November 17, 2026

To Members of the Press

GMO TECH, Inc.

GMO TECH Survey: 67.7% of Real Estate Professionals Nationwide Report Higher Sale Prices for Resale Condominiums

More than 70% in Kanto and Kansai reported higher prices, while about one in four in Hokkaido and Tohoku reported lower prices

Note : This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

GMO TECH, Inc. (President and Representative Director: Ryoichi Suzuki; hereinafter, GMO TECH), a member of GMO Internet Group, surveyed 1,017 real estate professionals across Japan from September 4 to 8, 2026. The survey examined trends in final sale prices and sales practices for resale condominiums bought as homes. All respondents handled brokerage for sellers of these properties.

When asked how final sale prices for comparable resale condominiums in January through August 2026 compared with the same period in 2025, 67.7% of respondents nationwide reported an increase. The share was 73.0% in Kanto and 72.1% in Kansai. In the Greater Tokyo Area, 77.0% of respondents in Tokyo's 23 wards reported an increase, 9.1 percentage points above the 67.9% reported elsewhere in the area. Meanwhile, 24.6% in Hokkaido and Tohoku reported a decline, compared with 11.5% nationwide, 9.6% in Kanto and 11.4% in Kansai.

Asked how final sale prices compared with initial asking prices, 53.8% of respondents nationwide said properties sold after a price reduction.

【Survey Background】

Rising resale condominium prices have drawn attention, particularly in urban areas. Actual sale prices and how properties sell vary by region and by the characteristics of each property.

GMO TECH operates GMO Real Estate Valuation, a website that lets owners request valuations from multiple real estate companies. To help owners set an asking price when considering a sale, GMO TECH asked real estate professionals who represent sellers about final sale price trends, sales practices and the outlook for the market.

■ Survey Overview

Survey title: Price Trends and Sales Practices in the Resale Condominium Market for Owner-Occupiers
Survey period: Friday, September 4 to Tuesday, September 8, 2026
Survey method: Online survey by PRIZMA (https://www.prizma-link.com/press)
Respondents: Real estate professionals who handle brokerage for sellers of resale condominiums intended for owner-occupiers, from valuation and pricing recommendations through closing
Valid responses: 1,017
Respondents by region: Hokkaido and Tohoku, 114; Kanto, 552; Chubu, 109; Kansai, 140; Chugoku, Shikoku, Kyushu and Okinawa, 102

Of the 552 respondents in Kanto, 532 were in the Greater Tokyo Area: 339 in Tokyo's 23 wards and 193 outside the wards.

Survey conducted by GMO TECH, Inc.; respondent panel provided by Sacrisa.

The Greater Tokyo Area comprises Tokyo and the prefectures of Kanagawa, Saitama and Chiba. The area outside Tokyo's 23 wards includes 35 respondents in the rest of Tokyo, 62 in Kanagawa, 53 in Saitama and 43 in Chiba. The nationwide results include respondents from the Greater Tokyo Area.

The results reflect responses from real estate professionals and do not measure actual price changes or the proportion of properties sold across the market.

【TOPIC 1: Nationwide Resale Condominium Price Trends and Sales Practices】

■ 67.7% nationwide reported higher sale prices, with over 70% in Kanto and Kansai

Comparing final sale prices for similar resale condominiums in January through August 2026 with the same period in 2025, 67.7% nationwide reported higher prices, 17.7% reported little change and 11.5% reported lower prices. A total of 66.8% also reported higher initial asking prices.

In Kanto and Kansai, 73.0% and 72.1%, respectively, reported higher sale prices, both above the nationwide share. The shares reporting lower prices were 9.6% in Kanto and 11.4% in Kansai. In Hokkaido and Tohoku, 53.5% reported higher prices and 24.6% reported lower prices. In Chubu, 33.0% said prices were about the same.

Region	Higher	About the Same	Lower	Unable to Assess
Nationwide	67.7%	17.7%	11.5%	3.0%
Hokkaido and Tohoku	53.5%	14.9%	24.6%	7.0%
Kanto	73.0%	15.2%	9.6%	2.2%
Chubu	55.0%	33.0%	9.2%	2.8%
Kansai	72.1%	15.0%	11.4%	1.4%
Chugoku, Shikoku, Kyushu and Okinawa	62.7%	21.6%	9.8%	5.9%

■ 53.8% nationwide said properties sold after a price reduction, compared with 63.2% in Hokkaido and Tohoku

When comparing final sale prices with initial asking prices, 53.8% of respondents nationwide said properties sold after a price reduction, 22.4% said they sold at the asking price and 19.9% said they sold above it.

