



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

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As of the end of April 2023, 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 May 31, 2023 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 of Tokyo as of the end of April 2023】

As of the end of April 2023, the unit price per tsubo of condominiums (RC/SRC condominium type completed after April 2013) in the five central wards of Tokyo (Chuo-ku, Minato-ku, Shibuya-ku, Shinjuku-ku, Chiyoda-ku) is as follows: Minato-ku, Shinjuku-ku and Shibuya-ku increased, while Chiyoda-ku and Chuo-ku decreased. Key money solicited increased in Chuo-ku, remained flat in Shibuya-ku, and decreased in Chiyoda-ku, Minato-ku and Shinjuku-ku.

【Main trends in the five central wards of Tokyo as of the end of April 2023】

Average unit price per tsubo compared to the previous month (Chart ①)

The monthly average selling price per tsubo in each ward increased by 237 yen to 20,243 yen, marking the fifth consecutive month of increase in Minato Ward. In Shinjuku Ward, +395 yen increased to 17,047 yen, both of which were the highest since the start of counting. In Shibuya Ward, it rose by +193 yen, in Chiyoda Ward it fell by -59 yen, and in Chuo Ward it fell by -265 yen. Compared to the same month of the year, all five wards have increased for five consecutive months, including +1,351 yen in Minato Ward.

Average key money from the previous month (Chart ②)

Month-to-month comparison of average key money offerings for each ward increased by 0.01 months (+1.8%) in Chuo Ward, -0.01 months (-1.7%) in Chiyoda Ward, -0.02 months (-2.8%) in Minato Ward, and in Shinjuku Ward, it fell by -0.01 months (-1.8%), and remained flat in Shibuya Ward. Compared to the same month of the previous year, Chiyoda Ward fell and the other four wards increased.

Chart ① Average unit price per tsubo

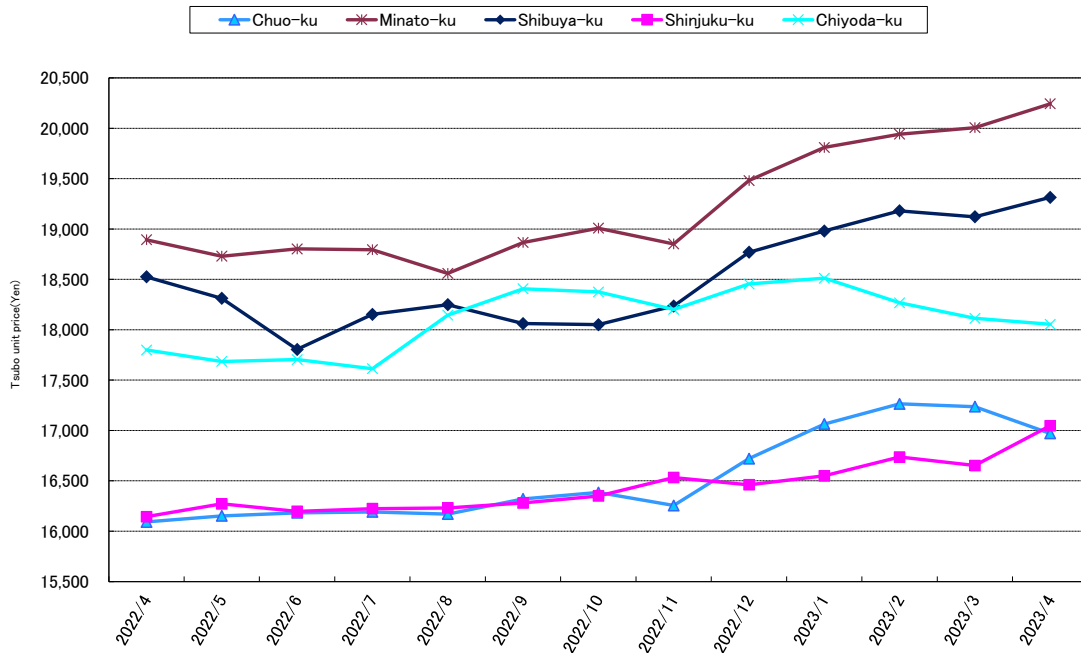
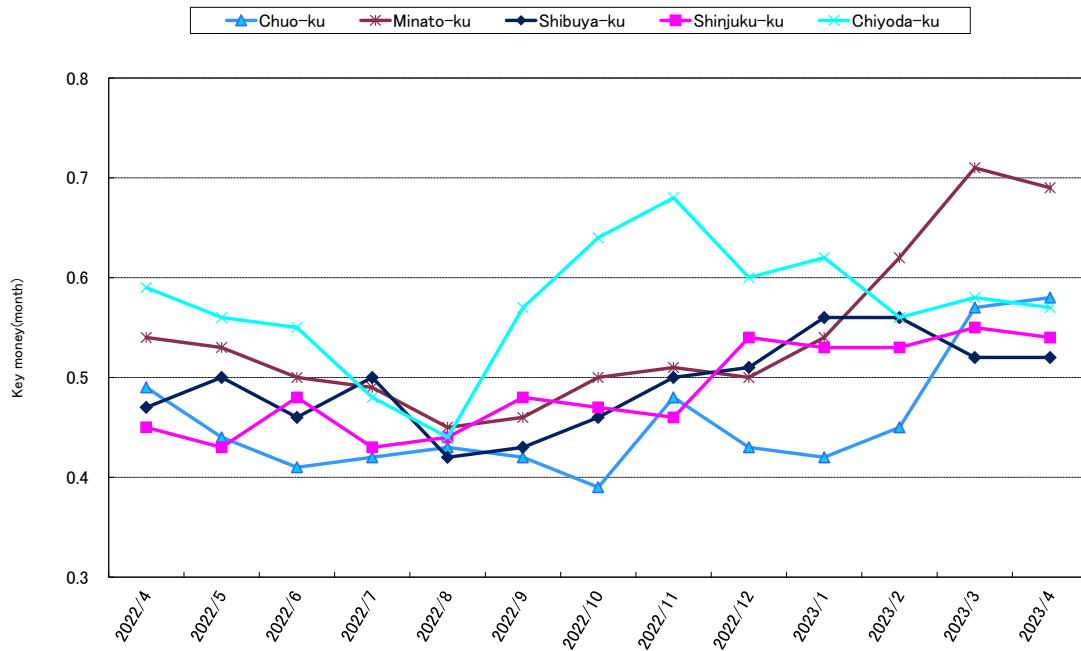


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



* 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 April 1, both the population and the number of households in the five central wards increased in all five wards.

Chuo Ward	population: 174,272 (+409)	households: 96,704 (+662)
Minato Ward	population: 264,563 (+1,466)	households: 150,093 (+1,348)
Shibuya Ward	population: 243,100 (+495)	households: 151,044 (+801)
Shinjuku Ward	population: 351,119 (+595)	households: 228,293 (+1,057)
Chiyoda Ward	population: 67,934 (+160)	households: 38,201 (+245)

* 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 990,000 companies from May 2007 * as of March 31, 2023), 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: 53 (as of May 2023)

URL : <https://lmc-c.co.jp>

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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