

Overview of operations

# Residential operations

## Business review



D001

High-quality 2-story house with tiled exterior walls, giving a feeling of solidity

Residential operations, which are the main strength of the Daiwa House Group, involve everything from the construction of single-family houses, rental apartment buildings and condominiums to the development of residential areas, and increasingly in recent years, reconstruction work. New products are being focused on, including ecological housing that employs solar energy, 3-story dwellings that make the most effective use of limited urban land, and housing that encourages residents to create roof-top gardens and plant other greenery. Other housing products on the market include those that are suited to both first-time buyers and to the demand for rebuilding. In a positive response to the Housing Quality Assurance Act, introduced on April 1, 2000, Daiwa House inaugurated its 21st Century Support System, and set up a toll-free telephone service to help customers on a 24-hour-a-day basis with the goal of becoming the industry leader in the field of quality assurance.

## *T*asks ahead

The merger with Daiwa Danchi Co., Ltd. brought approximately 5,300 new salesmen and saleswomen to Daiwa, making it the largest company in the industry. In addition to expanding its market shares in the housing industry, Daiwa House enhanced its post-construction customer care. In April 2001, the Company applied a system for monitoring rental apartment buildings for 40 years after construction, as well as a free asset management support services for owners of rental apartment buildings. Daiwa House aims to become a valuable lifelong partner for its customers, and every effort is being made to respond to customer needs in matters such as future housing renovation and rebuilding.

Through the merger, Daiwa House is enhancing its place in the market by using the expertise of Daiwa Danchi in condominium sales as well as its own strengths in making the best use of information and its strong financial position. The Company aims to increase its net sales to ¥200 billion by fiscal 2005 on a non-consolidated basis. This is approximately twice the total output of the two companies before the merger.

Sales of residential operations (Billions of yen)

	97	98	99	00	01
Single-family houses	483	406	340	358	361
Multi-family houses	229	215	186	186	176
Others	123	109	86	85	112
Total	835	729	612	628	649

## *G*roup companies

The Daiwa House Group works together as a team to help clients buy, rent, build, and sell housing. DaiwaService Co., Ltd. has built an excellent reputation in the field of condominium management, and DaiwaLiving Co., Ltd. provides comprehensive support to clients managing small apartment buildings. In addition, the Group includes real estate intermediary companies that provide comprehensive back-up services for people moving house, either to rental accommodation or to newly purchased housing.

We will also cooperate with the Daiwa General Research Institute Co., Ltd., which became an independent corporate body in April 2001, to develop proprietary technology for application to the construction of housing which uses information technology.

Royal Court Toyonaka

An 11-story condominium building in Toyonaka, a bed town of Osaka (4 wings, 465 condominiums)



Séjour Willmore

A cost-effective 2-story steel-frame rental apartment house with a classy look

