

Hajimekensetsu Builder Profile

Japan's #1 detached-home builder · 9,773 homes per year · 35-year warranty · the supply backbone behind ANHOME's inventory.

Executive Summary

Hajimekensetsu Co., Ltd. is the core operating company of Iida Group Holdings — Japan's largest detached-home builder. The group delivers 9,773 new single-family homes per year, or roughly 27 homes every day. Cumulative deliveries exceed 216,400 homes. The company operates from 141 branches across Japan with 1,969 employees, of whom more than 1,000 are licensed real-estate specialists, more than 1,000 are 2nd-class architects, and more than 200 are 1st-class architects.

This profile matters to a foreign investor for one reason: every property in ANHOME's inventory originates from this builder. The structural performance, the warranty system, the energy envelope, and the after-sale infrastructure described in this report are not promises — they are the standard specification of every home you can buy through us.

Seismic Grade 3 (1.5× the legal minimum, the same grade as fire stations and police headquarters). Insulation Grade 5 (ZEH-water-shed level). 35-year warranty. Four free inspections in the first ten years. Soil assessment on every site. Reinforced-concrete mat foundation on every home. These are the defaults — not options.

Part 1 • Market Position and Scale

The numbers that define the company

Hajimekensetsu is the central operating subsidiary of Iida Group Holdings, the dominant force in Japan's detached subdivision-housing market. The scale of the operation is the single most important fact about the company:

Metric	Figure	Detail
Group revenue (FY2024)	¥408.3 billion	Iida Group HD consolidated
Annual detached-home deliveries	9,773 homes	Approximately 27 homes per day
Cumulative detached deliveries	216,400+ homes	Leading subdivision-housing supplier
Cumulative condominium supply	14,900+ units	Including Précis series
National branch network	141 locations	Region-rooted coverage
Employees	1,969 people	Specialist-licensed workforce

The vertical integration advantage

Hajimekensetsu operates on a fully integrated model — land acquisition, planning, design, construction, and after-sale service are all handled in-house. This vertical structure eliminates middleman margins and shortens decision cycles, allowing the company to deliver what Japan's market calls 'just-right pricing' alongside specifications that exceed code minimums in every measurable dimension.

Procurement scale and cost structure

Volume creates leverage. Hajimekensetsu purchases kitchens, bathrooms, vanities, and toilets in lots of 1,000 units at a time, securing prices that can be half or less of what individual builders pay. Materials are sourced both from external suppliers and from Iida Group's own subsidiaries — providing supply-chain resilience that protects pricing even when external markets move.

In-house specialist capability

Of the 1,969 employees, more than 1,000 hold licensed real-estate-transaction qualifications, more than 1,000 are licensed 2nd-class architects, and over 200 are licensed 1st-class architects. Structural calculations, code compliance, and design verification are all performed in-house. This is unusual at

this scale — most builders outsource these functions to external firms. Internal capability is what allows the company to deliver structural performance well above code minimums as a standard feature rather than an upgrade.

Part 2 • Structural and Seismic Performance

Seismic Grade 3 as the default

Japan's seismic rating system has three grades. Grade 1 is the minimum required by the Building Standards Act — sufficient to prevent collapse in a once-in-several-hundred-year earthquake. Grade 2 is 1.25× that level — the standard for evacuation centers. Grade 3 is 1.5× the minimum — the standard for fire stations, police headquarters, and disaster-response facilities.

Hajimekensetsu builds every detached subdivision home to Seismic Grade 3. This is the default specification, not an option. In a country defined by its seismic exposure, this is the single most consequential design choice a homeowner can make — and one that this builder makes for you, automatically, on every property.

Foundation and soil engineering

Every site undergoes a formal soil-bearing survey before construction. If the soil is found inadequate, ground reinforcement is performed using steel pipe piles or column-type stabilization. The foundation itself is a reinforced-concrete mat (beta-kiso) — a continuous slab covering the entire footprint of the building.

Component	Specification	Engineering benefit
Foundation type	Mat (beta-kiso)	Loads distributed across the entire footprint; reduces differential settlement
Material	Steel-reinforced concrete	High bending strength and long-term durability
Secondary effect	Moisture barrier	Blocks ground moisture; protects structural members from rot and termites

Post-and-beam framing with modern reinforcement

The company uses traditional Japanese post-and-beam construction (zairai-koho) — adapted to Japan's climate over centuries — with contemporary engineering reinforcement. Primary structural members are engineered laminated timber (shusei-zai) rather than solid wood. Laminated timber has strictly controlled moisture content and far less variation in strength; it resists warping and splitting and holds its calculated structural performance for decades.

Columns. 105mm (3.5-sun) standard column dimension, precut at the factory with millimeter precision. Joint movement is engineered out before site assembly.

Seismic hardware. Hold-down anchors and brace plates are positioned at every high-stress joint to resist uplift and lateral loads during seismic events. The structure is designed to flex as a single unit

rather than separate at connections.

Rigid floor diaphragm (gash-kh). Thick structural plywood is fastened directly to sills and beams on both first and second floors, providing high in-plane rigidity. This controls torsional flexing during earthquakes and typhoons.

Part 3 · Envelope, Energy, and Indoor Climate

Insulation Grade 5 (ZEH level) as the default

Japan's insulation rating runs to Grade 5, equivalent to the ZEH (Net Zero Energy House) standard. Hajimekensetsu builds every detached home to Grade 5 — the highest current category — and to Primary Energy Consumption Grade 6. This is not an upgrade tier; it is the baseline specification.

