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

As of the end of October 2025, announced changes in unit price and key money for rental condominiums in the 5 major wards of central Tokyo

Leasing Management Consulting Co., Ltd. (hereinafter LMC, Headquarters: Minato-ku, Tokyo, President: Koichi Saito) is located on **November 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.

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【Summary as of the End of October 2025 for the Five Central Wards】

As of the end of October 2025, the average advertised price per tsubo for condominiums (reinforced concrete or steel-reinforced concrete construction completed since October 2015) in the five central wards (Chuo, Minato, Shibuya, Shinjuku, and Chiyoda) increased in Chiyoda, Chuo, Shinjuku, and Shibuya wards, while it declined in Minato Ward. Additionally, the average advertised key money increased in Chiyoda, Chuo, and Minato wards, while it decreased in Shinjuku and Shibuya wards..

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

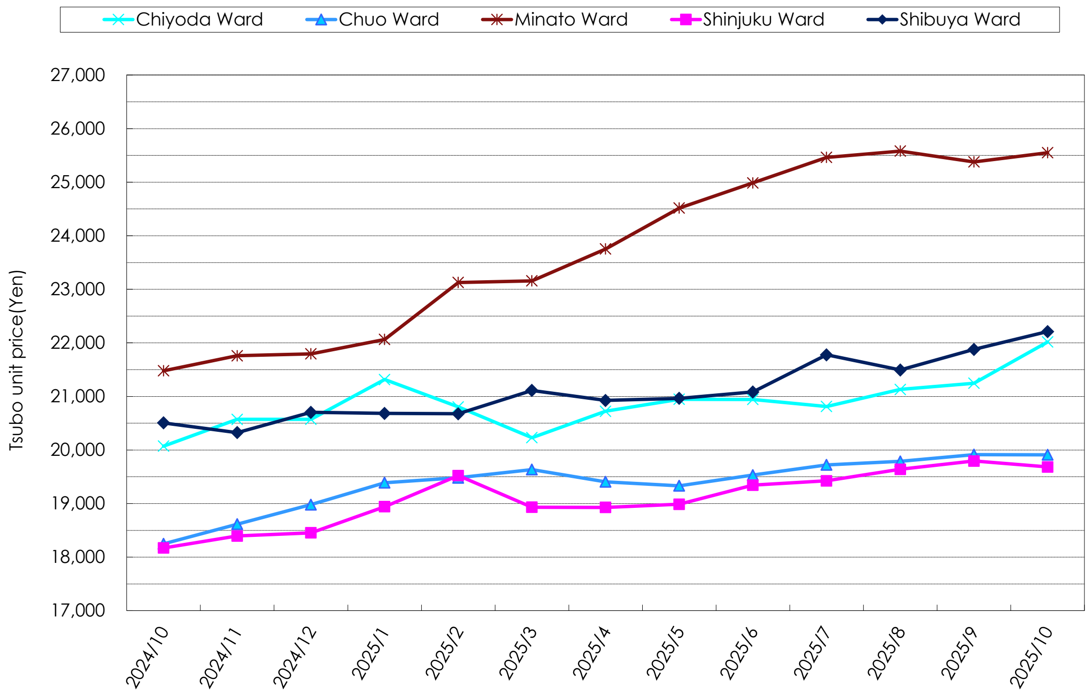
Average Listing Price per Tsubo (Month-over-Month Change) (Chart ①)

- ◆ Chiyoda Ward: ¥22,018 （Month-on-month: +¥771 /Year-on-year:+¥1,945）
- ◆ Chuo Ward: ¥19,911 （Month-on-month: -¥4 /Year-on-year:+¥1,662）
- ◆ Minato Ward: ¥25,551 （Month-on-month: +¥171 /Year-on-year:+¥4,072）
- ◆ Shinjuku Ward: ¥19,684 （Month-on-month: -¥111 /Year-on-year:+¥1,513）
- ◆ Shibuya Ward: ¥22,212 （Month-on-month: +¥334 /Year-on-year:+¥1,705）
- Chiyoda and Shibuya wards reached their highest levels since data collection began.
- All five wards posted year-on-year increases for the 25th consecutive month.

