


A wide-angle night photograph of Nagasaki, Japan. The city's lights are reflected in the water of the bay. In the background, a large cable-stayed bridge spans the water. The foreground shows a dense urban area with various buildings and structures. The overall scene is illuminated by the city's lights and the bridge's illumination.

Night view of Nagasaki

# New operation in the Covid-19 Pandemic

Jan,2023

 Housing Lobby



# Profile

## ■ EDUCATION

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

## ■ EXPERIENCE

Housing lobby Inc. (2018-present)

- President (2018-present)
- Managing director (1988-1998)

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

- Managing director (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



くらし そばに いい管理  
Housing Lobby

President : Ryuzo MORITA

Location : Nagasaki City, Nagasaki

Establishment : Since 1987 (36th)

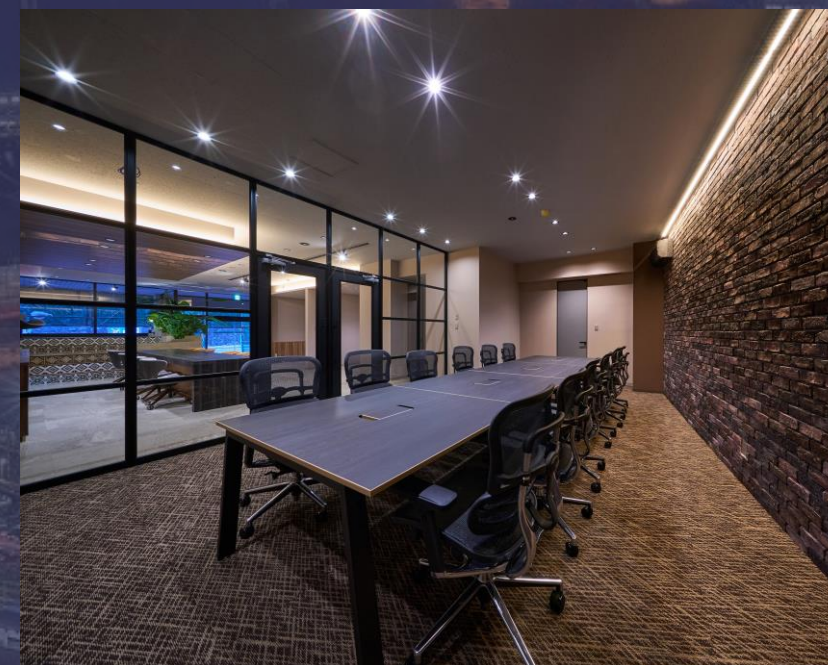
Business Lineup : Apartment real estate management,  
Real estate brokerage, Property renovation

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"





