

Competitive Market Analysis

Storage Quarters | 15415 Pine Ridge Rd, Fort Myers, FL 33908

This analysis benchmarks Storage Quarters against ten competing self-storage facilities in the Fort Myers trade area, using live competitor pricing from the Cubby Market Insights platform. Storage Quarters operates an entirely **non-climate-controlled (NCC)** unit mix; all comparisons below focus on the NCC sizes and vehicle parking the facility actually offers. The data is pricing-only — occupancy figures are not available on this source.

10	7	+51%	−56%
competing facilities in trade area	NCC storage sizes benchmarked	avg. SQ premium vs market on storage units	SQ parking rate vs market average

Average premium is the simple mean of Storage Quarters' percentage gap to the Cubby competitor benchmark across the seven NCC storage sizes (vehicle parking shown separately).

Key findings

Premium positioning on storage units. Storage Quarters prices **above** the market benchmark on every comparable storage size — from +4% on 10x30 units to roughly +79% on 10x10 and +87% on 15x20. This signals strong rate positioning (and potential revenue upside for a buyer) but warrants validation against in-place occupancy.

Vehicle parking is well below market. At \$52.00, Storage Quarters' all-vehicle parking rate is about **56% under** the \$117.05 market average — the clearest near-term rate-increase opportunity in the current mix.

No climate-controlled offering. Competitors price climate-controlled (CC) units across 13 sizes; Storage Quarters offers none. This is a product gap and a potential value-add (CC conversion/expansion) story for the marketing package.

Fragmented, branded competition. The set is dominated by national/regional operators — four Extra Space, two CubeSmart, plus StorageMart and iStorage — alongside two independents. Pricing varies widely by location and unit type.

1. Storage Quarters vs. market benchmark

Storage Quarters' in-place rate against the Cubby competitor benchmark (the platform's average of competing facilities) for each NCC size and vehicle parking. "Comp. offering" shows how many of the ten facilities list that size.

Unit type / size	Storage Quarters	Market benchmark	Gap (\$)	Gap (%)	Comp. offering
5x5 NCC	\$28.00	\$17.25	+\$10.75	+62%	4
5x10 NCC	\$46.00	\$28.00	+\$18.00	+64%	8
10x10 NCC	\$92.00	\$51.50	+\$40.50	+79%	8
10x20 NCC	\$186.00	\$140.00	+\$46.00	+33%	9
10x25 NCC	\$253.00	\$192.75	+\$60.25	+31%	4
10x30 NCC	\$220.00	\$212.00	+\$8.00	+4%	5
15x20 NCC	\$239.00	\$127.80	+\$111.20	+87%	1
Vehicle parking	\$52.00	\$117.05	-\$65.05	-56%	8

Red = Storage Quarters priced above market; green = below market. Benchmark, rates and competitor counts are taken directly from Cubby Market Insights.

Reading the gap

On a unit-revenue basis the facility is positioned at a premium across the board, with the largest dollar gaps on the larger and small-but-scarce units (10x25 at +\$60, 15x20 at +\$111). The single exception, vehicle parking, sits far below the eight competitors that offer it — a straightforward lever to test. Because this source carries no occupancy data, treat the premiums as a pricing-power indicator to confirm against the facility's own physical and economic occupancy before underwriting them into a sale price.

2. Facility-by-facility rate matrix (NCC)

Published rates by facility for the NCC sizes Storage Quarters offers. Blank = facility does not list that size. Storage Quarters and the market benchmark are shown for reference.

Facility	5x5	5x10	10x10	10x20	10x25	10x30	15x20	Parking
Storage Quarters	\$28	\$46	\$92	\$186	\$253	\$220	\$239	\$52
<i>Market benchmark</i>	\$17	\$28	\$52	\$140	\$193	\$212	\$128	\$117
CubeSmart Self Storage 11200 Gladiolus Dr, Fort Myers, 33908				\$185		\$325		\$113
CubeSmart Self Storage 13271 Metro Pkwy, Fort Myers, 33966		\$27	\$56	\$94			\$128	
Extra Space 16590 San Carlos Blvd, Fort Myers, 33908		\$19	\$53	\$149	\$177			\$166
Extra Space 9321 Cypress Lake Dr, Fort Myers, 33919	\$18	\$29	\$46	\$140		\$212		\$140
Fort Myers Self Storage 17701 Summerlin Road, Fort Myers, 33908	\$10	\$18	\$28	\$68		\$194		\$106
Storage Mart 13990 McGregor Blvd, Fort Myers, 33919	\$16	\$32	\$48	\$67	\$111			\$93
Safe T Storage 17501 Pine Ridge Rd, Fort Myers Beach, 33931	\$91	\$106	\$151	\$196	\$1,113			\$121
Extra Space 17780 San Carlos Blvd, Fort Myers, 33931								
Extra Space 15262 Convenience Way, Fort Myers, 33908		\$37	\$54	\$149		\$200		\$96
iStorage - McGregor Blvd 12859 McGregor Blvd, Fort Myers, 33919		\$24	\$50	\$115	\$208	\$249		\$227

Rates as published in Cubby Market Insights. Note the Safe T Storage 10x25 list price (\$1,113) appears anomalous and likely reflects a data/listing artifact rather than a true comparable.

3. Climate-controlled gap & market trend

Storage Quarters offers no climate-controlled (CC) units. Competitors actively price CC across many sizes — for example 5x5 CC at a \$18.00 benchmark, 10x10 CC at \$58.40, and 10x20 CC at \$116.00 — a segment the facility does not currently serve. For a sale, this is best framed as upside: excess land or building conversion to capture CC demand and premium CC rates.

30-day market rate movement (NCC)

Change in the competitor benchmark over the trailing 30 days, per Cubby. Useful context for where the local market is heading on the sizes Storage Quarters competes in.

Size	Market benchmark	30-day change
5x5 NCC	\$17.25	26.09%
5x10 NCC	\$28.00	17.14%
10x10 NCC	\$51.50	-5.09%
10x20 NCC	\$140.00	-25.36%
10x25 NCC	\$192.75	-7.91%
10x30 NCC	\$212.00	-20.75%
15x20 NCC	\$127.80	19.25%
Vehicle parking	\$117.05	10.64%

Green = benchmark rose vs. 30 days ago; red = fell. Movement is at the market level, not Storage Quarters' own rates.

Methodology & notes

Source. All competitor names, addresses, rates, counts and trend figures were captured directly from the Cubby Market Insights screen for Storage Quarters on the preparation date. No values were estimated or supplemented.

Scope. Storage Quarters' unit mix is entirely non-climate-controlled, so the head-to-head comparisons cover NCC sizes and vehicle parking. Climate-controlled competitor pricing is referenced only to frame the product gap.

Market benchmark. The “market benchmark” is Cubby's own “Competitors” average for each unit type; it may use a methodology (e.g., outlier handling) that differs from a simple average of the individual facility rates shown in Section 2.

Pricing basis. Listed rates may mix in-place and online/promotional asking rates and do not reflect concessions, unit availability, or occupancy. Validate against Storage Quarters' own rent roll and occupancy before pricing decisions or underwriting.

Occupancy. Not available on this source. If occupancy data exists elsewhere (PMS or facility reports), it can be added to complete the competitive picture.