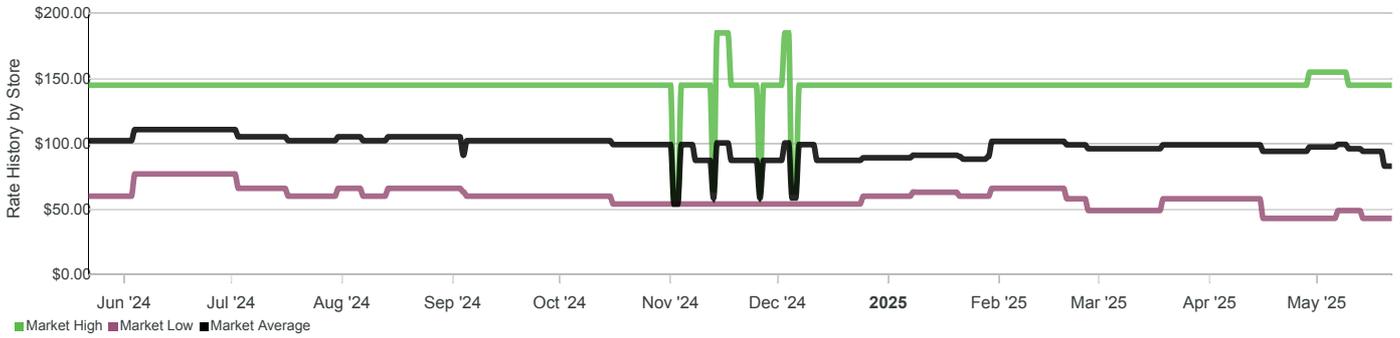
● Market High ● Market Low ● Market Average has same value in the series.



Rate History by Store Continued

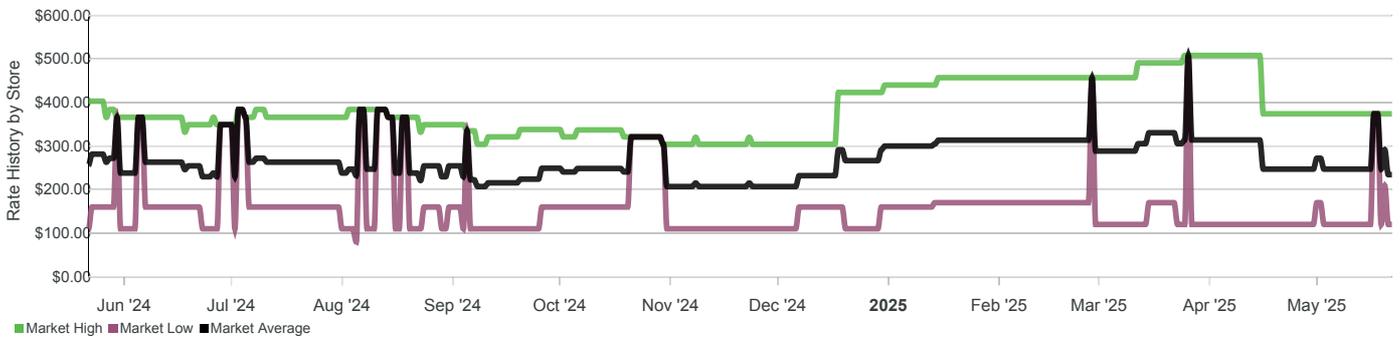
All Reg (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



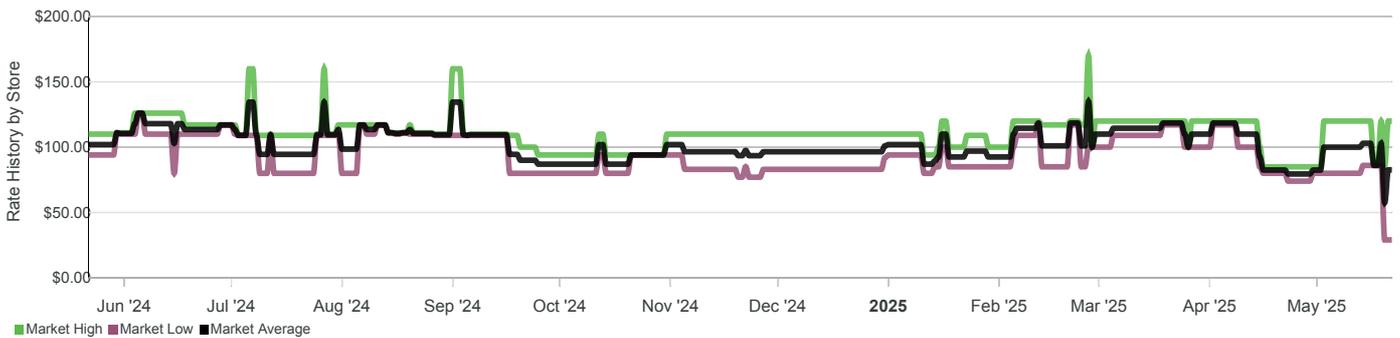
All CC (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



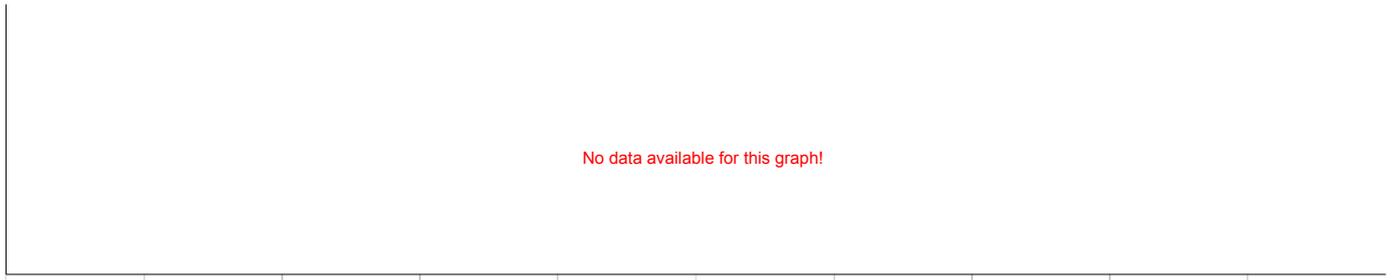
All CC (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*