Chanpon



Nagasaki

Sara Udon



Kakuni Manju



Milk shake



Castella



# 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

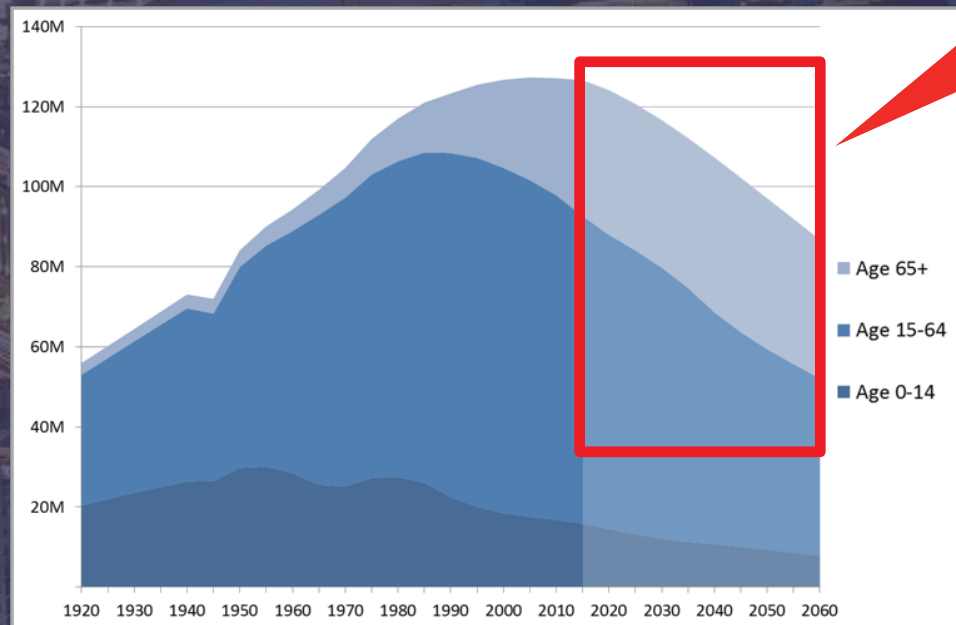
## 4. Performance our service



# 1. Japanese Real Estate TODAY

Increase in population

2010 >>> 2060  
**12,806** **9284**



Unknown 0 to 14 15 to 64 65 to 74 75 years old and over

