

March 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

권역	서울 전 권역 및 판교, 분당권역
대상	연면적 1,000㎡(300py)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 2월 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 도심권역 종로구, 중구 일대	GBD Gangnam Business District 강남권역 강남구, 서초구 일대	YBD Yeido Business District 여의도, 영등포 권역 여의도, 영등포구 일대	ETC Non Major Business District 서울기타권역 송파, 마포, 용산 등 주요권역에 속하지 않은 서울권역	PBB PTV-Bundang Business District 판교, 분당권역 판교테크노밸리, 성남시 분당구 일대
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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 할때 필요한 비용을 월 단위로 환산한 수치

04

권역별 조사 표본수

ETC

(Non Major Business District)

- Sample Survey : 464
- Total GFA : 8,900,643 m² (2,692,444py)

CBD

(Central Business District)

- Sample Survey : 317
- Total GFA : 7,726,427 m² (2,337,244py)

GBD

(Gangnam Business District)

- Sample Survey : 1,164
- Total GFA : 10,191,161 m² (3,082,826py)

YBD

(Yeouido Business District)

- Sample Survey : 125
- Total GFA : 4,091,907 m² (1,237,802py)

PBBD

(PTV-Bundang Business District)

- Sample Survey : 72
- Total GFA : 1,727,864 m² (522,679py)

05

규모별 조사 표본수

SBD	P	S	A	B	C
Sample	135	240	226	677	792
GFA(m ²)	12,773,160	8,167,614	3,922,723	4,574,904	1,471,736
GFA(3.3m ²)	3,863,881	2,470,703	1,186,624	1,383,908	445,200

