



To the press
Press release
January 31, 2024.
Leasing Management Consulting Co., Ltd.

As of the end of December 2023, 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, 2024 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 December 2023】

As of the end of December 2023, the per tsubo unit price for condominiums (RC/SRC condominium types completed after December 2013) in the five central wards of Tokyo (Chuo-ku, Minato-ku, Shibuya-ku, Shinjuku-ku, Chiyoda-ku) is for all five wards. It rose. In addition, recruitment key money increased in Chuo Ward and Shibuya Ward, but decreased in Chiyoda Ward, Minato Ward, and Shinjuku Ward.

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

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

The month-on-month comparison of the average asking tsubo unit price in each ward was +478 yen in Chiyoda Ward to 18,834 yen, and +223 yen in Shibuya Ward to 20,429 yen, each setting new highs since the start of data collection. Other Chuo Wards +102 yen and Minato Wards +59 yen, Shinjuku Ward: +51 yen, a slight increase in all 5 wards. Compared to the same month last year, prices also increased in all 5 wards, including +1,660 yen in Shibuya Ward.

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

The average recruitment key money in each ward increased by +0.04 months (+6.9%) in Chuo Ward, +0.04 months (+6.9%) in Shibuya Ward, -0.07 months (-11.1%) in Chiyoda Ward, and -0.02 months (-0.02 months) in Shinjuku Ward. -4.1%), and in Minato Ward, it decreased by -0.02 months (-3.0%). Compared to the same month last year, it decreased in Chiyoda Ward and Shinjuku Ward, and increased in the other three wards.

Chart ① Average unit price per tsubo

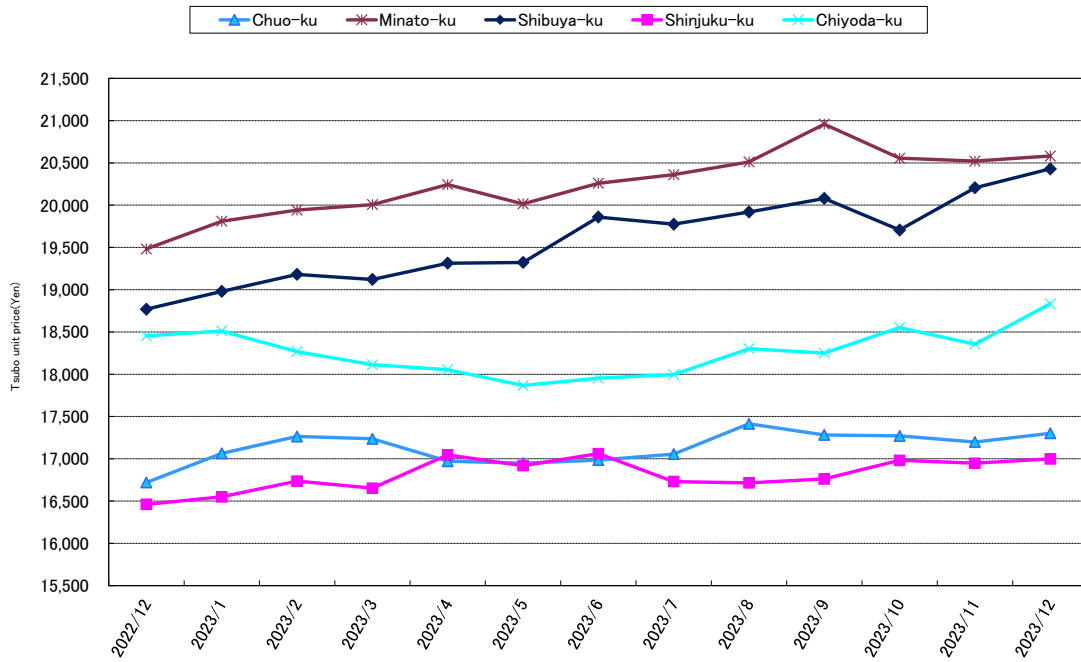
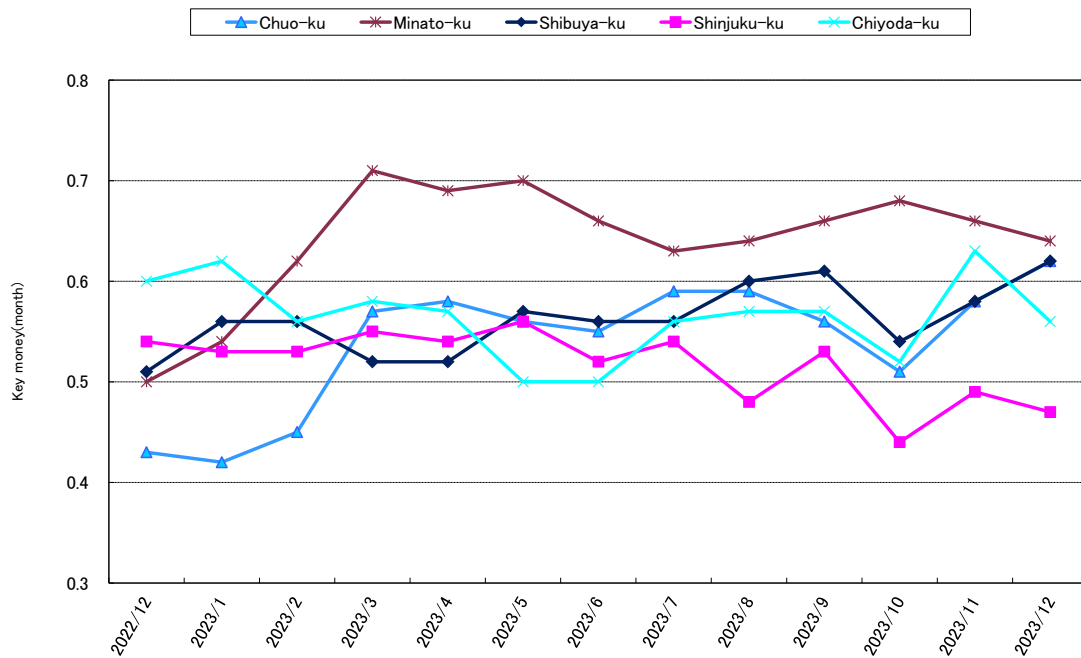


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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.

Source) Tokyo Metropolitan Government Website

Population / number of households (Chart ③)

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

Chuo-Ward	population:175,798 (+343)	households:97,707 (+185)
Minato-Ward	population:267,122 (+245)	households:151,529 (+57)
Shibuya-Ward	population:243,855 (-113)	households:151,976 (-103)
Shinjuku-Ward	population:354,182 (-240)	households:231,827 (-208)
Chiyoda-Ward	population:68,439 (+75)	households:38,500 (+25)

* 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—

Leasing Management Consulting Co., Ltd.

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