

February 2021

Seoul Office

M O N T H L Y M A R K E T R E V I E W



SEOUL OFFICE

01

조사개요

지역	서울 전 지역 및 판교, 분당지역
대상	연면적 1,000㎡(330py)이상, 지상4층 이상의 업무시설 및 업무복합시설
조사방법	전화조사 및 자산관리업체의 발표자료, 공시자료 등 참고
조사내용	오피스 임대 및 공실변화, 임차인 이동현황, 거래 사례 등
조사기간	2021년 1월 1개월 간 조사
DB관리	OKEY 리서치센터는 업무용 빌딩의 공실정보 및 임대료를 조사하고 있으며, 사무실 임대플랫폼 OKEY Office Key를 통하여 관리 활용되고 있습니다.

02

권역별 분류

CBD Central Business District 도심권 광화문, 중구, 서대문, 충로구 일대	GBD Gangnam Business District 강남권 강남구, 서초구 일대	YBD Yeido Business District 여의도권 여의도, 마포구 일대	ETC Non Major Business District 서울기타권 강동, 신촌, 송파 일대	PBB PTV-Bundang Business District 판교,분당권 판교테크노밸리, 서현, 수내동 일대
---	--	---	--	---

03

오피스 규모별 분류기준

	P Grade Prime 빌딩	S Grade 대형빌딩	A Grade 중대형빌딩	B Grade 중소형빌딩	C Grade 소형빌딩
연면적	15,000py 이상	7,000py 이상	4,000py 이상	1,000py 이상	1,000py 미만
기준층 임대면적	500py 이상	300py 이상	200py 이상	150py 이상	150py 미만

- NOC** (Net Occupancy Cost)

오피스시장의 특성상 임대형태(전세, 월세) 및 빌딩특성이 각각 다른 오피스 빌딩의 비교를 위하여 전용면적 1평당 임대 할 때 필요한 비용을 월 단위로 환산한 수치

04

권역별 조사 표본수

ETC

(Non Major Business District)

- Sample Survey : 380
- Total GFA : 6,803,647㎡
(2,058,103py)

CBD

(Central Business District)

- Sample Survey : 346
- Total GFA : 9,051,253㎡
(2,738,004py)

GBD

(Gangnam Business District)

- Sample Survey : 1,075
- Total GFA : 9,996,188㎡
(3,023,847py)

YBD

(Yeouido Business District)

- Sample Survey : 154
- Total GFA : 4,820,327㎡
(1,458,149py)

PBB

(PTV-Bundang Business District)

- Sample Survey : 70
- Total GFA : 1,699,354㎡
(514,055py)

05

규모별 조사 표본수

SBD	P	S	A	B	C
Sample	131	238	225	646	715
GFA(㎡)	12,708,612	8,210,731	3,956,999	4,426,378	1,368,694
GFA(3.3㎡)	3,844,355	2,483,746	1,196,992	1,338,979	414,030

SBD OFFICE LEASING MARKET

~~₩~~154,619 ↓

2021년도 1월 조사한 서울지역 오피스의
평균 공실률은 6.43%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 154,619원으로 조사되었다.

Category	NOC (Number of Employees)	공신률 (Percentage of Master's Degree or Higher)
SBD	154,619	6.4%
CBD	188,236	7.7%
GBD	151,843	5.0%
YBD	157,771	8.3%
ETC	123,521	5.5%
PBBD	136,199	1.9%

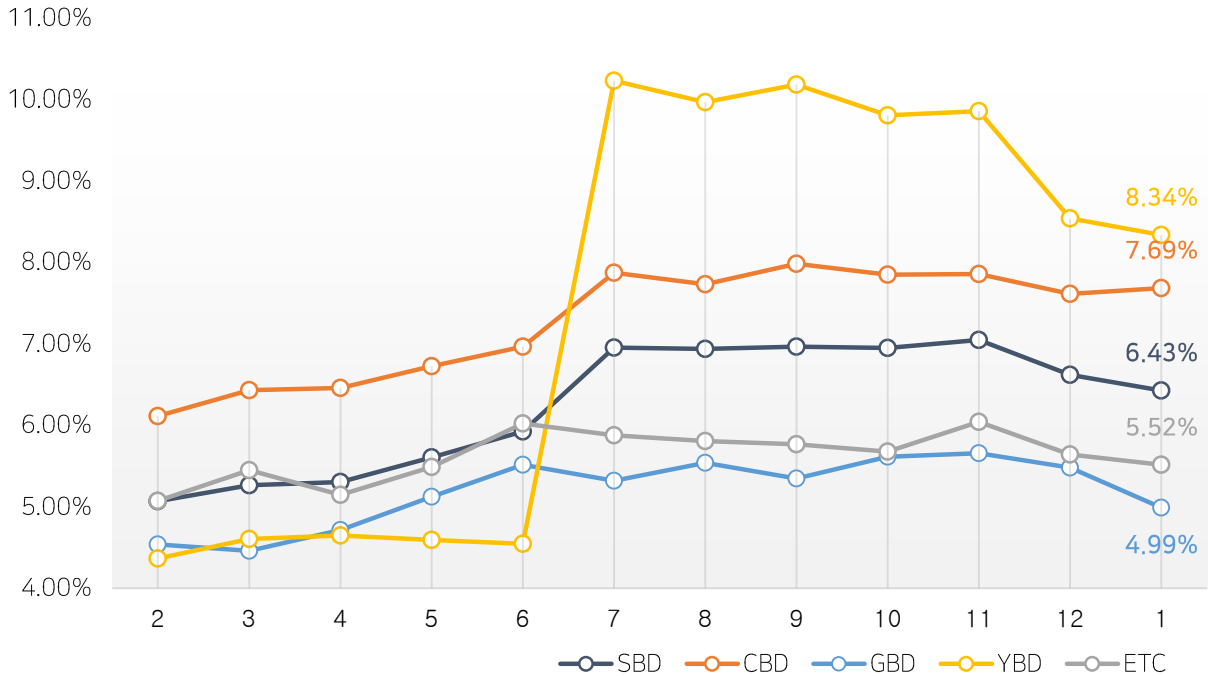
Company	Number of Employees	Percentage of Employees with Degree
SBD	154,619	6.4%
P	232,514	5.9%
S	207,022	4.8%
A	170,695	5.6%
B	140,407	9.4%
C	113,513	14.1%

서울 지역 공실률 변화 / 월

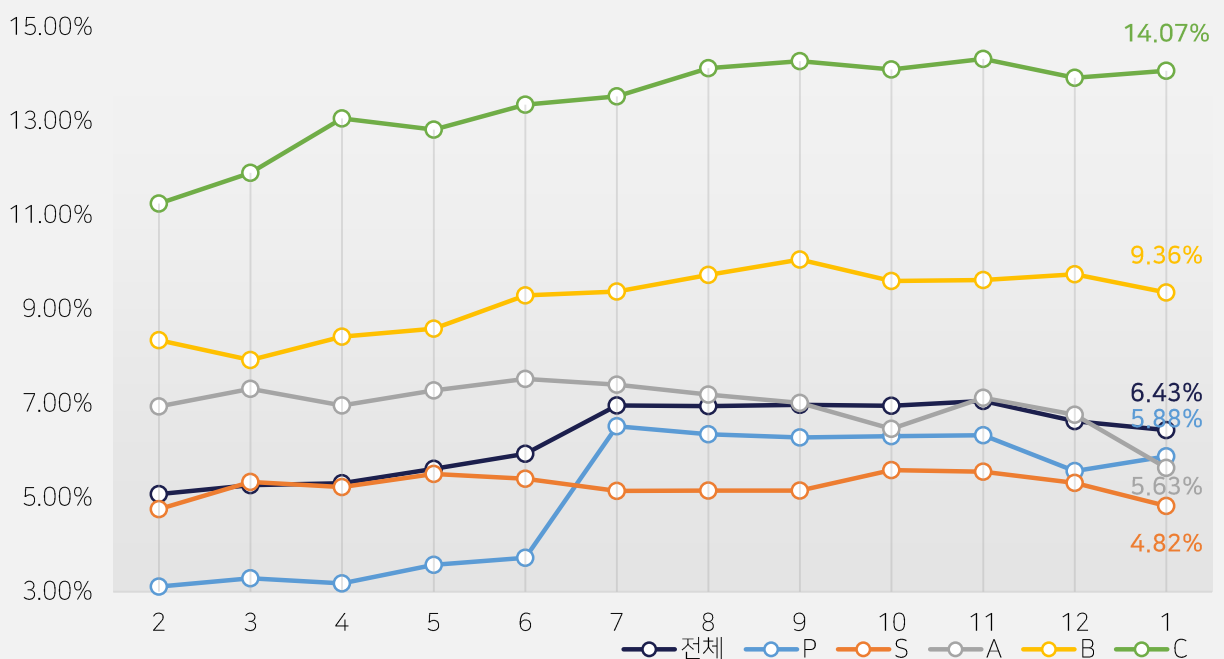
2021년 1월 서울지역의 공실률 흐름은 다음과 같이 조사되었다.

GBD의 삼성제일빌딩은 한국토지신탁이 사용하던 4개층, 약 2,200여평이 클라우드웍스(약 550평) 1개층과 한국항공우주산업(약 1,650평) 3개층이 입주하며 공실이 해소되었다.

기타지역의 문정동 AJ빌딩 별관에 한들종합건축사(약 250평) 1개층, 유진(약 750평) 3개층 등이 입주하며 약 2,000여 평의 공실이 모두 해소 되었다.



