



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

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**As of the end of September 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 October 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 5 central wards of Tokyo as of the end of September 2024】**

As of the end of September 2024 in the 5 wards of the city center (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward), the unit price per tsubo (RC and SRC construction apartment type completed after September 2014) has risen in Chiyoda Ward, Chuo Ward and Shibuya Ward, it fell in Minato Ward and Shinjuku Ward. In addition, the recruitment key money increased in Minato Ward, flat in Shinjuku Ward, and decreased in Chiyoda Ward, Chuo Ward, and Shibuya Ward.

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

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

The average recruitment unit price per tsubo of each ward compared to the previous month is 19,804 yen at +274 yen in Chiyoda Ward, 17,846 yen at +173 yen in Chuo Ward, and 20,800 yen at +130 yen in Shibuya Ward, respectively, the highest value since the start of the aggregation. It fell slightly to -74 yen in Minato Ward and -44 yen in Shinjuku Ward. Compared to the same month last year, all 5 wards have increased for 12 consecutive months, including +1,554 yen in Chiyoda Ward.

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

The average recruitment key money for each ward increased by months (-3.1%) in Minato Ward compared to the previous month, Chiyoda Ward -0.08 months (-14.5%), Chuo Ward -0.06 months (-10.0%), Shibuya Ward -0.08 months (-11.6%) fell, and it was flat in Shinjuku Ward. Compared to the same month last year, it rose in Minato Ward and Shinjuku Ward, fell in Chiyoda Ward and Chuo Ward, and flat in Shibuya Ward.

Chart ① Average unit price per tsubo

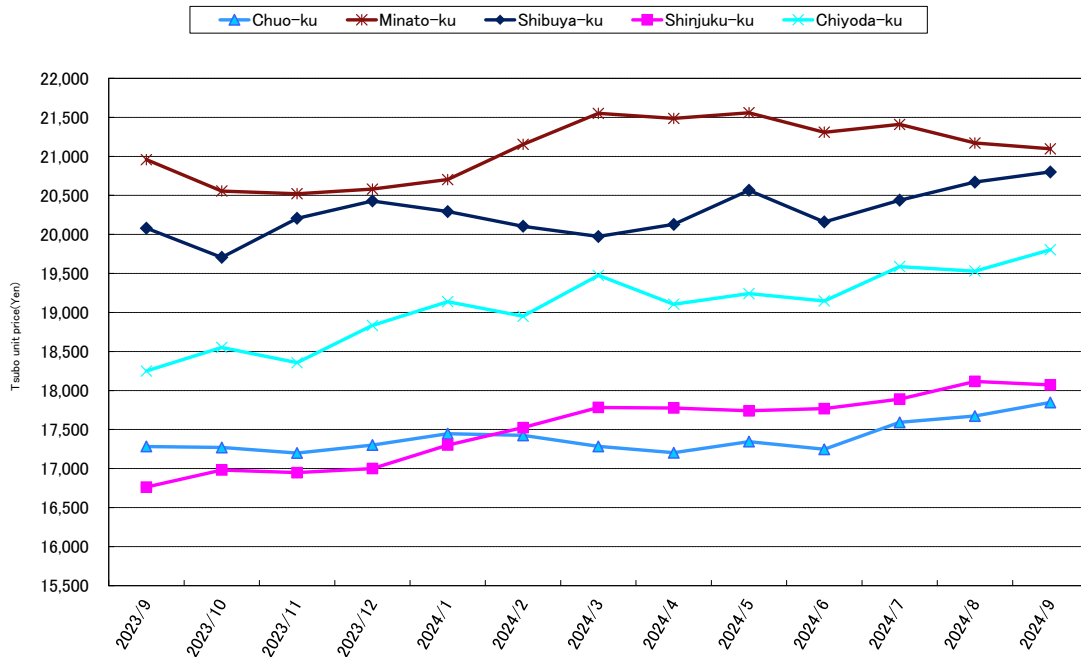
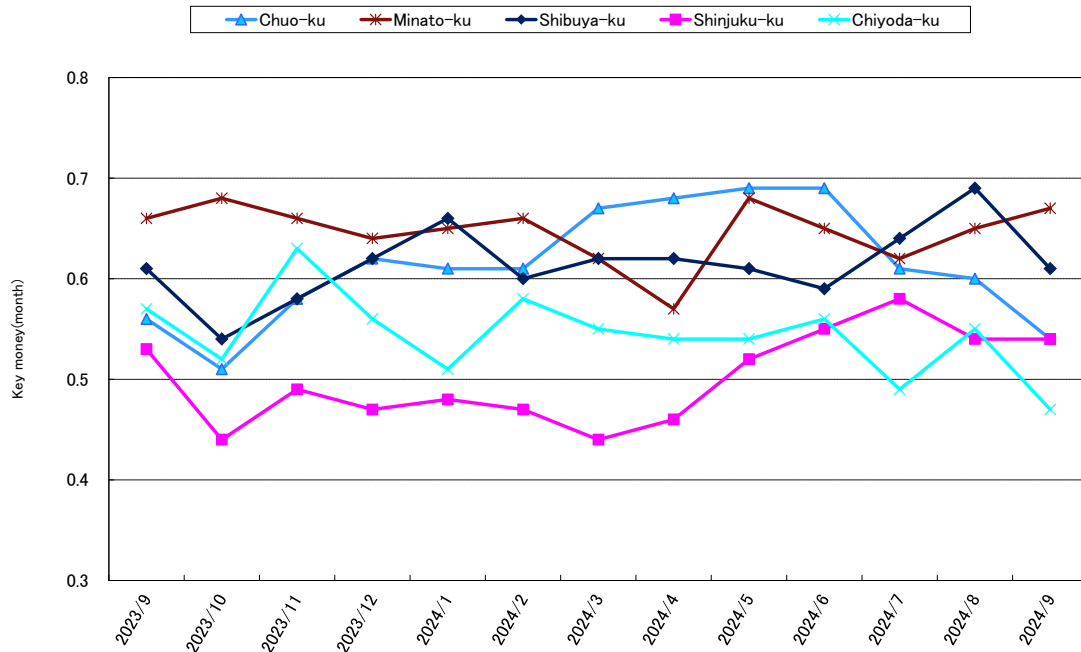


