We are dedicated to the creation of new homes, guided constantly by the voices of our customers. We provide city-dwellers with life design that will let them share our joy and excitement. With the creation of new value as the mission of our leading brand, we never back away from a fresh challenge. We are Mitsubishi Jisho Residence Co., Ltd.

Always, new joy in daily life.

The birth of Mitsubishi Jisho Residence
Mitsubishi Jisho Residence Co., Ltd. was founded in January 2011 by integrating the housing businesses of three companies, Mitsubishi Estate Co., Ltd., Mitsubishi Real Estate Services Co., Ltd., and Towa Real Estate Development Co., Ltd., in order to implement even more advanced business strategies.

The mission of the new company, now the top supplier of condominiums, will be a heavy responsibility. Not only do we have to continually provide a stable supply of good quality condominiums, we must also supply homes with new value created by looking ahead as we constantly search for new and better ways for future generations to live while listening carefully to our customers’ aspirations.

Specifically, our new company will develop high added-value urban style condominiums which are kind to the environment, and aggressively establish new divisions to specialize in large-scale redevelopment projects, condominium projects with term leasehold interests, and rebuilding projects.

The Parkhouse, the joint company’s new condominium brand, has been announced. A complete lineup including a variety of product plans in a wide range of prices will be offered.

This company’s vision, “Always, new joy in daily life” expresses our dedication to the creation of new homes guided by the voices of our customers, and our promise to provide life design that will let them share in our joy and excitement with the city as their stage.

Supported by our customers, we will never back away from new challenges as we strive to become a company able to contribute to society by creating products kind to the environment.

*In 2010, the total number of condominiums supplied by Mitsubishi Estate Co., Ltd., and Towa Real Estate Development Co., Ltd. led the industry. (Source: Real Estate Economic Institute Co., Ltd.)

And to guarantee our customers, “Always, new joy in daily life,” we will continue our constant pursuit of new challenges.
The Parkhouse

The People

Families are linked and family members united. Concepts and services built into buildings and the thoughts of the people who support them, are a force naturally bonding people.

The City

Memories of each lot. The culture of daily life handed down from past generations. A building which will blend into the city streets, each with its own history. Even for city people, a happy, pleasant place they can all enjoy. This is the heart of new bonds.

To the future.

Children mature with this as their home town. Greenery spreading from here. A place indispensable for people, for the city, this building will deepen its meaning as it increases its value. A place which will become even more wonderful as time passes. New life which will continue into the future, begins here.

The Parkhouse Shinjuku Tower

(Use: Condominium residences, Location: Shinjuku City in Tokyo, Scheduled completion: January 2012, Number of units: 298, Joint seller: Heiwa Real Estate Co., Ltd.)

The Parkhouse Shinjuku Tower is part of the North Shinjuku District Redevelopment Project. Its luxurious feature is its ability to place substantial recreational, residential, and occupational opportunities along with the wide range of urban services of Shinjuku at the service of its residents.

The Parkhouse Kaminobori

(Use: Condominium residences, Location: Hiroshima City in Hiroshima Prefecture, Scheduled completion: September 2011, Number of units: 26)

It is located six minutes walk from Hiroshima Station, in Kaminobori-cho, an extremely desirable riverside site. It stands within walking distance of a cultural district including the prefectural art museum and the Shukkeien Garden, a famous scenic attraction.

The Parkhouse Osaki

(Use: Condominium residences, Location: Shinagawa City in Tokyo, Scheduled completion: February 2012, Number of units: 84)

Located five minutes walk from Osaki Station on the JR Yamanote Line, it is low-rise residences surrounded by rich greenery. Its residents will enjoy a living environment including the charms and the advanced amenities of the Osaki newly developed city area.

The Parkhouse Higashiyama-Koen

(Use: Condominium residences, Location: Nagoya City in Aichi Prefecture, Scheduled completion: December 2011, Number of units: 120)

It creates a progressive and luxurious condominium life-style tied to its residents and to the environment. A hotel-class lounge warmly greets families who occupy and who visit the buildings.