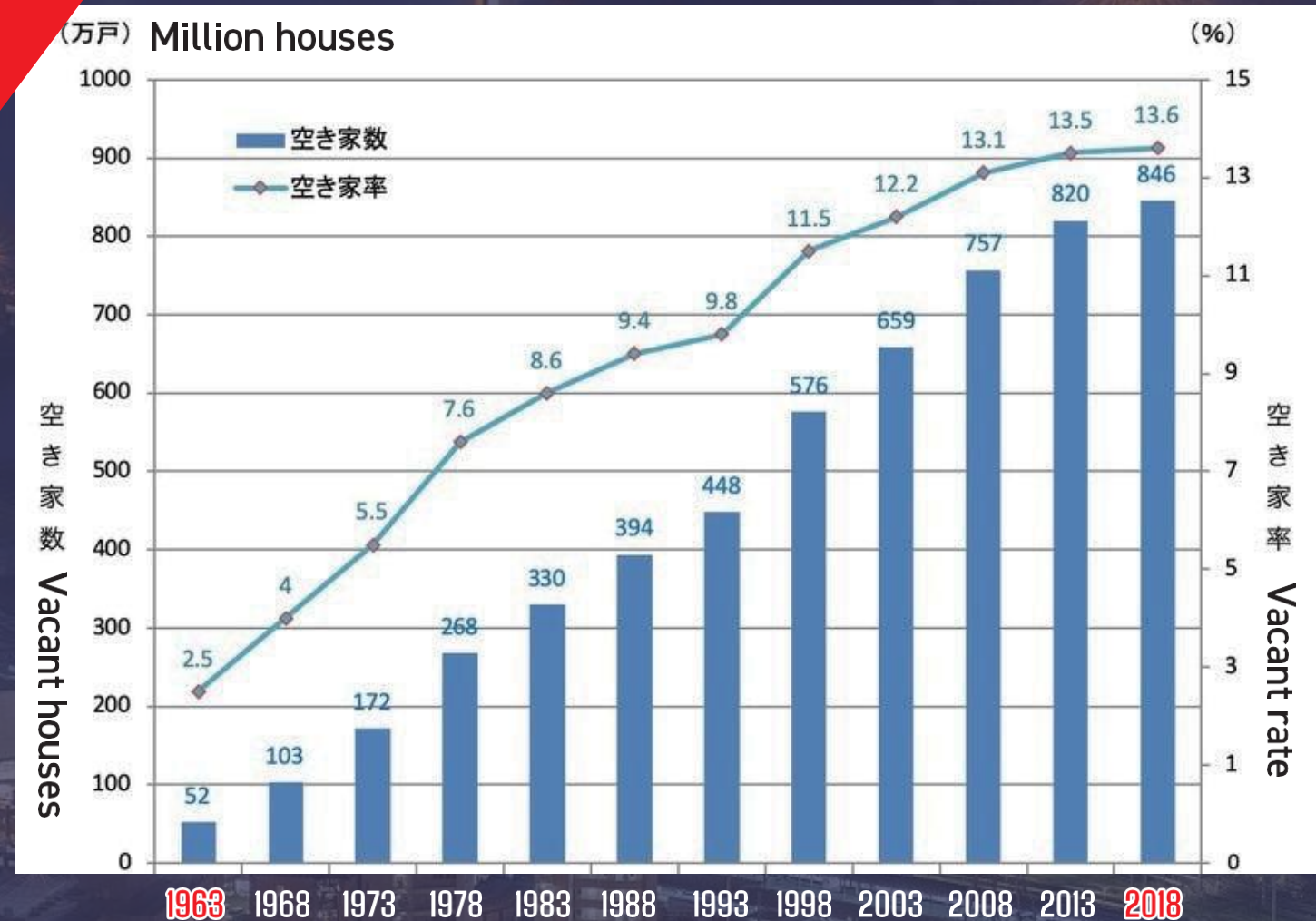


# 1. Japanese Real Estate TODAY

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





# 3. New service

## 2. Customer feedback

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

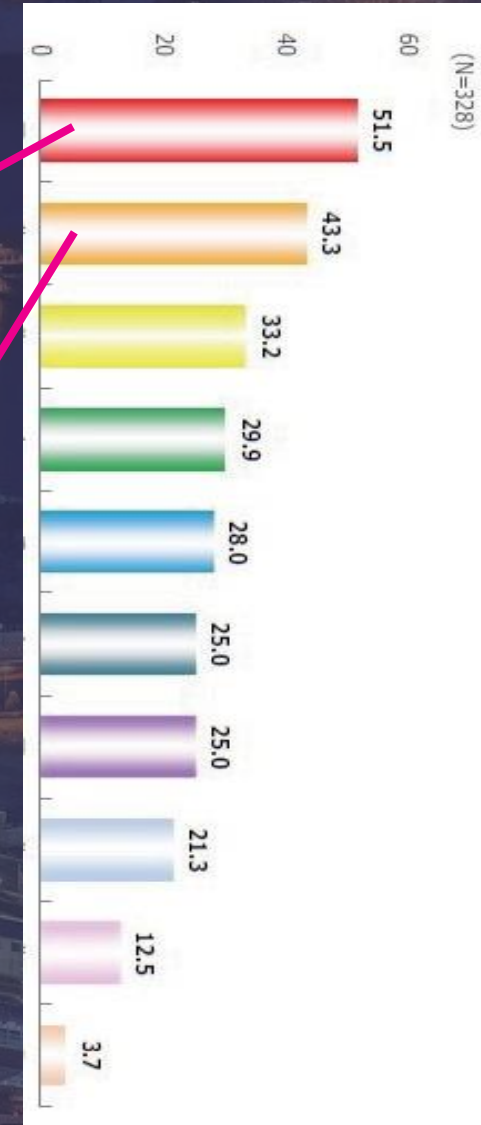