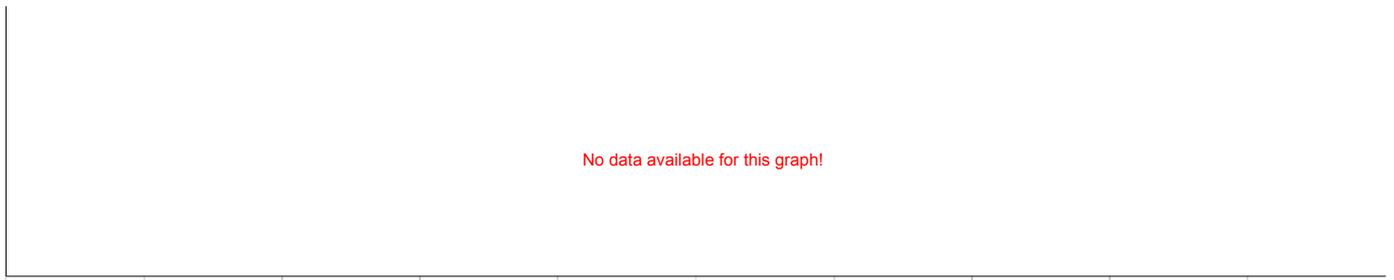


Rate History by Store Continued

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

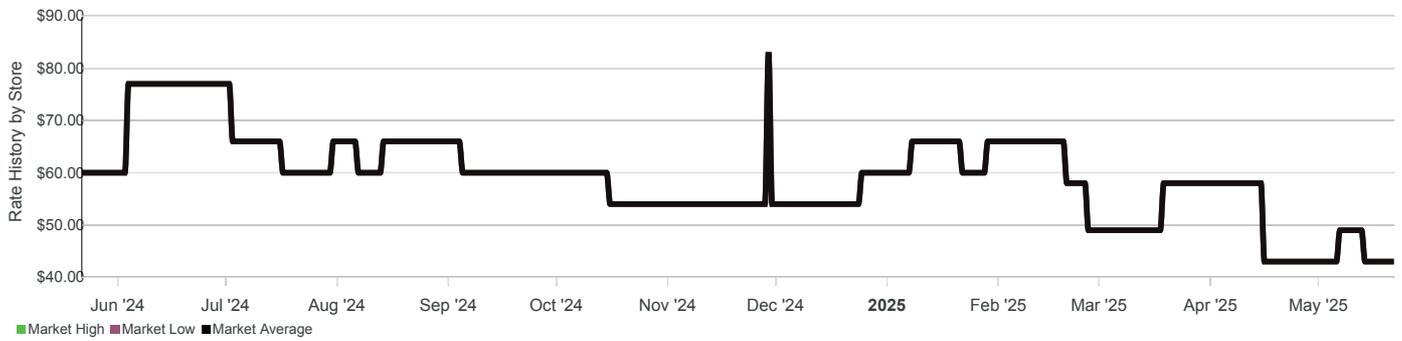


All Parking (Last 1 Year, Value, Any Floor)



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

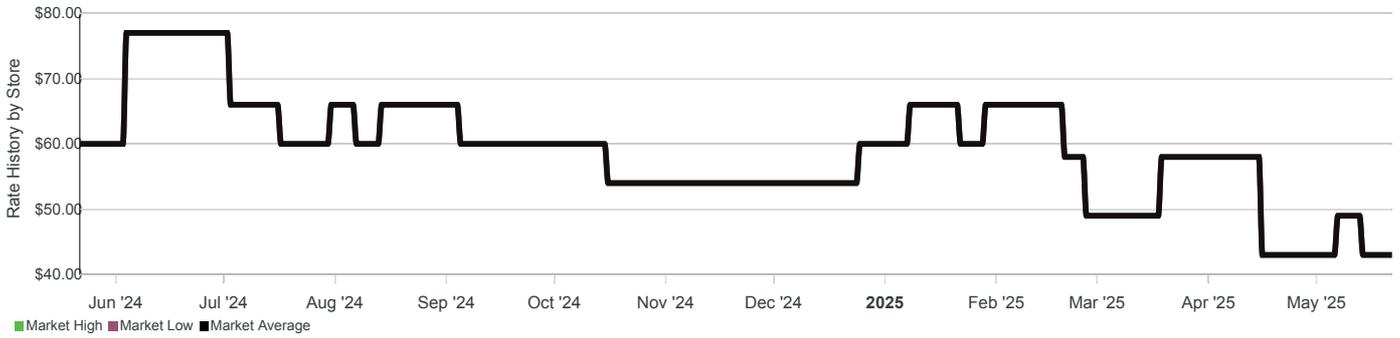
 ● Market High ● Market Low ● Market Average has same value in the series.



Rate History by Store Continued

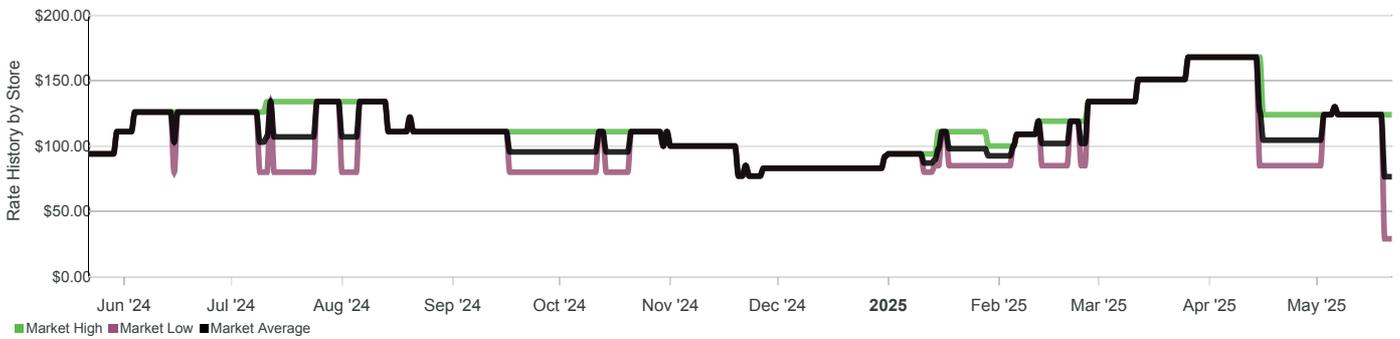
5x5 Reg (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



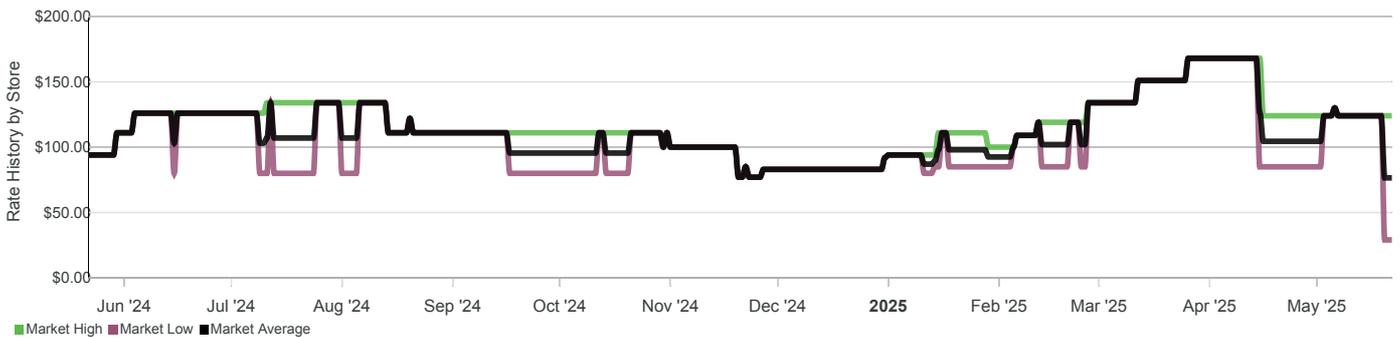
5x5 CC (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



