To the press
Press release
July 31, 2026.
Leasing Management Consulting Co., Ltd.

As of the end of June 2026, announced changes in unit price and key money for rental condominiums in the 5 major wards of central Tokyo

Leasing Management Consulting Co., Ltd. (hereinafter LMC, Headquarters: Minato-ku, Tokyo, President: Koichi Saito) is located on July 31,2026 in the five major wards of central Tokyo (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) We will announce the transition of the unit price per tsubo and the transition of key money for rental apartments. * This data was created based on our rental market data file area version.

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【Summary as of the End of June 2026 for the Five Central Wards】

As of the end of June 2026, the average advertised price per tsubo for condominiums (reinforced concrete or steel-reinforced concrete construction completed since June 2016) in the five central wards (Chiyoda, Chuo, Minato, Shinjuku, and Shibuya) increased in Chuo and Shibuya wards, while it declined in Chiyoda, Minato, and Shinjuku wards.
Meanwhile, the average advertised key money increased in Chiyoda, Chuo, Minato, and Shibuya wards, while it remained flat in Shinjuku Ward.

【Key Trends as of the End of June 2026 for the Five Central Wards】

Average Listing Price per Tsubo (Month-over-Month Comparison) (Chart ①)

- ◆ Chiyoda Ward: ¥21,804 (Month-on-month: -¥104 / Year-on-year:+¥860)
- ◆ Chuo Ward: ¥20,837 (Month-on-month: +¥217 / Year-on-year:+¥1,304)
- ◆ Minato Ward: ¥27,475 (Month-on-month: -¥44 / Year-on-year:+¥2,488)
- ◆ Shinjuku Ward: ¥20,143 (Month-on-month: -¥37 / Year-on-year:+¥799)
- ◆ Shibuya Ward: ¥22,699 (Month-on-month: +¥93 / Year-on-year:+¥1,615)
- Chuo Ward recorded its highest level since data collection began.
- All five wards posted year-on-year increases for the 33rd consecutive month.

Average Key Money (Month-over-Month Comparison) (Chart ②)

- ◆ Chiyoda Ward: 0.66 months (Month-on-month: +0.02 months/ Year-on-year: +0.16months)
- ◆ Chuo Ward: 0.63 months (Month-on-month: +0.06 months/ Year-on-year:±0.00months)
- ◆ Minato Ward: 0.70 months (Month-on-month: +0.03 months/ Year-on-year: +0.07 months)
- ◆ Shinjuku Ward: 0.50 months (Month-on-month:±0.00 months/ Year-on-year: -0.04 months)
- ◆ Shibuya Ward: 0.58 months (Month-on-month: +0.01 months/ Year-on-year: -0.05 months)