# 3. New service

## 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



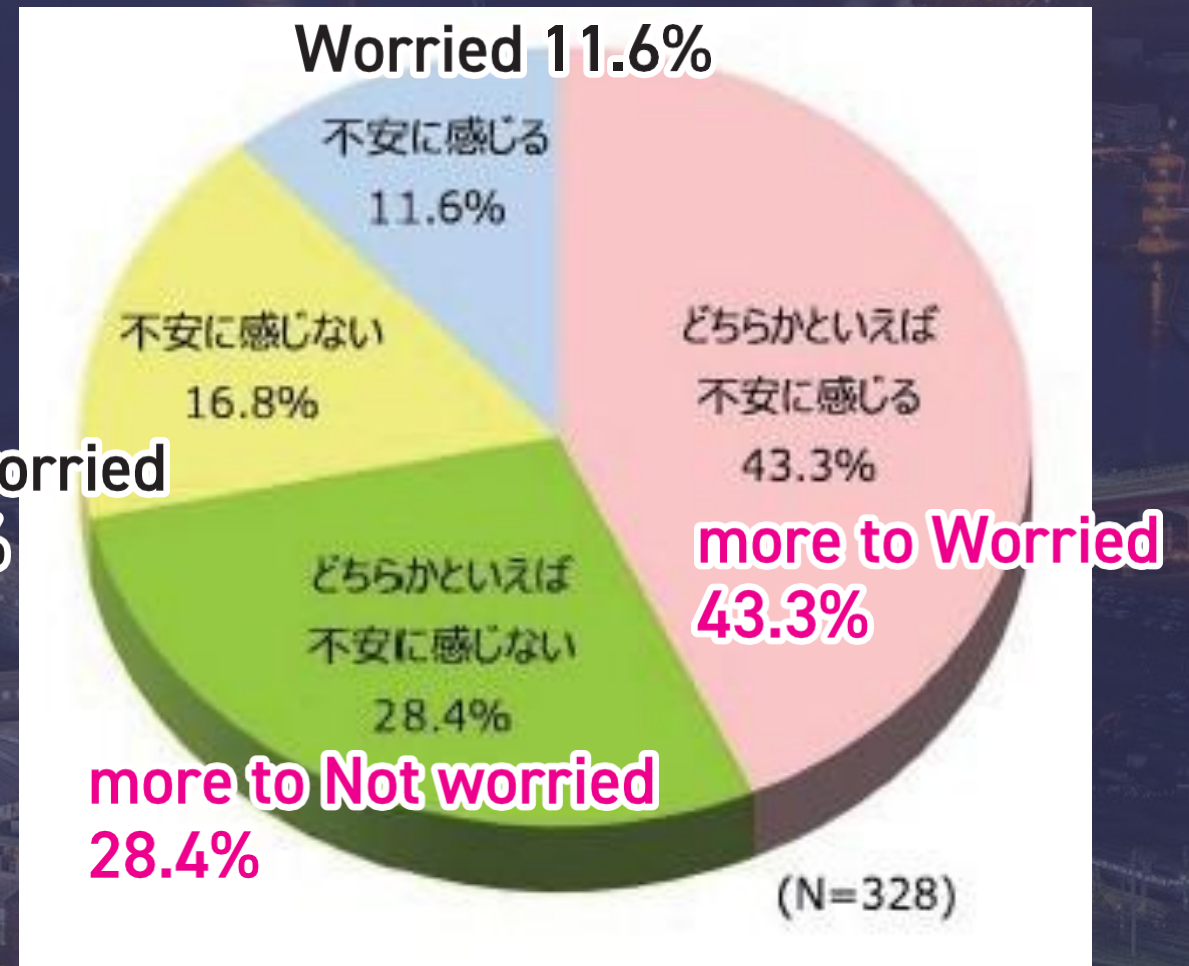


# 3. New service

## 2. Customer feedback

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

Not worried  
16.8%



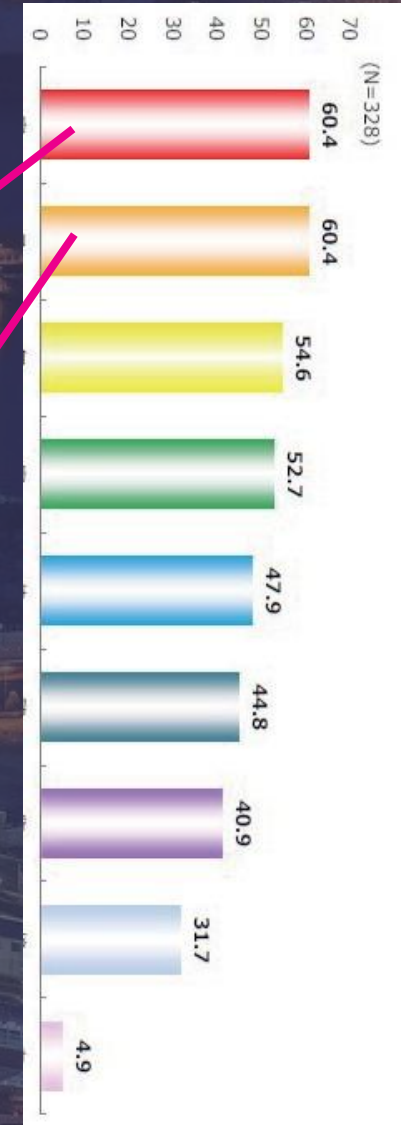


# 3. New service

## 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

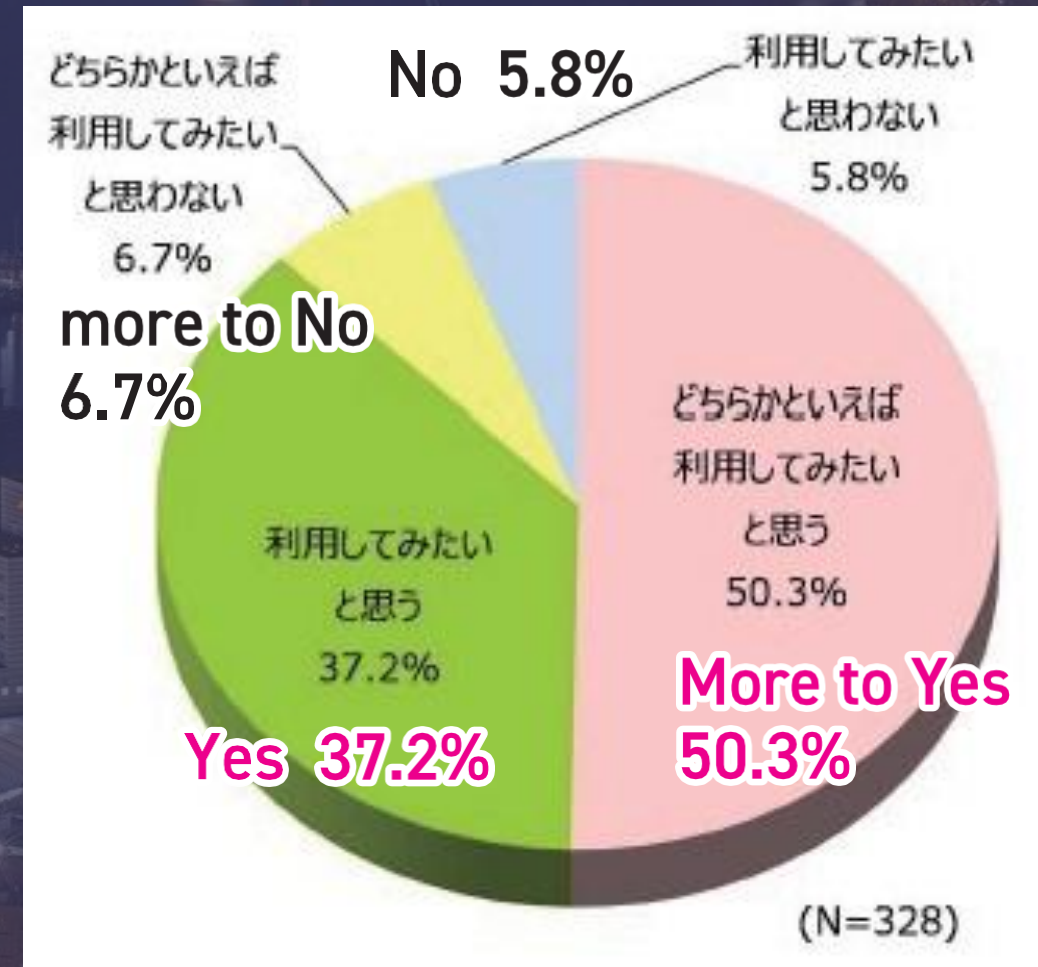