The motivation is not aesthetic. Higher envelope performance directly reduces utility bills, holds interior temperature stable across seasons, and protects the structure from the condensation cycles that age conventional housing prematurely.

Envelope specification

Location	Material specification	Performance characteristic
Walls & ceilings	High-density glass wool	Increased fiber density; gap-free installation
Underfloor	Rigid board insulation	Polystyrene foam blocks cold transmission at floor level
Window frames	Aluminum-resin composite sash	Balanced durability and thermal break
Glazing	Low-E double-pane glass	Solar/thermal control film; UV blocking

High-density glass wool is manufactured primarily from recycled glass and is non-combustible. Installed alongside an interior vapor-control membrane, it prevents condensation inside the wall cavity — protecting the structural members from moisture damage over decades. The composite sash and Low-E glazing together hold heat in winter and reflect solar gain in summer.

Ventilation: the case for Type 3

Japan mandates 24-hour mechanical ventilation in all new homes. Hajimekensetsu uses Type 3 ventilation — mechanical exhaust paired with passive intake vents in the wall. This is a deliberate engineering choice with three benefits for the homeowner:

Lower running cost. Type 3 ventilation consumes roughly the cost of a few hundred yen per month in electricity — far less than ducted heat-recovery alternatives.

No internal ductwork to maintain. There are no concealed ducts that can collect dust or contamination over the building's lifetime. Filter cleaning is something the homeowner can do without service calls.

Adequate exchange given airtight construction. Type 3 only works well when the building envelope is genuinely airtight. Hajimekensetsu's factory-precision construction delivers the airtightness Type 3 requires.

Part 4 • Long-Life Quality Housing and Warranty

Long-Life Quality Housing certification

Japan's Long-Life Quality Housing (chōki yōryō jūtaku) certification covers homes engineered to remain structurally sound across multiple generations. Certified homes qualify for elevated mortgage tax credits, extended property-tax reductions, and earthquake insurance discounts. Hajimekensetsu's standard specification meets the certification criteria across all four required dimensions:

- Durability.** Structural frame engineered for 75–90 years of continuous use (Durability Grade 3).
- Maintainability.** Piping, wiring, and finishes designed for inspection, cleaning, and replacement without disturbing the structure (Maintenance Grade 3).
- Energy performance.** ZEH-level envelope (Insulation Grade 5 or above).
- Seismic resistance.** Grade 2 minimum required by the certification; Hajimekensetsu delivers Grade 3 standard.

The 35-year warranty system

The headline warranty figure is one of the most comprehensive in the Japanese subdivision market. The structure works in two phases:

Initial 10 years. Base warranty on structural frame and waterproofing. Four free inspections during this period:

Inspection	Timing	Focus areas
1st	6 months after handover	Hardware adjustment; interior fit-and-finish issues
2nd	2 years	Exterior wear: roof, exterior walls, foundation; balcony waterproofing
3rd	5 years	Subfloor inspection (termite check); plumbing and drainage
4th	10 years	Detailed structural and waterproofing review; warranty-extension assessment

Year 10 onward, in 5-year extensions. Warranty is extended in 5-year increments — to year 15, 20, 25, 30, and ultimately 35 — provided the owner accepts the free diagnostic inspection at each interval and commissions any paid maintenance the inspection identifies as necessary (exterior paint, roof waterproofing) through Hajimekensetsu's designated contractors.

The structure encourages disciplined maintenance over the home's life — preserving resale value and giving the owner the security of a single-vendor accountability chain across 35 years.

Supplementary warranties and owner support

Ground subsidence warranty (20 years). Coverage for structural damage caused by ground settlement, backed by a casualty-insurance partner to ensure financial capacity to honor claims.

Termite warranty (5 years). Coverage on areas treated with anti-termite chemicals; periodic re-treatment extends protection indefinitely.

Warranty transfer. Warranties transfer to a new owner if the property is sold or inherited (subject to a formal handoff procedure). This is a meaningful resale asset: a buyer in the secondary market receives the remaining warranty term from the original manufacturer rather than starting from zero.

Hajime Club. Owner-only web portal providing 24-hour access to inspection schedules, maintenance documentation, and direct consultation on equipment issues.

Part 5 · The Implication for Foreign Investors

What this means in practice

For an investor based outside Japan, three features of Hajimekensetsu's standard specification are operationally significant:

1. Consistent quality at scale. Every property in ANHOME's 730+ inventory is built to the same specification floor. A foreign investor browsing inventory does not need to individually verify seismic class, insulation level, or warranty terms — they are uniform across the portfolio. Due diligence collapses from per-property to per-portfolio.

2. Operational cost predictability. Insulation Grade 5 envelope, Type 3 ventilation with minimal running cost, factory-precision airtightness — these add up to a household utility cost profile that is among the lowest in Japan's housing stock. For a rental operator (Ume short-term or Take share-house), this directly improves yield. For a Matsu owner, it reduces standing cost during periods of low occupancy.

3. Resale and inheritance asset. The transferable 35-year warranty is a real asset in the secondary market. A foreign owner exiting a position — or passing it to children — transfers a warranty backed by Japan's largest detached-home builder, not a generic structural warranty that resets to zero on transfer.

The thesis in one line

Buying a property in ANHOME's inventory is, in plain terms, buying a Hajimekensetsu home. The builder's defaults are the investor's protection — automatically, on every property, with no due diligence required to confirm them.

Sources

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- Iida Sangyo — I.D.S. construction method technical reference.
- Doda — Hajimekensetsu corporate profile and recruitment data.
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