Chart ① Average unit price per tsubo

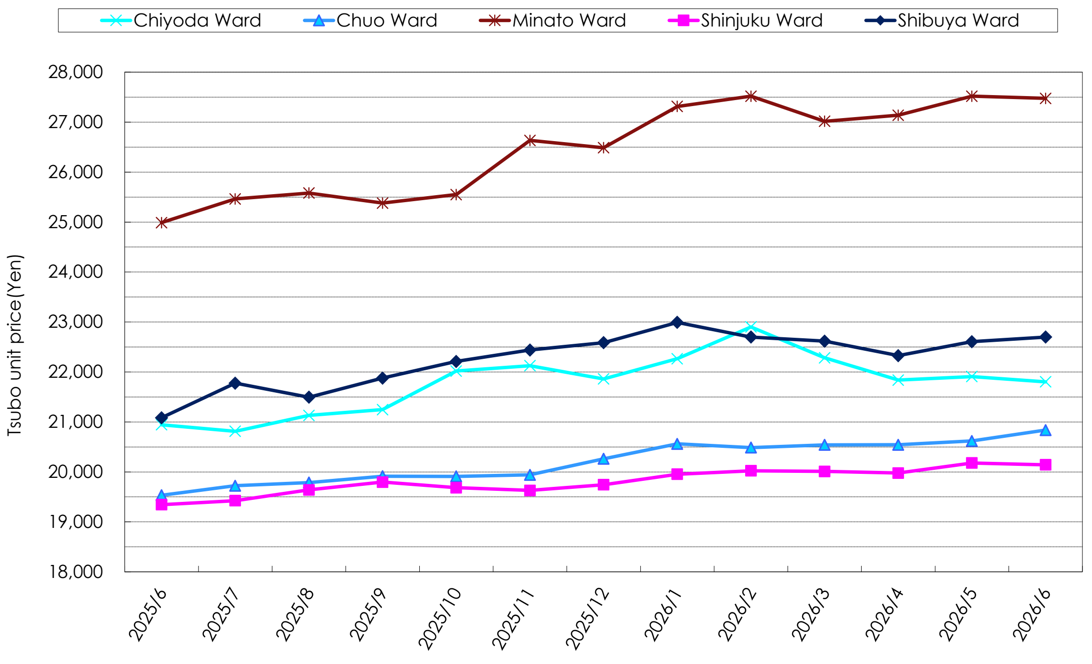
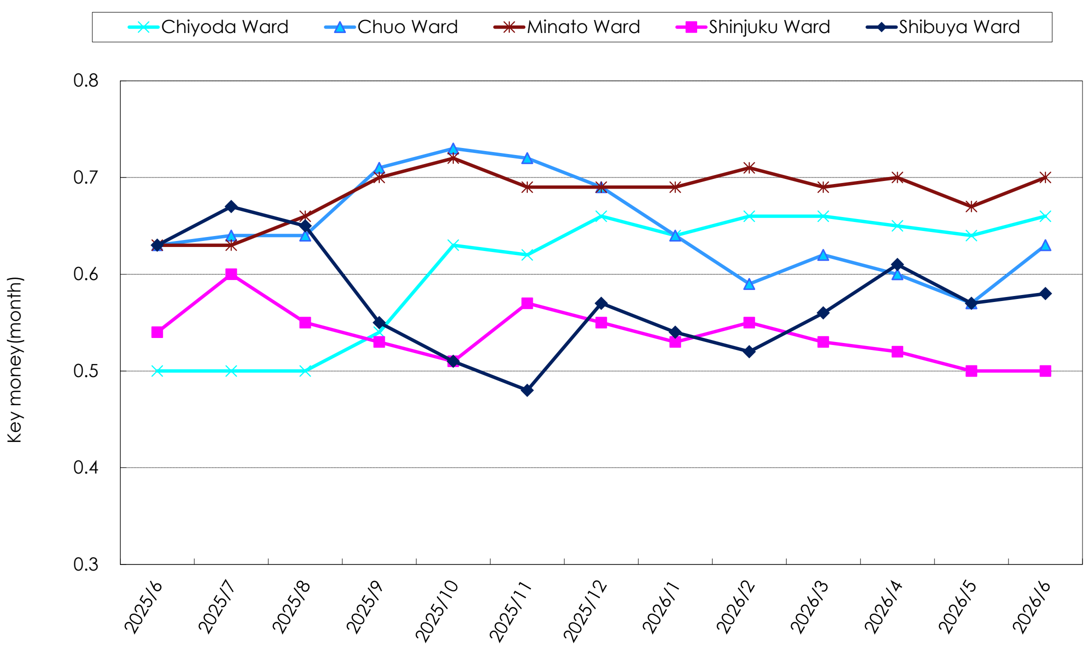


