



To the press  
Press release  
March 29, 2024.  
Leasing Management Consulting Co., Ltd.

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**As of the end of February 2024, 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 March 29, 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 February 2024】**

As of the end of February 2024, the per tsubo unit price for condominiums (RC/SRC condominium types completed after February 2014) in the five central wards of Tokyo (Chuo-ku, Minato-ku, Shibuya-ku, Shinjuku-ku, Chiyoda-ku) is for Minato-ku and It rose in Shinjuku Ward, and fell in Chiyoda Ward, Chuo Ward, and Shibuya Ward. In addition, recruitment key money increased in Chiyoda and Minato wards, decreased in Shinjuku and Shibuya wards, and remained unchanged in Chuo ward.

**【Main trends in the five central wards of Tokyo as of the end of February 2024】**

**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 was 21,153 yen, an increase of 50 yen in Minato Ward, and 17,524 yen, an increase of 224 yen in Shinjuku Ward, setting new highs since the start of data collection. In Chiyoda Ward, the price fell by 187 yen, in Chuo Ward by 22 yen, and in Shibuya Ward by 189 yen. Compared to the same month last year, prices have increased in all five wards for four consecutive months, including Minato Ward's +1,211 yen.

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

The average recruitment key money in each ward increased from the previous month by +0.07 months (+13.7%) in Chiyoda Ward, +0.01 month (+1.5%) in Minato Ward, and -0.01 month (-2.1%) in Shinjuku Ward, Shibuya Ward -0.06 months (-9.1%) decline, and Chuo Ward remained flat. Compared to the same month last year, the number decreased in Shinjuku Ward and increased in the other four wards.

Chart ① Average unit price per tsubo

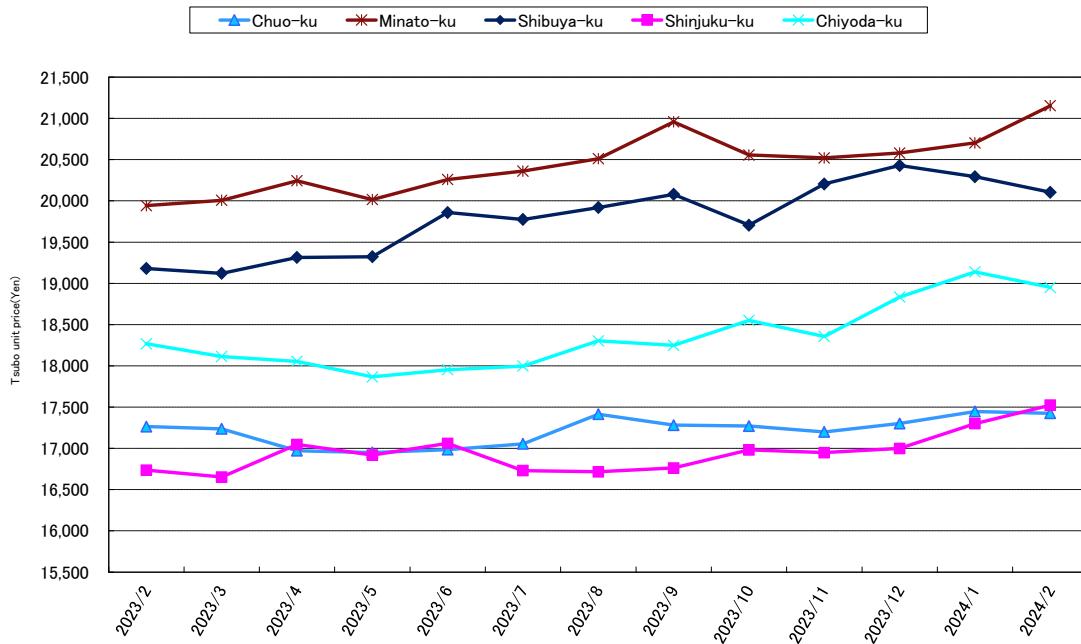
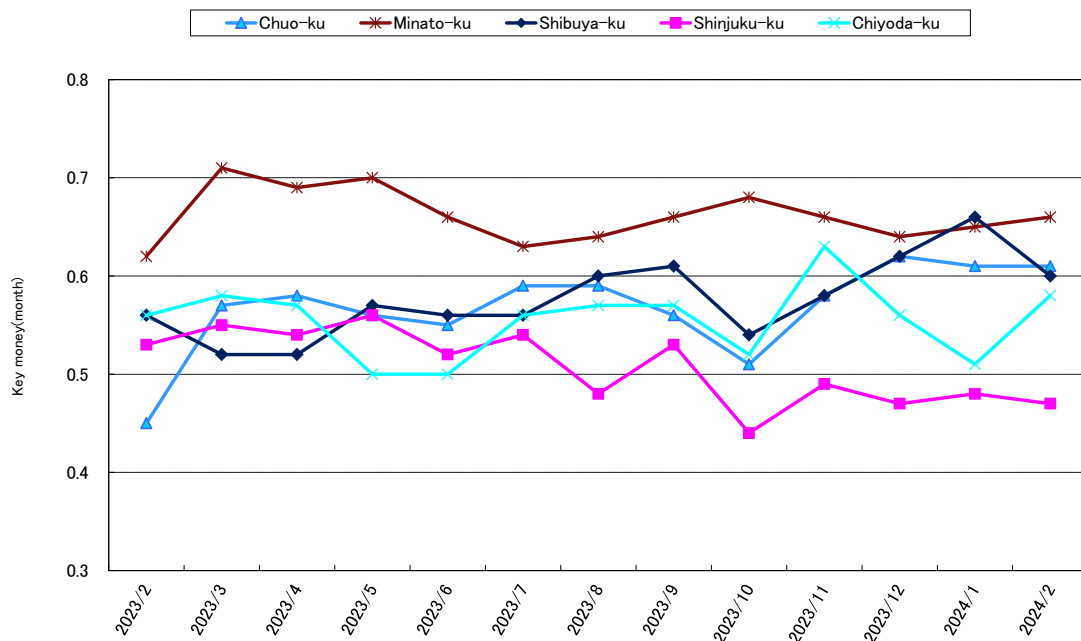


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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 February 1st, the population of the five central wards of Tokyo increased in all five wards, the number of households remained unchanged in Chiyoda ward, and decreased in the other four wards.

Chuo-Ward	population:177,117 (+1,226)	households:98,437 (+647)
Minato-Ward	population:267,115 (+216)	households:151,466 (+86)
Shibuya-Ward	population:243,641 (+47)	households:151,862 (+20)
Shinjuku-Ward	population:354,190 (+158)	households:231,885 (+150)
Chiyoda-Ward	population:68,436 (+43)	households:38,440 (-8)

\* 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 of 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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