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

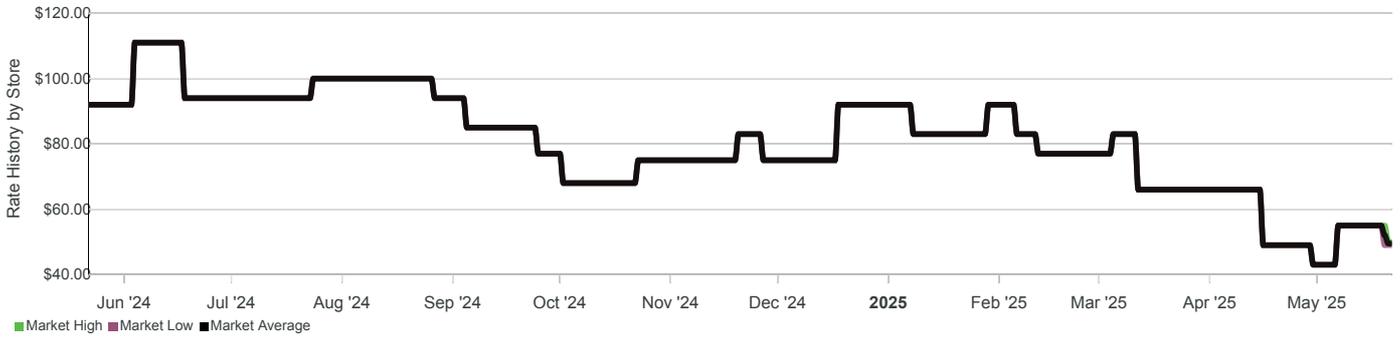
▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

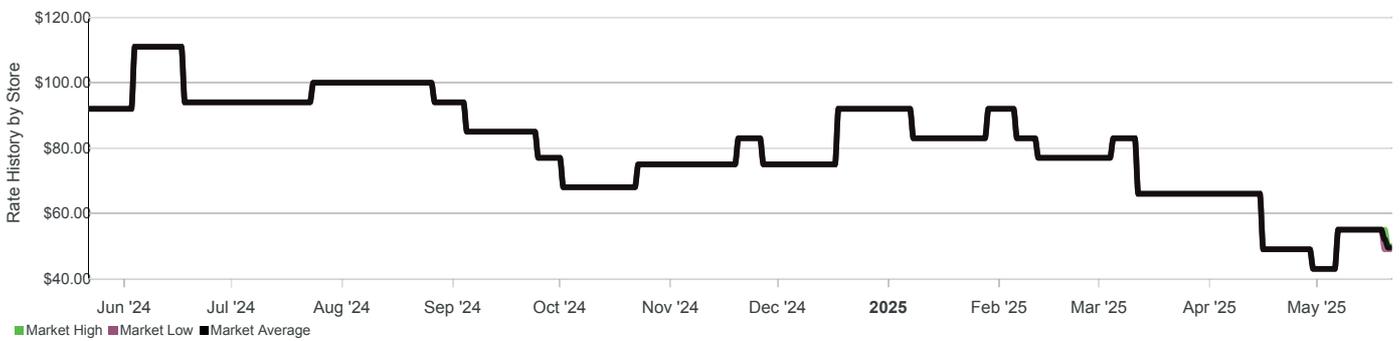
5x10 Reg (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



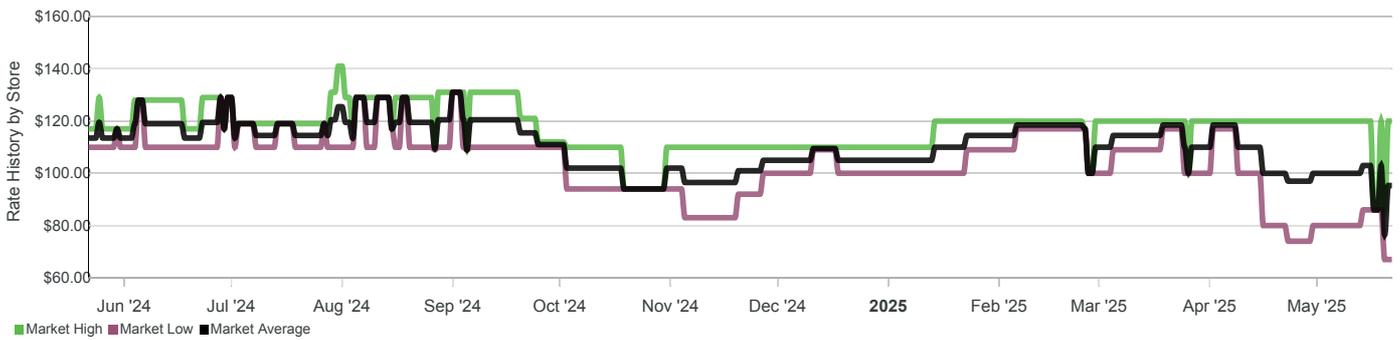
5x10 Reg (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



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

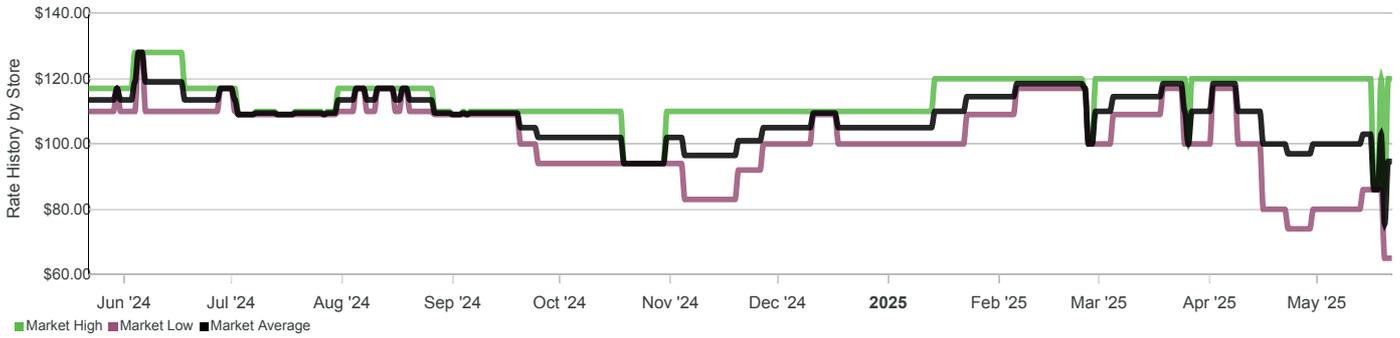
▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