Hokkaido and Tohoku had the highest share reporting sales after a price reduction, at 63.2%. They were followed by Chubu (60.6%), Chugoku, Shikoku, Kyushu and Okinawa (58.8%), Kanto (51.1%) and Kansai (47.9%). In Hokkaido and Tohoku, 36.8% reported sales after a price reduction of 10% or more.

Region	Above Asking Price	At Asking Price	After a Price Reduction	Unable to Assess
Nationwide	19.9%	22.4%	53.8%	3.9%
Hokkaido and Tohoku	14.0%	17.5%	63.2%	5.3%
Kanto	22.3%	23.4%	51.1%	3.3%
Chubu	14.7%	20.2%	60.6%	4.6%
Kansai	23.6%	24.3%	47.9%	4.3%
Chugoku, Shikoku, Kyushu and Okinawa	13.7%	22.5%	58.8%	4.9%

The leading reasons cited for sellers wanting to list at a high price were high asking prices for nearby properties (28.7%) and high estimates from online valuations or similar sources (28.6%).

Among the buyer behaviors reported more often than a year earlier were asking about price reductions before a viewing (35.0%) and checking the basis for the price or comparable sales (30.9%).

■ 44.2% expect final sale prices to rise over the next year

Nationwide, 44.2% expected final sale prices for resale condominiums to be higher a year from now, 21.3% expected little change and 26.4% expected lower prices.

In Kansai, 49.3% expected prices to rise, as did 48.7% in Kanto. In Hokkaido and Tohoku, more respondents expected lower prices (37.7%) than higher prices (24.6%).

Region	Higher Than Now	About the Same	Lower Than Now	Unable to Assess
Nationwide	44.2%	21.3%	26.4%	8.1%
Hokkaido and Tohoku	24.6%	24.6%	37.7%	13.2%
Kanto	48.7%	20.8%	24.1%	6.3%
Chubu	34.9%	28.4%	25.7%	11.0%
Kansai	49.3%	18.6%	25.0%	7.1%
Chugoku, Shikoku, Kyushu and Okinawa	45.1%	16.7%	28.4%	9.8%

【TOPIC 2: Resale Condominium Price Trends and Sales Practices in the Greater Tokyo Area】

■ 77.0% in Tokyo's 23 wards reported higher sale prices, 9.1 percentage points above the rest of the area

Of the 532 real estate professionals surveyed in the Greater Tokyo Area, 73.7% reported higher final sale prices for resale condominiums in 2026.

The share was 77.0% in Tokyo's 23 wards and 67.9% in the rest of the Greater Tokyo Area, a difference of 9.1 percentage points.

Area	Higher	About the Same	Lower	Unable to Assess
Greater Tokyo Area (Overall)	73.7%	14.8%	9.2%	2.3%
Greater Tokyo Area (Outside the 23 Wards)	67.9%	15.5%	11.9%	4.7%
Tokyo's 23 Wards	77.0%	14.5%	7.7%	0.9%

■ 26.3% in Tokyo's 23 wards reported sales above asking price, versus 17.1% elsewhere in the area

The share reporting sales above the initial asking price was 26.3% in Tokyo's 23 wards and 17.1% in the rest of the Greater Tokyo Area, a difference of 9.2 percentage points.

Sales after a price reduction were reported by 47.8% in Tokyo's 23 wards, 55.4% outside the wards and 50.6% across the Greater Tokyo Area.

Area	Above Asking Price	At Asking Price	After a Price Reduction	Unable to Assess
Greater Tokyo Area (Overall)	22.9%	23.5%	50.6%	3.0%
Greater Tokyo Area (Outside the 23 Wards)	17.1%	23.3%	55.4%	4.1%
Tokyo's 23 Wards	26.3%	23.6%	47.8%	2.4%

Across the Greater Tokyo Area, 51.1% said that, compared with the previous year, more properties were both listed and sold above the prevailing price based on recent transactions.

■ How buyers check prices also differs by area

In the Greater Tokyo Area, two of the most frequently cited buyer behaviors that had become more common than a year earlier were asking before a viewing whether the price could be reduced (37.4%) and asking for the basis of the price or examples of comparable sales (32.5%).

