



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

As of the end of January 2022, 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 January 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](#).



【As of the end of January 2022, summary of 5 central wards of Tokyo】

Condominium recruitment unit price (RC / SRC condominium type completed after January 2012) in the 5 central wards (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) as of the end of January 2022 is in Shinjuku Ward. It rose, leveled off in Minato Ward and Chuo Ward, and fell in Chiyoda Ward and Shibuya Ward. Key money is rising in Minato, Shinjuku and Shibuya, and falling in Chiyoda and Chuo.

【As of the end of January 2022, major trends in the 5 central wards of Tokyo】

Average unit price per tsubo (Chart ①)

The average unit price per tsubo in each ward increased by +126 yen in Shinjuku ward, remained almost unchanged at +15 yen in Chuo ward and +18 yen in Minato ward, decreased by -244 yen in Chiyoda ward and -126 yen in Shibuya ward. Compared to the same month of the previous year, Minato Ward and Shinjuku Ward have fallen for 17 consecutive months, and all five wards have fallen.

Average key money from the previous month (Chart ②)

The monthly average key money for each ward is +0.01 months (+ 2.0%) in Minato Ward, +0.01 months (+ 2.3%) in Shinjuku Ward, and +0.01 months (+ 1.8%) in Shibuya Ward. Increased, Chiyoda Ward decreased by -0.03 months (-5.9%), and Chuo Ward decreased by -0.02 months (-4.4%). Compared to the same month of the previous year, it has fallen in all five wards, including the 29th consecutive month of decline in Chuo Ward.

Chart ① Average unit price per tsubo

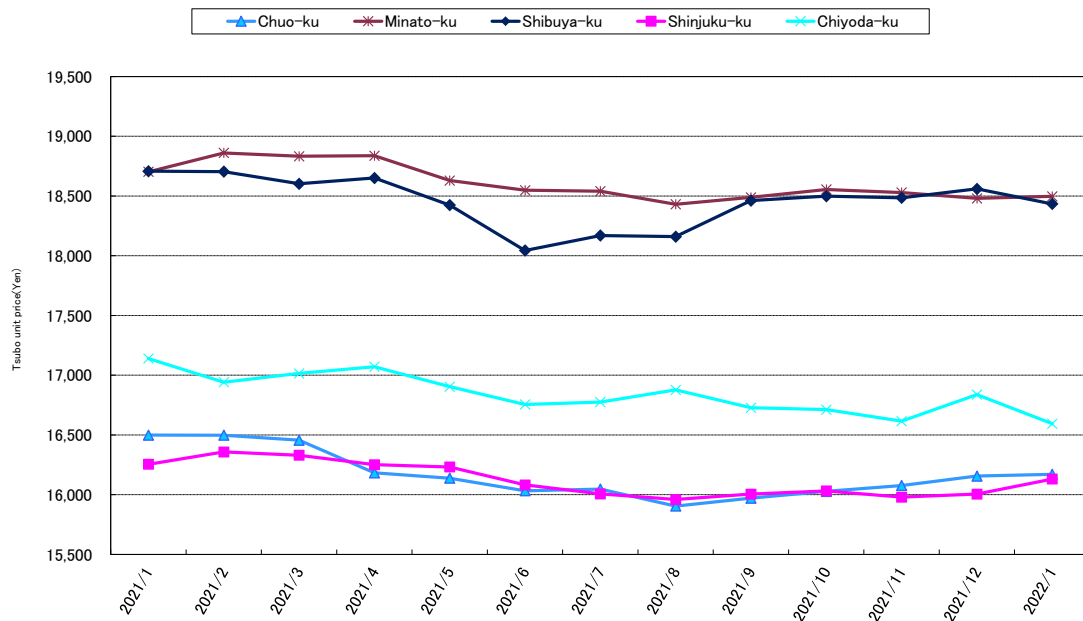
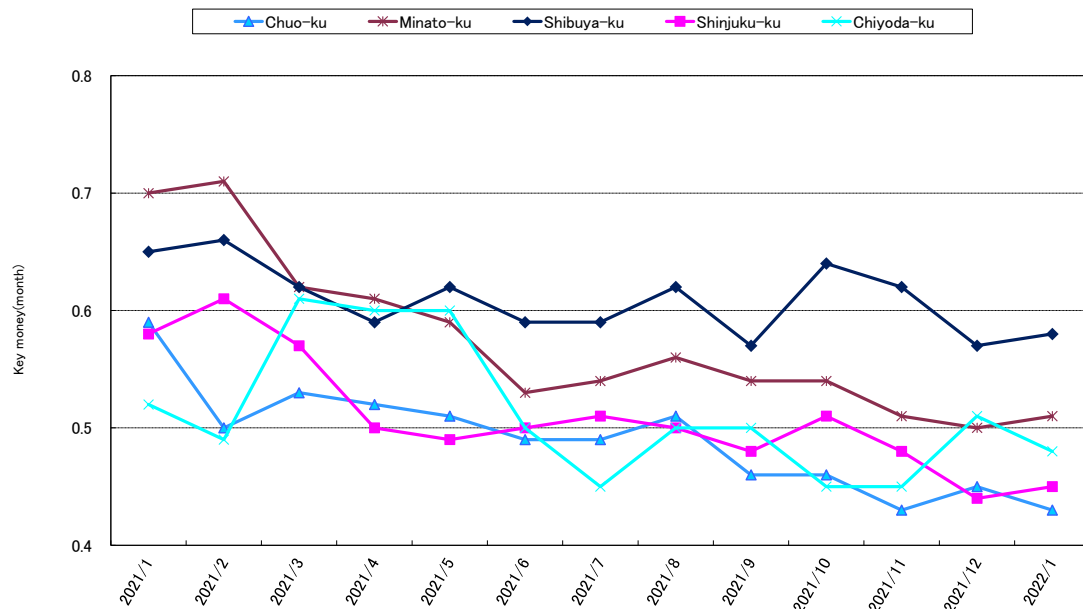


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



* 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.

Population / number of households (Chart ③)

As of January 1, the population and the number of households in the 5 central wards of Tokyo decreased in all 5 wards.

Chuo-ku	January population: 170,475(-29)	January households: 93,408(-42)
Minato-ku	January population: 257,776(-323)	January households: 144,786(-192)
Shibuya-ku	January population: 241,998(-226)	January households: 148,785(-171)
Shinjuku-ku	January population: 346,028(-677)	January households: 221,299(-462)
Chiyoda-ku	January population: 66,687(-99)	January households: 37,014(-74)

* 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 890,000 companies from May 2007 * as of August 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 September 2021)

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

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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