



To the press  
Press release  
January 31, 2023  
Leasing Management Consulting Co., Ltd.

---

**As of the end of December 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 December 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 December 2022】**

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

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

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

Compared to the previous month, the average selling price per square meter in each ward increased by 253 yen in Chiyoda Ward, by 465 yen in Chuo Ward, by 629 yen in Minato Ward, and by 534 yen in Shibuya Ward, while in Shinjuku Ward it fell slightly to -72 yen. Compared to the same month of the previous year, all five wards increased, including Chiyoda Ward, which continued to increase by 1,617 yen from the previous month.

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

Compared to the previous month, the average solicited key money for each ward was +0.08 months (+17.4%) in Shinjuku, +0.01 months (+2.0%) in Shibuya, and -0.08 months (-11.8%) in Chiyoda. Chuo Ward -0.05 months (-10.4%), Minato Ward -0.01 months (-2.0%). Compared to the same month of the previous year, Chiyoda Ward and Shinjuku Ward increased, Minato Ward remained flat, and Chuo Ward and Shibuya Ward decreased.

Chart ① Average unit price per tsubo

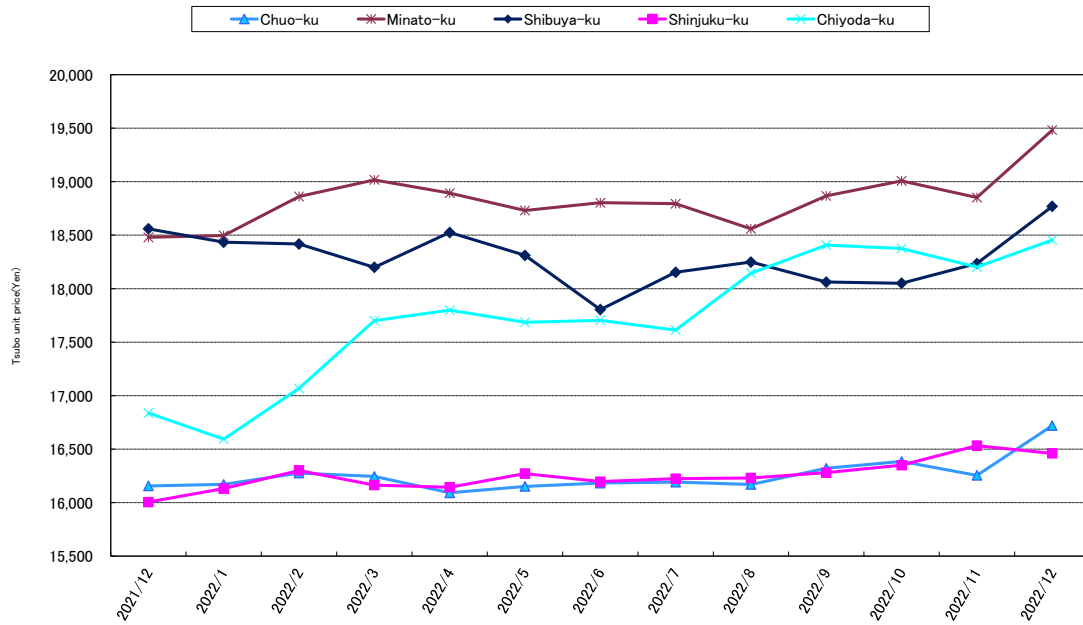
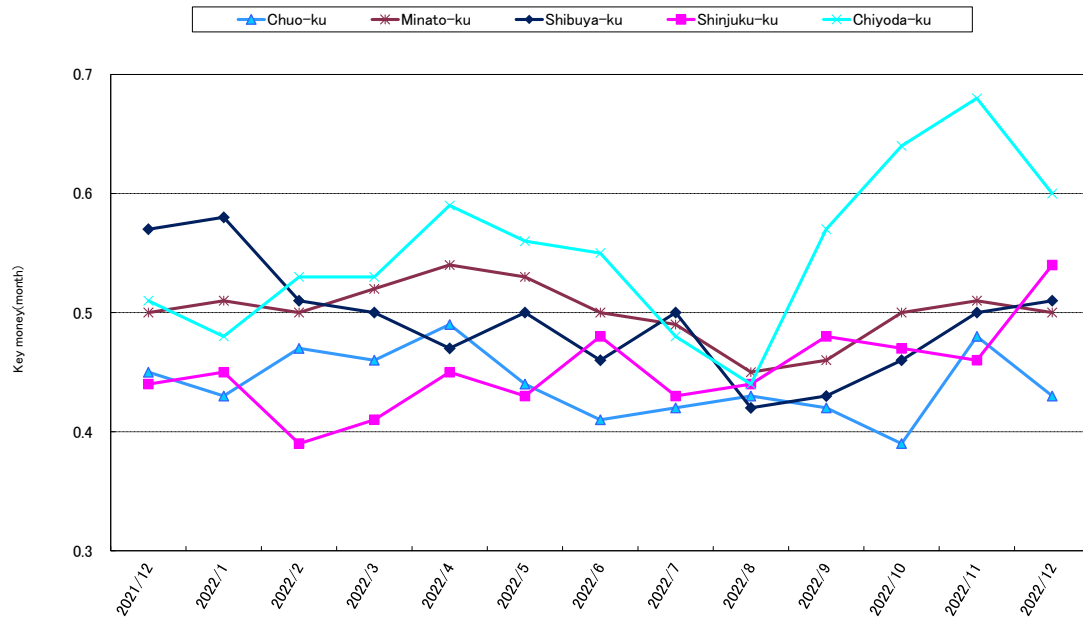


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



\* 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.

Source) Tokyo Metropolitan Government Website

### Population / number of households (Chart ③)

As of December 1, the population of the five central wards of Tokyo increased in Chuo Ward and Minato Ward, decreased in Shibuya Ward, Shinjuku Ward and Chiyoda Ward, and the number of households increased in Minato Ward and decreased in the other four wards.

Chuo-ku	population:173,013 (+75)	households:95,544 (-18)
Minato-ku	population:262,489 (+272)	households:148,462 (+154)
Shibuya-ku	population:242,617 (-2)	households:150,094 (-60)
Shinjuku-ku	population:351,641 (-90)	households:227,950 (-131)
Chiyoda-ku	population:67,451 (-32)	households:37,747 (-77)

\* 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 950,000 companies from May 2007 \* as of August 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](mailto:info@lmc-c.co.jp)