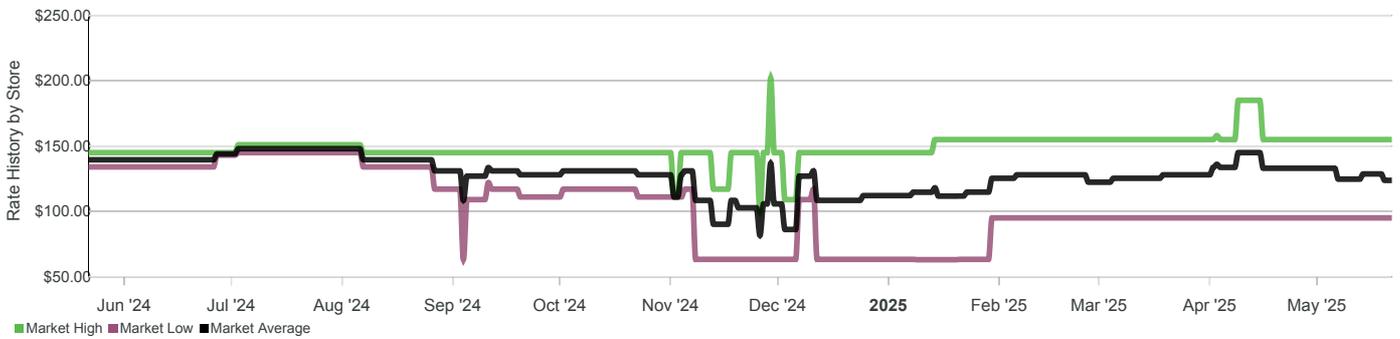
5x10 CC (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



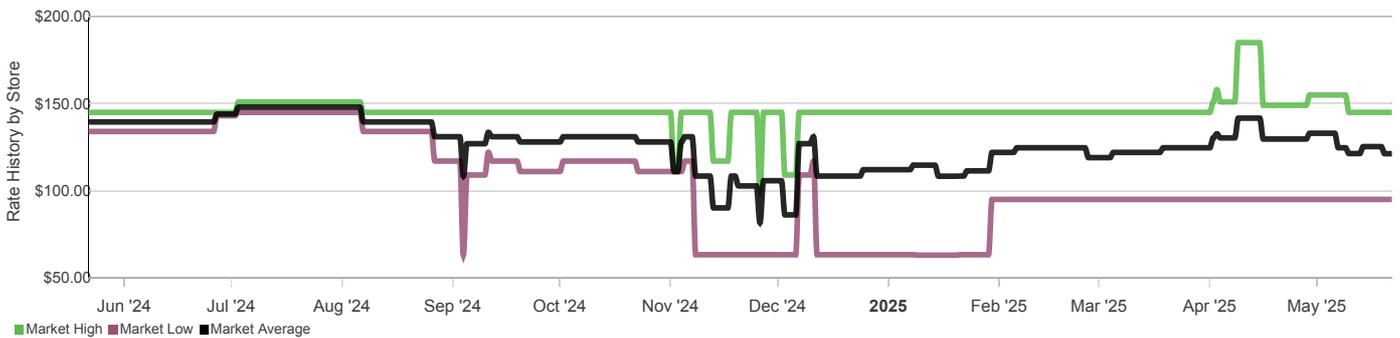
10x10 Reg (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



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

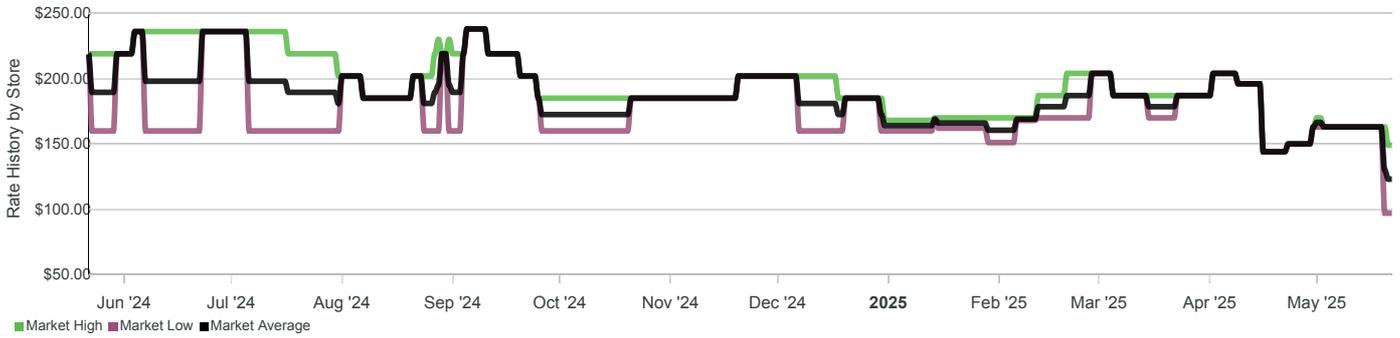
▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

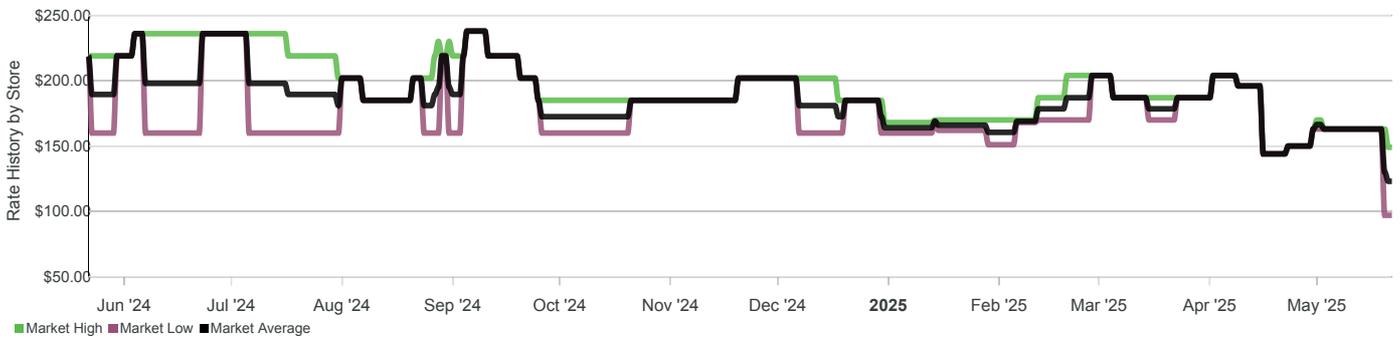
10x10 CC (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



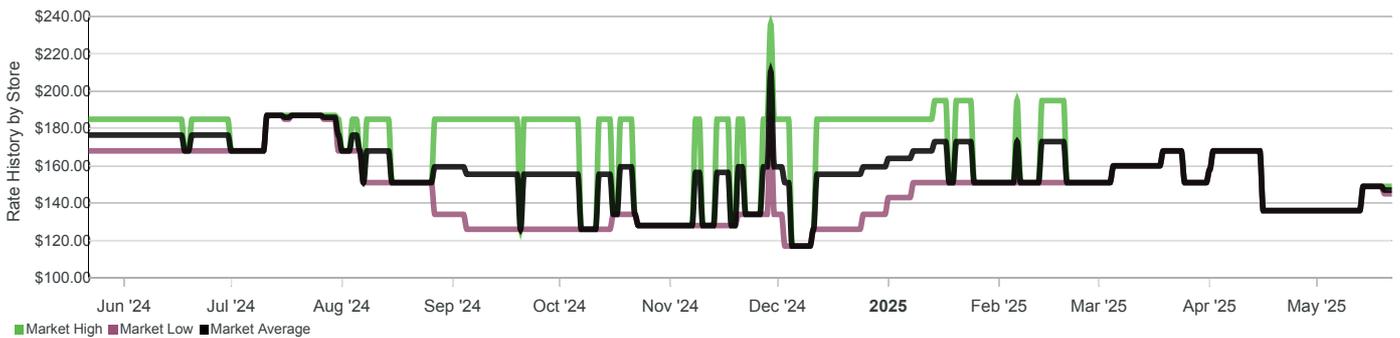
10x10 CC (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



