



To the press
Press release
February 28, 2025.
Leasing Management Consulting Co., Ltd.

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As of the end of January 2025, 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 February 28, 2025 in the five major wards of central Tokyo (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) 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 as of the End of January 2025 for the Five Central Wards】

As of the end of January 2025, the listing price per tsubo for condominiums (constructed after January 2015, RC and SRC structures, condominium type) in the five central wards (Chuo, Minato, Shibuya, Shinjuku, and Chiyoda) increased in Chiyoda, Chuo, Minato, and Shinjuku wards, while it decreased in Shibuya Ward. Additionally, the key money required for listings increased in Chiyoda and Shibuya wards but decreased in Chuo, Minato, and Shinjuku wards.

【Key Trends as of the End of January 2025 for the Five Central Wards】

Average Listing Price per Tsubo (Month-over-Month Change) (Chart ①)

The month-over-month changes in the average listing price per tsubo for each ward were:

- Chiyoda Ward: +742 JPY, reaching 21,315 JPY
- Chuo Ward: +408 JPY, reaching 19,389 JPY
- Minato Ward: +269 JPY, reaching 22,064 JPY
- Shinjuku Ward: +487 JPY, reaching 18,941 JPY

These four wards set new all-time highs since data collection began. In contrast, Shibuya Ward saw a slight decrease of -20 JPY.

Compared to the same month in the previous year, all five wards have continued to see price increases for the 16th consecutive month, with Chiyoda Ward leading at +2,177 JPY.

Average Key Money (Month-over-Month Change) (Chart ②)

The month-over-month changes in average key money were:

- Chiyoda Ward: +0.08 months (+12.5%)
- Shibuya Ward: +0.03 months (+5.5%)
- Chuo Ward: -0.05 months (-10.6%)
- Minato Ward: -0.01 months (-1.9%)
- Shinjuku Ward: -0.03 months (-5.5%)

Compared to the same month in the previous year, key money increased in Chiyoda and Shinjuku Wards but decreased in Chuo, Minato, and Shibuya Wards.

Chart ① Average unit price per tsubo

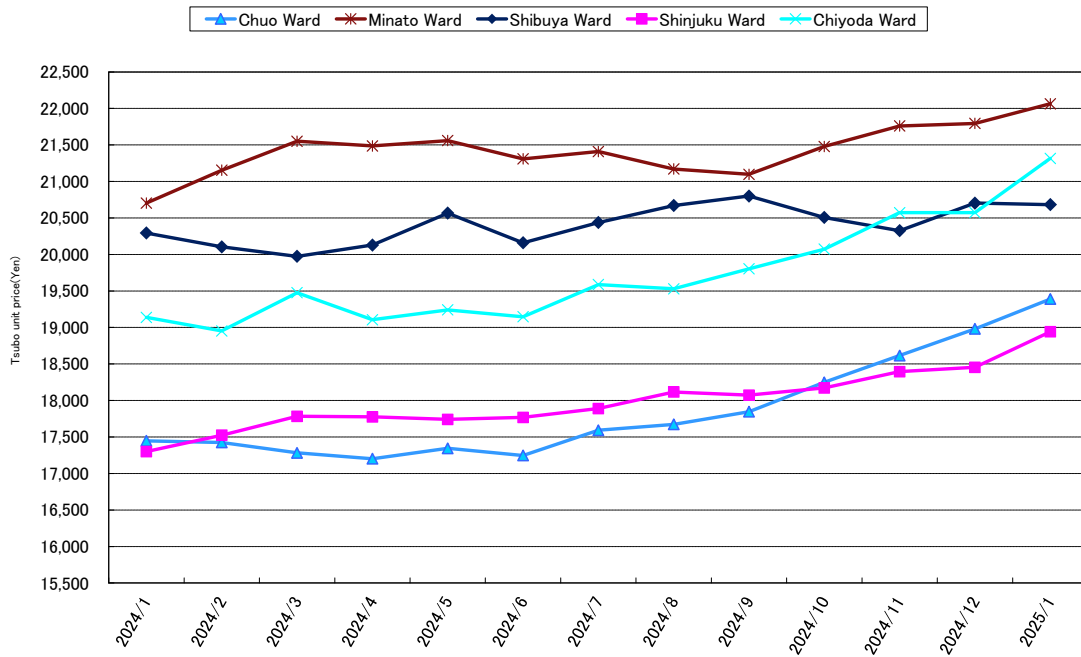
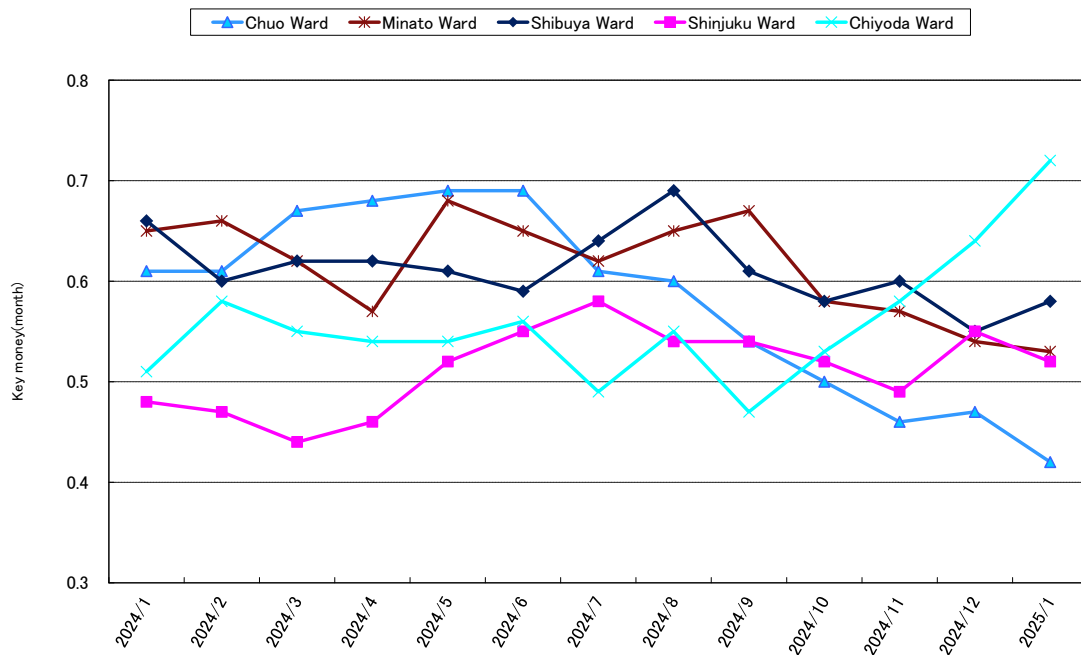


