



To the press  
Press release  
August 30, 2024.  
Leasing Management Consulting Co., Ltd.

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**As of the end of July 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 August 30, 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 5 central wards of Tokyo as of the end of July 2024】**

The asking price per tsubo for condominiums (condominiums of RC/SRC construction completed after July 2014) in the 5 central wards of Tokyo (Chuo, Minato, Shibuya, Shinjuku, and Chiyoda) as of the end of July 2024 increased in all 5 wards. In addition, the asking key money increased in Shinjuku and Shibuya, and decreased in Chiyoda, Chuo, and Minato.

**【Major trends in the 5 central wards as of the end of July 2024】**

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

The average asking price per tsubo compared to the previous month in each ward was 19,588 yen for Chiyoda Ward (+440 yen), 17,592 yen for Chuo Ward (+345 yen), and 17,889 yen for Shinjuku Ward (+121 yen), all of which were the highest prices since the start of the survey. Minato-ku also increased by +101 yen, and Shibuya-ku increased by +278 yen, showing increases in all five wards. Compared to the same month last year, Chiyoda-ku increased by 1,591 yen, and all five wards have increased for the 10th consecutive month.

**Average key money compared to previous month (Chart ②)**

Compared to the previous month, the average key money for each ward increased by +0.03 months (+5.5%) in Shinjuku-ku, +0.05 months (+8.5%) in Shibuya-ku, and decreased by -0.03 months (-4.4%) in Minato-ku, -0.07 months (-12.5%) in Chiyoda-ku, -0.08 months (-11.6%) in Chuo-ku, and -0.03 months (-4.6%) in Minato-ku. Compared to the same month last year, Chuo-ku, Shinjuku-ku, and Shibuya-ku increased, and Chiyoda-ku and Minato-ku decreased.

Chart ① Average unit price per tsubo

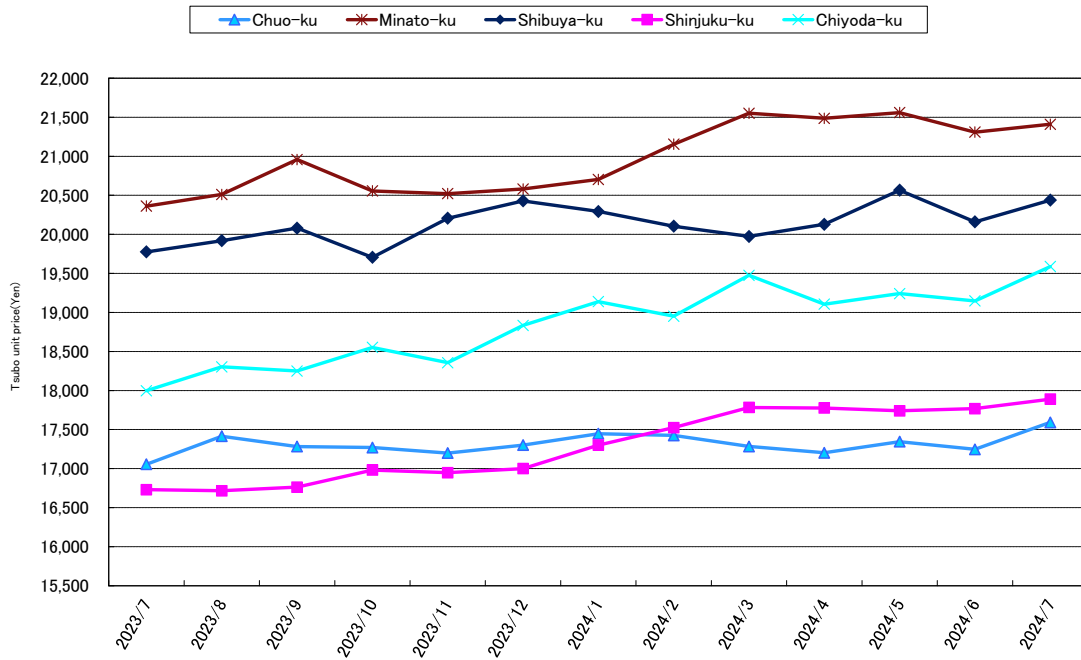
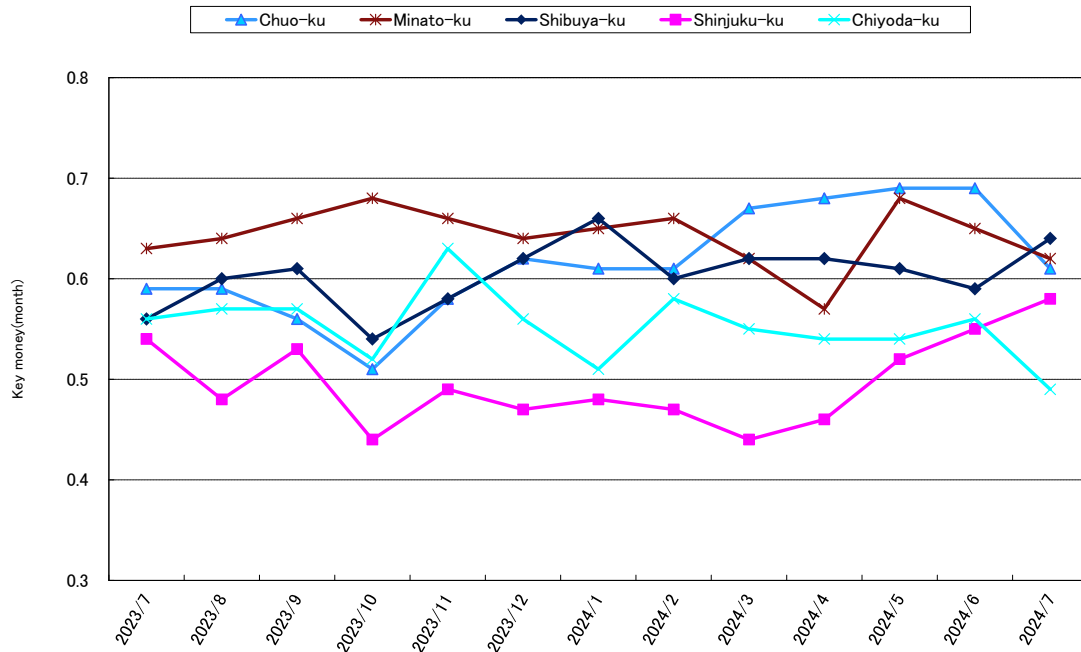