규모별 공실률 변화 / 월



Q2

CBD
도심지역

CBD OFFICE LEASING MARKET



공실률

7.69% ↑



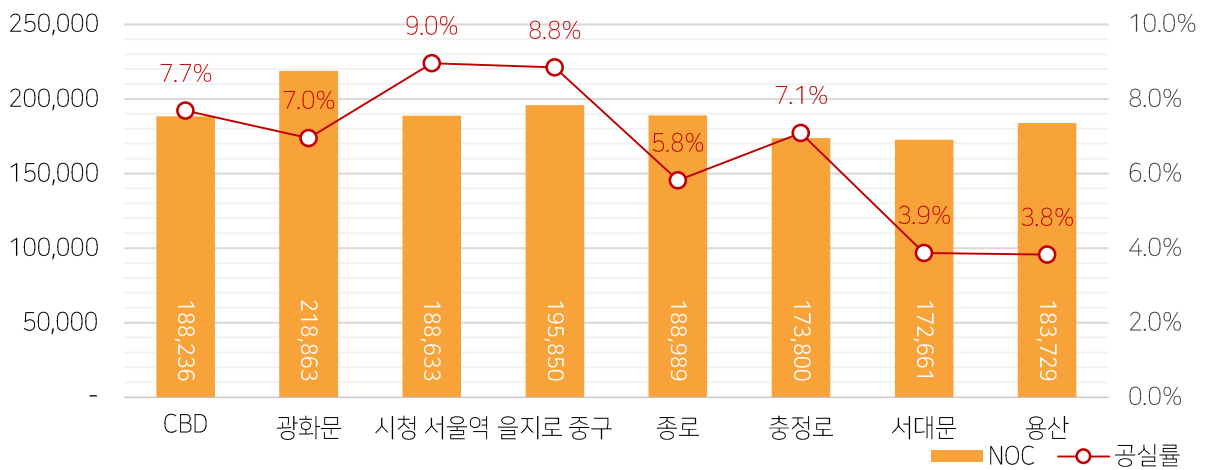
평균 NOC

₩188,236 ↓

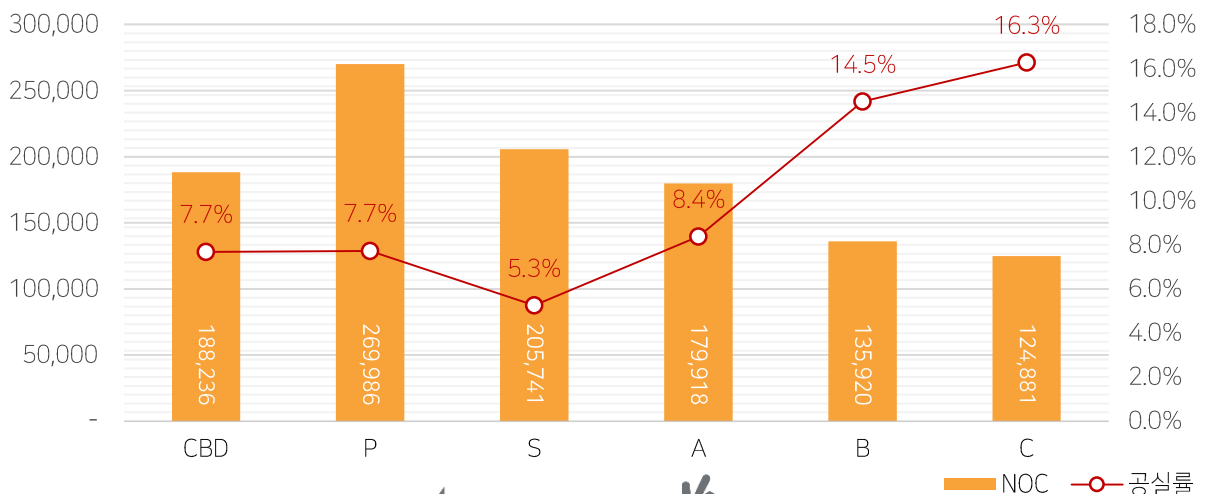
평균 임대료	평균 보증금	평균 관리비
74,880	773,768	32,114

2021년도 1월 조사한 도심지역 오피스의
평균 공실률은 7.69%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 188,236원으로 조사되었다.

CBD 지역 세부권역 별 공실률 / NOC



CBD 지역 규모 별 공실률 / NOC



Q3 GBD 강남지역

GBD OFFICE LEASING MARKET



4.99% ↓



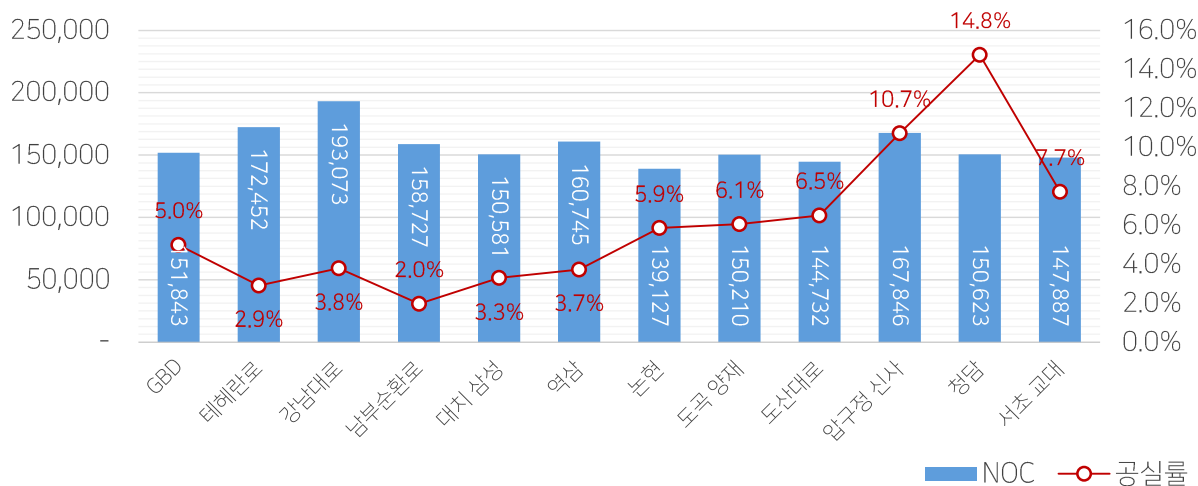
평균 NOC

₩151,843 ↓

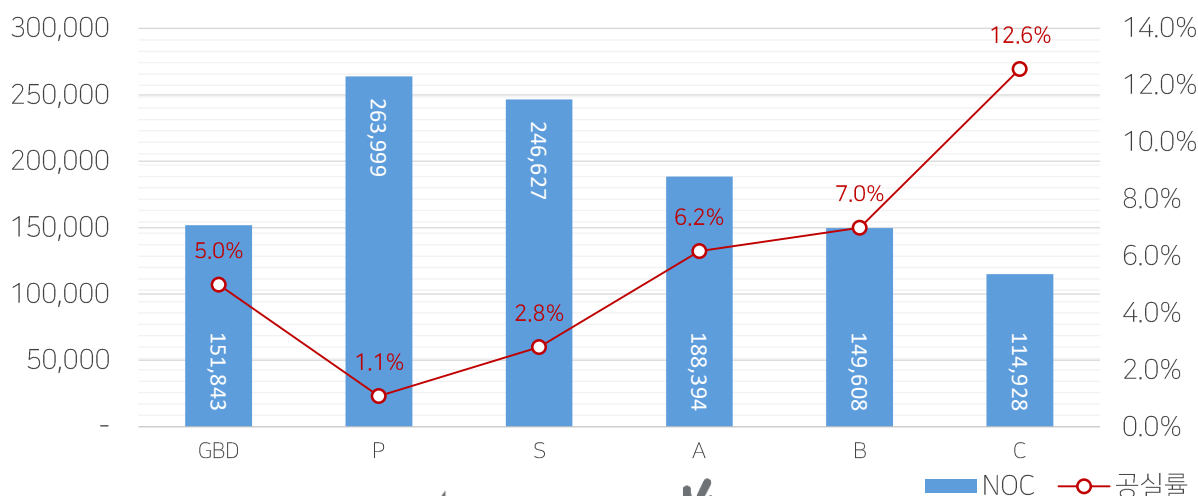
평균 임대료	평균 보증금	평균 관리비
68,680	954,012	22,493

2021년도 1월 조사한 강남지역 오피스의
평균 공실률은 4.99%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 151,843원으로 조사되었다.