In Tokyo's 23 wards, 39.8% reported more buyers asking about a possible price reduction before viewing, compared with 33.2% in the rest of the Greater Tokyo Area. For requests for pricing justification or comparable sales, the shares were 35.1% and 28.0%, respectively.

■ 49.1% in the Greater Tokyo Area expect final sale prices to rise over the next year

Across the Greater Tokyo Area, 49.1% expected final sale prices to rise over the next year. The share expecting an increase was 50.7% in Tokyo's 23 wards and 46.1% elsewhere in the area. The shares expecting a decline were 20.4% and 29.5%, respectively.

【Survey Findings】

Nationwide, 67.7% of real estate professionals reported higher final sale prices for resale condominiums, while Hokkaido and Tohoku had a larger share reporting declines than other regions. The survey also found instances in which properties sold after a reduction from the initial asking price. These findings suggest that owners considering a sale should review recent local sale prices and the characteristics of their property before setting an asking price.

【About the Reports】

■ Nationwide Report

Report title: Survey of 1,017 Real Estate Professionals Handling Resale Condominium Sales*: 67.7% Reported Higher Sale Prices, While About One in Four in Hokkaido and Tohoku Reported Lower Prices
Report: https://e-estate.jp/media/uncategorized/18933/

■ Greater Tokyo Area Report

Report title: Survey of 532 Real Estate Professionals Handling Resale Condominium Sales in the Greater Tokyo Area*: 73.7% Reported Higher Sale Prices, and About Half Expect Prices to Rise Over the Next Year
Report: https://e-estate.jp/media/uncategorized/18964/

* Real estate professionals handling resale condominium sales refers to those who provide brokerage services to sellers of resale condominiums.

【Comment from GMO Real Estate Valuation】

"The survey suggests that resale condominium price trends and sales practices differ by region. Owners considering a sale should compare recent local transactions before setting a price. Reports of rising prices alone are insufficient. It can also help to request valuations from multiple real estate companies and compare them after checking the basis for each estimate."

Seiji Munehiro, Head of the Vertical Media Department
Product Marketing Business Division, GMO TECH, Inc.

【Future Plans】

Through GMO Real Estate Valuation (https://e-estate.jp/), GMO TECH will continue to share information on property sale trends and transaction practices. By allowing owners to compare valuations from multiple real estate companies, the service helps them make informed decisions about selling based on local market prices and their property's characteristics.

【About GMO TECH】

GMO TECH, Inc. is a technology company that uses AI and SaaS to help businesses grow revenue and operate more efficiently.

The company helps businesses attract more visitors through SEO, MEO and AI marketing, including MEO Dash! byGMO, its SaaS for the digital transformation of store marketing. GMO TECH also helps streamline real estate operations with GMO Rental Property DX and operates affiliate advertising, internet media and payment services.

Drawing on its proprietary AI technology and products developed in-house, GMO TECH builds systems that make AI useful in day-to-day operations over time, helping businesses adopt digital tools and grow sustainably.

End

【Media Inquiries】

GMO TECH Holdings, Inc.
Public Relations Department
E-mail: hd-press@hd.gmotech.jp

GMO Internet Group, Inc.
Group Public Relations Department, PR Team
Inquiries: https://group.gmo/contact/press-inquiries/

【Service Inquiries】

GMO TECH, Inc.
Sales Department, Product Marketing Business Division
E-mail: vertical-media-dept@gmotech.jp

【GMO TECH, Inc.】 (URL: https://gmotech.jp/)

Company Name:	GMO TECH, Inc.
Address:	Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative:	President and Representative Director Ryoichi Suzuki
Business Description:	Creating the future with AI 1. SaaS for the digital transformation of store marketing 2. SaaS for the digital transformation of real estate operations 3. Digital transformation of web marketing 4. Internet media 5. Payment services 6. AI- and SaaS-related businesses, including the above 7. Other internet marketing services
Capital:	JPY 100 million (as of December 31, 2025)

【GMO TECH Holdings, Inc.】 (URL: https://hd.gmotech.jp/)

Company Name:	GMO TECH Holdings, Inc. (Tokyo Stock Exchange Growth; Securities Code: 415A)
Address:	Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative:	President and CEO Akito Suzuki
Business Description:	Management and administration of group companies and related businesses
Capital:	JPY 100 million (as of October 1, 2025)

Copyright © 2026 GMO TECH, Inc. All rights reserved.