

Student-Only Apartments, why now?

The hint lies in the background of the expansion of the student-only apartment market and its steady demand.

What is a "student-only apartment"?



※ 1R, 1K: studio type. In Japan, we distinguish the type (1K) in that there is a door between the kitchen and living space from the other type (1R) with no door between.

1DK: 1 bedroom, 1 dining room, and a kitchen

1LDK: 1 bedroom, 1 living room, 1 dining room, and a kitchen

A "student-only apartment" means an apartment whose tenants are limited to the students of colleges, universities, and graduate schools, and usually refers to "1R, 1K, 1DK, or 1LDK apartments," fully equipped with facilities that fit students' lifestyles.

Twenty or so years ago, When J.S.B. planned and developed apartments, we listened carefully to the requests from students for a desirable living space and actually realized these desired styles. Our offices were flooded with applicants. The long line of applicants waiting all night was broadcast on TV and the news drew people's attention.

Since then, our student apartment business has always been backed by the unchangeable cycle where a considerable number of students who have just graduated from high schools search for a place to live, along with the procession to universities.



Advantages

4 pillars supporting our student apartment business

In the real estate business, while the inner-city office buildings are hollowing out and rent market price of rental housing for the public is in a slump, the demand for student apartment business can be steadily anticipated, so that many companies and owners of buildings are taking a strong interest in student apartment management.



Comparison by types of rental apartment

	No particular target	Family-targeted type	Dormitory/Company condominium	Student-only apartment
Target tenants	General public (Not limited)	General public (Not limited)	Clearly identified tenants (Employees or employee's family)	Clearly identified tenants (Parents are guarantors.)
Cycle of tenant changes	Move-ins and move-outs are in random cycles.	Once moved in, the turnover of tenants doesn't usually occur for a long period.	The turnover of tenants occurs when people are joining the company or being transferred.	Move-ins and move-outs occur in almost two to four-year cycles.
Profitability	Affected by economic fluctuations.	High rent per unit, and big risk of vacancy.	Stable revenues (Blanket lease contract) Can be affected by company's financial situation.	Not affected by economic fluctuations. (Increase in educational expenses due to the declining birthrate.)