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

- ◆ Chiyoda Ward: 0.63 months （Month-on-month: +0.09 months）
- ◆ Chuo Ward: 0.73 months （Month-on-month: +0.02 months）
- ◆ Minato Ward: 0.72 months （Month-on-month: +0.02 months）
- ◆ Shinjuku Ward: 0.51 months （Month-on-month: -0.02 months）
- ◆ Shibuya Ward: 0.51 months （Month-on-month: -0.04 months）

Chart ① Average unit price per tsubo



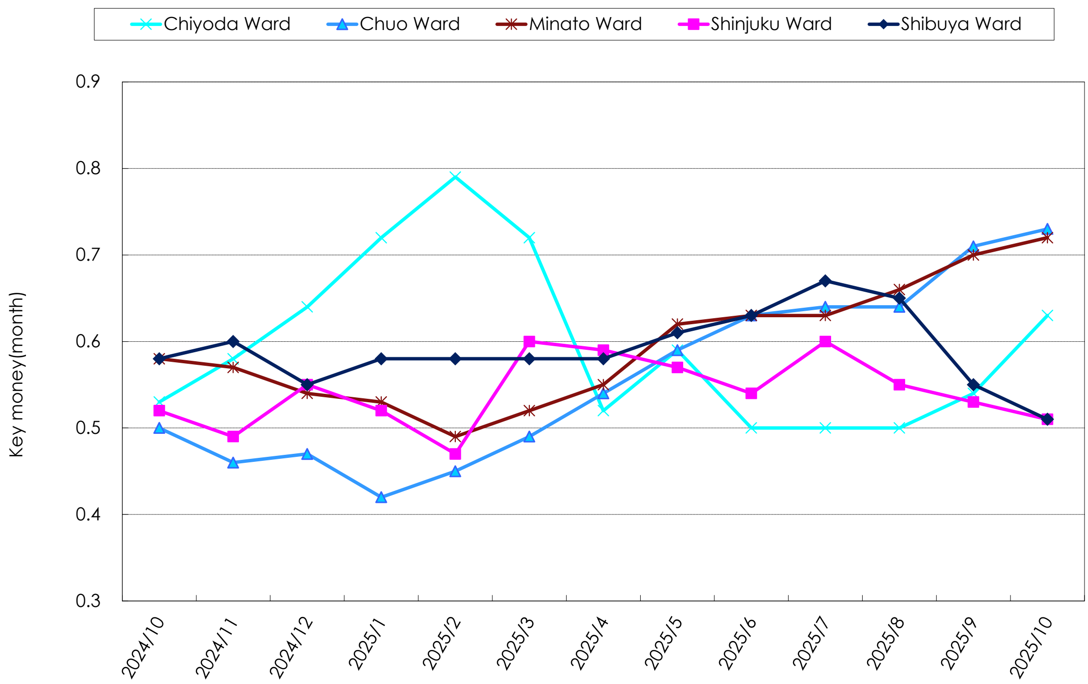


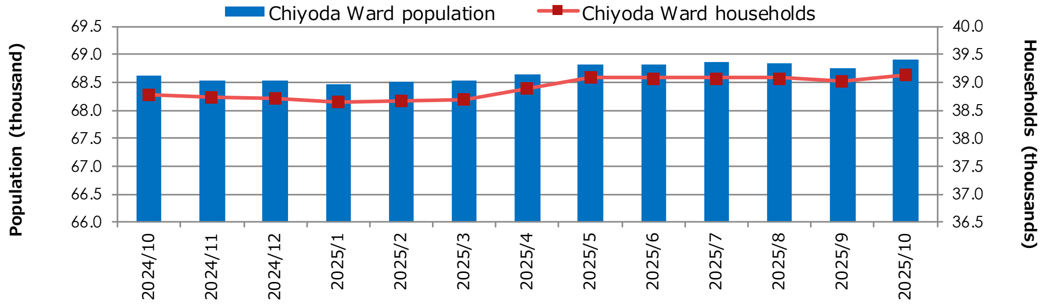
Chart ② Average recruitment key money transition in the 5 central wards of Tokyo