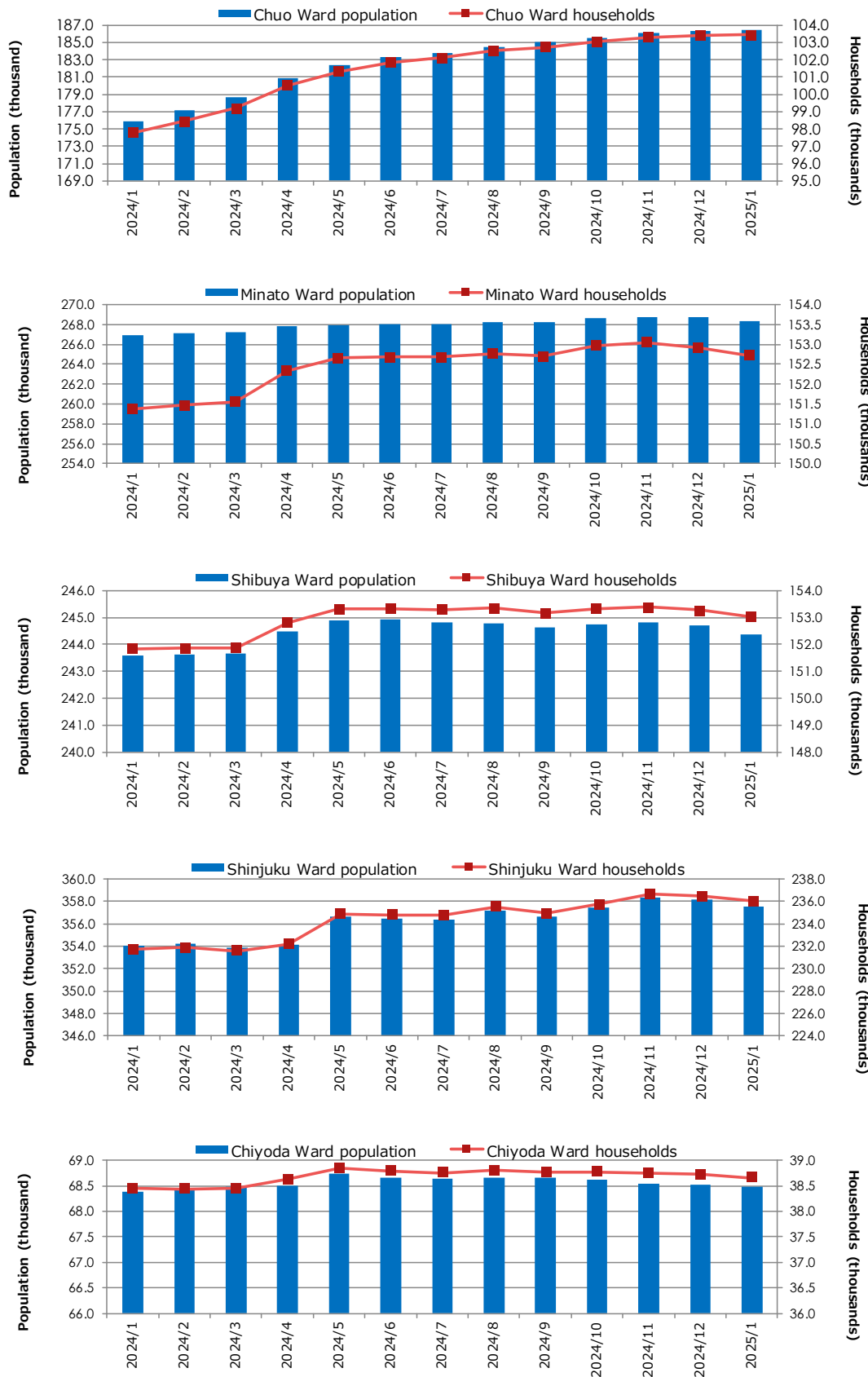
Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



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 & Households (Chart ③)

As of January 1, 2025, the population and number of households increased in Chuo Ward for the second consecutive month, while the other four wards saw a decline.

Chuo-Ward	population:186,460 (+107)	households:103,428 (+23)
Minato-Ward	population:268,373 (-333)	households:152,720 (-206)
Shibuya-Ward	population:244,387 (-339)	households:153,025 (-253)
Shinjuku-Ward	population:357,523 (-612)	households:236,005 (-477)
Chiyoda-Ward	population:68,473 (-57)	households:38,651 (-69)

* 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—

Leasing Management Consulting Co., Ltd.

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