GBD 지역 세부권역 별 공실률 / NOC



GBD 지역 규모 별 공실률 / NOC



Q4

YBD

여의도,
영등포 지역

YBD OFFICE LEASING MARKET



8.34% ↓



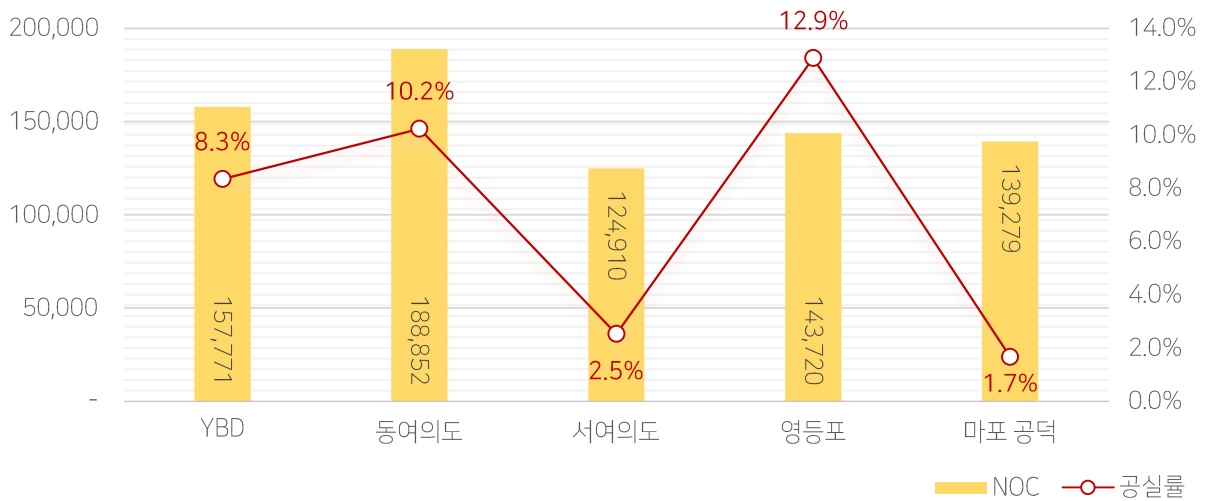
평균 NOC

₩157,771 ↑

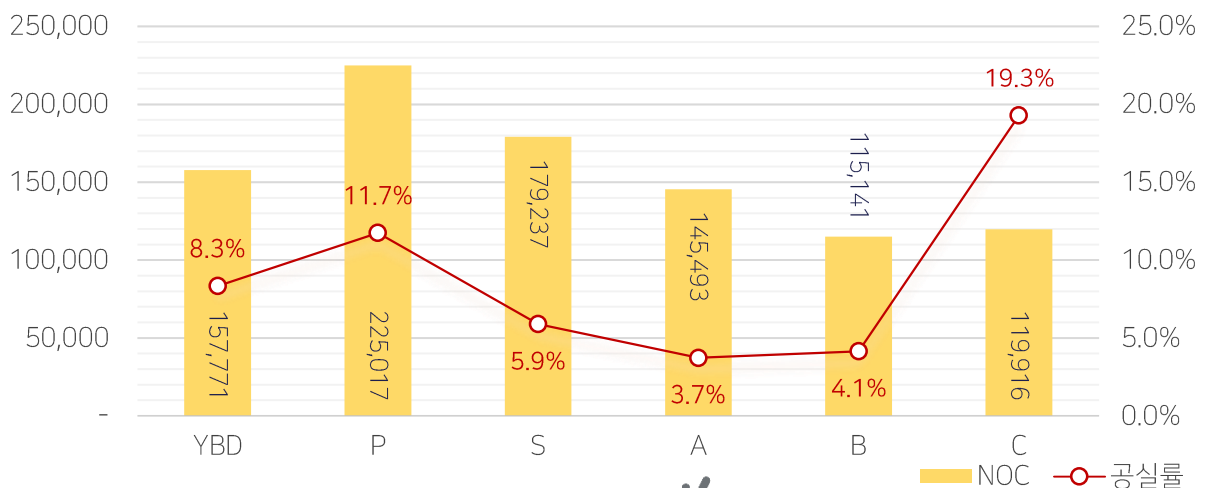
평균 임대료	평균 보증금	평균 관리비
55,588	592,454	27,513

2021년도 1월 조사한 여의도, 영등포 지역 오피스의
평균 공실률은 8.34%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 157,771원으로 조사되었다.

YBD 지역 세부권역 별 공실률 / NOC



YBD 지역 규모 별 공실률 / NOC



Q5 ETC 서울 기타지역

ETC OFFICE LEASING MARKET



5.52% ↓



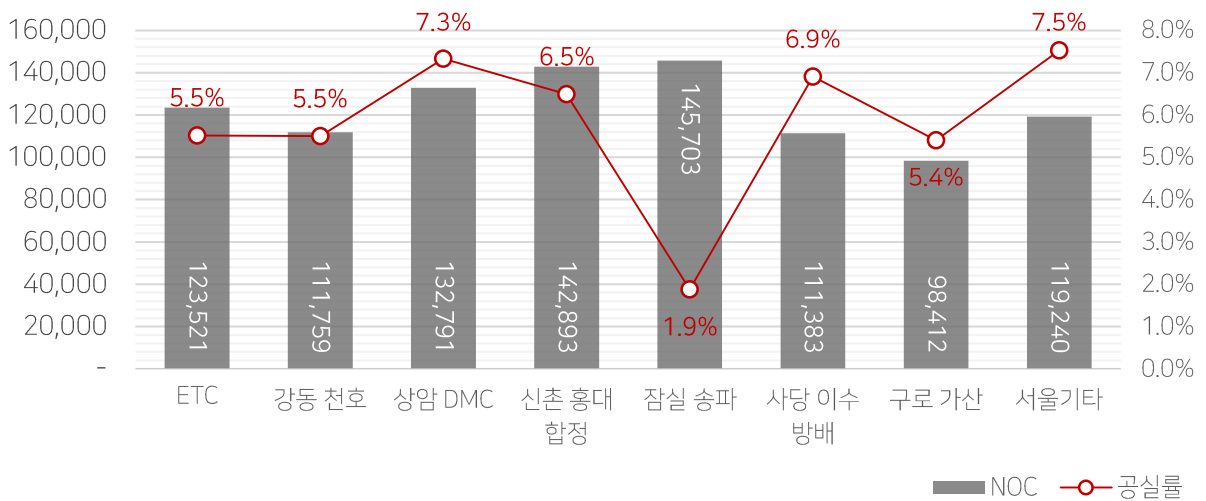
평균 NOC

₩123,521 ↑

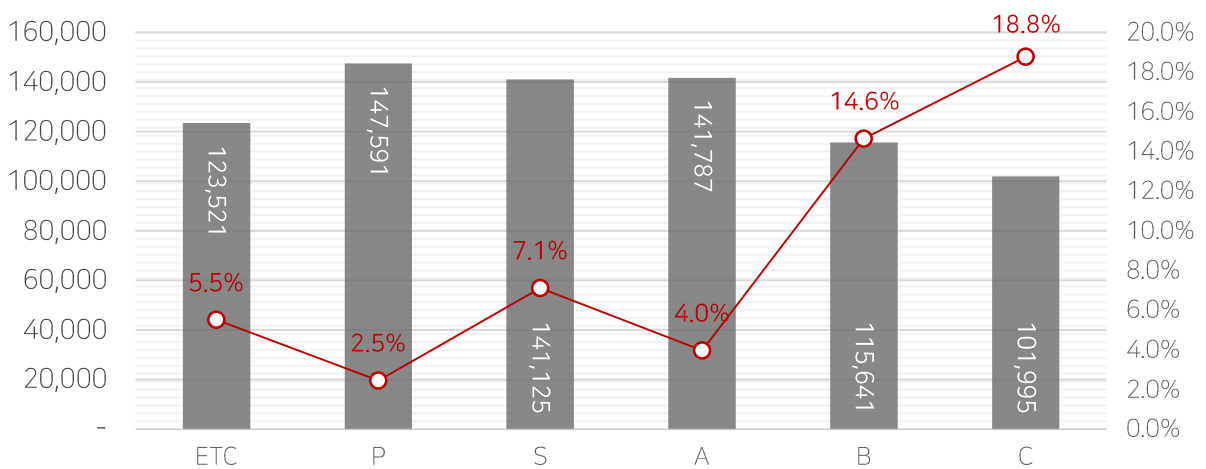
평균 임대료	평균 보증금	평균 관리비
51,609	691,161	18,480

2021년도 1월 조사한 서울 기타지역 오피스의
평균 공실률은 5.52%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 123,521원으로 조사되었다.