Q1

SBD
서울전체

SBD OFFICE LEASING MARKET



공실률

6.45% ↑



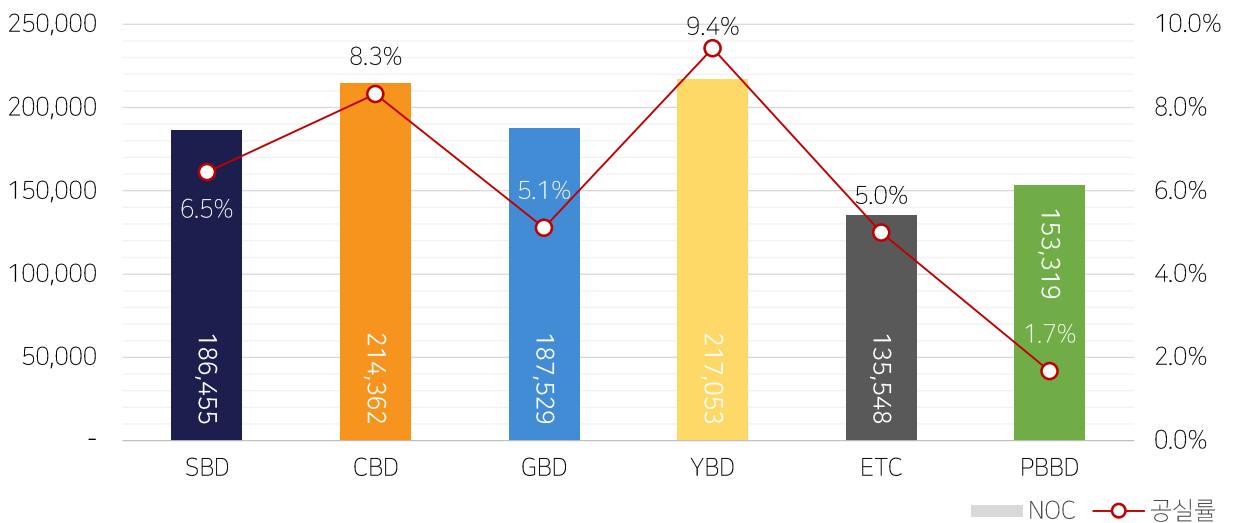
평균 NOC

₩186,455 ↓

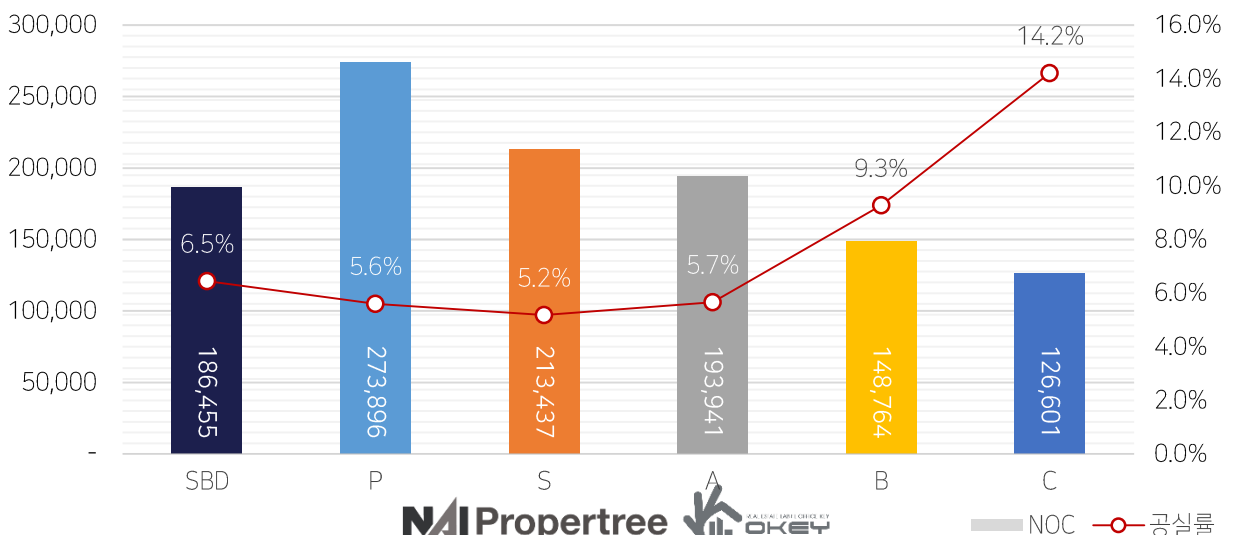
평균 임대료	평균 보증금	평균 관리비
80,405	951,211	26,776

2021년도 2월 조사한 서울권역 오피스의
평균 공실률은 6.45%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 186,455원으로 조사되었다.

