

TonTon Forbes Reports Surge in Luxury Japan Property Demand Amid Weak Yen

As Japan's only Forbes-licensed agency, TonTon leverages exclusive off-market access to drive global growth from booming inbound interest.

MEGURO-KU, TOKYO, JAPAN, September 1, 2026 /EINPresswire.com/ -- TonTon Inc. (headquartered in Meguro-ku, Tokyo; President and CEO: Hiroki Imagawa), operating under the service brand TonTon Forbes Global Properties ("TonTon Forbes"), today announced a sharp acceleration in international inquiries for Japanese real estate following its participation in the FGP Global Conference 2026, held June 9–12 in Corfu, Greece, to mark the first anniversary of its partnership with Forbes Global Properties ("FGP"). TonTon Forbes is the only company in Japan to hold an exclusive FGP license. At the conference, the company fielded strong interest from overseas real estate agents and investors alike.

[Behind the Surge in Interest From Overseas Agents and Investors]

Against the backdrop of a historically weak yen and a full-fledged recovery in inbound tourism, interest in Japan's luxury real estate market has reached unprecedented levels across global markets in North America, Europe and Asia. In the year since TonTon Forbes signed its exclusive license agreement with FGP, the company has fielded more than 50 inquiries from overseas buyers, with roughly 10 advancing into active sales processes and five now considered



At the kagami-biraki sake-barrel-breaking ceremony marking the TonTon Forbes × Forbes Global Properties partnership celebration, held August 28, 2025 in Harajuku, Tokyo. (From left) Yusuke Ito, Vice President, TonTon Inc.; The Hon. Satsuki Katayama, Minis



TonTon Forbes Global Properties brand logo

highly promising deals.

[Why Japan, Why Now? (Market Data for Global Investors)]

For international readers and agents less familiar with the Japanese market, the following data points illustrate why the moment is right.

- A historically weak yen: The exchange rate currently stands at approximately ¥160 to the US dollar, among the lowest levels versus major currencies in decades. (All dollar conversions in this release use this rate.)

- Record-breaking inbound demand: Japan welcomed a record 42.68 million international visitors in 2025, up 15.8% year-over-year, with visitor spending reaching ¥9.5 trillion (Japan Tourism Agency / Japan National Tourism Organization).

- Access to off-market properties: TonTon Forbes's nationwide network of real estate firms provides a proprietary route to premium properties that never reach the open market.



TonTon Forbes Global Properties Japan Office



Hiroki Imagawa, Representative of TonTon Forbes Global Properties

1. A Diverse and Compelling Range of Target Assets

Inquiries span an average price range of ¥500 million to ¥10 billion (approximately \$3.1 million to \$62.5 million at ¥160/US\$1), covering a wide variety of property types:

- Prime condominiums in central Tokyo and other major cities: sought by high-net-worth individuals for asset preservation and portfolio diversification
- Resort and second homes (Niseko, Hakuba, Lake Biwa and beyond): lifestyle-driven investment tied to rising visits to Japan
- Large-scale income properties slated for redevelopment: targeted by institutional investors and developers pursuing long-term capital gains

2. A Global Clientele

The bulk of inquiries come from high-net-worth individuals, family offices (asset management), and leading real estate agents across North America, Asia and Europe — with a growing share introduced through trusted referrals from overseas agent partners.

[Why TonTon Forbes Is the Partner of Choice]

Since its founding in 2013, TonTon has built its business by supplying properties directly to real estate companies and brokerages nationwide. That history has forged a robust network spanning the whole of Japan, giving TonTon Forbes proprietary access to premium, off-market properties unavailable to the general public.

- A strong nationwide network of real estate partners: Relationships built through years of direct-to-trade sales translate directly into the ability to uncover off-market properties.
- A dedicated overseas team: Multiple in-house specialists handle inquiries from international clients directly.
- End-to-end leasing management: TonTon Forbes manages leasing directly for properties in the greater Tokyo area (Tokyo, Kanagawa, Saitama and Chiba); properties elsewhere in Japan are covered through its nationwide network of partner firms.
- Speed and flexibility: Unencumbered by large-corporate bureaucracy, TonTon Forbes moves from decision to execution with agility.

[Comment from Hiroki Imagawa, President and CEO, TonTon Inc.]

“Speaking with agents and investors from around the world at this year's Global Conference confirmed something for me: Japanese real estate is not chosen simply because the weak yen makes it a bargain. What I heard, again and again, was that people are responding to something deeper — centuries of inherited craftsmanship, a way of life shaped by the seasons, and a sense of place that exists nowhere else. That is the reality I encountered firsthand. By combining the off-market access built through our nationwide network of real estate partners with FGP, the world's foremost luxury real estate platform, we will introduce Japanese properties the world has yet to discover to the people who will truly value them. What's more, FGP's network spans more than 115 cities worldwide — and that network is not only a way to welcome international clients to Japan. It is also a way to connect our clients in Japan with trusted partners around the globe. To Japan, and from Japan: as a company built for two-way cross-border transactions, we will continue expanding our reach across Asia, Europe, the Americas and the Middle East.”— Hiroki Imagawa, President and CEO, TonTon Inc.

[A Strong Support System and Global Network]

TonTon Forbes's partnership celebration, held in Harajuku, Tokyo in August 2025 and attended by more than 800 guests (pictured above), drew Forbes Global Properties CEO Michael Jalbert, FGP Managing Director of Business Development Marcus Benussi, and Forbes JAPAN Global Business Director Mariko Manyan, alongside The Hon. Satsuki Katayama, Japan's Minister of Finance and Minister of State for Financial Services (then a member of Japan's House of

Councillors). The event underscored the high level of interest and trust TonTon Forbes commands across both Japan's political establishment and the global media.

[Inquiries: Overseas Partnerships and Investment]

- For overseas real estate agents and partner firms: TonTon Forbes welcomes partnerships with international real estate companies seeking to enter the Japanese market or refer clients.
- For overseas individual investors and family offices: TonTon Forbes welcomes individual consultations regarding Japan's ultra-high-end and off-market properties.

[About TonTon Forbes Global Properties]

TonTon Inc., operating under the service brand TonTon Forbes Global Properties, is a real estate advisory firm founded in 2013 and headquartered in Meguro-ku, Tokyo. Since its founding, the company has drawn on a robust nationwide network of real estate firms and brokerages to provide proprietary access to premium, off-market properties unavailable to the general public. Focused on luxury properties valued at ¥1 billion (approx. \$6.25 million) and above, TonTon Forbes maintains a client network of more than 1.3 million contacts in Japan and abroad, opened a Singapore office in 2023, and in 2025 became the first Japanese company to sign an exclusive license agreement with Forbes Global Properties.

[Corporate name: TonTon Inc. (service brand: TonTon Forbes Global Properties)]

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- Founded: August 9, 2013
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[About Forbes Global Properties]

Forbes Global Properties is Forbes's international luxury real estate platform, with a presence and network spanning more than 115 cities worldwide. The platform showcases a curated selection of the world's most exceptional properties to a global audience of high-net-worth individuals.

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