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

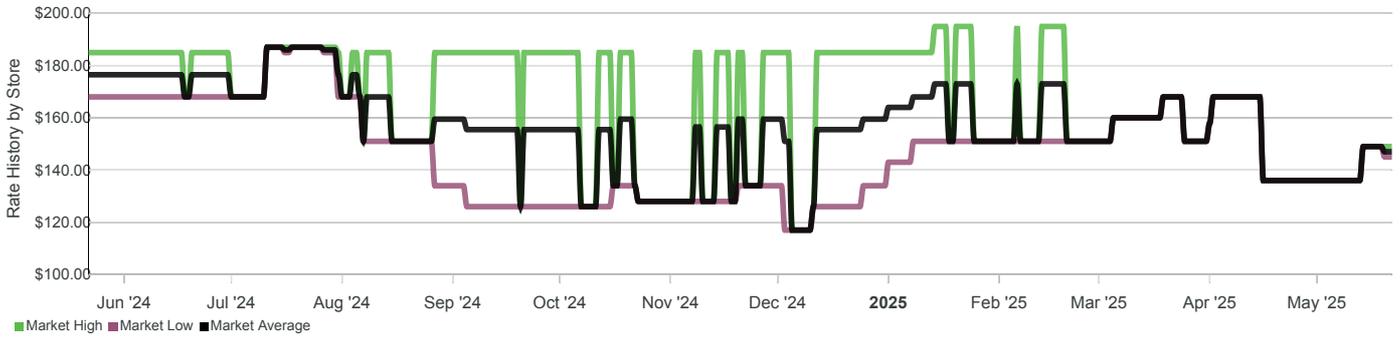
▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

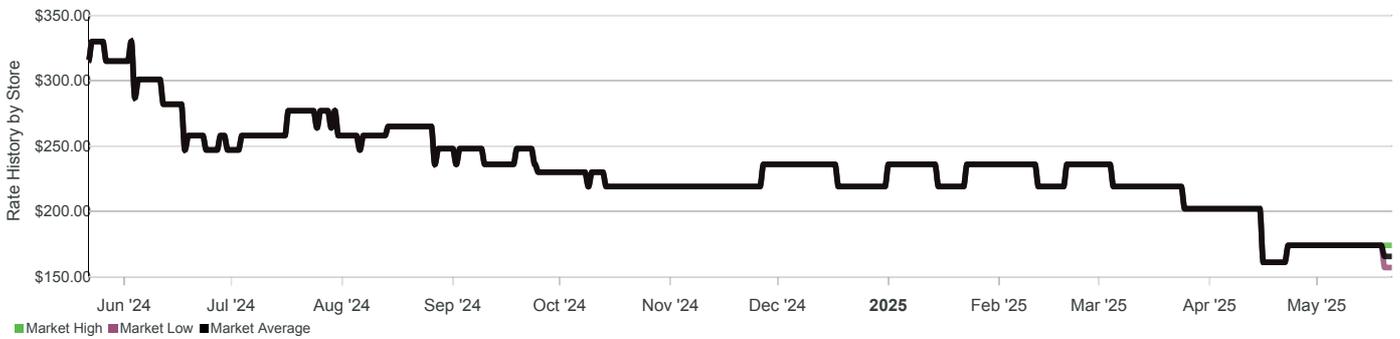
10x15 Reg (Last 1 Year, Value, Any Floor)

 ● Market High ● Market Low ● Market Average *has same value in the series.*



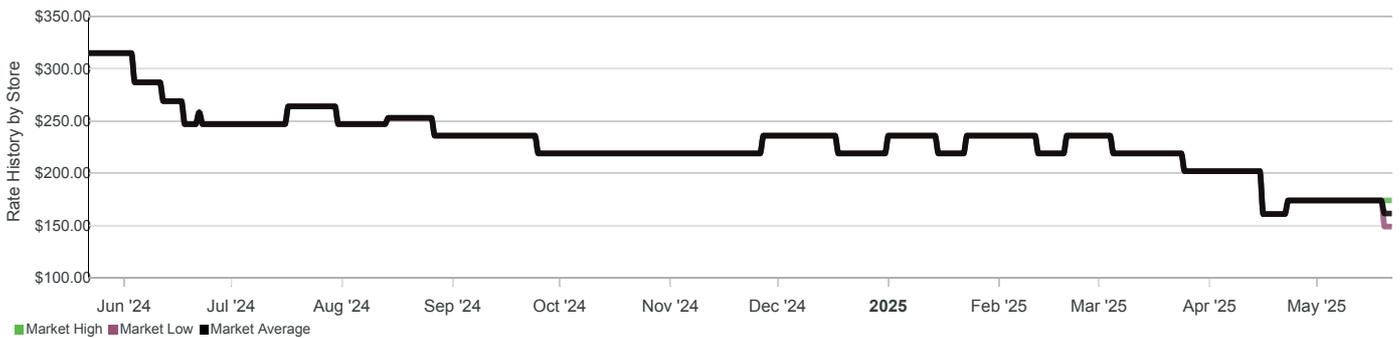
10x15 CC (Last 1 Year, Premium, Any Floor)

 ● Market High ● Market Low ● Market Average *has same value in the series.*



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

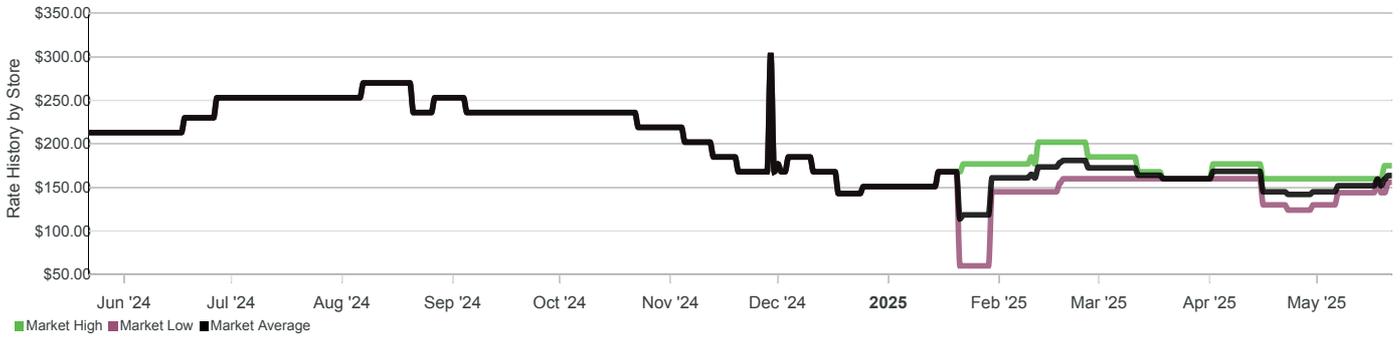
 ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