서울전체 권역 별 공실률 / NOC



서울전체 규모 별 공실률 / NOC

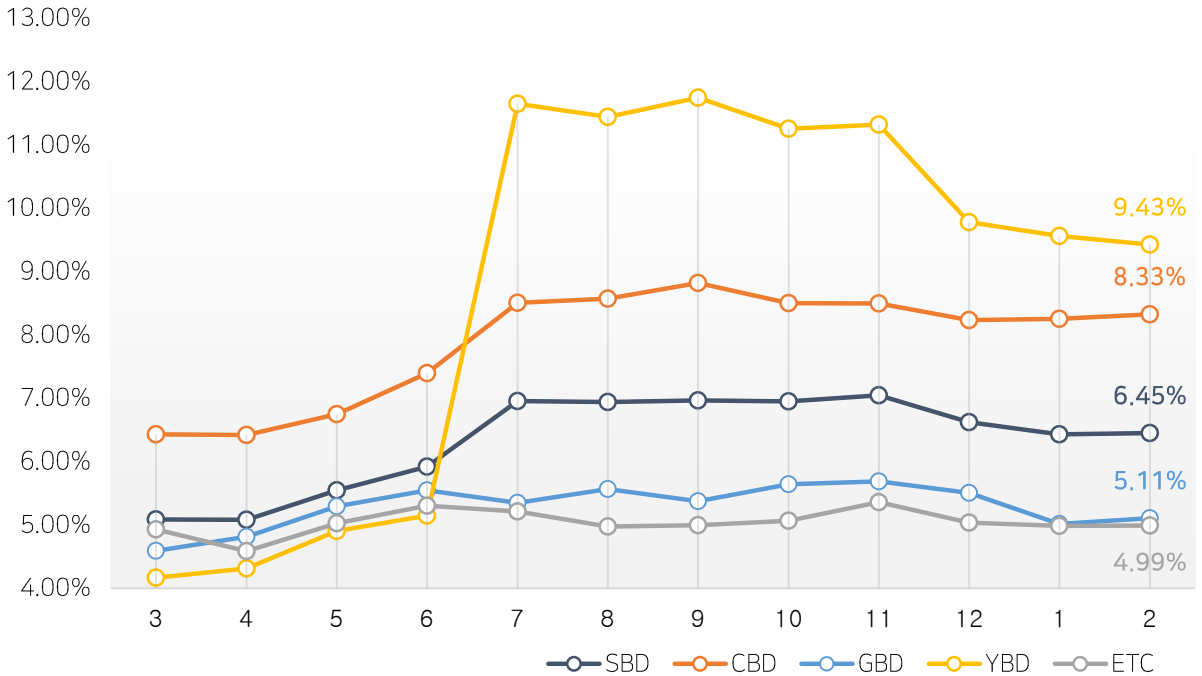


서울 권역 공실률 변화 / 월

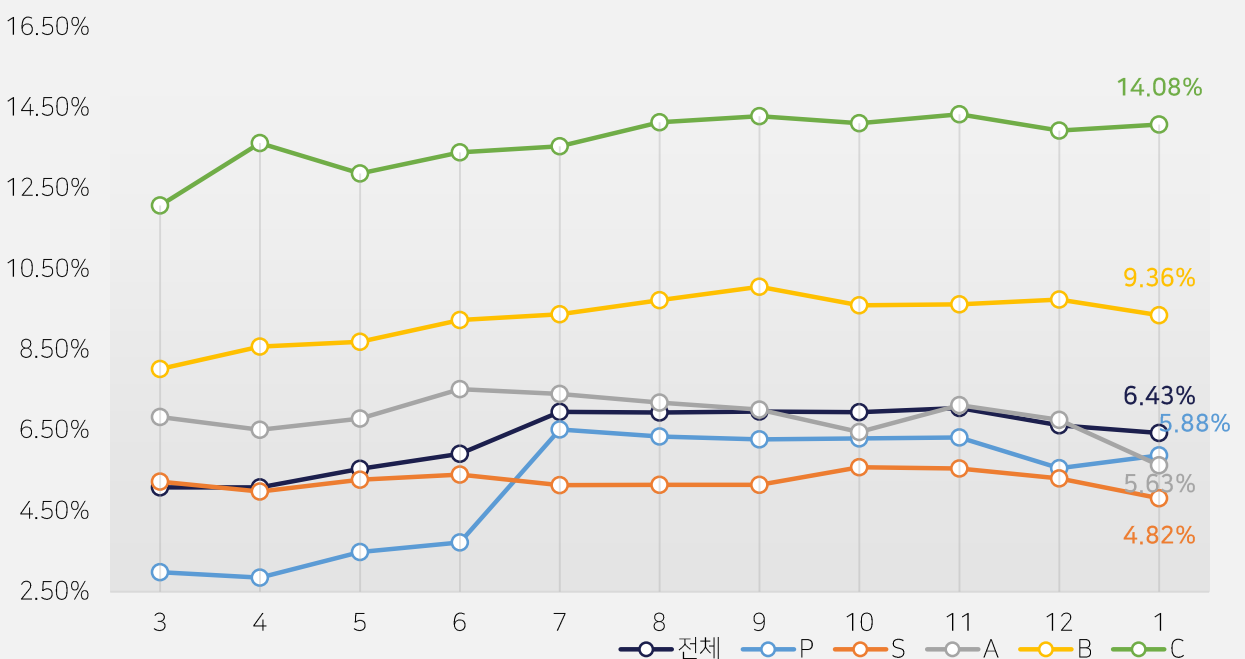
2021년 2월 서울권역의 공실률 흐름은 다음과 같이 조사되었다.

CBD의 서울시티타워에서 트랜스코스모스코리아가 씨티센터타워로 이전하며 1,620여 평의 공실이 발생하였다.

