New operation in the Covid-19 Pandemic
Profile

EDUCATION
Bachelor of Sociology, NAGASAKI Institute of Applied Science, Nagasaki (1984)

EXPERIENCE
Housing lobby Inc. (2018-present)
  - President (2018-present)

The founder of the Chintai Club co.ltd (1998-2018)

The founder of the FUN co.ltd (2013-present)
  - President (2013-present)

Interest/Hobbies
Guitar, Golf, Motorcycle

Ryuzo MORITA
Day of birth
November 26, 1964
Company Profile

President: Ryuzo MORITA
Location: Nagasaki City, Nagasaki
Establishment: Since 1987 (36th)
Business Lineup: Apartment real estate management, Real estate brokerage, Property renovation

2704
Number of households (As of August, 2022)

96.5%
Occupancy rate (2022 average)

Head office
Nagasaki

Peace Park

World heritage “The Gunkanjima”

Glover Garden

Bridge “Meganebashi”

Contents

1. Japanese Real Estate TODAY
   1-Increase in vacancy by depopulation
      (The rural gap, Rapid increase in move-out, Occupancy rate)
   2-Chronic shortage of manpower
   3-Behind IT adoption

2. Impact of Covid-19
   1-Decrease in demand
   2-Changes in new sales methods

3. New service
   1-How we introduce the self viewing service, and the MINPAKU business
      (non face-to-face CS)
   2-Customer feedback
   3-About our Self-Viewing services

4. Performance our service
1. Japanese Real Estate TODAY

Increase in population

2010 >>> 2060

12,806 9284
1. Japanese Real Estate TODAY

1. Increase in vacancy by depopulation (The rural gap, Rapid increase in move-out, Occupancy rate)

Increase in vacancy

1963 >>> 2018
2.5% 13.6%
1. Japanese Real Estate TODAY

2. Chronic shortage of manpower

Lack of Sales Representative
1. Japanese Real Estate TODAY

3. Behind IT adoption

Lack of financial ability for IT adoption

Small company 80%
1. Japanese Real Estate TODAY

3. Behind IT adoption

Having difficulty with the IT adoption

Age over 60

40%
2. Impact of Covid-19
1. Decrease in demand

Decrease in demand and Advancement in Telework
2. Impact of Covid-19
   2. Changes in new sales methods
      VR/Online
3. New service
Our new service

Self room tour (non face-to-face)
3. New service
1. How we introduce the self viewing service.

Japanese Airbnb
National Awareness Survey on our Self-viewing service was conducted by a research company.

【Respondent】People who experienced an inconvenience at the ordinary viewing. (Registered members of the Mobile service KOKO-ONE)
【Number of answers】328
【Term】Wednesday, April 27, 2022 ~ Thursday, May 5, 2022
3. New service
2. Customer feedback

Q: Which of the followings best describes you at the selfviewing.

- Arranging schedule with agent
- No time to check out the neighborhood
3. New service

2. Customer feedback

Q: What is your thoughts for getting an ordinary service in person in this Covid-19 pandemic?
3. New service

2. Customer feedback

Q: What is the favorite feature of the Self-Viewing?

- No need to arrange schedule with an agent
- I could check on the room, and the neighborhood freely
3. New service

2. Customer feedback

Q: If a room that you are interested is available for a self viewing, do you think you want to try it out?

![Pie chart showing customer feedback]

- Yes: 37.2%
- More to Yes: 50.3%
- More to No: 6.7%
- No: 5.8%

(N=328)
3. New service

3. About our Self-Viewing services

[step-1] Search property via website or Find the Flag Banner.
▶▶▶ Lead to LINE sign up

website  Flag Banner
3. New service

3. About our Self-Viewing services

[step-2] Add LINE as your friend

Guide to enter for the Self viewing application form.

Add LINE

Application form
3. New service

3. About our Self-Viewing services

[step-3] How-To guide for room entering and exiting, Key unlocking, and the Parking area will be Informed via LINE on the day of the self viewing.

Unlocking/how to enter

1- Unlocking code will be notified separately.
2- Side the cover to find the 10 digits keypad.
3- Enter the code to unlock (Code will be sent via LINE beforehand)
4- Slide back the cover, push the KEY sign to lock.
3. New service

3. About our Self-Viewing services

Parking space
Please park where the yellow corn is placed.
(No exceptions space)
4. Performance our service

Achievement

Term: April 1, 2021 – August 11, 2022

1. Number of use: 135
2. Number of deal closed: 28
3. Deal closing rate: 20%

Since the Self-viewing service is convenient for users, we believe that the service will become the new standard when the Covid-19 pandemic is over. Most customers prefer to take a look at the room directly when they are looking to find a new place to live.
Summary

Changes in customer awareness

Service provider reformation