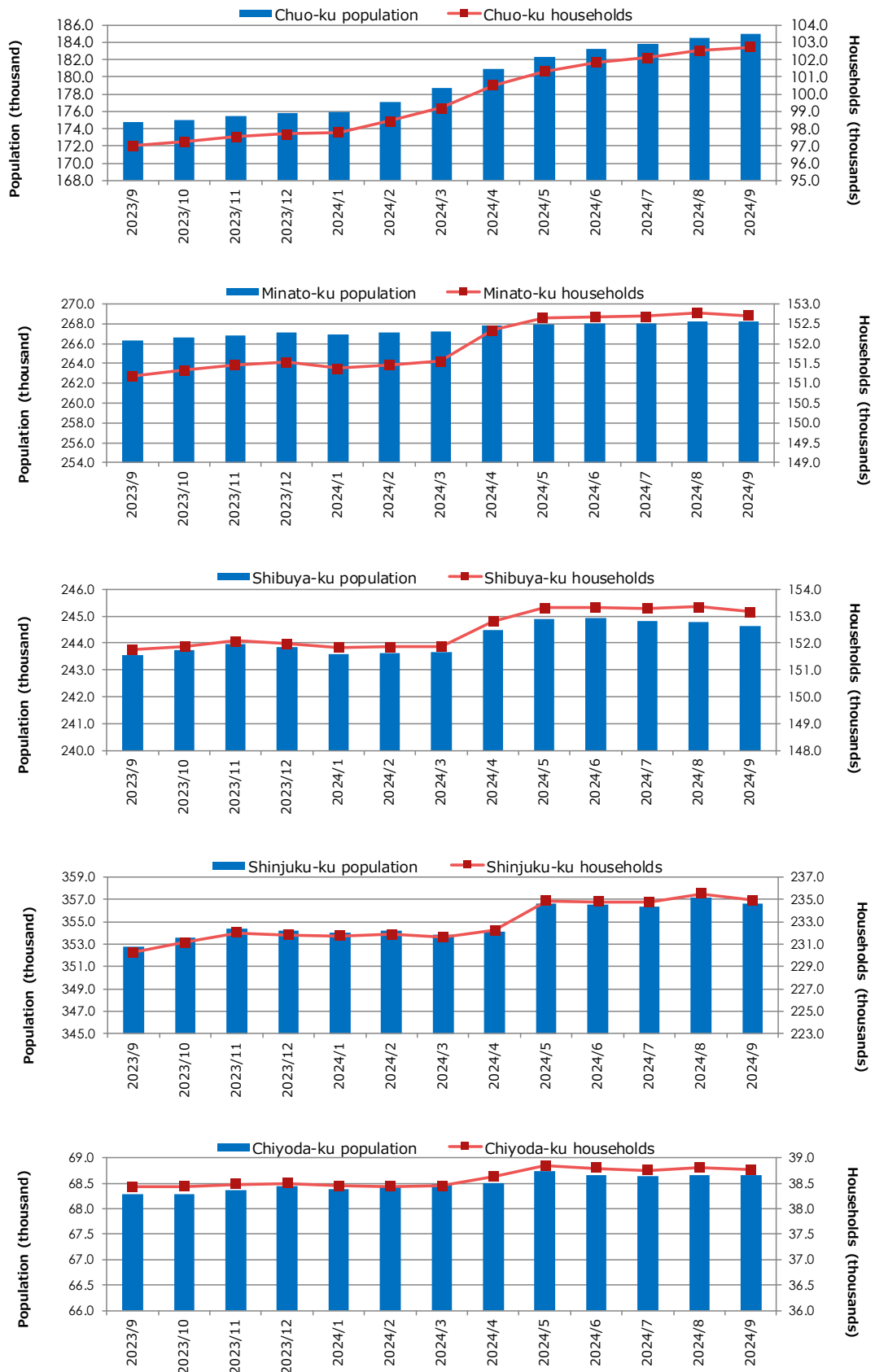
Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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 September 1, the population of the five wards of the city center increased in Chuo Ward and Minato Ward, and decreased in Shibuya Ward, Shinjuku Ward and Chiyoda Ward. The number of households increased in Chuo Ward and decreased in the other 4 wards.

Chuo-Ward	population:185,007 (+512)	households:102,715 (+193)
Minato-Ward	population:268,234 (+25 )	households:152,712 (-65 )
Shibuya-Ward	population:244,615 (-181)	households:153,163 (-188)
Shinjuku-Ward	population:356,619 (-552)	households:234,938 (-572)
Chiyoda-Ward	population:68,653 (-14 )	households:38,767 (-35)

\* 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) 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: 63 (as of August 2024)

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

—Inquiries regarding this matter—

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