구로에서 G스퀘어가 완공되며 넷마블(약 22,600여 평)과 코웨이(약 5,100여 평) 등이 입주하였고, 판교테크노벨리의 GB2빌딩에 알체라 등의 임차인이 입주하며 총 1,650여 평의 공실이 해소된 것으로 조사되었다.



규모별 공실률 변화 / 월



Q2

CBD
도심권역

CBD OFFICE LEASING MARKET



8.33% ↑



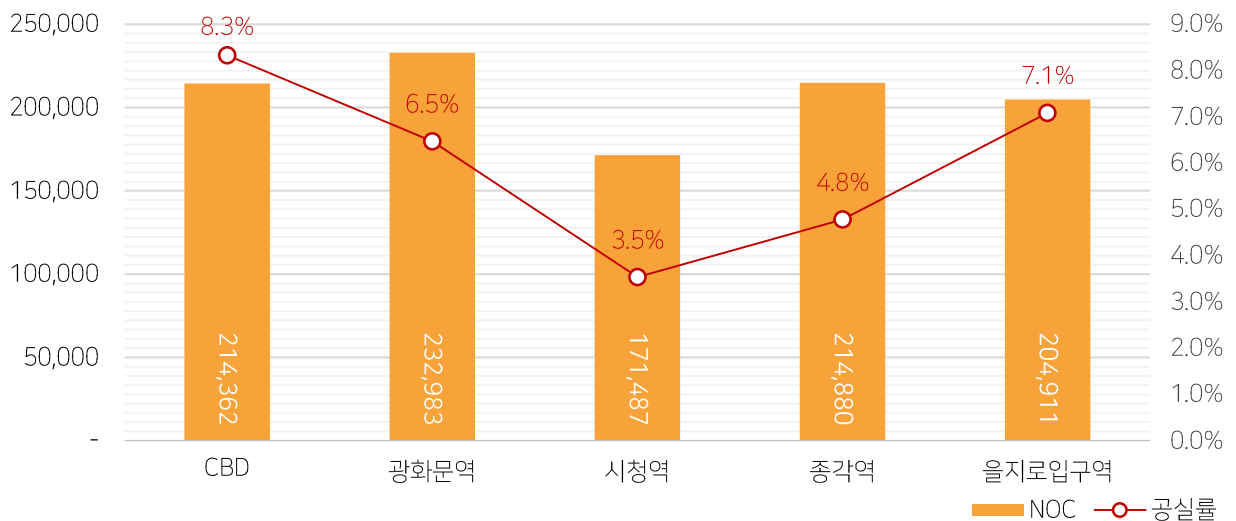
평균 NOC

₩214,362 ↓

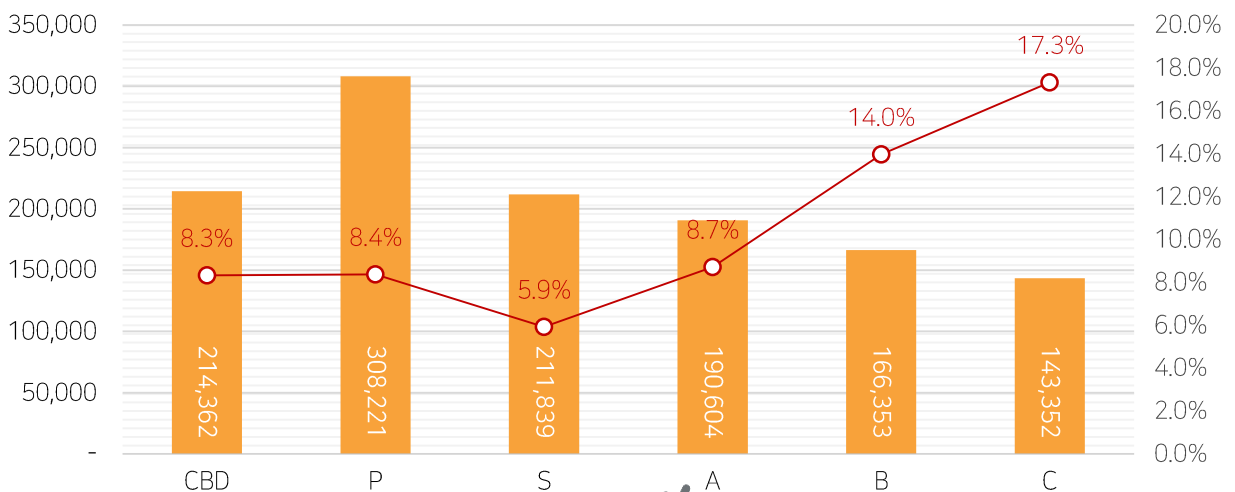
평균 임대료	평균 보증금	평균 관리비
89,872	975,780	34,257