Corporate Profile
Integration from Earliest Project Planning to Sales

We handle every stage of production, beginning with land acquisition and including proposing the plan, design, and sales.

Integration from earliest project planning to sales. The benefits of this approach are that it can create condominiums that ensure quality and functions both through their structural features and non-structural systems, thereby guaranteeing long comfortable residential use. By selecting adequate project areas and accurately assessing market needs, we offer a steady supply of condominiums which stand apart from those provided by our competitors by building highly convenient city center properties, undertaking large scale environment creation projects, supplying tower condominiums, and collaborating with designers and experts in other industries. In every city where The Parkhouse brand has appeared, we promise sustainable and superior possibilities to all their occupants.

We also take advantage of our advanced sales capabilities to sell condominiums constructed by other suppliers and offer total support ranging from consultations regarding land acquisition through planning and sales to delivery. Our staff members, with their firm grasp of the characteristics of real estate, can respond appropriately and dependably to each and every desire and challenge presented by our clients who purchase our homes.
We offer our customers the finest possible consulting services and solutions by applying the know-how and skills of the Mitsubishi Estate Group.

Real estate most actively and flexibly. Mitsubishi Jisho Residence Co., Ltd. applies the know-how and skills of the Mitsubishi Estate Group to obtain land for condominiums from financial institutions, real estate companies, general contractors, and individual land owners based on complete market surveys. To guarantee that assets are employed effectively, our team of experts on the effective use of real estate propose a project plan perfectly suited to each building site.

Redevelopment Project Business
Considering local conditions in the redevelopment area, we create a safe and pleasant community by accompanying the building with widened and improved trunk roads and expanded parks and plaza areas, attracting urban amenities including homes, public services, stores and other commercial services.

Land-space Exchange Business
An owner provides land and Mitsubishi Jisho Residence builds a condominium on the land. The two parties proportionally divide the asset value which they provided and share ownership of the building and land under their respective names. This permits effective utilization without the need to acquire new funds for investment.

Rebuilding Project Business
By applying our rich experience and past achievements, we go beyond simply reconstructing a deteriorated building; we also increase its asset value and ensure that its residents enjoy daily life safer and pleasanter than ever before. We rebuild each property by emphasizing dialogue with its land owner to ensure that the needs of all involved are met.

Term Leasehold Interest Business
On land rented from its owner for a fixed period, Mitsubishi Jisho Residence builds condominium buildings. This is a method of utilizing land by promising to remove the building and return the vacant lot to its owner after the expiry of the contract period. The owner can count on stable land rent income during the contract period without giving up the land.
Bancho Parkhouse
(Use: Condominium residences, Location: Chiyoda City in Tokyo, Completed: February 2007, Number of units: 128)

It is located in Chiyoda City, Yobanchu, a place which retains the unique atmosphere of a residential neighborhood, now rare in central Tokyo. By preserving its gardens covered with shrubs and grass and providing a modern facade, we have created a one-of-a-kind project reflecting the aspirations of local property owners.

MID OASIS TOWERS
(Use: Condominium residences, Location: Sagamihara City in Kanagawa Prefecture, Completed: August 2010, Number of units: 705)

Like the Yokohama Minato Mirai District and the Saitama Shin-toshin Station Area, it has been designated an Emergency Improvement Urban Reconstruction District under the government’s Act on Special Measures concerning Urban Reconstruction. It is an example of a development intended to create a scenic and comfortable living environment by improving streets and parks at the same time as it provides homes and stores. Its building features seismic isolation construction. It was awarded a Good Design Award for 2010.

