

Management Concept

Management Philosophy of L'attrait Group

"L'attrait" means "appeal" in French.

L'attrait is focusing on stable growth responding to the new business environment of a new era. We are not constrained by existing business models, instead we will try to contribute to creating residential environment of each area through clean and fair corporate activities.

We recognize that home creates our hearts and lives as well. we will pursue function and livability of home as a matter of course, more over we respect harmony with the environment and local community. Then we will provide attractive products that anticipate change and trends in time to come. We are confident that we will fulfill our customers' needs.

We care for free and easy atmosphere of our company in order that our employees working together can show their capabilities to the maximum by their accumulated efforts and self-improvements. We will strive to create a working environment where employees can live vivid and enjoyable lives with dream.

We, first of all, aware that our company is supported by customers' satisfaction and employees' desire, then we will make our efforts to make harmonized management with society through sharing an appropriate portion of our profit and other contributions.

L'attrait Co., Ltd.
Chief Executive Officer Eiichi Wakita



Business Activity

Description of business

We do a wide range of real estate business utilizing a know-how that we have cultivated for many years; from sale of new building up to real estate management.

Our major business items are sale of new building, renovation of used building and management of real estate. Moreover, based on an our accumulated know-how, we always are making our efforts to provide a comprehensive service responding to changes of an environment, life style and diversification of values.

Furthermore, we have been expanding our business over planning, development and sale under the cooperation with L'attrait Residential Co., Ltd. According to such business arrangement we can feed-back customers' needs to our staff and we can create a comfortable and attractive living space.



L'attrait

Real Estate Development

Sale of new developed Real Estate

【Development】

Our business starts from the purchase of land for development. We are doing all the business related to real estate such as planning, designing, construction supervision, property development and its sale.

Our strength is effectively utilizing land information to increase purchase opportunities; our distinguishing features include the development of condominiums, townhouses, single-family homes in the Tokyo metropolitan area using a variety of processing techniques. We do not only total but detailed design of buildings and at the same time we take into consideration such important elements as architecture, earthquake-resistance, fire-resistance, energy-saving, environmentally-friendly, air environment (low formaldehyde) and sound insulation.

【Land Sale with development plan】

Among the lands which we have for a development there are some that do not meet our project criteria. However, in case that these are still relatively superior, we make planning for development of that land and take necessary procedures for the development, and then we sell the land with such software to the other companies in the industry. The buyer can enjoy an advantage to shorten time for the new development.

【Purchase and Resale of new developed condominium】

Taking into consideration the location, concept of development, safety, design, livability and profitability, we purchase and resell new developed condominiums made by other companies. Moreover, rather than selling the property as it is, we coordinate the interiors tailored to the property, and we also give an advice on home mortgage loan and introduce it to the customer.

【Sales Representative】

We promote sale of properties to customers on consignment from developer. We are making our efforts to do real consulting sales in order to respond trust of both the developer and the customers. We are trying to understand customers' asset planning and lifestyle, and taking into consideration their tasks and uneasiness to realize them. We always keep it in mind to make devout talks with customers through serious proposal based on above mentioned understanding.



Real Estate Investment

Securitization Business of Real Estate

"L'attract Renove Premium Asset", a real estate fund that our company has established and been operating. Its dividend comes from a rental income of real estate that really exists. It is different from "securitized products" composed of real estate with unstable profitability. Since the dividend of "L'attract Renove Premium Asset" is from rental properties of high occupancy rate that are managed by our company, high and stable yield has being kept since operation commencement in 2009.

Also, because this product is based on a silent partnership, it is not the principal (investment)-guaranteed type of product. This product consists of two types of investments, that is, "preferred investment" and "subordinated investment," and our company holds "subordinated investment" which has a lower priority at the principal refund. Through such structure, the security of the "preferred investment", which is held by general investors, is kept higher.

Real Estate Solution

Real Estate Solution Business

Our company is engaged in renovation of used properties such as commercial buildings, office buildings, residential buildings, idle land and so on in the Tokyo metropolitan area, the Kansai region and other provincial cities.

We acquire properties the value of which can be increased by our know how. Such properties are acquired by ourselves or sometimes jointly with other company that we have close relationship with. We do value up work meeting needs of characteristics of that area.

In addition, we are also focused on overseas real estate, and then we have established "L'attract Property Development Inc." in the Kingdom of Cambodia which has been showing remarkable economic growth.

We offer to support the companies and individuals which are interested in expanding their businesses into Cambodia, and we will introduce investment opportunities for local real estate to them, and respond their various needs for sale and subleasing of real estate.

Also, we are working on a big solar project that deals with solar power generation equipment that will make land more profitable.

Reproduction Real Estate

Renovation and sale of
used real estate

【Renovation and Sale of one unit of Condominium】

We purchase one unit of condominium and sell it after making full renovation. Tokyo metropolitan is our target area.