# 3. New service

## 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?





# 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

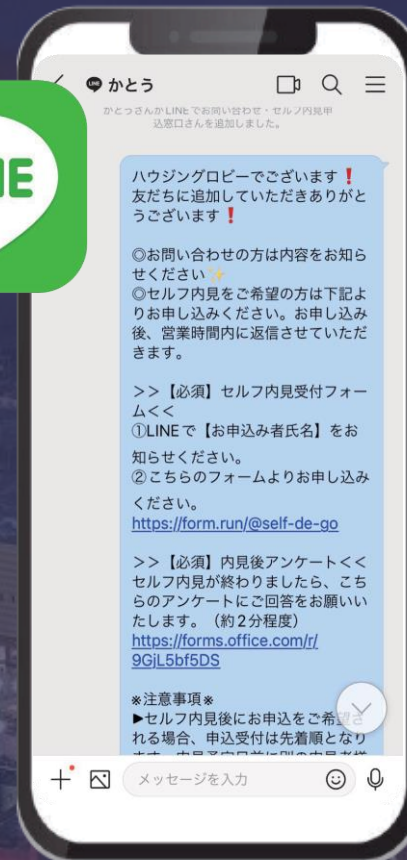
## 3. About our Self-Viewing services

[step-2] Add LINE as your friend

▶▶ Guide to enter for the Self viewing application form.



