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Digital Garage Launches “Musubell for Real Estate Agent,” for Real Estate Transactions, for “HOUSE DO” Merchants

~ Providing DX for more than 700 Real Estate Agencies in Japan ~

- Digital Garage, Inc. (DG) provides “Musubell for Real Estate Agent,” one of the service lineups of “[Musubell](#),” a next-generation DX engagement platform for real estate business, which enables electronic document generation, management, and online centralized management of status in real estate transactions. This service will be available to more than 700 merchants in Japan by the spring of 2025.
- In collaboration with House Do (HOUSE DO), this service will be available to over 700 HOUSE DO merchants in Japan by spring 2025.



HOUSE DO is the leading real estate agency specializing in real estate brokerage franchises in Japan^{*1}, with 708 branches. (As of September 30, 2024)

When “Musubell for Real Estate Agent” is released, plans are to connect it to “DO NETWORK^{*2},” the core management system of HOUSE DO, so that HOUSE DO merchants can use this service under a unified operation.

<About “Musubell for Real Estate Agent” >

“Musubell for Real Estate Agent” is a service that allows real estate transactions to be completed online. In February 2024, an automatic reading function was added to link the Certificate of Registered Matters data to the appropriate items in the sales contract and the Explanation of Important Matters.

Please refer to the details in “Service Overview” below.

“Musubell for Real Estate Agent” official website (only in Japanese)

<https://www.musubell.com/mediation/>

<Background of this service>

In real estate dealings, real estate companies need to prepare many documents, such as sales contracts, the Explanation of Important Matters, and various types of MOUs. Even after the law was revised, the written form still accounts for a high rate in the conclusion of contracts. Also, while the real estate industry is known as one of the industries with many small and medium-sized businesses^{*3}, the introduction of electronic contracting systems, especially for small businesses, is in progress. With this background, DG aims to contribute to the improvement of business efficiency in the real estate industry by providing “Musubell for Real Estate Agent” to merchants with HOUSE DO, which has an extensive nationwide network, to promote DX in the real estate industry further and to improve customer satisfaction.

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*1: Real estate No. 1 in number of branches in franchises specializing in brokerage sales “Business Chance” (December 22, 2023 - February 2024 issue)

*2: An original core system that enables the integrated management of information necessary for real estate operations, including properties, customers, vendors, and contracts, provided by And Do Holdings subsidiary HOUSE DO.

*3: Source [“Cabinet Decision on the 2024 White Papers on Small and Medium Enterprises and Small Enterprises”](#)

<Service Overview>

■“Musubell” service lineup

A sales and contract support cloud service specialized in real estate. This is a service lineup that DG develops from 2020 as a “DX engagement platform for next-generation real estate transactions” that enables the creation and management of electronic documents for real estate deals and centralized online management of real estate status. DG has expanded its service lineup by offering “Musubell for the New Condo,” “Musubell for Real Estate Agent,” “Musubell for Property Survey,” and “Musubell for Management” and continues to strengthen its functions and grow in collaboration with the DG Group companies and external partners. This service is designed with a UI that allows for optimal organization of real estate operations by property, by unit, as well as by transaction, and enables status management such as internal application and contract status, and internal confirmation and management of contract documents.

■Key Features of “Musubell for Real Estate Agent”

- Property Management
- Contract Document Management
- Electronic contract
- Brokerage report
- Sending of documents through “My Page” for each contractor



<Reference>

You can see the TV commercial of “Musubell for Real Estate Agent” below. (in Japanese)

<https://youtu.be/ulvNIMszfW0>

<Future roadmap>

■Collaboration with “Musubell” service lineup

Among the four “Musubell” services currently being developed by DG, “Musubell for Property Survey,” which specializes in property survey work, has created a function to automatically register survey data into a designated contract format and make survey work online. This feature reduces the time and effort required to prepare contracts and eliminates errors. DG will provide each service on its own and work with services to reduce workloads and improve customer service for everyone involved in real estate transactions, aiming for further growth as a platform for the real estate industry.

■Company profile

N a m e : Digital Garage, Inc. (<https://www.garage.co.jp/en/>)

Representative: Kaoru Hayashi, Representative Director, President Executive Officer and Group CEO

Head office: DG Bldg., 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Shibuya PARCO DG Bldg., 15-1 Udagawa-cho, Shibuya-ku, Tokyo

Date founded: August 1995

B u s i n e s s : Digital Garage’s corporate purpose is “Designing ‘New Context’ for a sustainable society with technology.” Digital Garage operates a payment business that provides one of the largest comprehensive payment

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platforms in Japan. In addition, DG has a marketing business that provides one-stop solutions in the digital and real world, and a startup investment and development business that reaches out to promising startups and technologies in Japan and overseas.

N a m e : &Do Holdings Co., Ltd. (<https://www.housedo.co.jp/and-do/>)

Representative: Masahiro Ando, Chairman of the Board, CEO / Masahide Tominaga, President and Representative Director

Head office: 17F Marunouchi Trust Tower N, 1-8-1 Marunouchi, Chiyoda-ku, Tokyo

Head branch: 670 Tearamizu-cho, Nishiki-kouji-agaru, Karasuma-dori, Nakagyo-ku, Kyoto-shi, Kyoto, Japan

Date founded: January 2009 (founded in 1991)

B u s i n e s s : Franchise business, house leaseback business, finance business, real estate sales business, real estate distribution business, renovation business

<Reference>

Strategy and Role of “Musubell” service lineup

The DG Group is committed to “DG FinTech Shift,” a group strategy that integrates payments, data, and technology to drive DX for various businesses amid significant changes in society and industrial structure. Under this strategy, DG aims to achieve higher-order growth through the implementation of measures that contribute to “market share expansion,” “new service development,” “improvement and strengthening of the revenue structure,” and “multi-layering of revenue.

Recently, DX trends have been sweeping through the real estate industry, and the opportunities for business digitization are increasing. However, many real estate-related companies are facing the problem of increasing their workload by introducing multiple digital tools.

Given this environment, in 2020, DG began developing “Musubell,” a DX engagement platform for next-generation real estate transactions, as one of its key initiatives.

DG will continue to contribute to developing a sustainable society by promoting DX in various industries, including the real estate industry, by creating new businesses that leverage the DG Group’s assets in the DX and Fintech domains.