



To the press
Press release
August 31, 2021
Leasing Management Consulting Co., Ltd.

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**As of the end of July 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 July 31, 2021 in the five major wards of central Tokyo (Chuo-ku, 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 as of the end of July 2021】

As of the end of July 2021, the unit price per tsubo (RC / SRC condominium type completed after July 2011) in the 5 central wards of Tokyo (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) is Shibuya Ward. It rose in Chiyoda Ward and Chuo Ward, fell in Shinjuku Ward, and leveled off in Minato Ward. Key money for recruitment has risen in Minato Ward and Shinjuku Ward, has fallen in Chiyoda Ward, and has been flat in Chuo Ward and Shibuya Ward.

【Main trends in the 5 central wards of Tokyo as of the end of July 2021】

Average unit price per tsubo (Chart ①)

The average unit price per tsubo in each ward increased by +125 yen in Shibuya ward, slightly increased by +20 yen in Chiyoda ward and +14 yen in Chuo ward, decreased by -76 yen in Shinjuku ward, and almost -8 yen in Minato ward. It has leveled off. Compared to the same month of the previous year, all 5 wards have fallen for 5 consecutive months, including -993 yen in Shibuya ward.

Average key money from the previous month (Chart ②)

The average monthly key money for each ward increased by +0.01 months (+ 1.9%) in Minato Ward, + 0.01 months (+ 2.0%) in Shinjuku Ward, and -0.05 in Chiyoda Ward. Monthly (-10.0%) decline, flat in Chuo-ku and Shibuya-ku. Compared to the same month of the previous year, it has fallen in all 5 wards for 5 consecutive months.

Chart ① Average unit price per tsubo

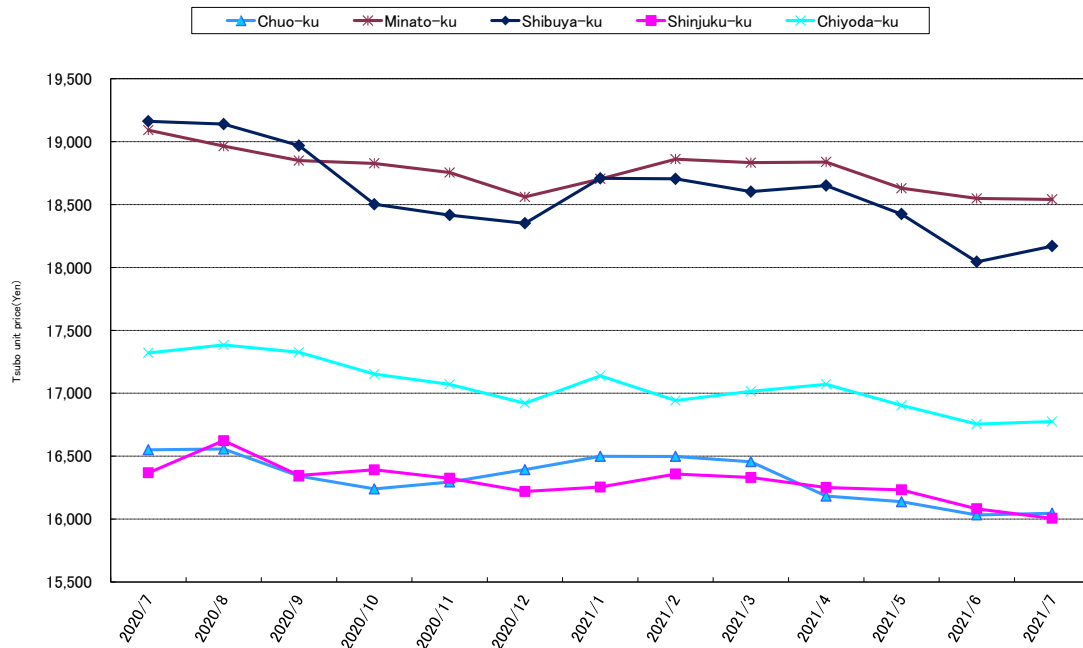
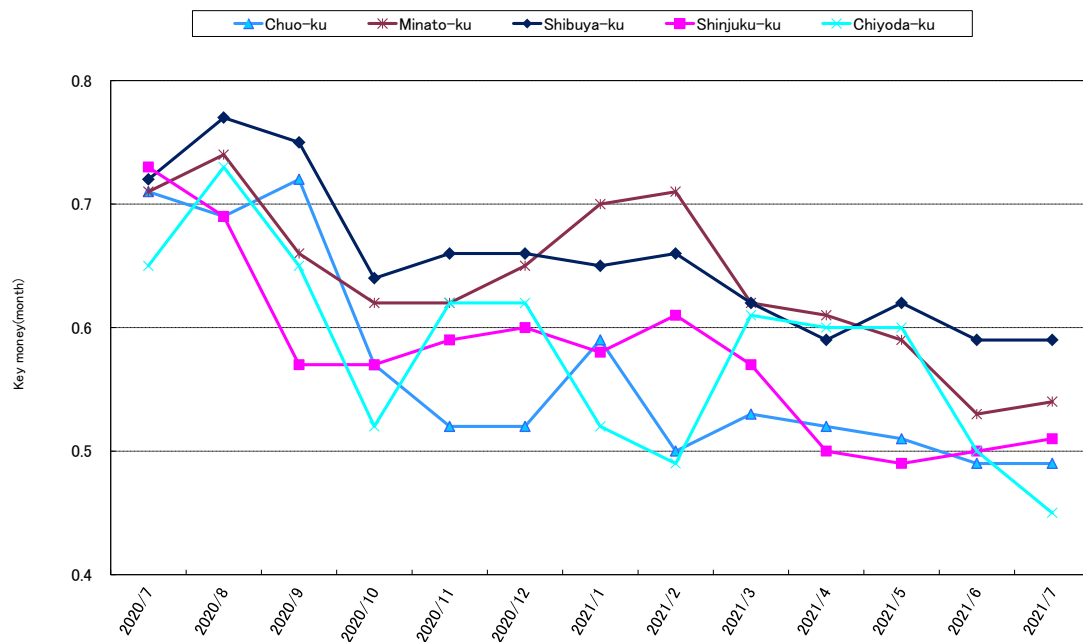


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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



* Estimated population as of the 1st of each month. Preliminary census figures for October 2020.

Population and Number of Households (Chart ③)

As of July 1, the population of the 5 central wards of Tokyo increased in Chuo and Chiyoda, decreased in Minato, Shibuya and Shinjuku, and the number of households increased in Chuo and Minato, Shibuya and Shinjuku. It decreased in Ward and Chiyoda Ward.

Chuo-ku	July population: 170,623(+35)	July households: 93,503(+15)
Minato-ku	July population: 259,401(-40)	July households: 145,593(+27)
Shibuya-ku	July population: 243,400(-285)	July households: 148,882(-133)
Shinjuku-ku	July population: 348,829(-16)	July households: 223,317(-17)
Chiyoda-ku	July population: 66,926(+51)	July households: 37,517(-10)

* 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 860,000 companies from May 2007 * as of March 31, 2021), 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 August 2021)

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

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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