ETC 지역 세부권역 별 공실률 / NOC



ETC 지역 규모 별 공실률 / NOC



Q6

PBBD 판교, 분당 지역

PBBD OFFICE LEASING MARKET



1.85% ↓



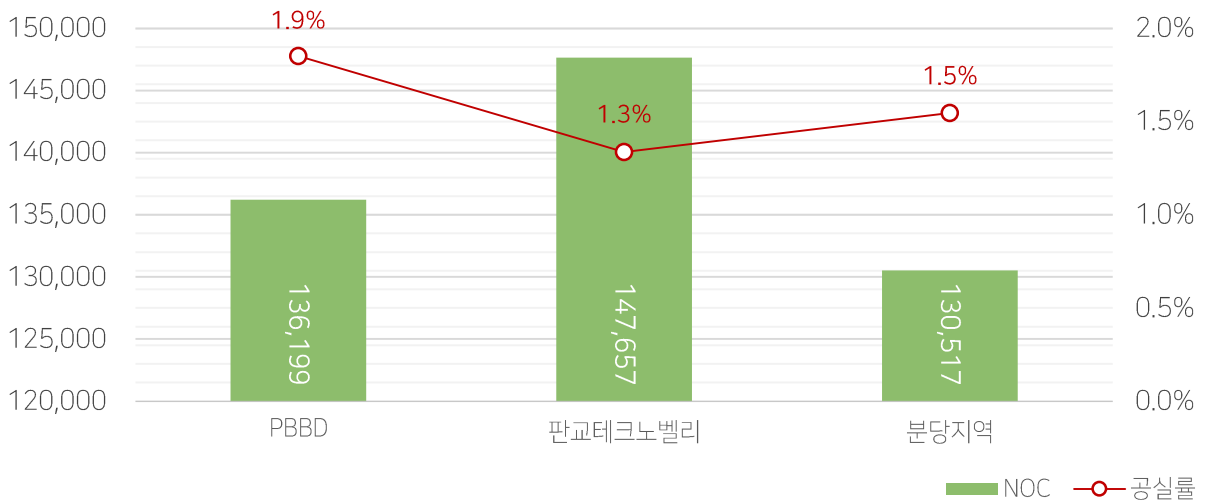
평균 NOC

₩136,199 ↓

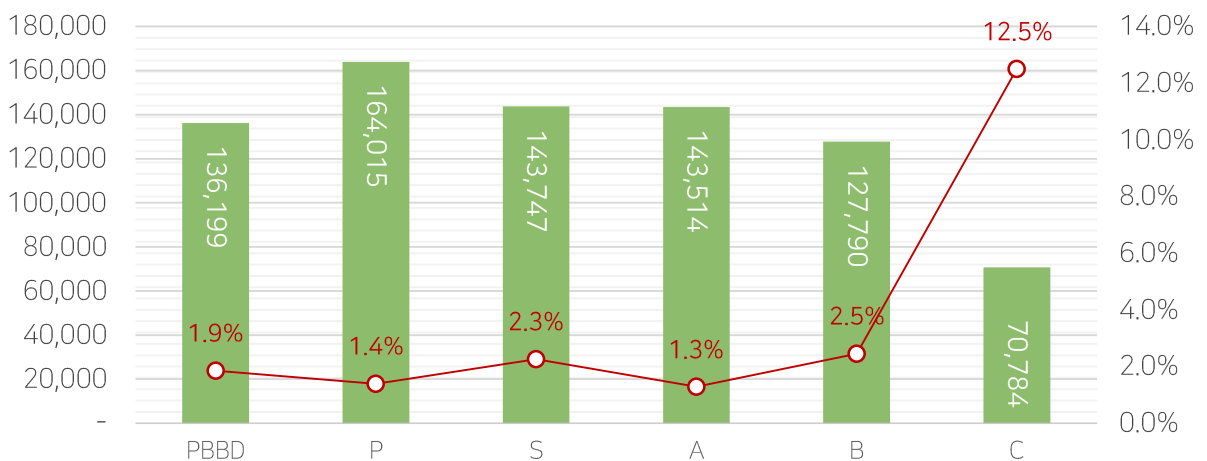
평균 임대료	평균 보증금	평균 관리비
46,540	538,487	21,659

2021년도 1월 조사한 판교, 분당 지역 오피스의
평균 공실률은 1.85%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 136,199원으로 조사되었다.

PBBD 지역 세부권역 별 공실률 / NOC



PBBD 지역 규모 별 공실률 / NOC



OFFICE
LEASING
MARKET

세부지역별 임대현황

Market	Submarket	총임대면적	평균보증금	평균임대료	평균관리비	평균NOC	공실률
CBD	광화문	618,929	859,982	86,512	34,459	218,863	6.95%
	시청 서울역	851,082	752,238	75,213	33,971	188,633	8.96%
	을지로 중구	1,338,632	768,995	77,204	34,226	195,850	8.85%
	종로	731,887	831,316	77,186	31,386	188,989	5.82%
	충정로	179,343	649,850	63,140	30,753	173,800	7.09%
	서대문	123,966	759,317	66,058	30,188	172,661	3.87%
	용산	265,015	675,489	64,954	28,755	183,729	3.82%
GBD	테헤란로	1,318,367	887,690	72,988	26,966	172,452	2.90%
	강남대로	564,548	973,616	79,051	26,986	193,073	3.79%
	남부순환로	60,587	816,088	60,935	25,825	158,727	1.96%
	대치 삼성	872,580	884,064	67,511	22,958	150,581	3.29%
	역삼	1,116,559	863,685	70,112	23,909	160,745	3.72%
	논현	309,447	1,101,504	65,199	21,232	139,127	5.86%
	도곡 양재	139,724	773,790	54,766	21,659	150,210	6.06%
	도산대로	73,755	1,109,638	66,035	22,565	144,732	6.51%
	압구정 신사	73,475	1,742,076	100,732	19,220	167,846	10.72%
	청담	106,480	1,142,849	73,795	19,654	150,623	14.75%
	서초 교대	211,662	893,483	63,057	20,682	147,887	7.72%
YBD	동여의도	891,807	658,548	63,378	31,669	188,852	10.23%
	서여의도	151,115	481,069	45,457	22,833	124,910	2.53%
	영등포	176,425	582,358	54,296	24,131	143,720	12.89%
	마포 공덕	215,681	584,570	50,788	26,332	139,279	1.66%
ETC	강동 천호	81,591	588,870	47,275	16,639	111,759	5.50%
	상암 DMC	325,579	418,488	40,564	25,285	132,791	7.33%
	신촌 홍대 합정	87,485	1,095,609	69,342	19,920	142,893	6.49%
	잠실 송파	490,770	730,212	56,672	22,244	145,703	1.87%
	사당 이수 방배	48,426	1,003,332	57,425	16,458	111,383	6.91%
	서울기타	1,078,207	639,791	50,504	18,297	119,240	7.53%
PBBD	판교테크노밸리	288,654	536,878	50,499	20,981	147,657	1.34%
	분당지역	185,471	553,318	45,054	21,917	130,517	1.55%

01

Survey Overview

Target Areas	All districts in Seoul and Pangyo & Bundang districts
Target Samples	Commercial properties of 4 stories or more, and with a gross floor area of 1,000m ² (=300py) or more
Survey Method	Telephone enquiry, publications from property management and Korea's government
Main Focus	Market trend in a property industry, changes in vacancy rate and tenants' inflow/outflow etc.
Survey Period	One calendar month, January 2021
DB Management	Okey Research Center has carried out our research with a large numbers of sample data and provided the vacancy and rent information of office buildings via our office lease platform 'OKEY-Office Key'.
Exchange Rate	1 USD = 1,106.00 KRW (0.90 USD = 1,000 KRW) as at 19 February 2021

02

5 Regional Divisions in Seoul

CBD Central Business District Gwanghwa-moon, Joong-gu, Seodaemoon, Jong-ro, Etc	GBD Gangnam Business District Gangnam-gu, Seocho-gu, Etc.	YBD Yeido Business District Yeido, Mapo-ku, Etc.	ETC Non Major Business District Sangam, Gangdong, Songpa-gu, Etc.	PBBB PTV-Bundang Business District PangyoTechno Valley, Seohyundong, Sunedong, Etc.
--	--	---	--	--

03

Categories of Office Buildings by Their Sizes

	Grade P Prime Bldg.	Grade S Large Bldg.	Grade A Large-medium	Grade B Medium-small	Grade C Small Bldg.
Gross Floor Area	≥49,587m ² (≥15,000py)	≥23,140m ² (≥7,000py)	≥13,223m ² (≥4,000py)	≥3,306m ² (≥1,000py)	<3,306m ² (<1,000py)
Lease Area of Sample Floor	≥1,653m ² (≥500py)	≥992m ² (≥300py)	≥661m ² (≥200py)	≥496m ² (≥150py)	<496m ² (<150py)

NOC (Net Occupancy Cost)

*NOC: The cost that 1m² of GFA incurs to a tenant who rents the property. NOC can be useful to compare between different types of office buildings.

*py : Pyung (1 m² = 0.3025 py)

04

Sample Size of Each District

ETC

(Non Major Business District)

- Sample Survey : 380
- Total GFA : 6,803,647m²
(2,058,103py)

CBD

(Central Business District)

- Sample Survey : 346
- Total GFA : 9,051,253m²
(2,738,004py)

GBD

(Gangnam Business District)

- Sample Survey : 1,075
- Total GFA : 9,996,188m²
(3,023,847py)

YBD

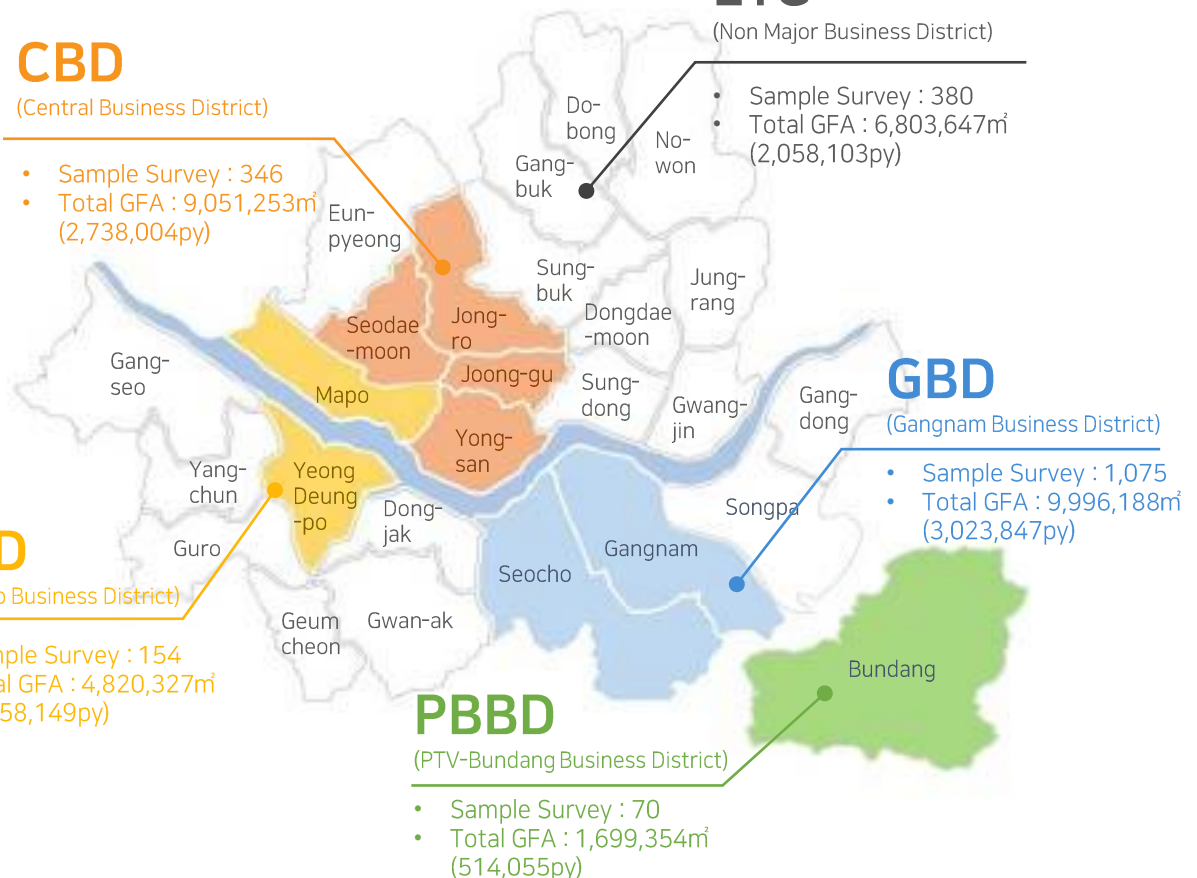
(Yeouido Business District)