2021년도 2월 조사한 도심권역 오피스의
평균 공실률은 8.33%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 214,362원으로 조사되었다.

CBD 권역 세부권역 별 공실률 / NOC



CBD 권역 규모 별 공실률 / NOC



Q3 GBD 강남권역

GBD OFFICE LEASING MARKET



5.11% ↑



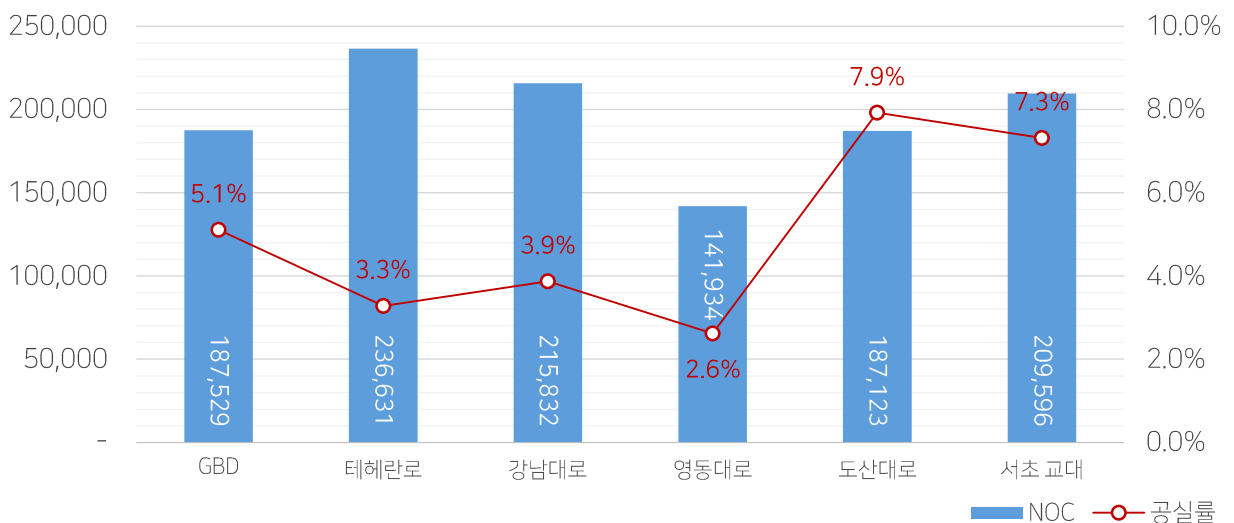
평균 NOC

₩187,529 ↓

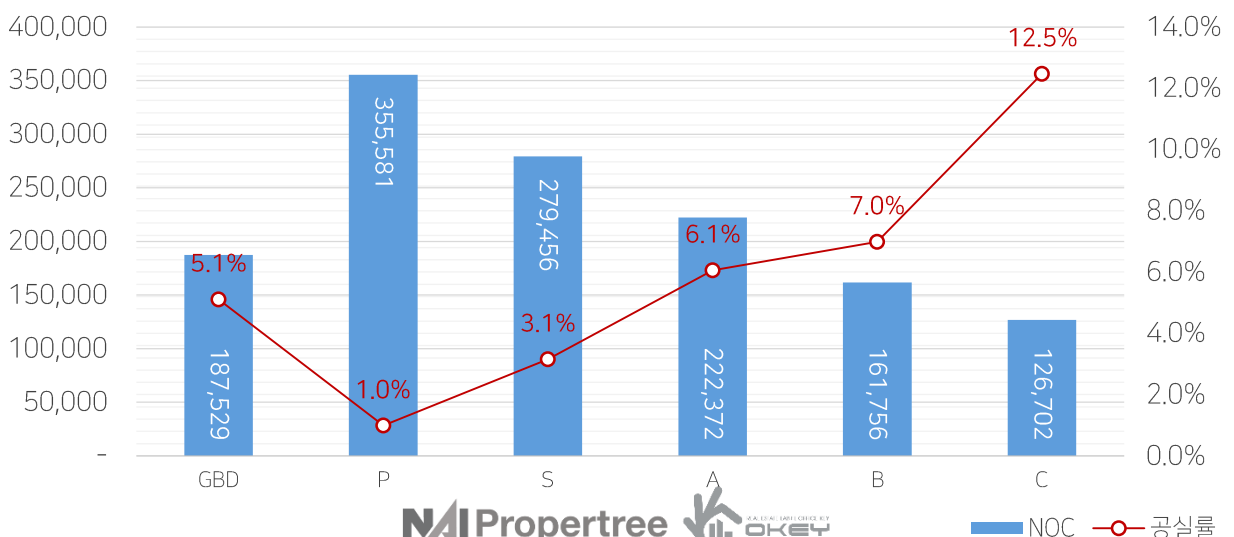
