



To the press
Press release
April 28, 2022
Leasing Management Consulting Co., Ltd.

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**As of the end of March 2022, 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 March 31, 2022 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 of Tokyo as of the end of March 2022】

As of the end of March 2022, the unit price per tsubo (RC / SRC construction apartment type completed after February 2012) in the 5 central wards (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) is Chiyoda Ward. It rose in Minato Ward and fell in Chuo Ward, Shinjuku Ward and Shibuya Ward. In addition, the key money offered increased in Minato Ward and Shinjuku Ward, remained flat in Chiyoda Ward, and fell in Chuo Ward and Shibuya Ward.

【Main trends in the 5 central wards of Tokyo as of the end of March 2022】

Average unit price per tsubo (Chart ①)

The average monthly tsubo unit price for each ward was +155 yen in Minato Ward, rising for 3 consecutive months to 19,017 yen, the highest level since July 2020 in the 19,000 yen range. In Chiyoda Ward, it increased by +633 yen, and in Chuo Ward, it decreased by -31 yen, Shinjuku Ward-137 yen, and Shibuya Ward-218 yen. Compared to the same month of the previous year, Shinjuku Ward has fallen for 19 consecutive months, Chuo Ward and Shibuya Ward have also fallen, and Chiyoda Ward and Minato Ward have risen.

Average key money from the previous month (Chart ②)

The average monthly key money for each ward increased by +0.02 months (+ 4.0%) in Minato Ward, +0.02 months (+ 5.1%) in Shinjuku Ward, and -0.01 months in Chuo Ward. (-2.1%), decreased by -0.01 months (-2.0%) in Shibuya Ward, and leveled off in Chiyoda Ward. Compared to the same month of the previous year, all five wards have fallen, including the 31st consecutive month of decline in Chuo Ward.

Chart ① Average unit price per tsubo

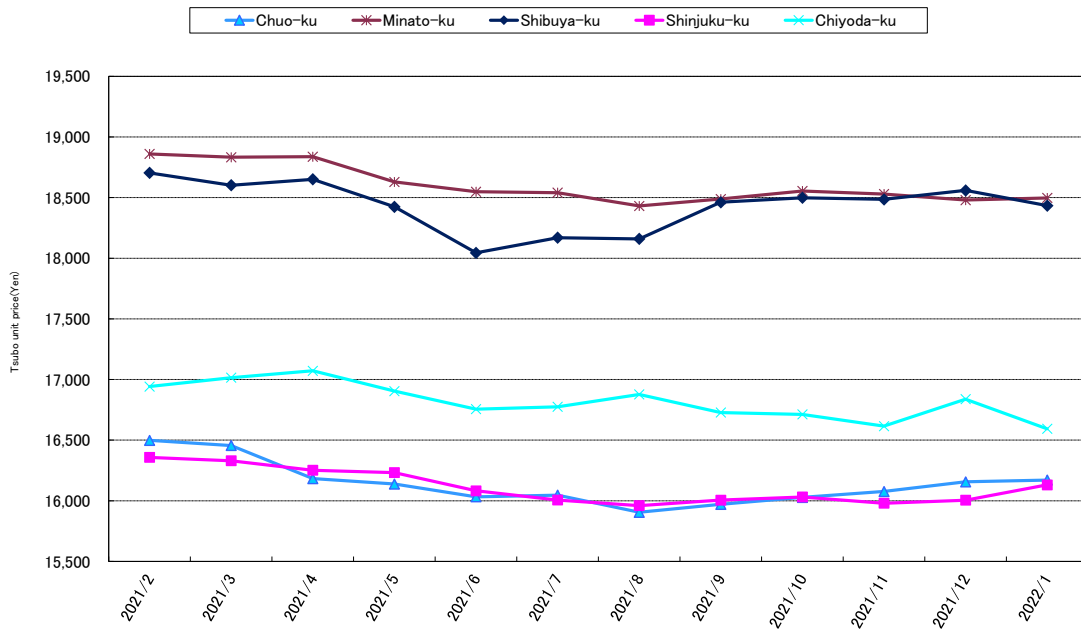
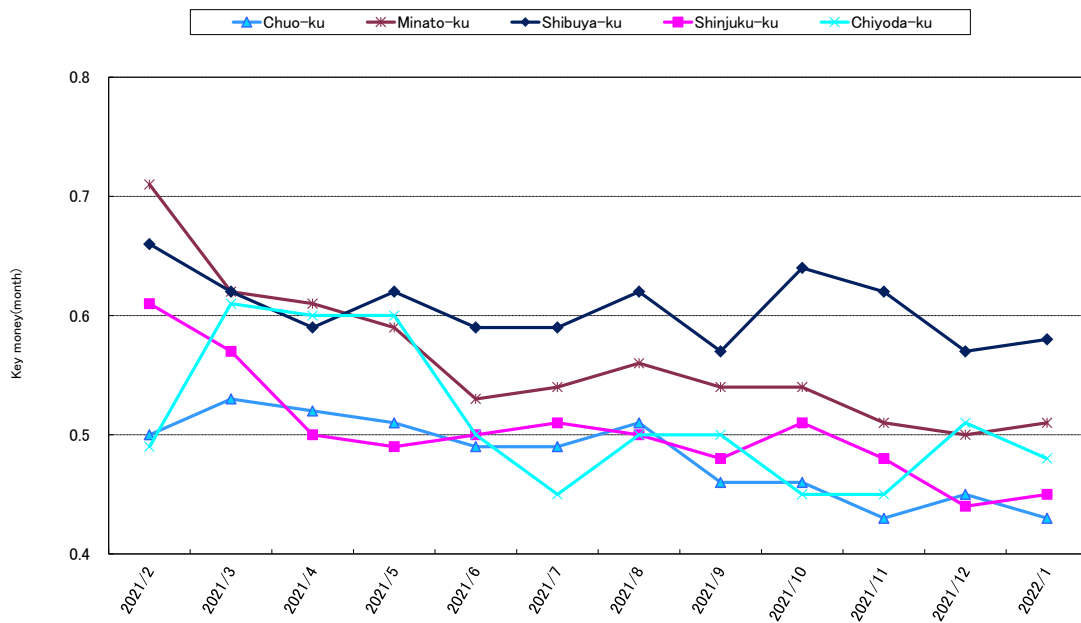


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



* 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.

Source) Tokyo Metropolitan Government Website

Population / number of households (Chart ③)

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

Chuo-ku	March population: 170,812(+308)	March households: 93,568(+118)
Minato-ku	March population: 258,273(+174)	March households: 145,011(+33)
Shibuya-ku	March population: 241,629(-595)	March households: 148,498(-458)
Shinjuku-ku	March population: 345,362(-1,343)	March households: 220,757(-1004)
Chiyoda-ku	March population: 66,785(-1)	March households: 37,036(-52)

* 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 930,000 companies from May 2007 * as of March 31, 2022), 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 September 2021)

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

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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