- Sample Survey : 154
- Total GFA : 4,820,327m²
(1,458,149py)

PBB

(PTV-Bundang Business District)

- Sample Survey : 70
- Total GFA : 1,699,354m²
(514,055py)



05

Sample Size of Each Building Grade

SBD	P	S	A	B	C
Sample	131	238	225	646	715
GFA(m ²)	12,708,612	8,210,731	3,956,999	4,426,378	1,368,694
GFA(3.3m ²)	3,844,355	2,483,746	1,196,992	1,338,979	414,030

01

SBD Seoul Capital Area

SBD OFFICE LEASING MARKET



Vacancy rate

6.43% ↓



Avg. NOC

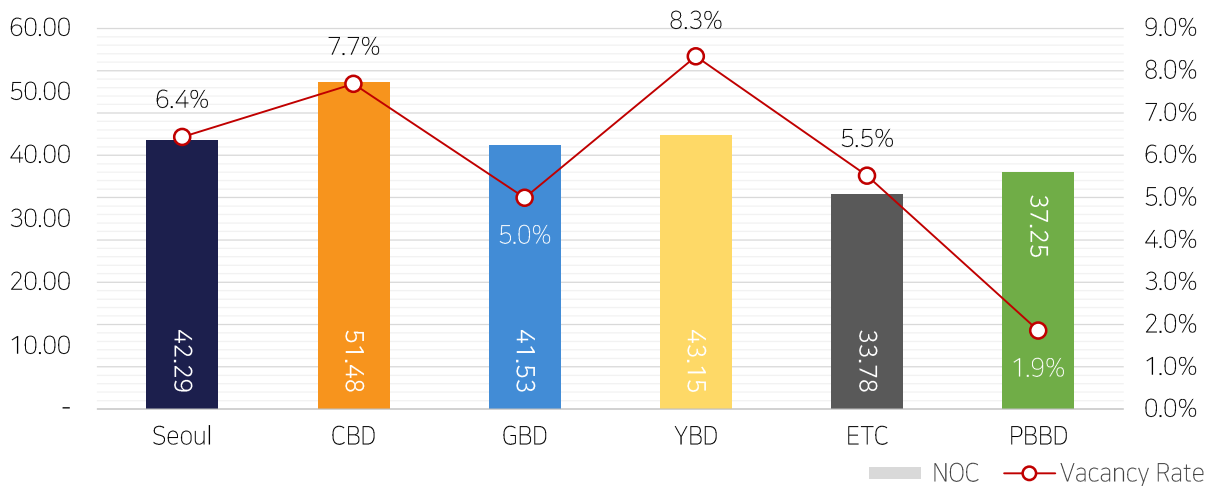
\$42.29 ↓

Avg. Rent	Avg. Deposit	Avg. Management. Fee
17.98	231.28	6.57

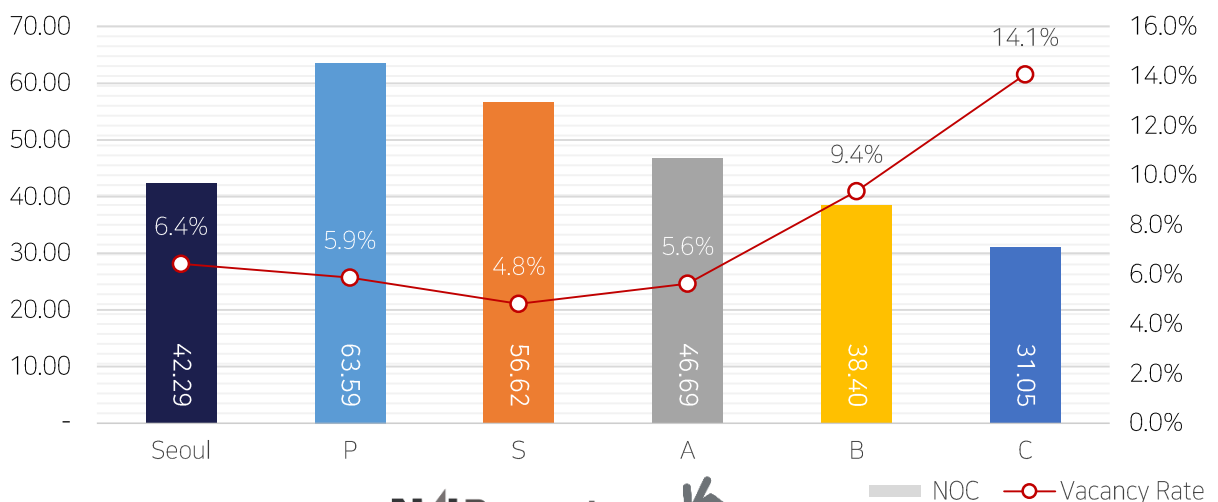
The average vacancy rate of office buildings in Seoul is 6.43% as at January 2021, and the average NOC is \$42.29.



Vacancy Rate & NOC in Seoul and Each District



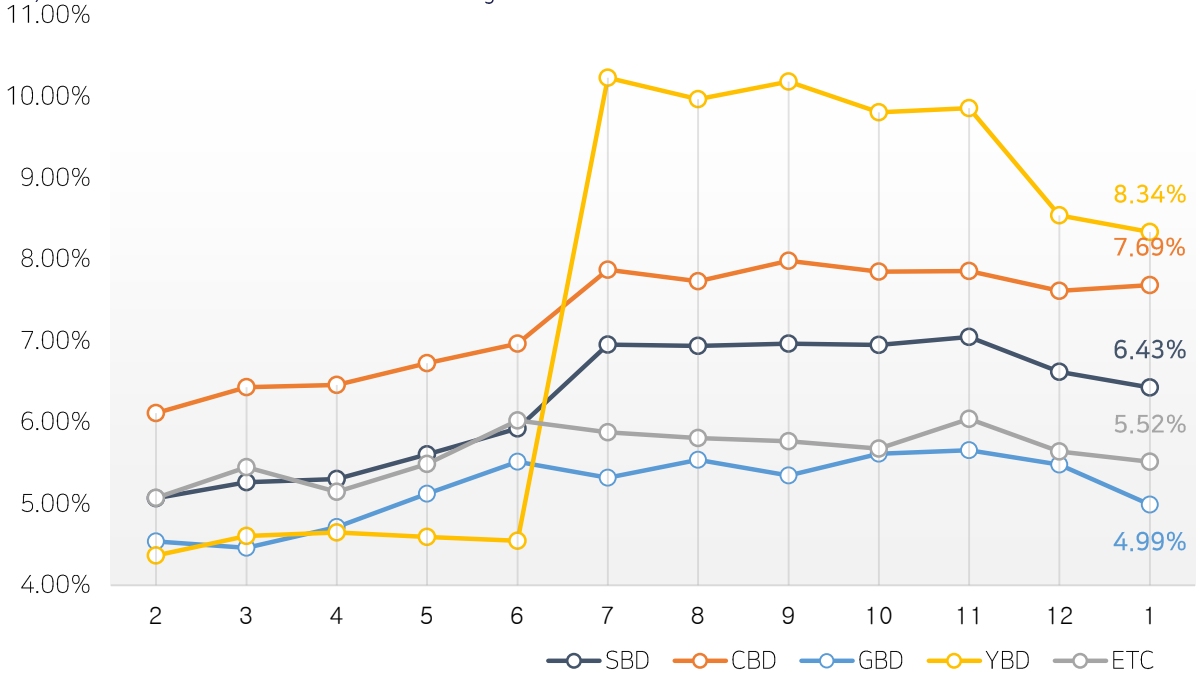
Vacancy Rate & NOC in Seoul & Each Building Category