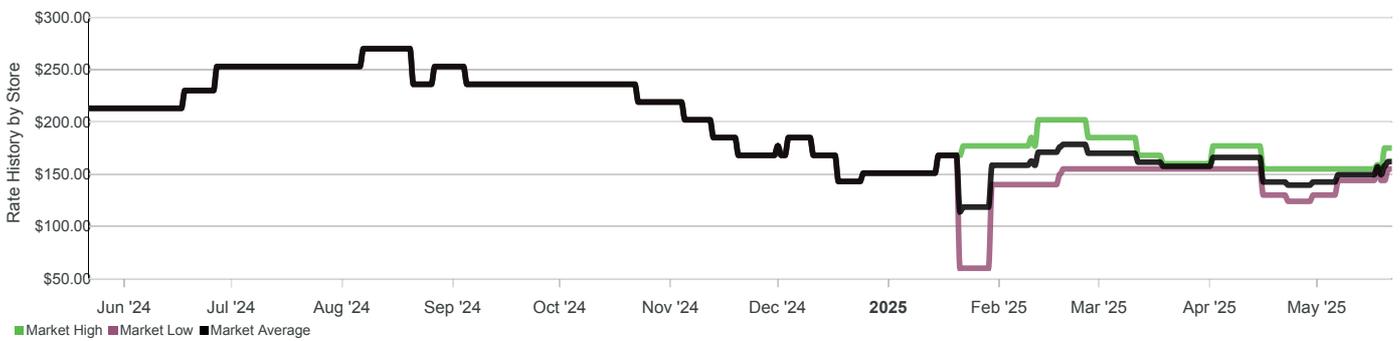
10x20 Reg (Last 1 Year, Premium, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



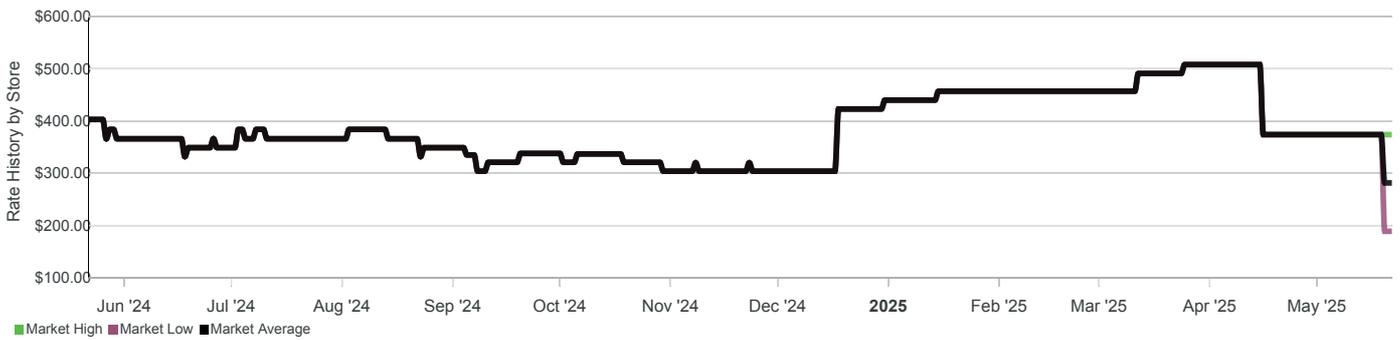
10x20 Reg (Last 1 Year, Value, Any Floor)

▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



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

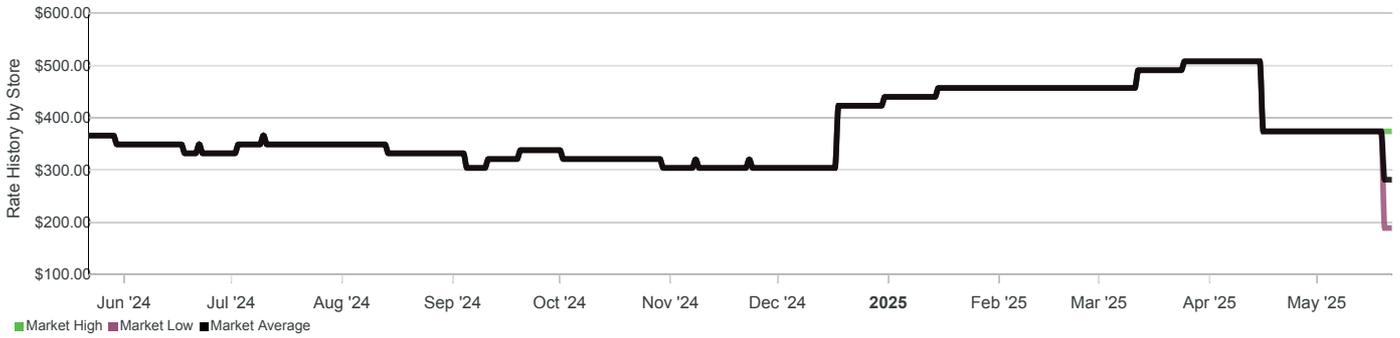
▲ ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

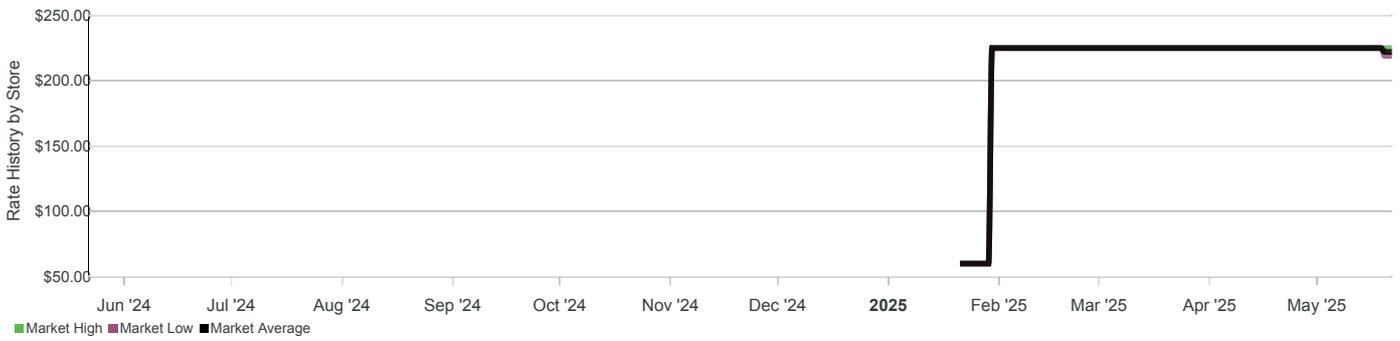
10x20 CC (Last 1 Year, Value, Any Floor)