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo

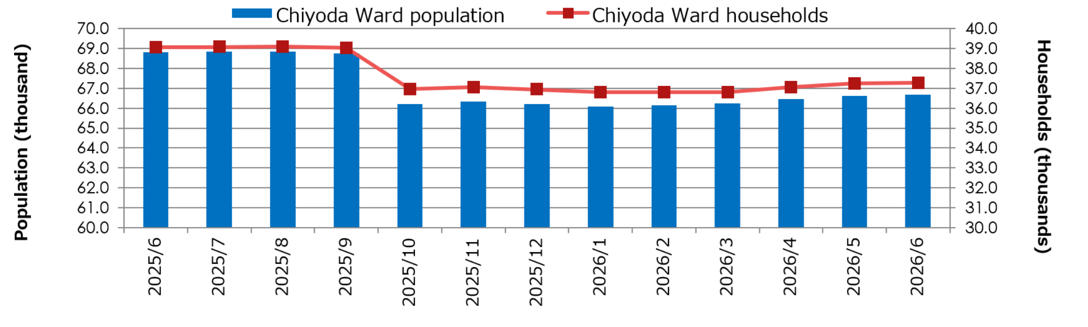


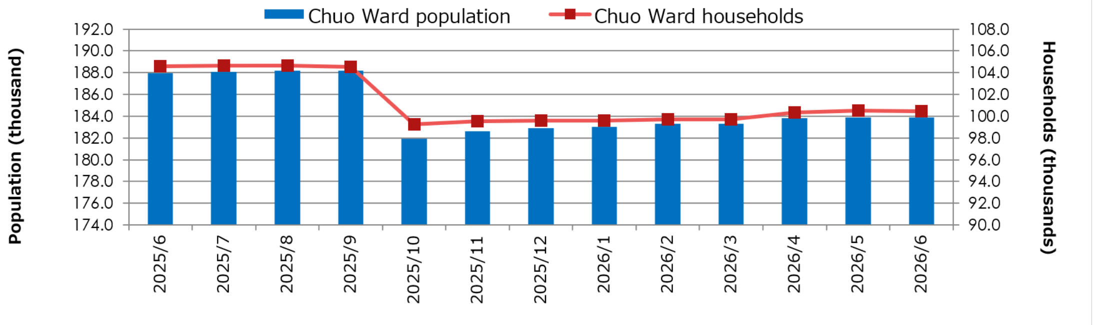
LMC research

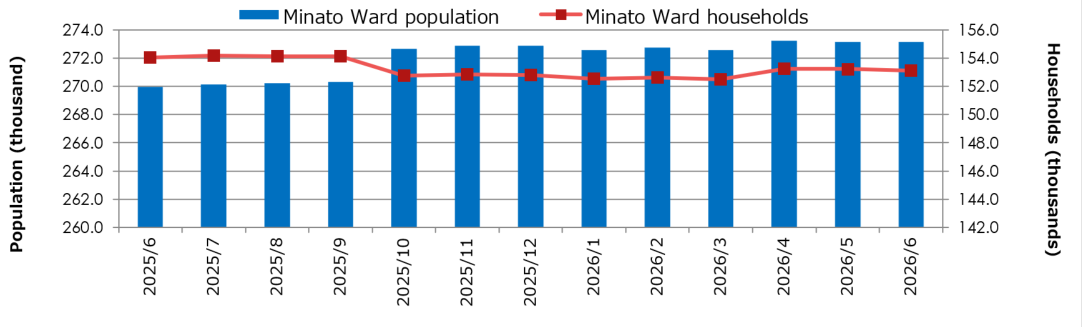
Conditions: Within 10 years of construction RC / SRC condominium type

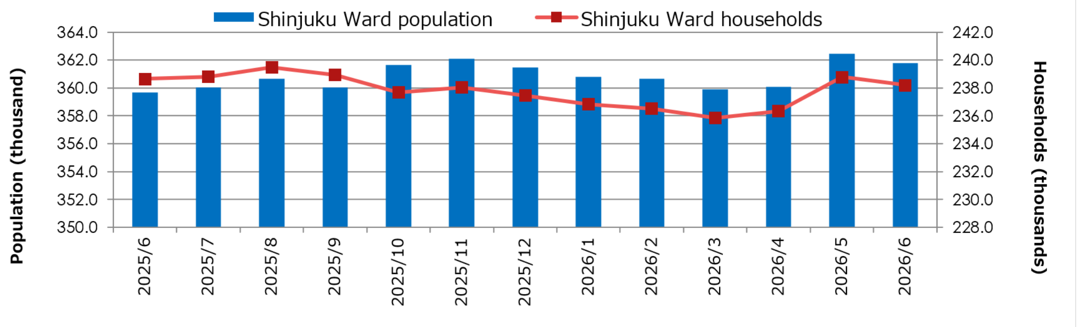
The value is the arithmetic mean value of the number of months of key money offered in the area