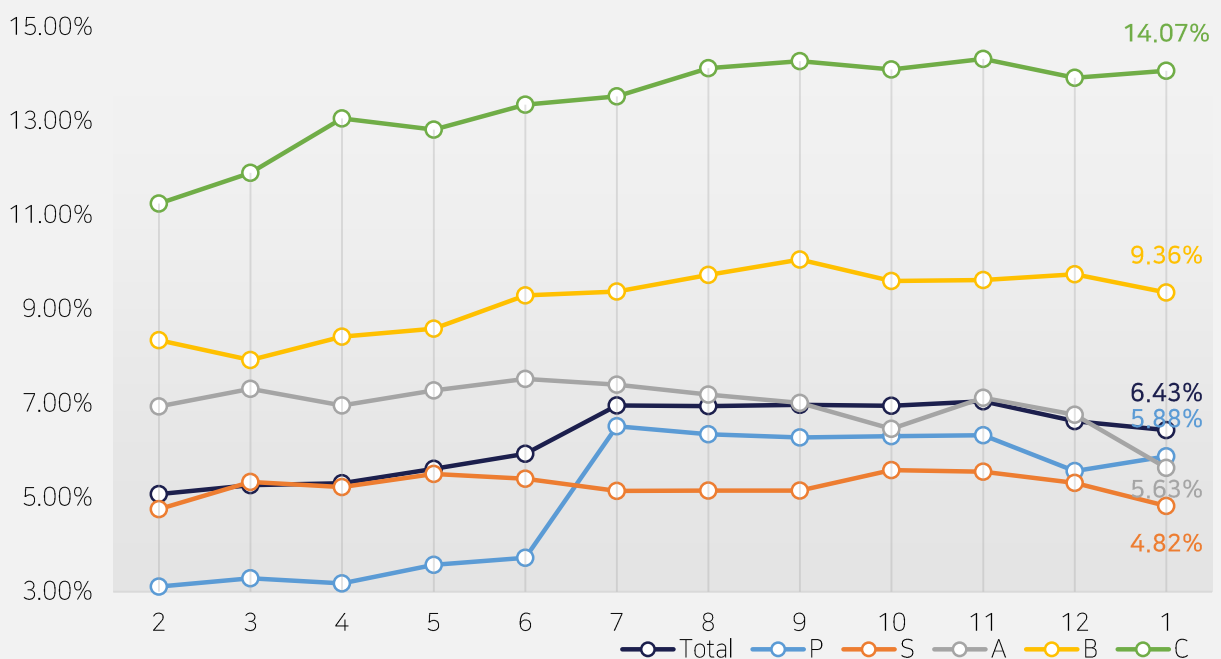
Monthly Vacancy Rate in 5 Main Districts

The following charts indicate the vacancy level of Seoul in January 2021.

Samsung Jeil Building in GBD filled the vacant space of the four entire floors in the building by the two new tenants; 1)Crowdworks Inc. which moved into the one floor (1,320m²) and 2)Korea Aerospace Industries Ltd. into the three floors (5,450m²) in the building. AJ Building in Moonjung-dong in ETC also filled its vacant space, up to 6,600m² in total, by the new quality tenants; 1)Handeul Architecture Corporation for 830m² in the building, 2)Eugene Group for 2,500m² and 3)other minor tenants for the rest in the building.



Monthly Vacancy Rate for Different Sizes of Buildings



02

CBD Central Seoul

CBD OFFICE LEASING MARKET



Vacancy rate

7.69% ↑



Avg. NOC

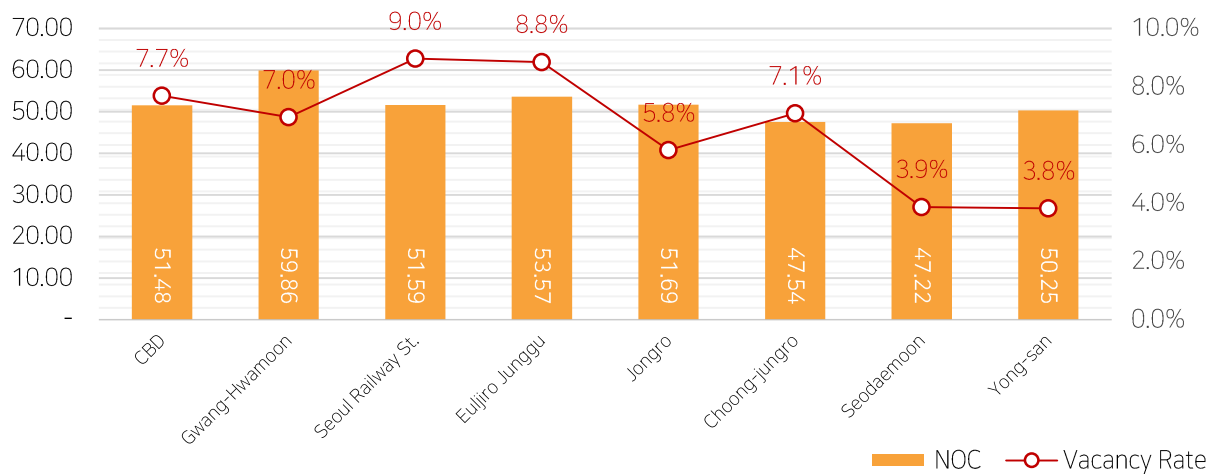
\$51.48 ↓

Avg. Rent	Avg. Deposit	Avg. Management. Fee
20.48	211.63	8.78

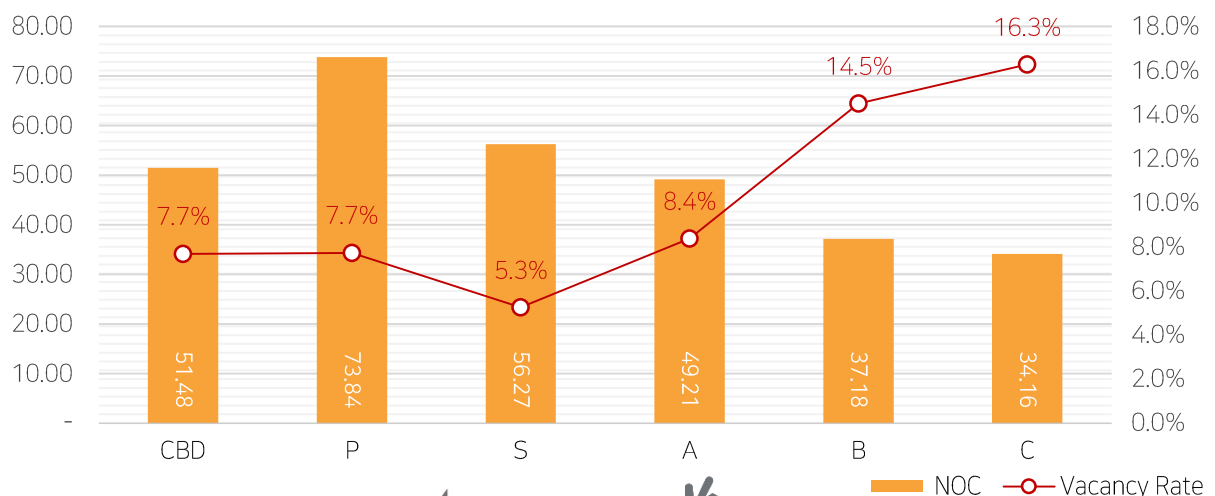
The average vacancy rate of office buildings in CBD is 7.69% as at January 2021, and the average NOC is \$51.48.



Vacancy Rate & NOC in Central Business District (CBD)