 ● Market High ● Market Low ● Market Average *has same value in the series.*



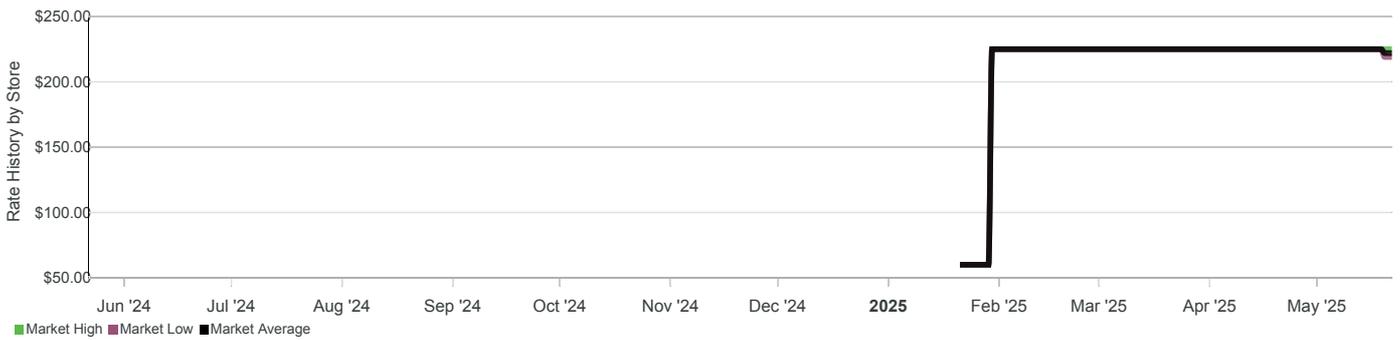
10x30 Reg (Last 1 Year, Premium, Any Floor)

 ● Market High ● Market Low ● Market Average *has same value in the series.*



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

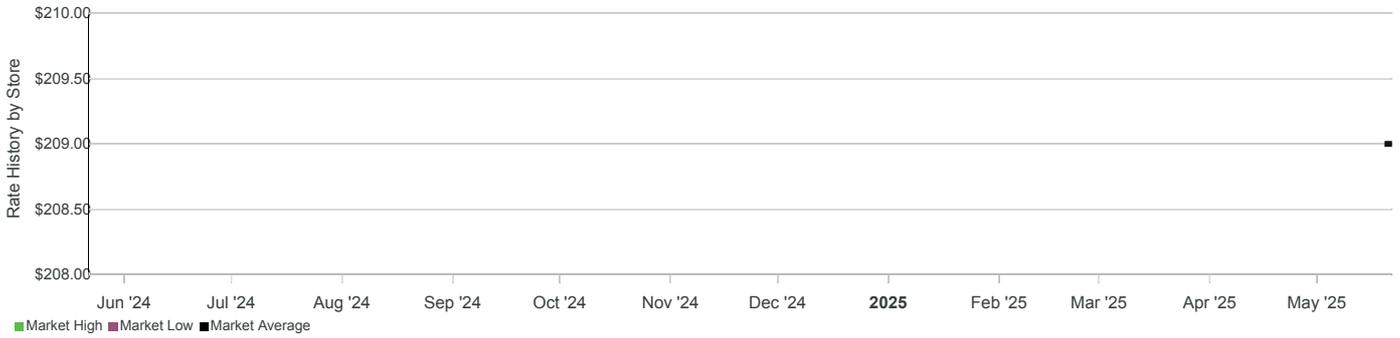
 ● Market High ● Market Low ● Market Average *has same value in the series.*



Rate History by Store Continued

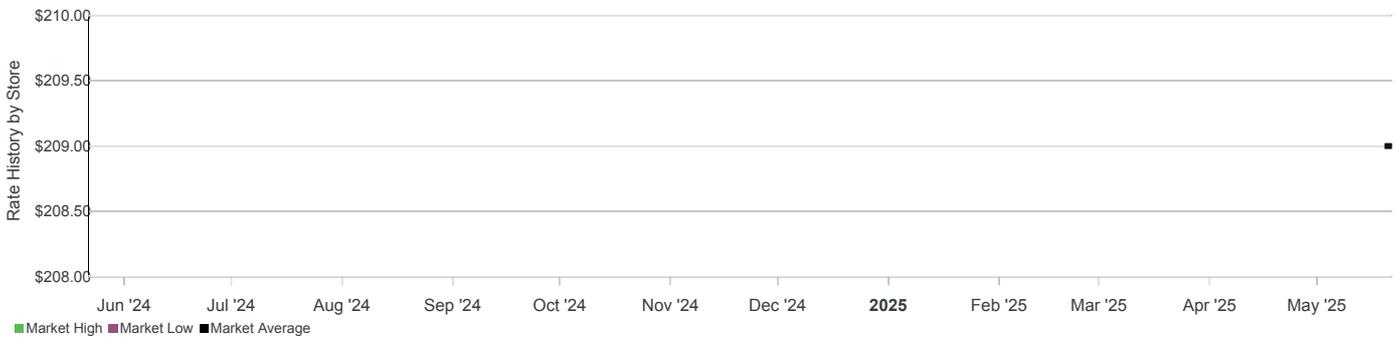
10x30 CC (Last 1 Year, Premium, Any Floor)

 ● Market High ● Market Low ● Market Average *has same value in the series.*



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

 ● Market High ● Market Low ● Market Average *has same value in the series.*

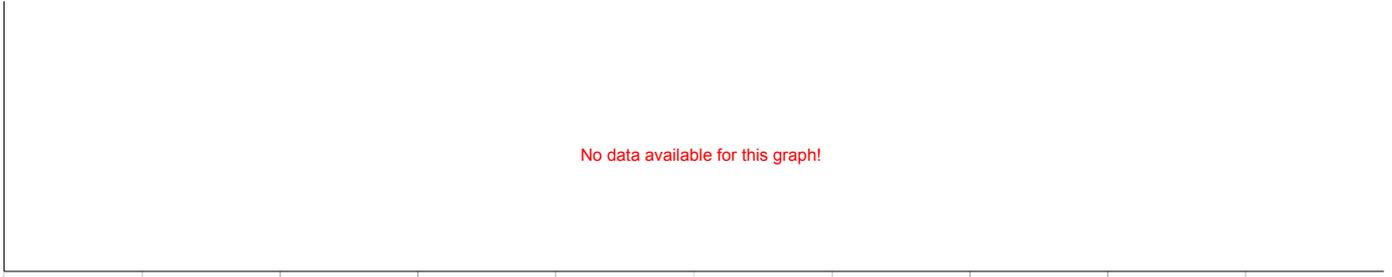


Car Parking (Last 1 Year, Premium, Any Floor)