Parkhouse Presia Tower
(Use: Condominium residences with term leasehold interests, Location: Funabashi City in Chiba Prefecture, Completed: July 2009, Number of units: 315)

This is a term leasehold project in Funabashi City in Chiba Prefecture. A collaborative project by Mitsubishi Estate Co., Ltd. and Afternoon Tea*, it features high quality space with entry corridor expressing “Affordable Luxury” and a feeling of openness including a view of the sky. High-rise life 38 stores above the ground is protected by a seismic isolation system applying advanced technologies.  

*Afternoon Tea Household goods shop and tearoom

Rebuilding Project Business

Parkhouse Akasaka Hikawa
(Use: Condominium residences, Location: Minato City in Tokyo, Completed: June 2006, Number of units: 97)

It is located on a slope near Akasaka Station, Minato City, Akasaka 6-chome, and is a rebuilding project applying the Act to Smooth the Rebuilding of Condominiums. This rebuilding project expanded the number of units from 63 to 97.

Terms Leasehold Interest Business

Parkhouse Presia Tower
(Use: Condominium residences with term leasehold interests, Location: Funabashi City in Chiba Prefecture, Completed: July 2009, Number of units: 315)

This is a term leasehold project in Funabashi City in Chiba Prefecture. A collaborative project by Mitsubishi Estate Co., Ltd. and Afternoon Tea*, it features high quality space with entry corridor expressing “Affordable Luxury” and a feeling of openness including a view of the sky. High-rise life 38 stores above the ground is protected by a seismic isolation system applying advanced technologies.  

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Rebuilding Project Business

Parkhouse Akasaka Hikawa
(Use: Condominium residences, Location: Minato City in Tokyo, Completed: June 2006, Number of units: 97)

It is located on a slope near Akasaka Station, Minato City, Akasaka 6-chome, and is a rebuilding project applying the Act to Smooth the Rebuilding of Condominiums. This rebuilding project expanded the number of units from 63 to 97.

Terms Leasehold Interest Business
We create the value which each customer earnestly demands and provide homes which both their owners and neighbors can proudly show off into the future.

A high quality residence can be realized only as the product of coherent quality control ranging from establishing the basic plan through product planning, execution, quality control and after service. It is achieved by developing condominiums ensuring enduring customer satisfaction and the continuing enrichment of the surrounding neighborhood, and contributing to the environment by cutting CO₂ emissions and introducing green energy sources. These are the kinds of homes that Mitsubishi Jisho Residence wants to give you.

A full product lineup
Mitsubishi Jisho Residence has announced a new brand, “The Parkhouse”, to the condominium industry. We undertake projects offering a full lineup of products at a wide range of prices. We also develop and supply “Style Houses,” which are homes fully made-to-order to satisfy the diversifying tastes of our customers, and our “Dreams Design” single-family detached homes intended to provide superior living environments for healthy living at every stage of their residents’ lives.

Five Eyes to Ensure Quality with a Sense of Security
There are five eyes maintaining an all round sense of security and quality in The Parkhouse. The priority is on clearly communicating all information our customers need to know, our total commitment to homes, and their unique features. We put top priority on communication.

- "Check Eye’s" This is the name of Mitsubishi Jisho Residence’s unique apartment quality control and performance indication system introduced in every property under The Parkhouse brand.
- "Eco Eye’s" We introduce an eco-system such as Solar, a combination of Shared High Voltage Power Reception, which holds down the electric bill of each unit, and Photovoltaic Power Production, which is a rooftop system producing power for common areas in housing with environment protection specifications.
- "Custom Eye’s" We supply items to customize homes such as plan-select, color-select, and other optional or interior products which improve home functions.
- "Life Eye’s" This is an original security system from Mitsubishi Jisho Residence for all properties in the Tokyo Region.
- "Community Eye’s" This is an Owners Association Notification System which management companies* provide to Owners Associations formed after a new condominium is occupied.

