



## Open House Group Launches Real Estate Sales via Cryptocurrency

Bringing Global Customers Closer to Finding, Purchasing, Managing, and Selling Japanese Real Estate Properties



Tokyo, Japan - Open House Group Co., Ltd. (Headquarters: Chiyoda-ku, Tokyo; President and CEO: Masaaki Arai) is pleased to announce the commencement of cryptocurrency payment acceptance, aimed at enhancing convenience for global customers purchasing Japanese real estate. Initially supporting Bitcoin and Ethereum, We will leverage our group strengths to progressively offer comprehensive, one-stop services encompassing property search, purchase, management, and sales consultation.



Open House Global Website: <https://global.openhouse-group.com/>

The Open House Group boasts a diverse portfolio, primarily centered in Tokyo, Nagoya, Osaka, and Fukuoka, ranging from residential houses and condominiums to investment properties such as studio condominiums and office buildings. Our integrated business model of development, sales, and management enables us to provide various solutions to clients. Our group companies also handle resort properties and the U.S. real estate. Customers can consult with us on all aspects from property research, construction, sales, and management to future resale, all within our group's one-stop service.

Since 2022, We have been exploring the application of cryptocurrencies and blockchain in business operations, including sponsoring a research group on Bitcoin's Lightning Network. Yokiko Nishimura, who is in charge of this initiative, has been at the forefront of establishing industry associations for domestic

financial institutions and cryptocurrency exchanges since 2015, pursuing the potential of cryptocurrencies and blockchain in finance and payments.

Bitcoin, the leading cryptocurrency, surpassed \$19 trillion in transaction volume within its network in 2024, significantly exceeding the \$8.7 trillion recorded in 2023. Following the SEC's approval of the first Bitcoin ETF in 2024, institutional investors, who previously found direct ownership challenging, increased their investments. In December, statements and reports from the U.S. Treasury and Federal Reserve Chairman Powell likening Bitcoin to digital gold contributed to Bitcoin reaching an unprecedented \$100,000 per coin. The newly inaugurated 47th U.S. President, Donald Trump, is known as a pro-Bitcoin advocate, pledging to make "America a Bitcoin superpower."

We view these cryptocurrency price fluctuations not as speculative movements, but as opportunities for practical application. We are particularly focused on harnessing the strengths of cryptocurrencies in cross-border transactions and micropayments to offer enhanced financial services. We are also exploring the implementation of blockchain-based services utilizing smart contracts. As an initial step, we are introducing Bitcoin and Ethereum payment options starting today.

\*Please note: Customers are advised to comply with the laws, tax regulations, and other applicable legal frameworks of their country of residence when using our services. Customers are responsible for fulfilling their obligations regarding national systems and tax declarations.

\*At the service launch, sales will be limited to income-producing properties. We will gradually expand to other property types based on customer demand.

\*Legal contracts and important matter explanations for real estate purchases will be provided in Japanese.

## **Company Profile**

Open House Group Co., Ltd.

Headquarters: JP Tower 20F (Main Reception) & 21F, 2-7-2 Marunouchi, Chiyoda-ku, Tokyo 100-7020, Japan

Founded: September 1997

Representative: Masaaki Arai, President and CEO

Capital: 20,156.90 million yen

Number of Employees (Consolidated): 6,107 (as of September 30, 2024)

URL : <https://oh.openhouse-group.com>

**< Media Inquiries >**  
**Open House Group Co., Ltd. (Contact: Yokiko Nishimura)**  
**EMAIL: [pr@openhouse-group.com](mailto:pr@openhouse-group.com)**