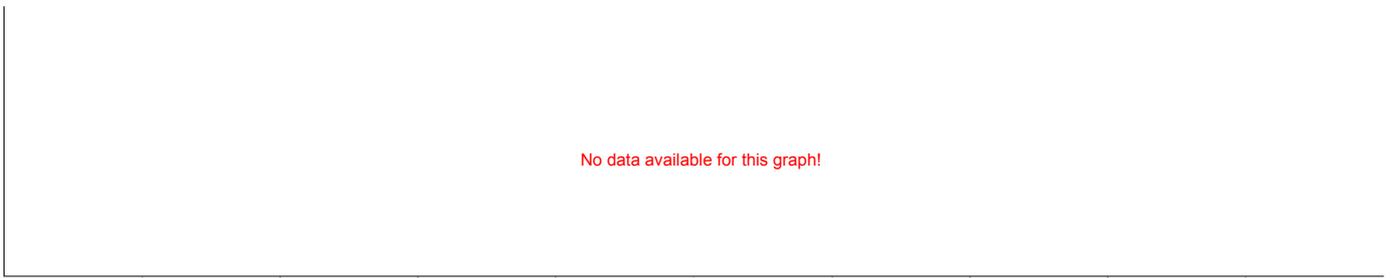


Rate History by Store Continued

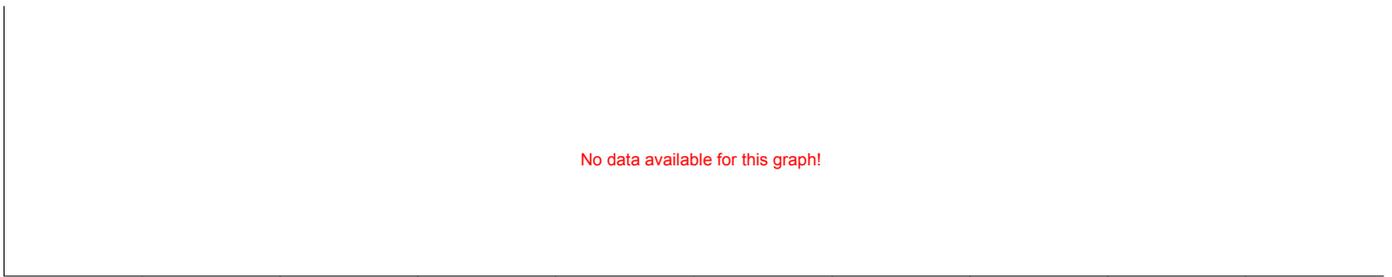
Car Parking (Last 1 Year, Value, Any Floor)



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	Final Planning
Project Type	New Building
Store Name	Sleepy Hollow Storage
Address	US Hwy 441 & Sleepy Hollow Rd, Leesburg, FL 34788
County	Lake
Proximity	3.82 mi
Facility Type	Self Storage
Zoning	PUD
Zoning Description	Planned Unit Development
Development Project Summary	The owner plans to develop a Sleepy Hollow Storage facility in 15.8 acre of vacant land. The proposed development zoned under PUD zoning area.
Acres	15.8
Property Building Permit	PUD-23-27
Self Storage Building Sq. Ft.	17573*
Self Storage Estimated Rentable Sq. Ft.	14058
Permit History Log	Approved Date: 02/23/2023
Permit Month	Feb 2023
MSA	Orlando-Kissimmee-Sanford, FL
Expected Open Date	08-Apr-2027
Project Verification Status	Verified
Source URL	Source URL 1 (https://cms6.revize.com/.....%20MEETINGR.pdf) Source URL 2 (https://cms6.revize.com/.....%20MinutesR.pdf) Source URL 3 (https://www.leesburgflorida.gov/.....%20MinutesR.pdf) Source URL 4 (https://www.leesburgflorida.gov/.....%20MinutesR.pdf)
Last Checked Date	22-May-2025

Ownership Info

No Data Found

Developments Continued

Contractor Info

No Data Found

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 90% of TSF if the property has 1 floor | RSF is 80% of TSF if the property has 2 floors | RSF is 75% of TSF if the property has 3 or more floors | RSF is 80% 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		★ Your Store							
 ★ Leesburg 44 Storage 1.26 miles 11111 CR 44, Leesburg, FL 34788		Drive Distance 1.51 miles		Marketing Scorecard 23/100									
		Drive Time 3.94 minutes		Contactability 3/11									
		Total Square Feet 12,640 sqft		PaidSearch 5/35									
		Rentable Square Footage 11,376 sqft		Search 0/15									
		Class Type C		SocialMedia 0/14									
		Store Type Hybrid		Website 15/25									
		Rate Volatility 0%											
		Stories 1											
		Year Built 1984											
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
✗	✗	✗	✗	✓	✗	✗	✗	✓	✗	✓	✗	✗	✗
 Black Bass Storage 2.32 miles 11120 Northern Ave, Leesburg, FL 34788		Drive Distance 3.05 miles		Marketing Scorecard 0/100									
		Drive Time 6 minutes		Contactability 0/11									
		Total Square Feet 3,000 sqft		PaidSearch 0/35									
		Rentable Square Footage 2,700 sqft		Search 0/15									
		Class Type C		SocialMedia 0/14									
		Store Type Self Storage		Website 0/25									
		Rate Volatility N/A											
		Stories 1											
		Year Built 1991											
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
✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
 473 Self Storage 2.7 miles 33227 County Road 473, Leesburg, FL 34788		Drive Distance 3.34 miles		Marketing Scorecard 0/100									
		Drive Time 6.63 minutes		Contactability 0/11									
		Total Square Feet 32,407 sqft		PaidSearch 0/35									
		Rentable Square Footage 29,166 sqft		Search 0/15									
		Class Type C		SocialMedia 0/14									
		Store Type Self Storage		Website 0/25									
		Rate Volatility N/A											
		Stories 1											
		Year Built 1999											
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		★ Your Store							
	Compass Self Storage - Leesburg 2.91 miles 8125 County Road 44, Leesburg, FL 34788 Monday - Sunday 06:00 AM - 10:00 PM	Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built	3.17 miles 6.15 minutes 92,887 sqft 83,598 sqft A Self Storage 33% 1 1995	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	62/100 3/11 25/35 7/15 7/14 20/25								
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
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗	✗
	U-Haul Moving & Storage of Lake Square 3.16 miles 10128 US Hwy 441, Leesburg, FL 34788 Monday - Sunday 05:00 AM - 10:00 PM	Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built	3.84 miles 7.61 minutes 27,220 sqft 24,498 sqft B Self Storage 1% 1 1984	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	54/100 6/11 15/35 5/15 7/14 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
✗	🚫	✗	✓	✓	🚫	🚫	✗	✗	✗	✗	✗	✗	✗
	FreeUp Storage - Eustis 4.09 miles 3700 County Rd 44, Grand Island, FL 32735 No Image Available	Drive Distance Drive Time Total Square Feet Rentable Square Footage Class Type Store Type Rate Volatility Stories Year Built	4.32 miles 7.29 minutes 20,947 sqft 16,757 sqft Pending Self Storage 0% N/A N/A	Marketing Scorecard Contactability PaidSearch Search SocialMedia Website	22/100 5/11 0/35 0/15 0/14 17/25								
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 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