*Used by all properties managed by Mitsubishi Jisho Community Co., Ltd.
**Good Design**

**Parkhouse Kagi Tsudanuma Marbana**

(Use: Condominium residences, Location: Funabashi City in Chiba Prefecture, Completed: November 2009, Number of units: 112)

This 112 unit residential building was constructed in collaboration with Mujirushi Ryohin (MUJI) on the former site of the Marbana Estate developed by the former Housing and Urban Development Corporation. It features SI design* permitting modification of its units so owners will never tire of them even if they spend their lives in the building. This method enhances the flexibility of the floor plan so it can be modified to suit the life-styles of its residents. It was planned to satisfy them by incorporating measures to encourage closer relationships between occupants through residents’ festivals and similar events.

* SI: Stands for Skeleton (structural body) Infill (interior finishing, equipment, etc). A design concept which separates the structural body from the interior finishing and equipment in order to enhance the variability of the floor plan.

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**Environment Friendly Residential Building (Eco-mansion)**

**Parkhouse Kichijoji OIKOS**

(Use: Condominium residences, Location: Musashino City in Tokyo, Completed: October 2011, Number of units: 9)

This is an environmental conservation residential building equipped with a wide variety of CO2 reducing technologies including outside insulation and a solar powered hot water system. It has been designated as a Model Project for Promoting CO2 Reduction in Housing and Buildings by the Ministry of Land, Infrastructure, Transport and Tourism. It is predicted that it will cut emissions of CO2 by 13.3 tons/year from the quantity emitted by an ordinary condominium and sharply lower the utilities consumed by the residential units.

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**Condominiums with Free Designs**

**Style House Nishi-Azabu**

(Use: Condominium residences, Location: Minato City in Tokyo, Scheduled completion: September 2011, Number of units: 15)

A style house is a new form of condominium. Its structural body, which acts as the skeleton of the building, is a unique high quality structure. The space inside each residential unit permits the most advanced free design. We will work together to create private homes which, in every way, reflect the residents’ ideals and dreams.

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**Formation of Large-scale Communities**

**Forton Hills**

(Use: Condominium residences, Location: Yokohama City in Kanagawa Prefecture, Completed: May 2006, Number of units: 888, Joint sales with Daiwa System and SD Management)

Before the building was occupied, the future residents attended the Summer Networking, Women’s Coffee Party, and Adults’ Coffee Party, and similar events at the site. After the building was occupied, the Forton Club was formed to create a residents’ community. At Forton Hills where extensive efforts were made to form a community, billboards still found inside the building were covered with information about club activities and events. In 2007, the Japan Association for Real Estate Sciences awarded it 13th Achievement Award in recognition of the maturation of this autonomous community of residents.
Our aim is to become a corporation contributing to society by creating cities and homes kind to the environment.

The Mission of the Mitsubishi Estate Group

We contribute to society through urban development
By building attractive, environmentally sound communities where people can live, work and relax with contentment, we contribute to the creation of a truly meaningful society.

CSR Initiatives by Mitsubishi Jisho Residence

As a member of the Mitsubishi Estate Group

As a member of the Mitsubishi Estate Group, Mitsubishi Jisho Residence are intended to contribute to society, fulfilling the basic mission of the Mitsubishi Estate Group: “By building attractive, environmentally sound communities where people can live, work, and relax with contentment, we contribute to the creation of a truly meaningful society.” We will continue to take initiatives of various kinds in order to fulfill our responsibility to deepen the trust of our customers and achieve our mission.

Code of Conduct of Mitsubishi Jisho Residence Co. Ltd.

We will not fear failure.
Do not place blame for the failure of a vigorous challenge. Try!

We will act independently
Each one of us must act after deeply considering the matter as an autonomous individual.

We will cooperate with others.
Each of us, with our individuality and rich diversity, must seek common goals and act cooperatively transcending our own position.

We will maintain a broad perspective
Each of us must adopt a broad perspective encompassing society and the era including the environment and regional society.

We will be honest.
We must honestly and impartially fulfill our responsibilities to all of our stakeholders.