

Soliloquy of the President [land usage] vol.35

A “new land usage” in Japan.

The current “land use” is filled with those respectable companies such as Daito-kentaku Construction, Daiwa Co., Ltd, Sekisui Co., Ltd., Token Co., Ltd.

But from the viewpoint of the land owners, the average of 23% vacancy means that 1 of 4 units is vacant. From 8 apartment units 2 are vacant. From 20 units of apartments 5 are vacant. Those respectable Japanese companies who built with confidence a lot of apartment condominiums has such bad result. Why propose respectable companies for the owners that are full with vacant flats? I am always wondering.

I own has 532 apartment buildings but only 2 units are vacant. If I had the national average of 23% then 122 units should be vacant and I would go bankrupt because I could not pay back the debt of 122 units. In fact, the national average of 23% vacancies, the average apartments in Japan are all unsuccessful and let's us worries, The owners can not pay back the debt that's why go all bankrupt.

And yet, the salesman of big construction companies are visiting land owners day by day to persuade them to build apartments. The result is that the landlords don't understand how to run the apartment business, sign the contracts, create a lot of vacancies and can not pay back the debt. Such things are repeated every day in Japan, if this is not changed then “the chain of tragedy” can not be stopped.

This would end when one say that “self responsibility of the landlord”, who signed the contract and let build the mansion is bad, the construction companies who have been failed has no responsibility. One can not say that this is a “fraud” or “consumer protection”. The construction company can not sue in court because the landlord is fooled and let build the apartment. The landlord is “ the manager of the apartment” rather than a consumer. And can not blame other people even when he is worried or goes bankrupt because he was building on his own decision. It is all his own responsibility.

I think that there are “10 mistakes” of the respectable companies of the current land usage. ① the lie of 1 bulk rent. ② Unreasonable high construction costs. ③ the floor plan and rent ignore tenant’s needs. ④ Low level of rental management. ⑤ Recruiting the tenants on a wrong way. ⑥ Can not calculate the tax payment. ⑦ Do not know the method of yearly tax saving. ⑧ Do not know the proper way of repairs. ⑨ do not know the way of reform and renovation. ⑩ Lowering or rising the rent, don’t understand the basics of rental management.

The current state of the Japanese land use is that the landowner nor the big construction companies don’t know those above 10 points. That’s why I gave up already. The sales companies do not change and landowners will not understand indefinitely. I decided to do the first Japanese “new land usage” alone.

I will do the architecture of apartmans and the lease management by myself. Those landowners who entrusted me and invested 100 million yen in debt will be debt free in 22 years. I can realize 100 million yen found in cash tax free, “inheritance tax zero” and “vacancy zero within 35 years.

I am running this system even now, it is a simple thing for me, landowners are not coming until now even if I teach it in seminars. I decided to stop the teaching and I’ll do everything rather than landowners. Interested landowners please take my offer. First we will start the the “Yoshimichi’s full land usage program” from around 10 interested people. This is the first arrived 10 people. Hurry up.