



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

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

As of the end of October 2024, the asking price per tsubo for condominiums (condominiums of RC/SRC construction completed after October 2014) in the 5 central wards of Tokyo (Chuo, Minato, Shibuya, Shinjuku, Chiyoda) increased in Chiyoda, Chuo, Minato and Shinjuku, and decreased in Shibuya. In addition, the asking key money increased in Chiyoda and decreased in the other 4 wards.

**【Major trends in the 5 central wards as of the end of October 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 +269 yen to 20,073 yen in Chiyoda, +403 yen to 18,249 yen in Chuo, and +99 yen to 18,172 yen in Shinjuku, all of which were the highest prices since the survey began. Minato Ward also saw an increase of +381 yen, while Shibuya Ward saw a decrease of -294 yen. Compared to the same month last year, all five wards have increased for 13 consecutive months, including Chiyoda Ward's +1,521 yen.

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

Compared to the previous month, the average key money for each ward increased +0.06 months (+12.8%) in Chiyoda Ward, decreased -0.04 months (-7.4%) in Chuo Ward, decreased -0.09 months (-13.4%) in Minato Ward, decreased -0.02 months (-3.7%) in Shinjuku Ward, and decreased -0.03 months (-4.9%) in Shibuya Ward. Compared to the same month last year, Chiyoda Ward, Shinjuku Ward, and Shibuya Ward increased, while Chuo Ward and Minato Ward decreased.

Chart ① Average unit price per tsubo

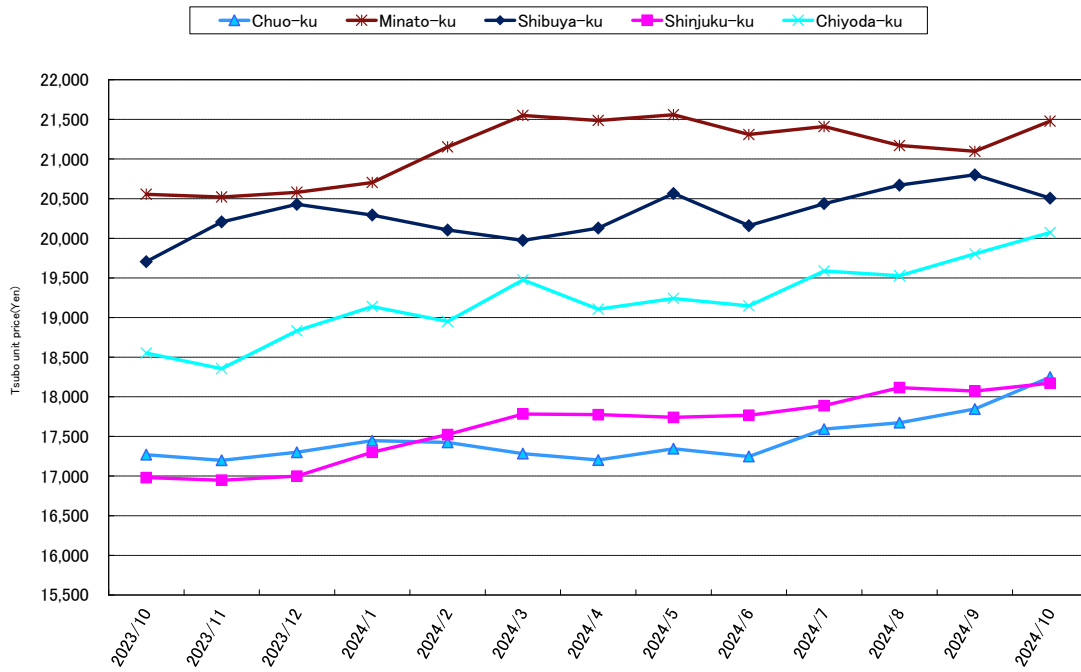
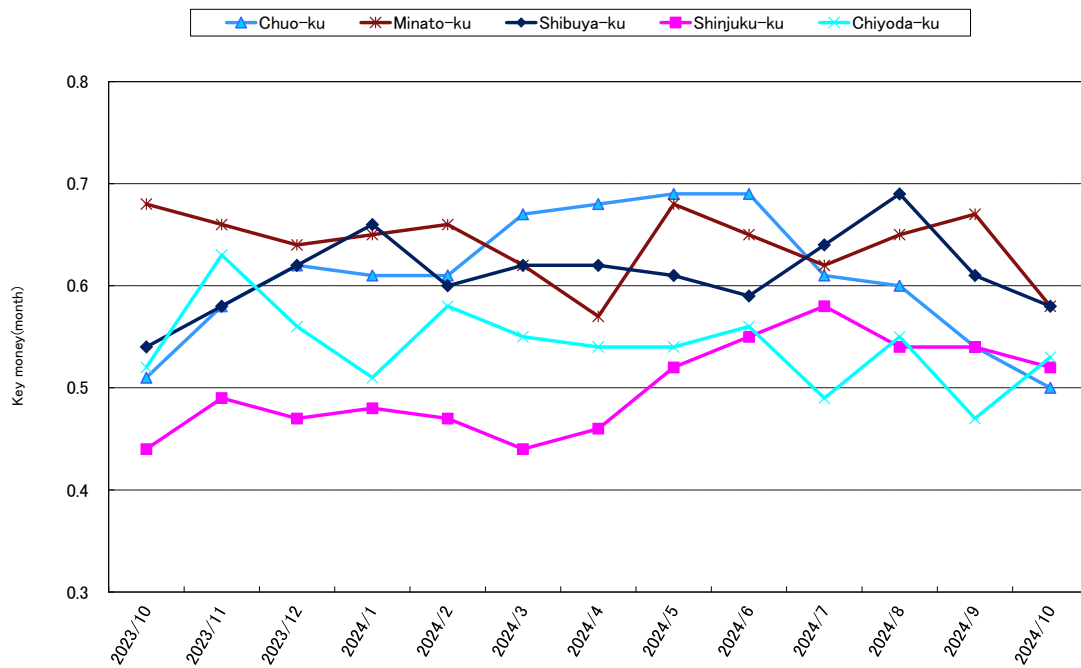


