

Wednesday, July 15th, 2026
GA technologies Co., Ltd.

AI Real Estate Investment Service RENOSY Defines Its Mission as “Transforming Real Estate, Creating Peace of Mind for Your Life, and Expanding Future Possibilities”

On its 10th Anniversary, RENOSY Recommits Itself to Empowering Customers, Delivering Peace of Mind

RENOSY, an AI real estate investment service operated by GA technologies Co., Ltd. (Headquarters: Minato-ku, Tokyo; President, CEO: Ryo Higuchi, Stock Code: 3491), celebrates its 10th anniversary this year. To mark this milestone, it has defined its brand mission as “Transforming Real Estate, Creating Peace of Mind for Your Life, and Expanding Future Possibilities” with the goal of boosting the value it delivers.

RENOSY website: <https://www.renosy.com/about>



◆ Why define the brand mission now?

RENOSY is a real estate investment service that harnesses AI and other advanced technologies. Since being launched in 2016, it has created a transparent environment where investors can confidently start engaging in real estate transactions—once an analog, complicated business. Thanks to our customers’ support, RENOSY now ranks No. 1 in Japan in real estate investment sales and purchases¹ as it celebrates its 10th anniversary.²

Over the past decade, we have focused on creating an investor-friendly environment by lowering the barrier to real estate investment through the power of technology while expanding our product lineup and broadening our customers’ options. We believe that our next challenge is to update the fundamental value that investing in real estate delivers.

The fundamental value to be derived from investing in real estate, in our view, goes beyond immediate profitability. It lies in the fact that ownership expands the options and possibilities available to the customer in their life. We are not merely in the business of selling real estate. We bring our customers carefully selected properties, then remain by their side for a long period of time as they manage them. This commitment to being there for customers even after we bring them a property, coupled with our unshakeable belief in the value that real estate possesses, is being defined as the new mission underpinning our business.

◆ The brand story inspiring the brand mission

Transforming Real Estate, Creating Peace of Mind for Your Life, and Expanding Future Possibilities

There is a lot of valuable real estate in the world. But the fact is, most of it is concentrated in the hands of investment funds, institutional investors, and the wealthy. Ordinary people have had only limited opportunities to experience its value. Moreover, some real estate fails to live up to its true worth.

By identifying, developing, and constantly improving valuable real estate properties, we turn them into assets that more people can own.

On being entrusted with an asset, we assume responsibility for it until its full value is tapped. We maximize performance by managing it effectively, thus generating actual results.

We are transparent about how the property has been managed and how it has performed. We tell our customers honestly about both the upsides and the downsides, along with any other facts to be aware of.

Further, we are redefining the real estate transaction process with technology. We make it a reliable, seamless, and optimal experience for everyone.

Through these cumulative efforts, we believe we can empower more people to build assets reliably by owning real estate. This is what we mean by “transforming real estate.”

Owning real estate provides a foundation to build on in the form of peace of mind. Real estate has the power to support people in various stages of their life: if your income dries up, if you fall ill, when you retire. It also has the potential to support your family in the future.

Having that peace of mind as a foundation to build on enables you to make choices about the future. It lets you live life on your own terms. Embark on a career you have always aspired to. Strike out on a new path. Devote yourself to what you love. Having an asset that safeguards their lifestyle empowers people to expand their future possibilities.

Through real estate, we bring peace of mind to people’s lives—and create a society where each individual can expand their possibilities for the future.

◆ Relationship to the brand vision and brand concept

In 2024, we adopted the brand vision “Making real estate a standard practice for asset building” and the brand concept “Reliable, seamless, and optimal asset building through real estate.”³ Both encapsulate RENOSY’s commitment to being at the customer’s side as they pursue the asset-building plan right for them.

The newly articulated brand mission goes a step beyond the brand vision and brand concept to apply to our actual guiding principles. It defines what we make our top priority whenever making decisions. As we go about our business, we will constantly ask ourselves whether the way we run our operations, the strategy we pursue, and the customer experience we deliver are truly mission-driven.

We believe in the power of real estate as an asset. In offering our services, we aim to be a brand that brings peace of mind to customers’ lives and enriches their future.

◆ The 10th anniversary campaign is running now!

The RENOSY 10th anniversary website has been launched to commemorate RENOSY’s decade of providing services. The website is now running a 10th anniversary campaign* as a way to say thank you to our customers.

*Please visit the site for campaign details.

RENOSY 10th anniversary website: <https://10th-anniv.renosy.com/>

◆ AI real estate investment service "RENOSY"

RENOSY is an AI real estate investment service that utilizes technology. Reliable, seamless, and optimal asset building through real estate is realized by providing one-stop support for the purchase, management, and sale of property, maximizing operational effectiveness. Surveys conducted by Tokyo Shoko Research have ranked RENOSY No. 1 in Japan in real estate investment sales and purchases¹.

1. Press release released by GA technologies Co., Ltd. “AI Real Estate Investment Service RENOSY is Ranked No. 1 in Japan in Sales of Investment Condominiums and Apartments for the Second Consecutive Year” (release date: March 31, 2026) https://www.ga-tech.co.jp/news/wherjxrzv88n_r/

2. RENOSY 10th anniversary website: <https://10th-anniv.renosy.com/>

3. Press release released by GA technologies Co., Ltd. “Online Real Estate Investment Service RENOSY Adopts Brand Vision and Brand Concept” (release date: December 11, 2024) <https://www.ga-tech.co.jp/news/4g6ip05iai2guor/>

◆ Profile of GA technologies

Company name: GA technologies Co., Ltd.

Representative: Ryo Higuchi, Representative Director, President and CEO

URL: <https://www.ga-tech.co.jp>

Headquarters: Sumitomo Fudosan Roppongi Grand Tower 40F, 3-2-1 Roppongi, Minato-ku, Tokyo

Established: March 2013

Businesses:

- Development and operation of AI real estate investment service "RENOSY"
- Development and operation of real estate B-to-B platform "ITANDI"
- Development of platform businesses in the PropTech domain

Major Group Companies: A total of 32 companies, including ITANDI Inc., RW OpCo, LLC, etc.

Additionally, there are 28 subsidiaries under RW OpCo, LLC.