



To the press
Press release
August 31, 2022
Leasing Management Consulting Co., Ltd.

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**As of the end of July 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 July 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 the five central wards as of the end of July 2022】

As of the end of July 2022, the unit price per tsubo for condominiums (RC/SRC condominium type completed after July 2012) in the five central wards of Tokyo (Chuo-ku, Minato-ku, Shibuya-ku, Shinjuku-ku, Chiyoda-ku) is based on Shibuya-ku and It increased in Shinjuku Ward, remained flat in Chuo Ward and Minato Ward, and declined in Chiyoda Ward. Key money solicited increased in Chuo-ku and Shibuya-ku, but decreased in Chiyoda-ku, Minato-ku and Shinjuku-ku.

【Main trends in the five central wards of Tokyo as of the end of July 2022】

Average unit price per tsubo (Chart ①)

The month-on-month average selling price per square meter in each ward increased slightly by 349 yen in Shibuya Ward and by 27 yen in Shinjuku Ward, fell by -91 yen in Chiyoda Ward, and remained flat in Chuo Ward and Minato Ward. Compared to the same month of the previous year, it continued to fall slightly in Shibuya Ward and rose in the other four wards.

Average key money from the previous month (Chart ②)

Compared to the previous month, the average solicited key money for each ward was +0.01 months (+2.4%) in Chuo Ward, +0.04 months (+8.7%) in Shibuya Ward, and -0.07 months (-12.7%) in Chiyoda Ward, -0.01 months (-2.0%) in Minato Ward, and -0.05 months (-10.4%) in Shinjuku Ward. Compared to the same month of the previous year, Chuo Ward has fallen for 35 consecutive months, Minato Ward, Shinjuku Ward, and Shibuya Ward have also fallen, and Chiyoda Ward has risen.

Chart ① Average unit price per tsubo

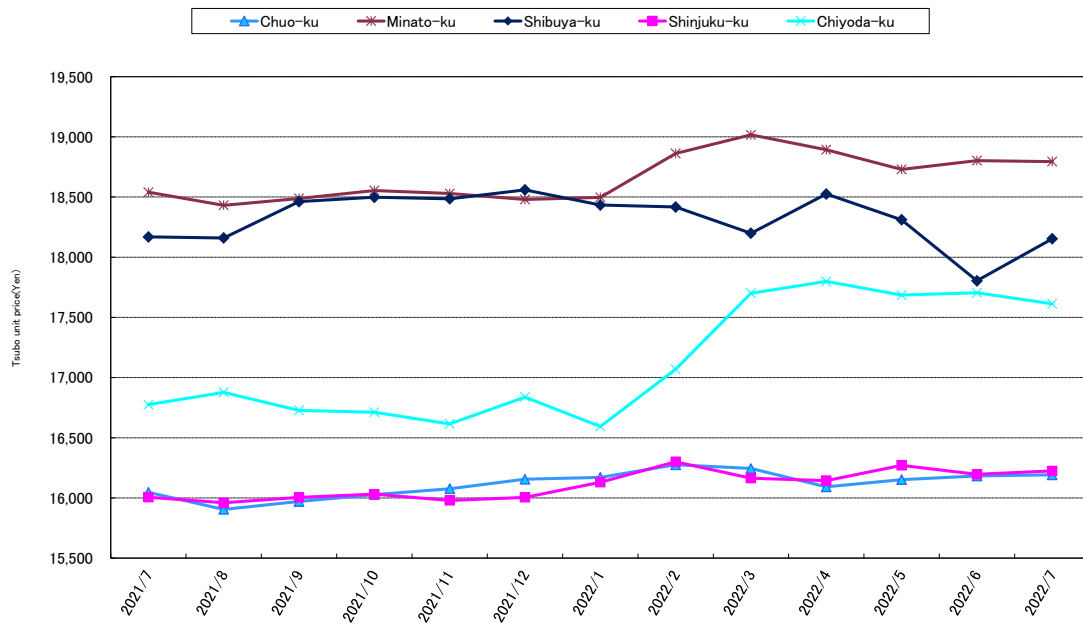
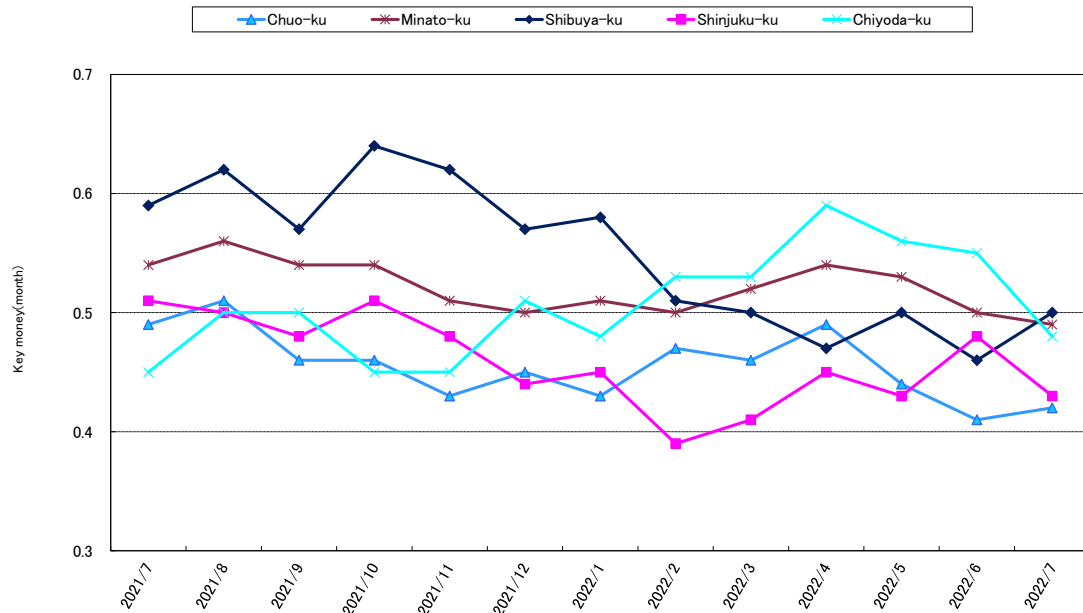


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



* 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.

Population / number of households (Chart ③)

As of July 1, the population and number of households in the five central wards increased in all five wards.

Chuo-ku	population:171,960 (+198)	households:94,916 (+109)
Minato-ku	population:261,114 (+353)	households:147,581 (+265)
Shibuya-ku	population:242,561 (+87)	households:149,909 (+108)
Shinjuku-ku	population:350,415 (+434)	households:226,440 (+415)
Chiyoda-ku	population:67,169 (+9)	households:37,549 (-23)

* 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: 50 (as of August 2022)

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

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

Person in charge: Market Data Team TEL : 03-5776-2078 E-mail : info@lmc-c.co.jp