Housing (Homes and Living)

Business Domains Housing (condominiums and detached housing) development, sales, leasing, management, operation, brokerage, new construction contracting, etc.

Market Environment

Risks

- Contraction of domestic housing-related market due to population decline
- Decline in housing-related demand due to rising interest rates and worsening business sentiment
- Soaring housing prices due to rising construction costs, etc.

Opportunities

- Heightened awareness concerning housing associated with diversification of customers' lifestyles
- Increased use of customer sales approaches (online business negotiations, AI-use, etc.) and product planning (select housing, etc.) that emphasize cost performance and time performance
- Focusing on environment-friendly product planning to realize a decarbonized society
- Focusing on the stock market due to a decrease in the number of new properties and aging buildings

Competitive Advantages

- Condominium unit sales: Approx. **250,000**[*1]
- Mitsui Housing Loop members: Approx. **380,000**[*2]
- **Brand power** as **No. 1** in brokered deals for **39** consecutive years
- A lineup of varied products and services related to housing (Leasing/sales, new/used, condominiums/detached houses, senior residences, management/operation/brokerage, etc.)
- Planning and development capabilities for realizing a product lineup of city center, large-scale, and redevelopment

*1 As of the end of March 2025
*2 As of the end of July 2025

Business Strategies

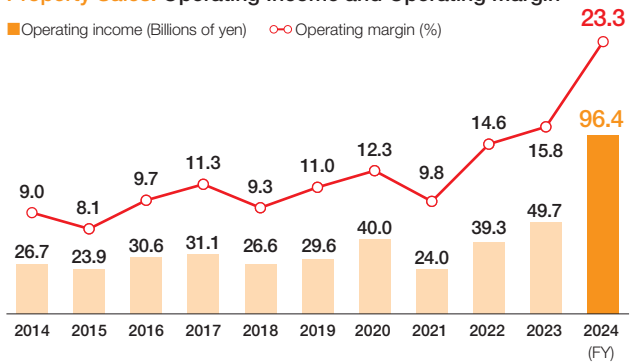
- Strengthen the ability to make proposals to customers through the integrated management of customer data and enhance collaboration among Group companies.
- Provide one-stop service for every customer need.
- Strengthen efforts to meet the needs of affluent and foreign customers; expand points of customer contact by enhancing lifestyle-oriented products and services.

Comprehensive Group strength in providing one-stop services

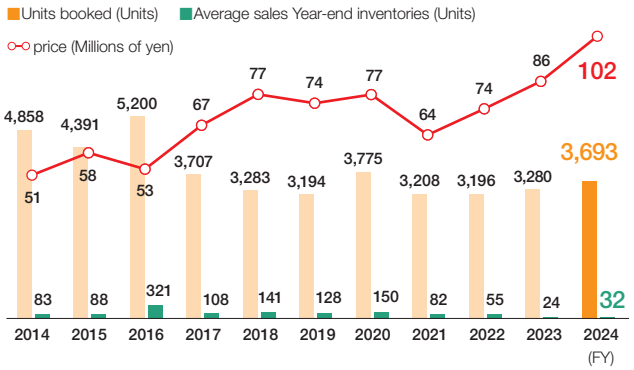
Housing (Homes and Living)

Property Sales (Property Sales Segment)

Property Sales: Operating Income and Operating Margin



Condominiums: Units Booked, Year-End Inventories, and Average Sales Price



Future Development Pipeline (as of the end of July 2025)

Large-Scale Projects	24 properties
Land bank (Condominiums)	Approx. 26,500 units

Property Management (Management Segment)

Condominium units under management	Approx. 300,000 (FY2024)
Number of rental housing units for lease under management	Approx. 150,000 (FY2024)
Number of hourly parking facilities under management	Approx. 250,000 (as of the end of March 2025)
Number of car sharing members	Approx. 630,000 (as of the end of June 2025)

三井のリパーク
Mitsui Car Park Leasing

Since it was launched in 1994, Mitsui Car Park Leasing has developed business operating car parks all over Japan.

三井のカーシェアーズ

We are expanding the car sharing business, centered on Mitsui Car Park Leasing locations in the Tokyo metropolitan and Kansai areas.

Brokerage (Management Segment)

Number of deals brokered

Approx. 38,000

No. 1 for 39 consecutive years*

* From fiscal 1986 to fiscal 2024

三井のリハウス
Mitsui Rehouse

三井のリアルプラン

We are realizing safe and reliable deals that meet the needs of diverse customers in areas such as real estate sales, purchases, leasing, and usage.

Brokerage Market (Fiscal 2024)

		Fee/Revenue (Billions of yen)	Transactions (Units)	Transaction volume (Billions of yen)	Number of stores
1	Mitsui Fudosan Realty Group	101.3	38,103	2,218.8	277
2	Company A	97.6	32,918	2,231.1	223
3	Company B	71.4	31,003	1,434.3	204
4	Company C	55.9	10,444	1,391.1	98
5	Company D	29.0	9,175	679.5	71

Source: "Fudousan Keizai Tsushin (The Real Estate Business Daily)," May 30, 2025, Real Estate Economic Institute Co., Ltd.

New Construction under Consignment Property Management (Other Segment)

Founded on our 50 years of history and experience, we have expanded our focus beyond conventional made-to-order homes to include "select housing," standard housing that offers the same quality as order-built housing. In addition to homes, we are actively taking on construction consignments for large-scale facilities.

Other (Other Segment)

We offer space design, renovation, and renewal services for homes, offices, hotels, and more. Utilizing the design capabilities that are our strength, we provide wide-ranging support to all customers in every area, both individuals and corporations.