



To the press  
Press release  
February 26, 2021  
Leasing Management Consulting Co., Ltd.

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**As of the end of January 2021, announced changes in unit price and key money for rental condominiums in the 5 major wards of central Tokyo**

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Leasing Management Consulting Co., Ltd. (hereinafter LMC, Headquarters: Minato-ku, Tokyo, President: Koichi Saito) is located on February 26, 2021 in the five major wards of central Tokyo (Chuo-ku and Minato-ku), Shibuya-ku, Shinjuku-ku, Chiyoda-ku) 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](#).



**【Summary of 5 central wards of Tokyo as of the end of January 2021】**

As of the end of January 2021, the unit price per tsubo (RC / SRC condominium type completed after January 2011) in the 5 central wards (Chuo, Minato, Shibuya, Shinjuku, Chiyoda) is all 5 wards. It increased in. In addition, the key money offered has risen in Chuo Ward and Minato Ward, and has fallen in the other three wards.

**【As of the end of January 2021, major trends in the 5 central wards of Tokyo】**

**Average unit price per tsubo (Chart ①)**

The average monthly offer tsubo unit price for each ward was +142 yen in Minato Ward, rising for the first time in 11 months, and in all 5 wards, Chiyoda Ward +219 yen, Chuo Ward +106 yen, Shinjuku Ward +35 yen, Shibuya Ward +356 yen. It was a rise. Compared to the same month of the previous year, it increased in Shibuya Ward and decreased in the other 4 wards.

**Average key money from the previous month (Chart ②)**

The average monthly key money for each ward increased by +0.07 months (+ 13.5%) in Chuo Ward, +0.05 months (+ 7.7%) in Minato Ward, and -0.10 months in Chiyoda Ward. It fell by (-16.1%), Shinjuku-ku -0.02 months (-3.3%), and Shibuya-ku -0.01 months (-1.5%). Compared to the same month of the previous year, it has fallen in all 5 wards for 8 consecutive months. Chart ① Average recruitment tsubo unit price transition in 5 central wards of Tokyo.

