



To the press  
Press release  
November 30, 2021  
Leasing Management Consulting Co., Ltd.

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**As of the end of October 2021, 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, 2021 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 5 central wards of Tokyo as of the end of October 2021】**

As of the end of October 2021, the unit price per tsubo (RC / SRC construction apartment type completed after October 2011) in the 5 central wards (Chuo Ward, Minato Ward, Shibuya Ward, Shinjuku Ward, Chiyoda Ward) is Chuo Ward. It rose in Minato Ward, Shinjuku Ward and Shibuya Ward, and leveled off in Chiyoda Ward. Key money for recruitment has risen in Shinjuku and Shibuya wards, leveled off in Chuo and Minato wards, and has fallen in Chiyoda ward.

**【Main trends in the 5 central wards of Tokyo as of the end of October 2021】**

**Average unit price per tsubo (Chart ①)**

The average unit price per tsubo in each ward increased slightly in 4 wards, +57 yen in Chuo ward, +66 yen in Minato ward, +26 yen in Shinjuku ward, +37 yen in Shibuya ward, and remained almost unchanged at -15 yen in Chiyoda ward. Compared to the same month of the previous year, all 5 wards have fallen for 8 consecutive months, including -440 yen in Chiyoda ward.

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

The monthly average key money for each ward increased by +0.03 months (+ 6.3%) in Shinjuku ward, +0.07 months (+ 12.3%) in Shibuya ward, and remained unchanged in Chuo ward and Minato ward. In Chiyoda Ward, it fell by -0.05 months (-10.0%). Compared to the same month of the previous year, it was flat in Shibuya Ward and fell in the other 4 Wards.

Chart ① Average unit price per tsubo

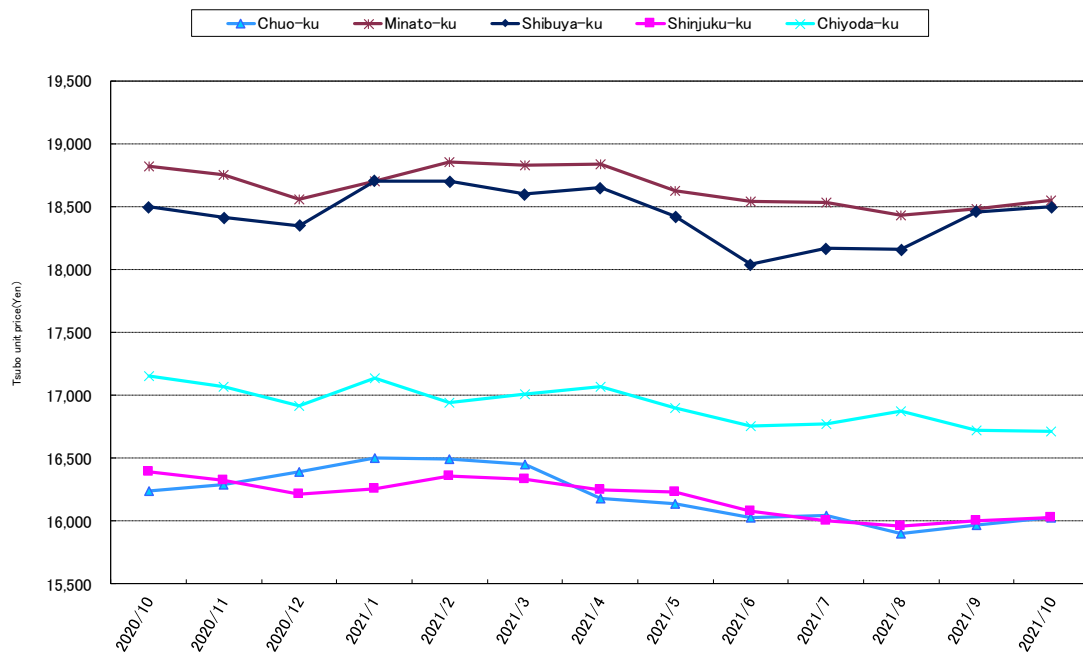
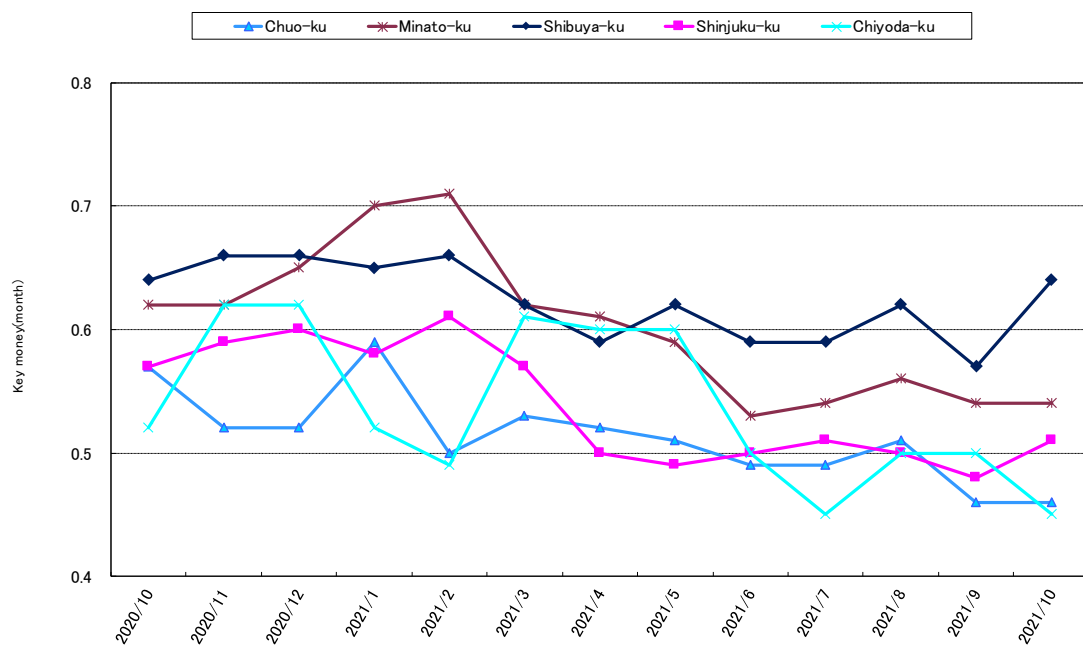


Chart ② Average recruitment key money transition in the 5 central wards of Tokyo



\* 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. Preliminary census figures for October 2020.

Source) Tokyo Metropolitan Government Website

### Population / number of households (Chart ③)

As of October 1, the population and the number of households in the 5 central wards of Tokyo both decreased in all 5 wards.

|             |                                   |                                   |
|-------------|-----------------------------------|-----------------------------------|
| Chuo-ku     | October population: 170,596(−132) | October households: 93,388(−143)  |
| Minato-ku   | October population: 258,763(−260) | October households: 145,180(−231) |
| Shibuya-ku  | October population: 242,794(−303) | October households: 148,353(−297) |
| Shinjuku-ku | October population: 347,392(−464) | October households: 222,277(−372) |
| Chiyoda-ku  | October population: 66,797(−64)   | October households: 37,457(−19)   |

\* 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 890,000 companies from May 2007 \* as of August 31, 2021), 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: 45 (as of September 2021)

URL : <http://www.lmc-c.co.jp>

—Inquiries regarding this matter—

Leasing Management Consulting Co., Ltd.

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