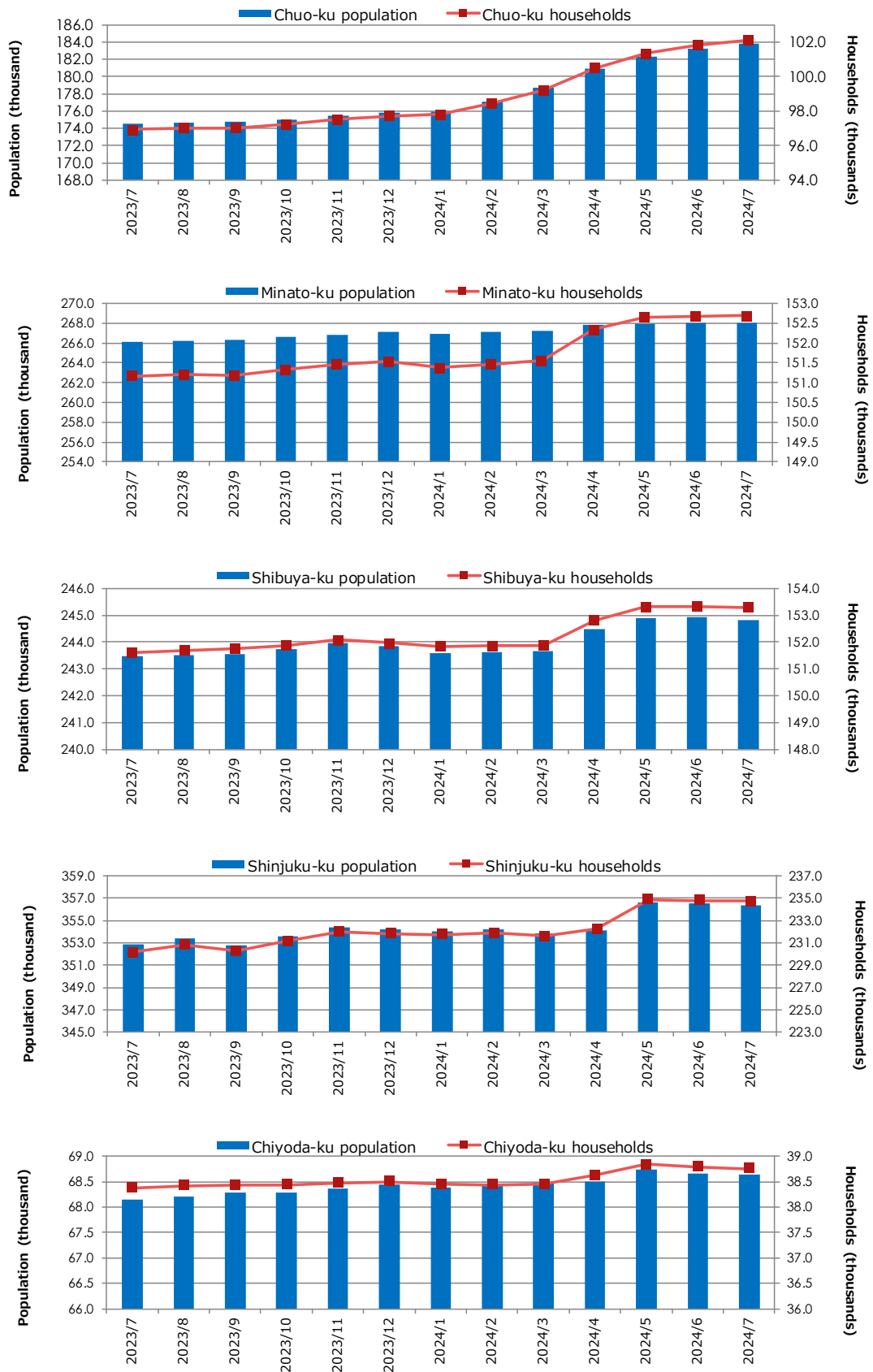
Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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 July 1, the population of the five central wards of Tokyo increased in Chuo Ward and decreased in the other four wards, while the number of households increased in Chuo Ward, remained stable in Minato Ward, and decreased in the other three wards.

Chuo-Ward	population:183,753 (+493)	households:102,113 (+275)
Minato-Ward	population:268,043 (-42)	households:152,688 (+2)
Shibuya-Ward	population:244,805 (-130)	households:153,295 (-46)
Shinjuku-Ward	population:356,352 (-163)	households:234,760 (-41)
Chiyoda-Ward	population:68,640 (-23)	households:38,753 (-36)

\* 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 1,060,000 companies from May 2007 \* as of April 30, 2024), 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: 63 (as of August 2024)

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

—Inquiries regarding this matter—

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