Chart ① Average unit price per tsubo

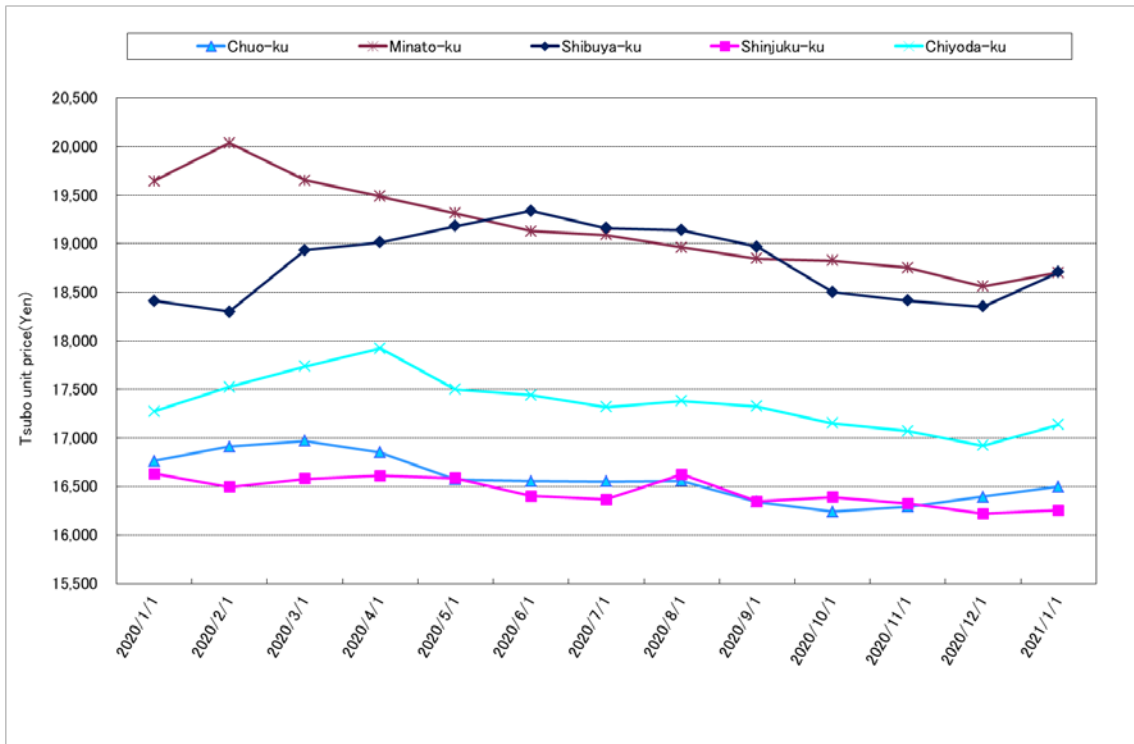
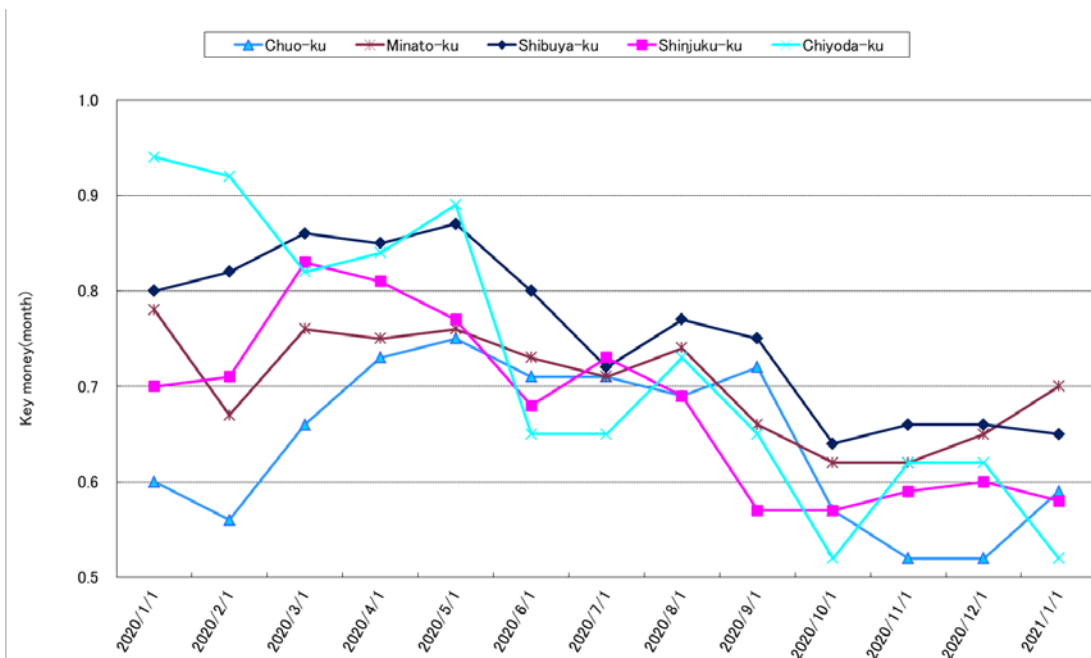


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



\* 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 ③ Population and Number of Households in 5 Wards of Central Tokyo



\* Estimated population as of 1st of each month.

Source) Tokyo Metropolitan Government Website

### Population and Number of Households (Chart ③)

As of January 1, the population of the 5 wards of central Tokyo increased in Chuo, Shinjuku, and Chiyoda wards, decreased in Minato and Shibuya wards, increased the number of households in Chuo and Shinjuku wards, and decreased in other 3 wards.

Chuo-ku January population : 170,016 (+165) January households: 93,601 households (+39)

Minato-ku January population : 258,415 (-504) January households: 138,003 households (-348)

Shibuya-ku January population: 235,496 (-207) January households: 143,056 households (-166)

Shinjuku January Population : 346,467 (+415) January households: 215,724 households (+597)

Chiyoda-ku January population: 67,165 (+7) January households: 38,205 households (-29)

\* Estimated population as of 1st of each month, 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 "Easy Sheet Listing" (visit to a total of 810,000 companies from May 2007 \* as of March 31, 2020), 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, response data by telemarketing (acquisition, accumulation, aggregation, and analysis) we provide support. 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: 45 (as of March 2021)

URL : <http://www.lmc-c.co.jp>

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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