Vacancy Rate & NOC for Different Sizes of Buildings in CBD



Q3 GBD Gangnam

GBD OFFICE LEASING MARKET

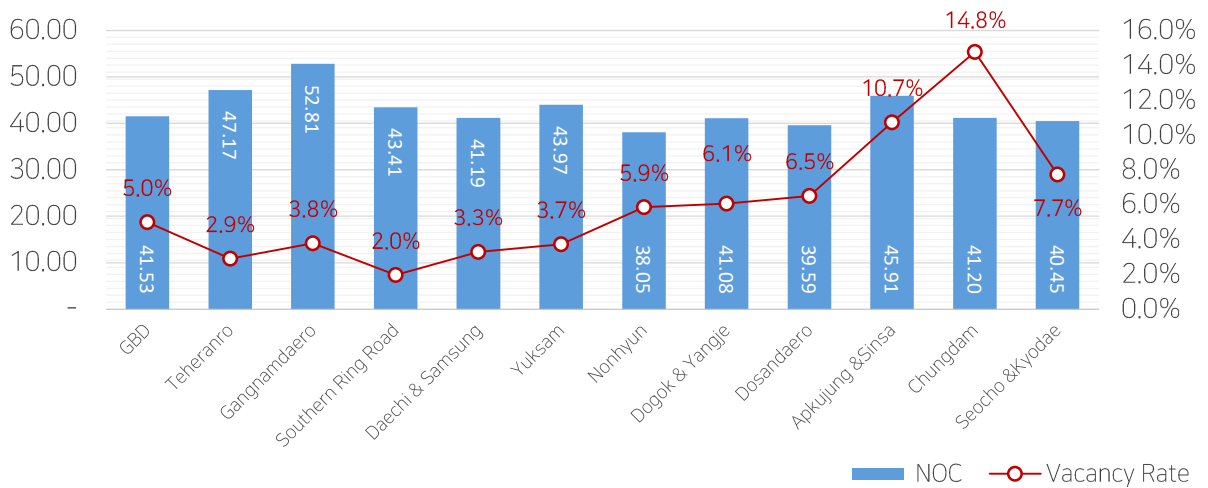
Vacancy rate
4.99% ↓

Avg. NOC
\$41.53 ↓

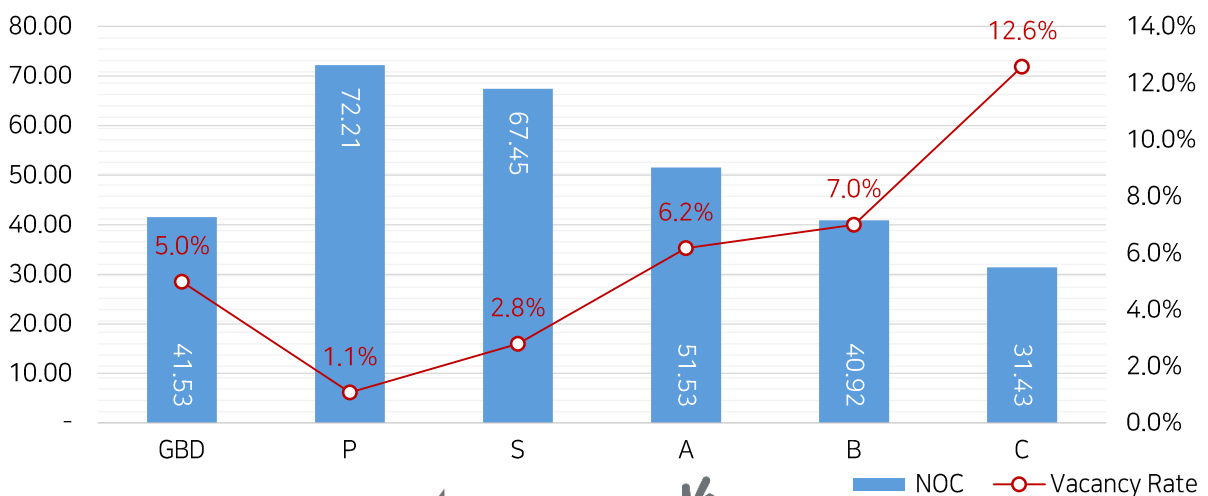
Avg. Rent	Avg. Deposit	Avg. Management. Fee
18.78	260.93	6.15

The average vacancy rate of office buildings in GBD is 4.99% as at January 2021, and the average NOC is \$41.53.

Vacancy Rate & NOC in Gangnam Business District (GBD)



Vacancy Rate & NOC for Different Sizes of Buildings in GBD



04

YBD Yeuido & Yeongdeungpo

YBD OFFICE LEASING MARKET



Vacancy rate

8.34% ↓



Avg. NOC

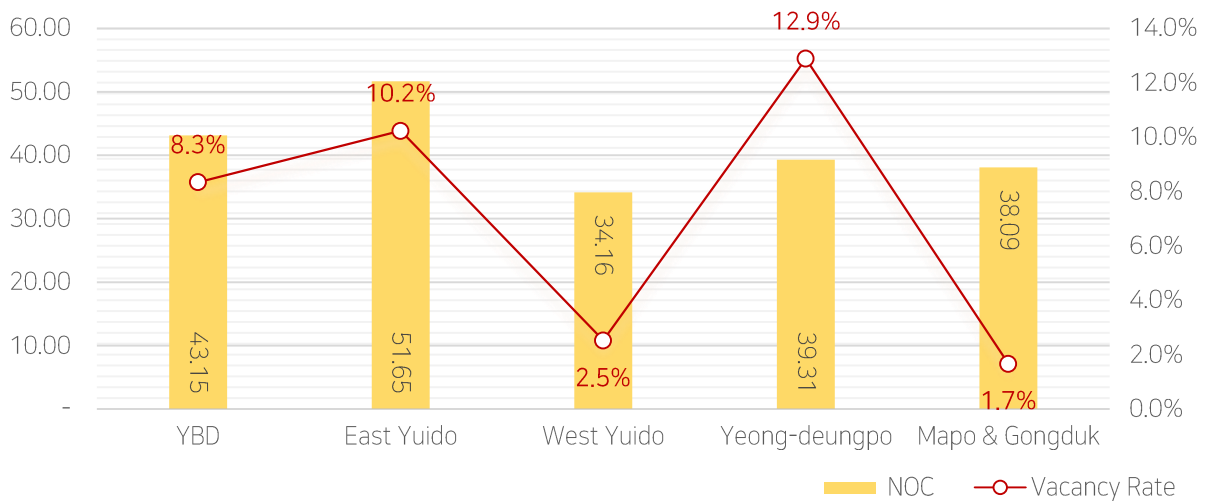
\$43.15 ↑

Avg. Rent	Avg. Deposit	Avg. Management. Fee
15.20	162.04	7.52

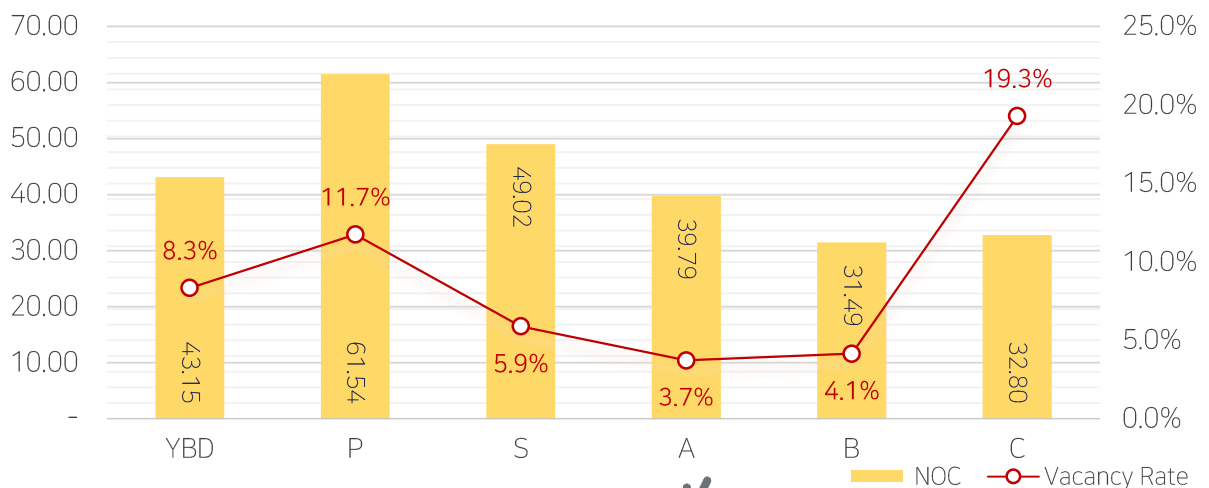
The average vacancy rate of office buildings in YBD is 8.34% as at January 2021, and the average NOC is \$43.15.



Vacancy Rate & NOC in YeongdeungpoBusiness District (YBD)



Vacancy Rate & NOC for Different Sizes of Buildings in YBD



Q5

ETC

Other Districts
in Seoul

ETC OFFICE LEASING MARKET



Vacancy rate

5.52% ↓



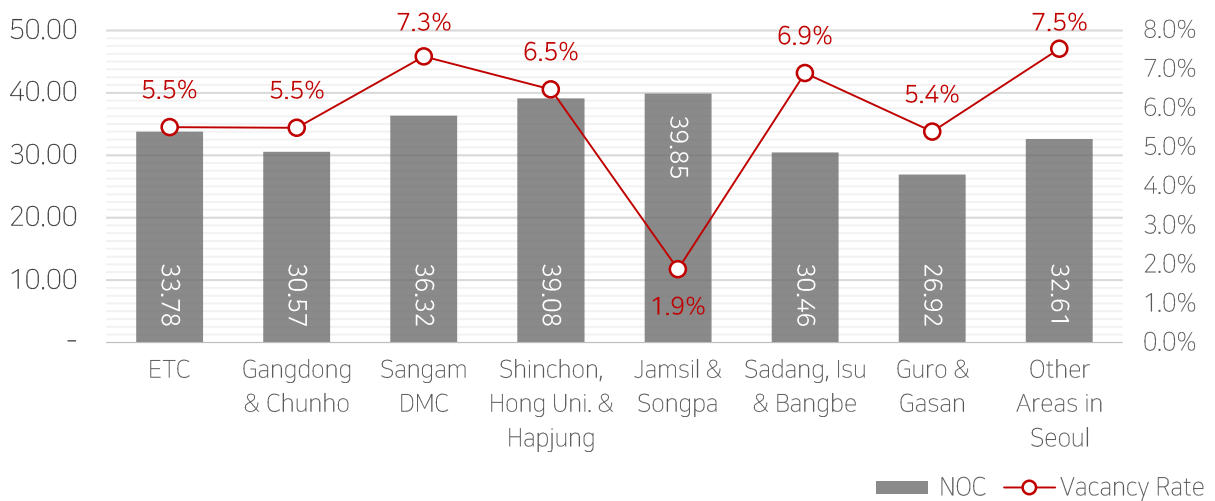
Avg. NOC

\$33.78 ↑

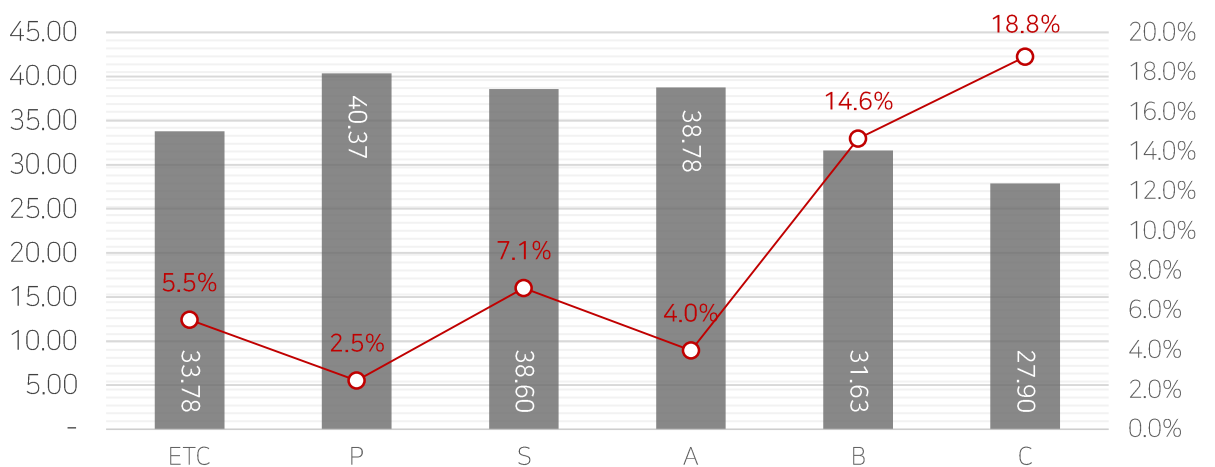
Avg. Rent	Avg. Deposit	Avg. Management. Fee
14.12	189.04	5.05

The average vacancy rate of office buildings in ETC is 5.52% as at January 2021, and the average NOC is \$33.78.