Add LINE

A smartphone screen displaying a LINE chat conversation. The contact is named "かとう" (Kato). The message text is in Japanese and provides instructions for self-viewing, including a link to a form and a survey. A green LINE logo is overlaid on the left side of the screen.

かとう  
かとうさんのLINEでお問い合わせ、セルフ内見申込窓口さんを追加しました。

ハウジングロビーでございます！  
友だちに追加していただきありがとうございます！  
でございます！

◎お問い合わせの方は内容をお知らせください  
◎セルフ内見をご希望の方は下記よりお申し込みください。お申し込み後、営業時間内に返信させていただきます。

>>【必須】セルフ内見受付フォーム<<  
①LINEで【お申込み者氏名】をお知らせください。  
②こちらのフォームよりお申し込みください。  
<https://form.run/@self-de-go>

>>【必須】内見後アンケート<<  
セルフ内見が終わりましたら、こちらのアンケートにご回答をお願いいたします。（約2分程度）  
<https://forms.office.com/r/9GjL5bf5DS>

※注意事項※  
▶セルフ内見後にお申込をご希望される場合、申込受付は先着順となります。



Application form

A smartphone screen displaying a "セルフ内見受付フォーム" (Self-viewing application form). The form includes fields for name, phone number, and desired viewing date, along with a note about the viewing time.

セルフ内見受付フォーム

セルフ内見をご希望の方はこちらのフォームよりお申し込みください。  
受付確認後、営業時間内（9:00-18:00）に担当者よりLINEからご連絡させていただきます。

名前 **必須**  
山田 太郎

電話番号 **必須**  
09012345678  
文字数 20文字以内 現在の文字数 0

ご希望の物件名 **必須**  
※物件名がわからない場合は現地住所を入力ください。

ご希望の日時 **必須**  
内見時間は9:00-18:00の間で設定をお願いいたします。



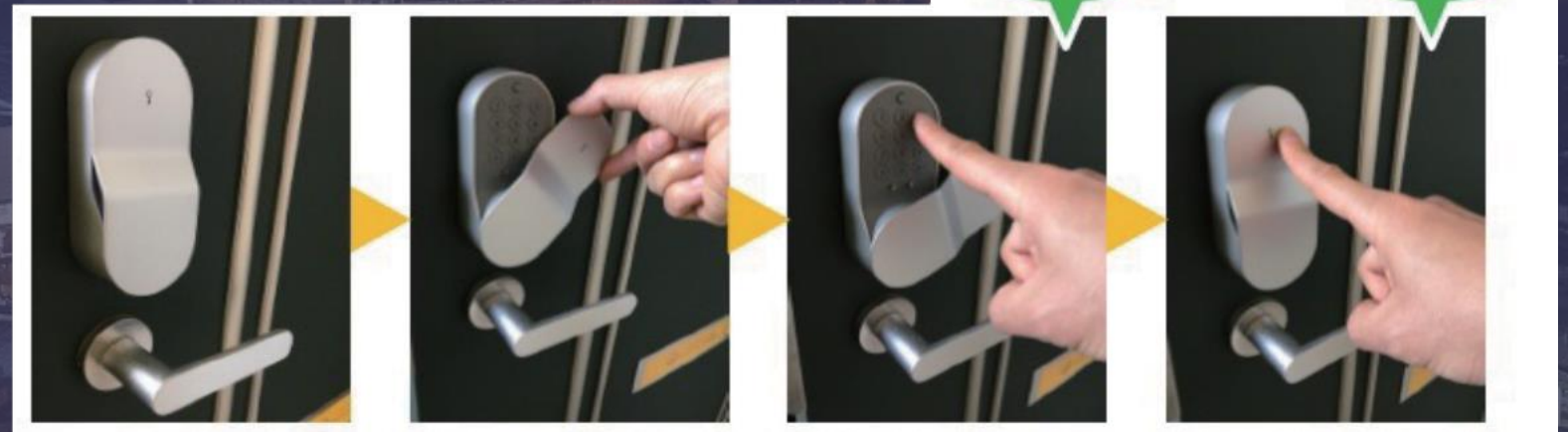
# 3. New service

## 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- Slide 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

135

1. Number of use

28

2. Number of deal closed

20%

3. Deal closing rate

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