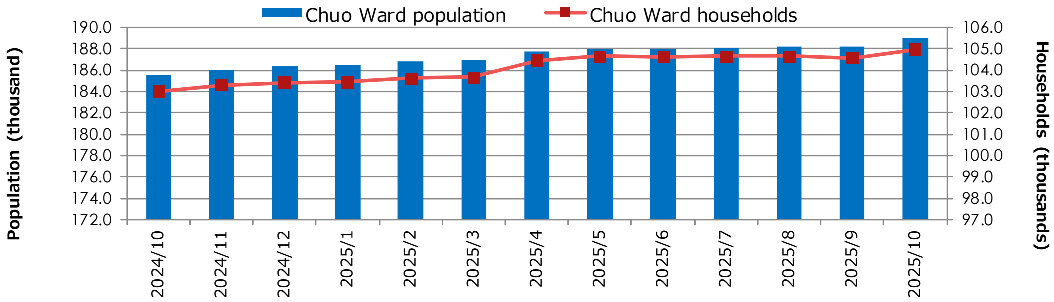
LMC research

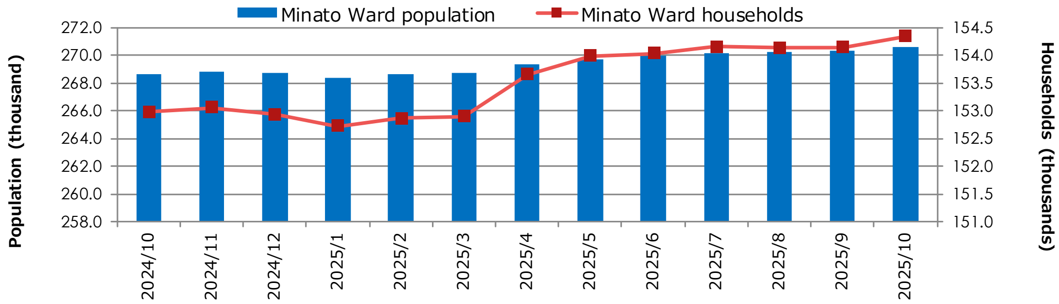
Conditions: Within 10 years of construction RC / SRC condominium type

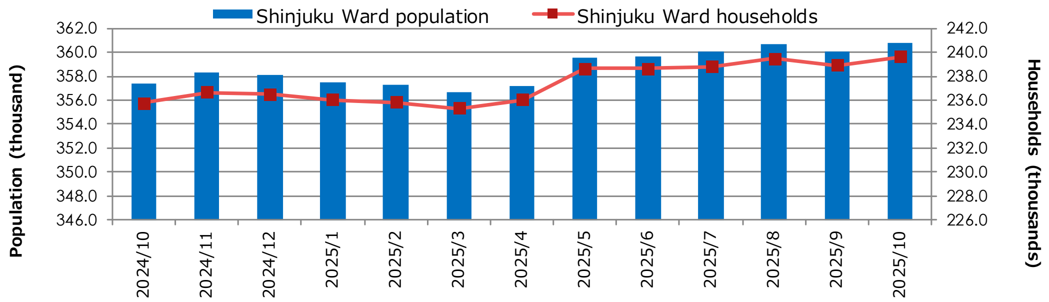
The value is the arithmetic mean value of the number of months of key money offered in the area

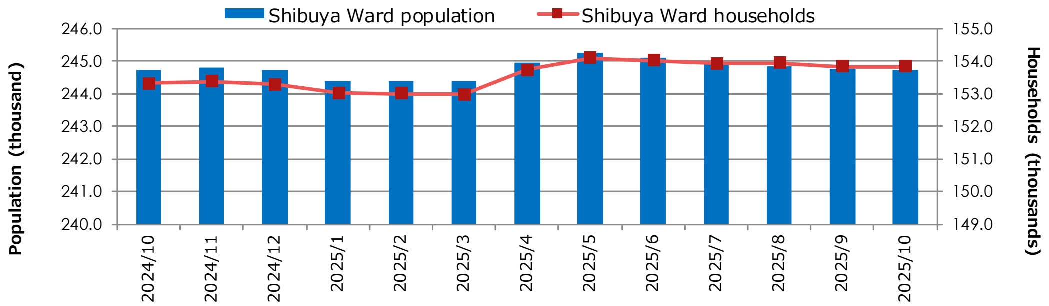
Chart ③Population and Number of Households in 5 Wards of Central Tokyo











* Estimated population as of the 1st of each month.

Source) Tokyo Metropolitan Government Website

Population & Households (Chart ③)

As of October 1, both the population and number of households increased in Chiyoda, Chuo, Minato, and Shinjuku wards, while remaining flat in Shibuya Ward.

Chiyoda-Ward	population：68,903 (+160)	households：39,139 (+113)
Chuo-Ward	population：188,986 (+819)	households：104,966 (+411)
Minato-Ward	population：270,588 (+287)	households：154,345 (+209)
Shinjuku-Ward	population：360,787 (+739)	households：239,621 (+693)
Shibuya-Ward	population：244,742 (-21)	households：153,831 (+5)

* 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 "Rakuchin Sheet Listing" (visit to a total of 1,110,000 companies from May 2007 * as of April 30, 2025), 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: 43 (as of May 2025)

URL： https://lmc-c.co.jp

―Inquiries regarding this matter―――――――――――――――――――――――――――――

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