



To the press  
Press release  
September 29, 2023.  
Leasing Management Consulting Co., Ltd.

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**As of the end of August 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 September 29, 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 August 2023】**

As of the end of August 2023, the per tsubo unit price for condominiums (RC/SRC condominium types completed after August 2013) in the five central wards of Tokyo (Chuo, Minato, Shibuya, Shinjuku, and Chiyoda) rose in Chiyoda Ward, Chuo Ward, Minato Ward, and Shibuya Ward, and remained flat in Shinjuku Ward. In addition, recruitment key money increased in Chiyoda Ward, Minato Ward, and Shibuya Ward, remained unchanged in Chuo Ward, and decreased in Shinjuku Ward.

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

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

The month-on-month change in the average asking tsubo unit price for each ward is 20,511 yen, an increase of 150 yen in Minato Ward, 17,414 yen, an increase of 359 yen in Chuo Ward, and 19,919 yen, an increase of 144 yen in Shibuya Ward, and is calculated for each of the three wards. The highest value since the start was updated. In addition, Chiyoda Ward saw an increase of +306 yen, while Shinjuku Ward's price was almost unchanged at -14 yen. Compared to the same month last year, prices have increased in all five wards for nine consecutive months, including +1,952 yen in Minato Ward.

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

The monthly average recruitment key money in each ward is +0.01 month (+1.8%) in Chiyoda Ward, +0.01 month (+1.6%) in Minato Ward, and +0.04 month (+7.1%) in Shibuya Ward rose, remained unchanged in Chuo Ward, and decreased by -0.06 months (-11.1%) in Shinjuku Ward. Compared to the same month last year, there has been an increase in all five wards.

Chart ① Average unit price per tsubo

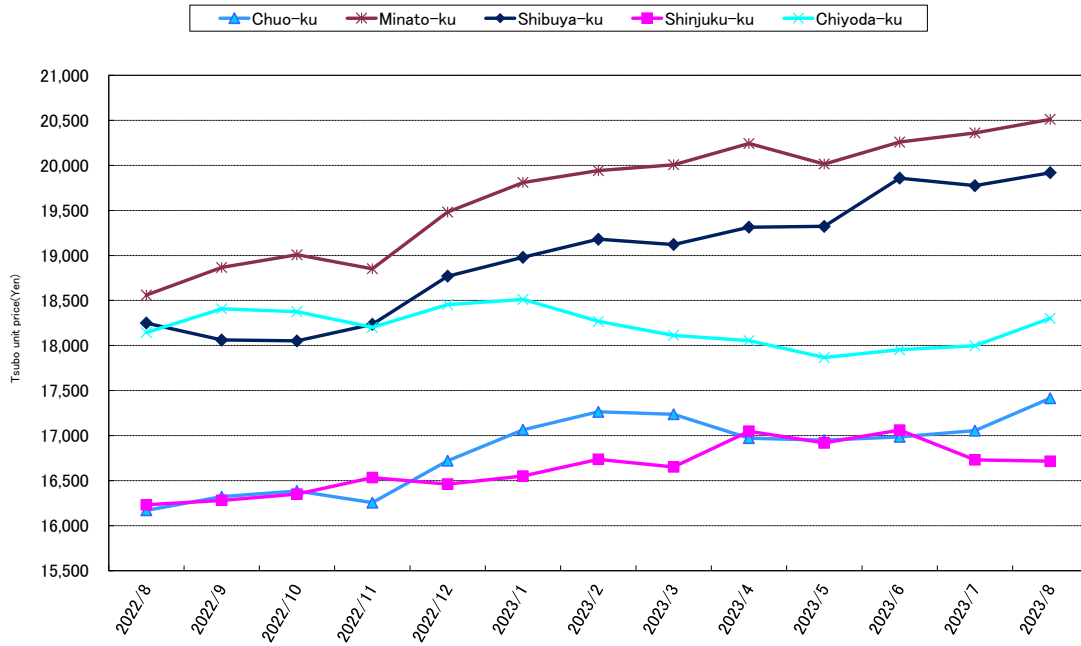
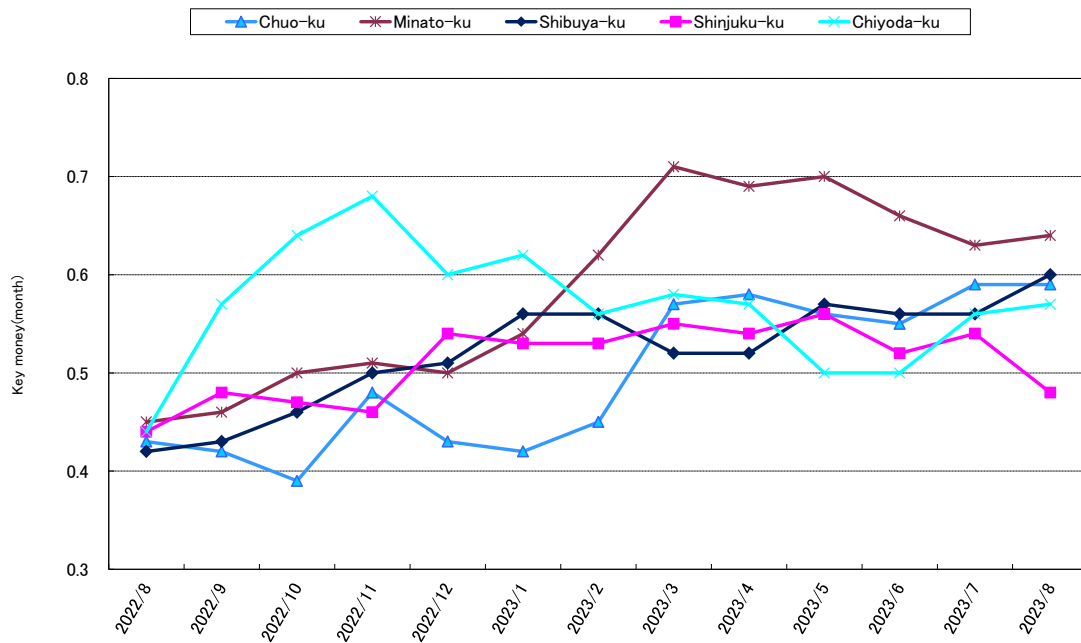


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



\* 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 August 1st, both the population and the number of households in the five central wards of Tokyo continued to increase from the previous month.

Chuo-Ward	population:174,611 (+124)	households:97,009 (+72)
Minato-Ward	population:266,233 (+68)	households:151,206 (+42)
Shibuya-Ward	population:243,510 (+30)	households:151,687 (+79)
Shinjuku-Ward	population:353,416 (+571)	households:230,863 (+681)
Chiyoda-Ward	population:68,207 (+63)	households:38,421 (+41)

\* 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: 55 (as of September 2023)

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

—Inquiries regarding this matter—

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