Vacancy Rate & NOC in Other District in Seoul (ETC)



Vacancy Rate & NOC for Different Sizes of Buildings in ETC



Q6

PBBD

Pangyo & Bundang

PBBD OFFICE LEASING MARKET



Vacancy rate

1.85% ↓



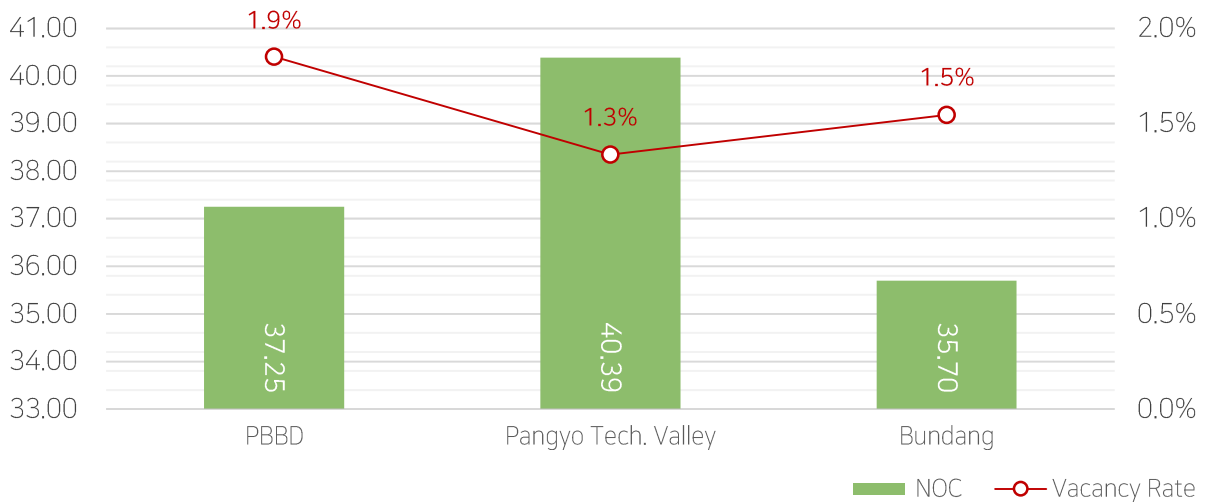
Avg. NOC

\$37.25 ↓

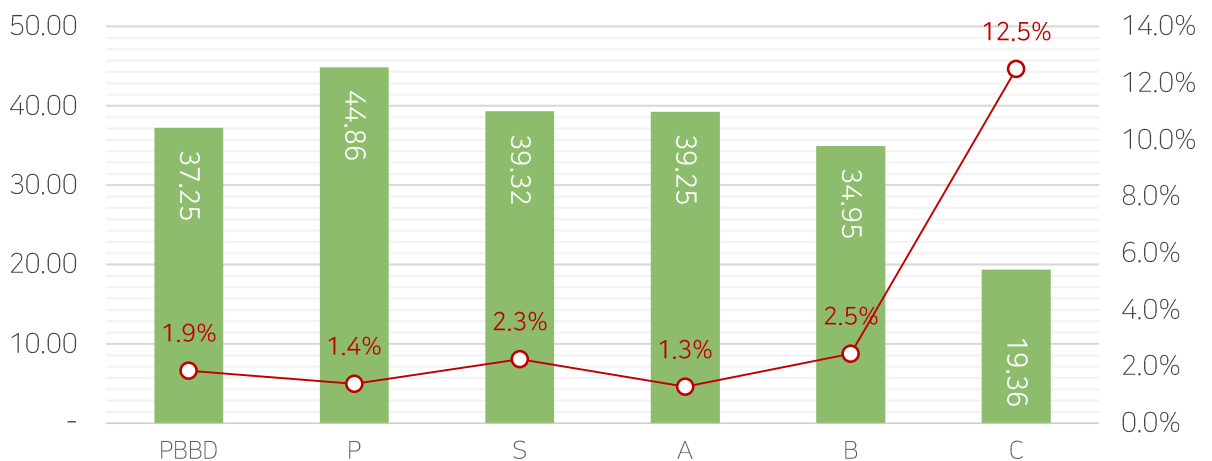
Avg. Rent	Avg. Deposit	Avg. Management. Fee
12.73	147.28	5.92

The average vacancy rate of office buildings in PBBD is 1.85% as at January 2021, and the average NOC is \$37.25.

Vacancy Rate & NOC in Pangyo& BundangBusiness District (PBBD)



Vacancy Rate & NOC for Different Sizes of Buildings in PBBD



OFFICE
LEASING
MARKET

Overall Lease Status

Unit : USD/m²

Market	Submarket	Gross Leasing Area	Avg. Deposit	Avg. Rent	Avg. Mgmt. Fee	Avg. NOC	Vacancy Rate
CBD	Gwang-Hwamoon	2,046,048	235.21	23.66	9.42	59.86	6.95%
	Seoul Railway St.	2,813,493	205.74	20.57	9.29	51.59	8.96%
	Euljiro Junggu	4,425,230	210.33	21.12	9.36	53.57	8.85%
	Jongro	2,419,460	227.37	21.11	8.58	51.69	5.82%
	Choong-jungro	592,868	177.74	17.27	8.41	47.54	7.09%
	Seodaemooon	409,806	207.68	18.07	8.26	47.22	3.87%
	Yong-san	876,084	184.75	17.77	7.86	50.25	3.82%
GBD	Teheranro	4,358,237	242.79	19.96	7.38	47.17	2.90%
	Gangnamdaero	1,866,274	266.29	21.62	7.38	52.81	3.79%
	Southern Ring Road	200,287	223.21	16.67	7.06	43.41	1.96%
	Daechi & Samsung	2,884,563	241.80	18.46	6.28	41.19	3.29%
	Yuksam	3,691,104	236.22	19.18	6.54	43.97	3.72%
	Nonhyun	1,022,966	301.27	17.83	5.81	38.05	5.86%
	Dogok & Yangje	461,898	211.64	14.98	5.92	41.08	6.06%
	Dosandaero	243,820	303.50	18.06	6.17	39.59	6.51%
	Apkujung & Sinsa	242,894	476.47	27.55	5.26	45.91	10.72%
	Chungdam	352,001	312.58	20.18	5.38	41.20	14.75%
	Seocho & Kyodae	699,709	244.37	17.25	5.66	40.45	7.72%
YBD	East Yuido	2,948,123	180.12	17.33	8.66	51.65	10.23%
	West Yuido	499,553	131.58	12.43	6.25	34.16	2.53%
	Yeong-deungpo	583,222	159.28	14.85	6.60	39.31	12.89%
	Mapo & Gongduk	712,996	159.88	13.89	7.20	38.09	1.66%
ETC	Gangdong & Chunho	269,721	161.06	12.93	4.55	30.57	5.50%
	Sangam DMC	1,076,294	114.46	11.09	6.92	36.32	7.33%
	Shincheon, Hong U ni. & Hapjung	289,205	299.66	18.97	5.45	39.08	6.49%
	Jamsil & Songpa	1,622,381	199.72	15.50	6.08	39.85	1.87%
	Sadang, Isu & Bangbe	160,087	274.42	15.71	4.50	30.46	6.91%
	Other Areas in Seoul	3,564,322	174.99	13.81	5.00	32.61	7.53%
PBBD	Pangyo Techno. Vally	954,228	146.84	13.81	5.74	40.39	1.34%
	Bundang	613,128	151.34	12.32	5.99	35.70	1.55%

MEET THE TEAM

Seoul, Korea Office
Market Overview

Seoul Office

REAL ESTATE LABEL OFFICE KEY


OKEY

사무실임대 플랫폼

02 6205 0884

www.okeyok.com

 okey@naikorea.com

 서울시 강남구 테헤란로 51 (대치동 정헌빌딩 10층)

NAIPropertree는 세계 브랜드 3위인 NAI Global의 한국 지사로서 최고의 인적자원과 노하우를 보유한 글로벌 상업용부동산 전문회사입니다. www.naipropertree.com

오키 오피스키(OKEY - Office Key)는 사무실임대 공실정보 및 임대시세 정보를 한번에 볼 수 있는 임대 플랫폼으로 NAI Propertree의 자회사인 주식회사 오키에서 운영합니다.