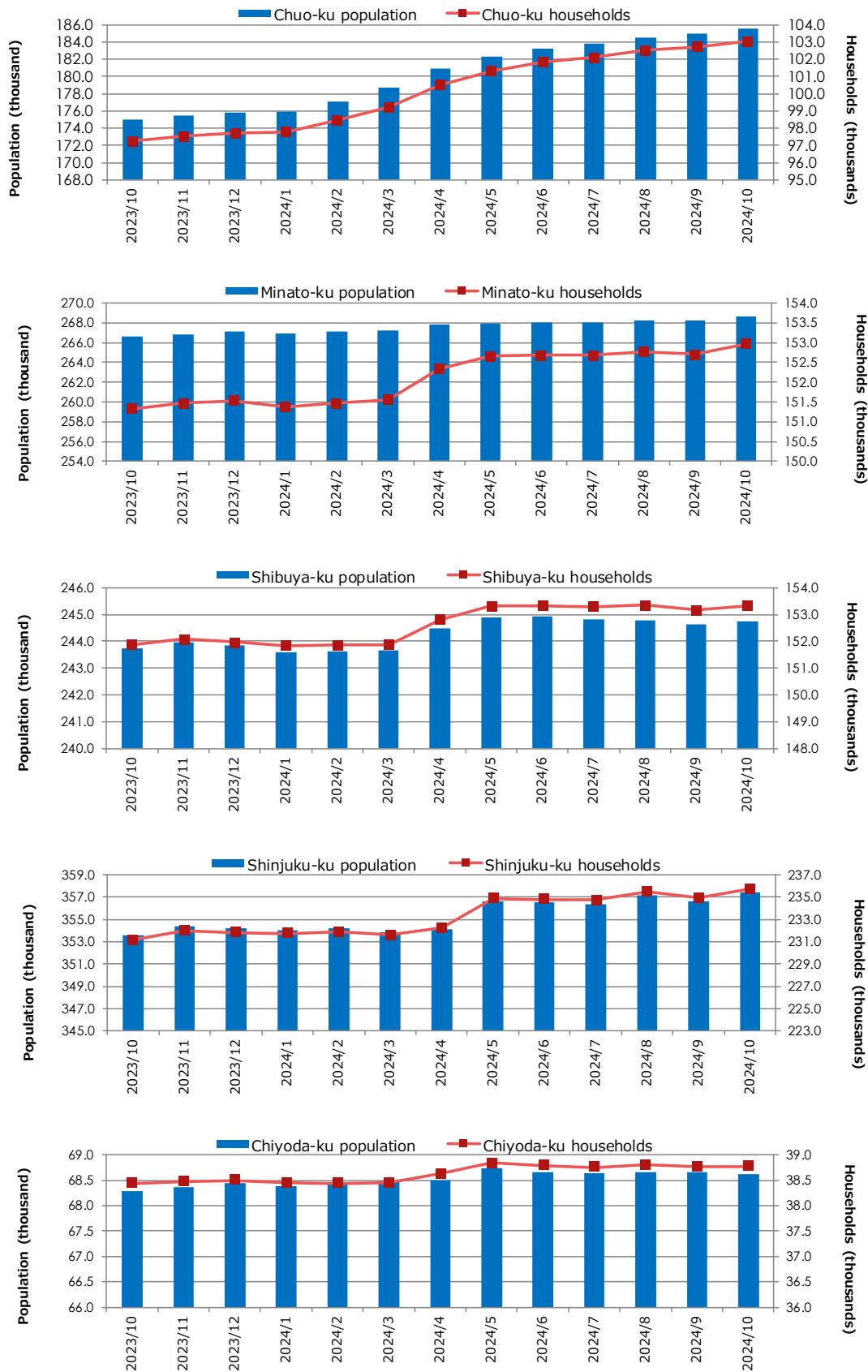
Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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 October 1, the population and number of households in the five central wards of Tokyo increased in Chuo, Minato, Shibuya and Shinjuku, while remaining almost flat in Chiyoda.

Chuo-Ward	population:185,552 (+545)	households:103,018 (+303)
Minato-Ward	population:268,623 (+389)	households:152,974 (+262)
Shibuya-Ward	population:244,736 (+121)	households:153,326 (+163)
Shinjuku-Ward	population:357,434 (+815)	households:235,747 (+809)
Chiyoda-Ward	population:68,619 (-34)	households:38,777 (+10)

\* 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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