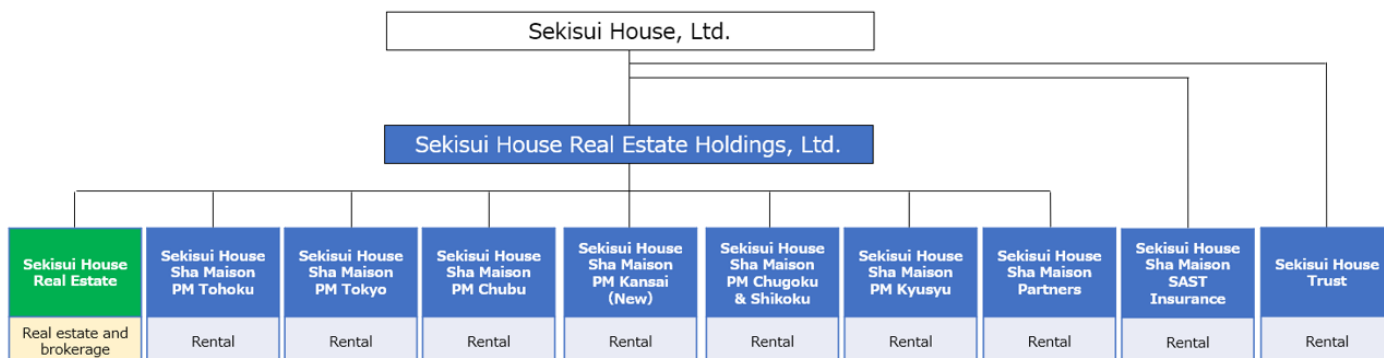


## Sekisui House Real Estate Group to Be Reorganized on February 1, 2025

The Real Estate Group will be divided into two companies, one specializing in real estate and brokerage business, and the other in rental business, each to be further strengthened.

Sekisui House Real Estate Group companies, which are consolidated subsidiaries of Sekisui House, Ltd., will be reorganized\*<sup>1</sup> into "Sekisui House Real Estate, Ltd.," which specializes in real estate and brokerage business, and "Sekisui House Sha Maison PM\*<sup>2</sup>," which specializes in rental business, as of February 1, 2025, with the aim of strengthening the expertise of each business.



Structure after Reorganization

### ■About "Sekisui House Real Estate," which specializes in real estate and brokerage business

"Sekisui House Real Estate" aims to become a real estate company that is even stronger in "housing" by strengthening its real estate for sale business, in which Sekisui House Real Estate is the seller and promoting its houses for sale business.

In the field of we will further strengthen the acquisition of land that is attractive to buyers by understanding the market through systematic personnel allocation and strengthening business with corporations. Sekisui House Group and Sekisui House Real Estate will strengthen ties further increase the number of sales channels by sharing land needs in the detached house and rental housing businesses in a timely manner.

In the promotion of the detached house sales business, Sekisui House Real Estate will take over the housing business of the SEKISUIHOUSE noie\*<sup>2</sup> brand, which has provided customers with housing packages tailored to their needs, and will begin full-scale sales of houses with land by FY2025, based on the concepts of "child-rearing" and "property value".

### ■About "Sekisui House Sha Maison PM\*<sup>3</sup>," which specializes in rental business

In the rental business of the Sekisui House Real Estate Group, which maintains a high occupancy rate\*<sup>4</sup> while managing more than 700,000 units nationwide, we aim to become "Japan's number one property management company" by strengthening services for owners and tenants by further DX promotion and other measures.

In addition, by adding Sekisui House's rental housing brand "Sha Maison" to the company name, we will further strengthen our brand power.

With this reorganization, we aim to further grow our real estate and brokerage businesses and rental businesses by strengthening our expertise and by promoting business based on the local ties and business characteristics.

\*<sup>1</sup> Details of the reorganization: [https://www.sekisuihouse.co.jp/english/company/release/topics\\_2024/\\_205932.html](https://www.sekisuihouse.co.jp/english/company/release/topics_2024/_205932.html)

\*<sup>2</sup> PM: Abbreviation for "property management," which refers to the management and operation of individual properties to improve their asset value.

\*<sup>3</sup>About SEKISUIHOUSE noie: <https://www.noie.sekisuihouse.co.jp/>

\*<sup>4</sup>Occupancy rate 97.7% (as of end-January 2024, Occupancy rate of Sha Maison managed by Sekisui House Real Estate Group)

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## ■Sekisui House Real Estate, which covers a wide area of the country

We will strengthen our efforts to acquire attractive land in line with the characteristics of each area. By establishing a system for closer cooperation between each base, that allows each base to work closely together, we will be able to respond in a timely manner even if, for example, a buyer wishes to purchase land in a another prefecture from the Tokyo base.

Sales Division	Prefecture in charge
East Japan Sales Division	Hokkaido, Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima, Ibaraki, Tochigi, Gunma, Saitama, Chiba
Tokyo Sales Division	Tokyo, Kanagawa, Yamanashi
Chubu Sales Division	Niigata, Toyama, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Mie
Kansai Sales Division	Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama
West Japan Sales Division	Tottori, Shimane, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, Ehime, Kochi, Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima

## ■Case Studies of DX in the Rental Business

- SHM.com, a website for finding an apartment room for Sha Maison: <https://www.shamaison.com/>

We are continuing to make improvements to increase the convenience for residents, such as adding a search function for rooms that are environmentally friendly and have low utility bills.

- Sha Maison Life CLUB, an app for residents only: <https://www.shamaison.com/shamaison-life-club/>

It is possible to complete the application for moving in and the contract on the app. In addition, we have set up a dedicated contact point for residents that is available 24 hours a day, and we also provide various special preferential services within the app.

## ■About Sekisui House Sha Maison Partners

In order to make the residents' Sha Maison life smarter, this company provides services such as "Raku Raku (Easy) Partner," a plan that does not require a joint guarantor, and provides contract guidance and renewal procedures for fire insurance products, mainly "Sha Maison Life GUARD", a comprehensive insurance for rental residents.

- Company website: <https://www.mastpartners.co.jp/>

\*The company name at the time of this release is "Sekisui House Real Estate Partners, Ltd."

## ■About Sekisui House Sha Maison SAST Insurance

A small-amount short-term insurance company of the Sekisui House Group, whose business objective is to "protect the happy Sha Maison life of residents living in Sha Maison from the perspectives of safety and security".

- Company website: <https://www.mastsast.co.jp/>

\*The company name at the time of this release is " Sha Maison SAST Insurance, Ltd."

## ■About Sekisui House Trust

This company specializes in real estate management trusts and utilizes the trust system to manage and pass on property in a way that meets the wishes of the clients.

- Company website: <https://www.sekisuihouse-trust.co.jp/index.html>
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