

Land usage, basic and intermediate, “the real story that nobody tells” No.⑱

This time is the 18-month series No.⑱. I'll talk about “rental management”, as usual beginners course for people (tax savings of 100 million Yen, the number of rented units is around 100 and the total assets after 10 years is 500 million) and intermediate people (tax savings 500 million, the number of rented units is 300, 20 years of experience and 2 billion yen assets).

The ⑱ points of beginners are, ① “Discard the 3 selfishness” ② “Know the basics of management” ③ “Suspect the common sense” ④ “Compare before decide” ⑤ “make successful 1 thing” ⑥ “the right floor plan” ⑦ “Know to calculate tax saving” ⑧ “Love the rent” ⑨ “Objective is the win concept” ⑩ “Why have vacancies” ⑪ “Start to win” ⑫ “Which one is correct” ⑬ “Estimate the rent” ⑭ “losing rent” ⑮ “repairs and renovation” ⑯ “selling the land” ⑰ “equal inheritance” ⑱ I'll talk about “leasing agents”. Why do beginner landowners “trust” and rely from start the rental brokerage companies? I can't really understand.

The customers of the rental brokerage companies are the tenants. The tenants strongly desire cheap rent. The brokerage companies try to lower the rent even by a little, the rent will steadily fall. The only ability of the brokerage companies is to lower the rent. I am over 20 years in the business and can raise the rent by 20%, the brokerage companies don't have that ability.

Do you know who will be happy if raising the rent? It is the apartment company, the contractor. The contractor will propose a rent to the landowner that is barely over the maximum so they can invoice high construction costs. Please understand that the “beginner landowners” are fooled with rise the rent, lower the rent, this is the rental industry.

So, what to do? ① Reduce the construction cost and set lower the rent. ② And as I say, do an “age-specific rental management”, “raise the rent” with renovation. ③ The most important is to have a “correct rent”. The correct rent will ensure “full occupancy in two months”. Did you understand me?

Please start the realization.

Well the ⑱ points of intermediate course, ① “Don’t trust the accountant” ② “Know the construction and building expenses” ③ “Master the depreciation completely” ④ “Free the debt. As soon as possible” ⑤ “Stop learning 1 thing” ⑥ “Changing or fixed interest rates” ⑦ “Overseas real estate investments” ⑧ “Separate vacancy management through the year” ⑨ “Vacancy is absolutely bad” ⑩ “Compare the competitors” ⑪ “Elderly people housing service” ⑫ “Buy land” ⑬ “Found management” ⑭ “Rental winning” will be continued ⑮ “Family business” from generation to generation ⑯ “debt-free management” ⑰ “after the family trust I’ll talk about” ⑱ “land selling as a set”.

Intermediate landowners bought the land, build the apartment, they produced a sufficient revenue. But it is not easy to buy a “good land”. The real estate agents hold the good land, they sell it only to people who have a good track record. My company buys about 300 piece of land, close to 1.5 billion Yen in value. We have plenty of information. (We don’t use the real estate agents).

Our company buys good land, build apartment offers loan and lease, that is “package deal”. (We don’t sell it to beginner landlords). The sales man of our company visited 300 real estate brokers in the area where we will develop in the future and we selected the 30 most excellent. We made blueprints, estimations circumstances for loans, and the best 10 from those 30 real estate brokers started to propose to “intermediate landlords”. About 10 properties are right now, and selling more and more. Since we professionals have chosen, landowners who are not accustomed to buy land are safe.

A state of waiting is right now, it takes a little time, landowners who are interested, please contact us.