We examine all aspects of a condominium such as interior, floor plans, housing equipment and so on, and renovate it so as to become a polished residence. We increase the value of the property by renovating infil and introducing more functionality, so that it can sell at a competitive price with other new developed properties with similar conditions.

【Renovation of Whole Building and sale by unit】

Utilizing our renovation know-how we have accumulated, we perform due diligence on target properties such as company dormitory, company-owned house, rental condominiums in the Tokyo metropolitan area, etc. and then we purchase such building as a whole. Then, we completely renovate the property, not only the exclusive-use area but also the common-use areas. Through this, we substantially change the property's function and make it very attractive property, and then we sell it unit by unit to our customers.

【Investment project】

We purchase one whole building such as rental office buildings in the Tokyo metropolitan area, company housing, rental residences and so on.

Afterwards, we make a detailed due diligence in order to increase profitability by utilizing our know-how. Based on this, we find ways to control cost with regard to management of the building, and at the same time we do renovations and conversions. By doing this we can increase the appeal to the tenants on the property, and thus enhance cash flow and increase profitability. Our goal is to sell the property to corporate, individual investors and others accordingly.



Real Estate Management

Real estate management business

Our company makes management business for rent of our own leasing properties and investment purpose properties before sold. In addition we make an operation as a rental management agency for condominiums and commercial facilities on consignment basis.

Since we perform the responsibilities of daily management of the condominium as an expert, the condominium owners can be released from troublesome tasks as owners. Our company does not simply manage the property, but also conducts a wide range of property management consulting that can increase the value of the property, from planning of rental customers to changing of tenants.

Rental management agency business is to do following issues on behalf of owners regarding rental condominium management including apartments and single-family housing; concluding rental agreements and extension of rent, management on entry and exit of tenants, collection of monthly rent, and repair and complaint response.

To pursue a real good life.

We offer attractive products corresponding to change in times and change of fashions.

L'attrait

Company Profile



Company name	L'attrait Co.,Ltd.
Headquarters	5th floor, Kokusai Hamamatsu-cho Bldg., 1-9-18, Kaigan, Minato-ku, Tokyo 105-0022, Japan
Sapporo office	Odorinishi 24-2-1 Chuo-ku, Sapporo, Hokkaido 060-0042, Japan
Matsumoto office	20-2, Arigasakidai, Matsumoto City, Nagano 390-0867, Japan
Osaka office	6th floor, Shinsaibashi Tanimoto Bldg., 3-4-15, Bakuroumachi, Chuuou-ku, Osaka-shi, Osaka, 541-0059, Japan
Fukuoka office	4th floor, Ayasugi Bldg., 1-15-6, Tenjin, Chuo-ku, Fukuoka City, Fukuoka, 810-0001, Japan
Establishment	December 15, 1990
Capital	483,934,153 yen, as of Mar 31, 2018
CEO	Mr. Eiichi Wakita
Business contents	<p>Sale of New Developed Real Estate (Development, Purchase and Sale of New Condominiums, Sales Representative, Sale of Land with development planning)</p> <p>Sale of Renovated Real Estate (Sale of Renovated Condominiums by unit, Renovation and Sale of Condominiums by a building, Investment Projects)</p> <p>Real Estate Management (Securitization of Real Estate, and others: Subleasing, Property Management, Asset Management)</p>
Number of Listed Shares	5,275,000 as of Mar 31, 2018
Total Number of Issued Shares	17,000,000
Closing date of accounts	Every December
Listed Stock Exchange	Tokyo Stock Exchange JASDAQ (Code: 8885)
License and Registration Number	<p>License number (2)8425 by Minister of Land, Infrastructure, Transportation and Tourism. Based on Building Lots and Building Transaction Business Act</p> <p>Registration number 1643 of Type2 Financial instruments business registration. By Director General of Financial Bureau of Kanto District. Based on Financial Instruments and Exchange Act</p> <p>Registration number General-853 of General Real Estate Investment Advisory business.</p> <p>License number 79 by Governor of Tokyo. Based on Act on Joint Operation of Specified Real Estate.</p>
Auditor	Koa Audit Firm
Financial Institutions with business	Mizuho Bank, Risona Bank, Sumitomo Mitsui Trust Bank, Bank of Yokohama, The Chiba Bank, The Bank of Fukuoka, Shizuoka Bank, The Nishi-Nippon City Bank, The Gunma Bank and other banks.
Affiliated organization	<p>Public Interest Incorporated Association of Japan Building Lots and Building Transaction Business Association, Foundation of Japan Quality Assurance Organization, Public Interest Incorporated Association of Tokyo Building Lots and Building Transaction Business Association, Foundation of Assurance of House Organization, Incorporated Association of Osaka Building Lots and Building Transaction Business Association, General Incorporated Association of Promoting Council of Renovation Residence Council.</p>