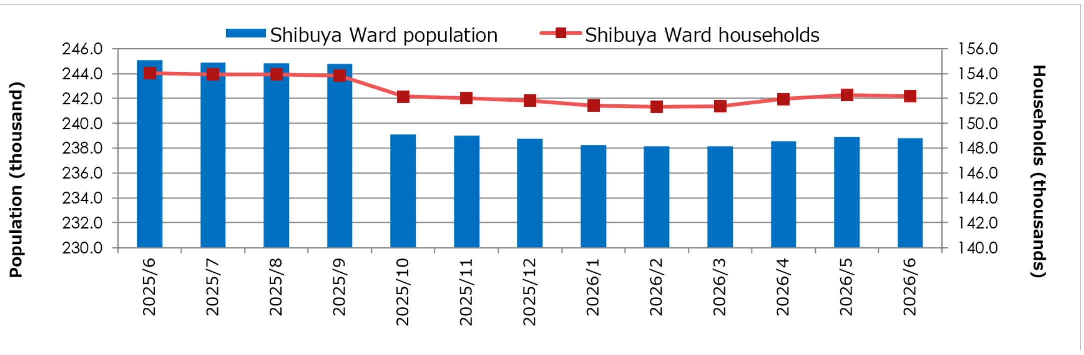
Chart ③Population and Number of Households in 5 Wards of Central Tokyo











* Estimated population figures are as of the first day of each month. The figures for October 2025 are based on the preliminary results of the national census.

Source) Tokyo Metropolitan Government Website

Population & Households (Chart ③)

As of June 1, both the population and the number of households increased in Chiyoda Ward, while they declined in Chuo, Minato, Shinjuku, and Shibuya wards.

Chiyoda-Ward	population: 66,670 (+64)	households: 37,263 (+32)
Chuo-Ward	population:183,861 (-37)	households:100,439 (-52)
Minato-Ward	population:273,125 (-4)	households:153,117 (-105)
Shinjuku-Ward	population:361,787 (-675)	households:238,188 (-588)
Shibuya-Ward	population:238,786 (-116)	households:152,184 (-114)

* Estimated population figures are as of the first day of each month. The figures for October 2025 are based on the preliminary results of the national census., in parentheses, m/m

* If you want to publish this release in an article, please let us know.

About rental market data file - Strong support for more precise leasing strategy planning -

From data that broadly overlooks the real estate market such as "population trends", "economic trends", and "construction starts", to data focused on target properties such as "rent trends in the neighborhood of properties" and "operating trends of competing properties", the "Rental Market Data File" provides real estate-related data in a format that is easier to see and understand.

In particular, through our own media "Rakuchin Sheet Listing" (visit to a total of 1,150,000 companies from May 2007 * as of December 31, 2025), we will strengthen the accuracy of information by collecting and using live information (real recruitment information, deal information) from intermediaries, and strongly support the planning and review of more precise leasing strategies and tactics than ever before in the "Rental Market Data File".

☆ Price: 1 area: from 30,000 yen (excluding tax)

☆ Delivery time: About 10 days / For example, we will deliver the data as of the end of the month around the 10th of the following month.

【LMC Business Overview】

LMC provides marketing support services specializing in rental condominiums.

By using direct marketing methods, we provide support for response data by telemarketing (acquisition, accumulation, aggregation, and analysis). On the other hand, customer maintenance activities (CRM) for tenants of rental condominiums we are also focusing on providing a variety of solutions with the goal of maintaining the occupancy rate of properties.

【Company Profile】

Company name: Leasing Management Consulting Co., Ltd.

Location: 2F, Daiwa Nishi-Shimbashi Building, 3-2-1 Nishi-Shimbashi, Minato-ku, Tokyo 105-0003

Representative: Koichi Saito, President

Capital: 200,000,000 yen

Employees: 55 (as of July 2026)

URL： https://lmc-c.co.jp

―Inquiries regarding this matter―――――――――――――――――――――

Leasing Management Consulting Co., Ltd.

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