

The 2022-2027 Outlook for Real Estate Services Excluding Lessors of Real Estate and Offices of Real Estate Agents and Brokers in Japan

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Abstracts

This study covers the latent demand outlook for real estate services excluding lessors of real estate and offices of real estate agents and brokers across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for real estate services excluding lessors of real estate and offices of real estate agents and brokers. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers real estate services excluding lessors of real estate and offices of real estate agents and brokers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for real estate services excluding lessors of real estate and offices of real estate agents and brokers is 5313. It is for this definition that aggregate latent demand estimates are derived. Real estate services excluding lessors of real estate and offices of real estate agents and brokers is specifically defined as follows:

5313 This industry group comprises establishments primarily engaged in providing real

estate services (except lessors of real estate and offices of real estate agents and brokers). Included in this industry group are establishments primarily engaged in activities, such as managing real estate for others and appraising real estate.

53131 This industry comprises establishments primarily engaged in managing real property for others. Management includes ensuring that various activities associated with the overall operation of the property are performed, such as collecting rents, and overseeing other services (e.g., maintenance, security, trash removal.)

53132 See industry description for 531320.

53139 See industry description for 531390.

531311 This U.S. industry comprises establishments primarily engaged in managing residential real estate for others.

531312 This U.S. industry comprises establishments primarily engaged in managing nonresidential real estate for others.

531320 This industry comprises establishments primarily engaged in estimating the fair market value of real estate.

531390 This industry comprises establishments primarily engaged in performing real estate related services (except lessors of real estate, offices of real estate agents and brokers, real estate property managers, and offices of real estate appraisers).

5313111 Residential property managers

531311P Primary services

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