평균 임대료	평균 보증금	평균 관리비
87,427	1,117,471	24,022

2021년도 2월 조사한 강남권역 오피스의
평균 공실률은 5.11%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 187,529원으로 조사되었다.

GBD 권역 세부권역 별 공실률 / NOC



GBD 권역 규모 별 공실률 / NOC



Q4

YBD
여의도,
영등포 권역

YBD OFFICE LEASING MARKET



9.43% ↓



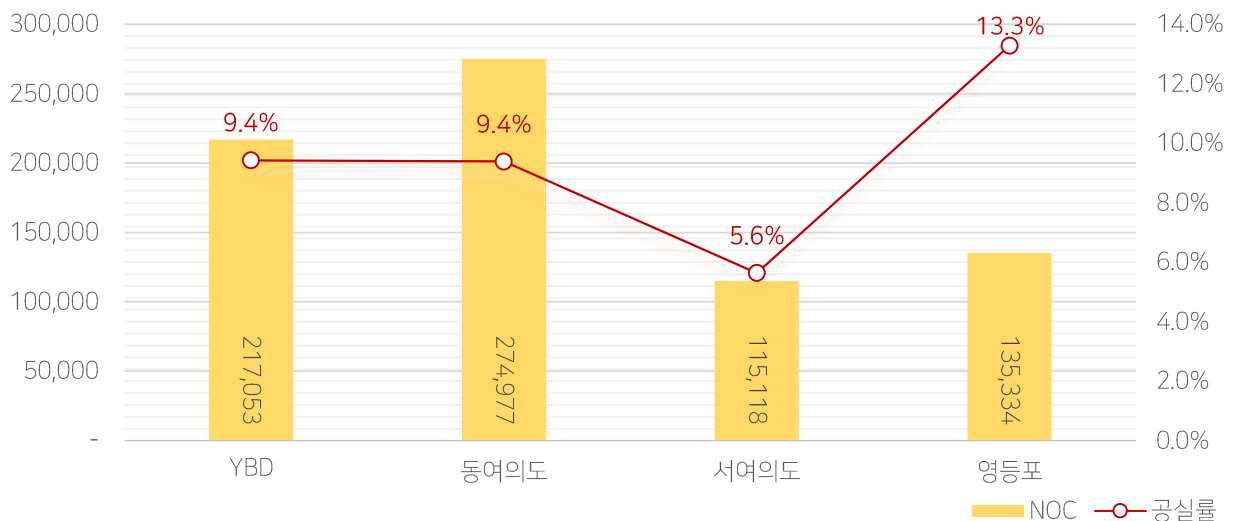
₩217,053

₩217,053 ↓

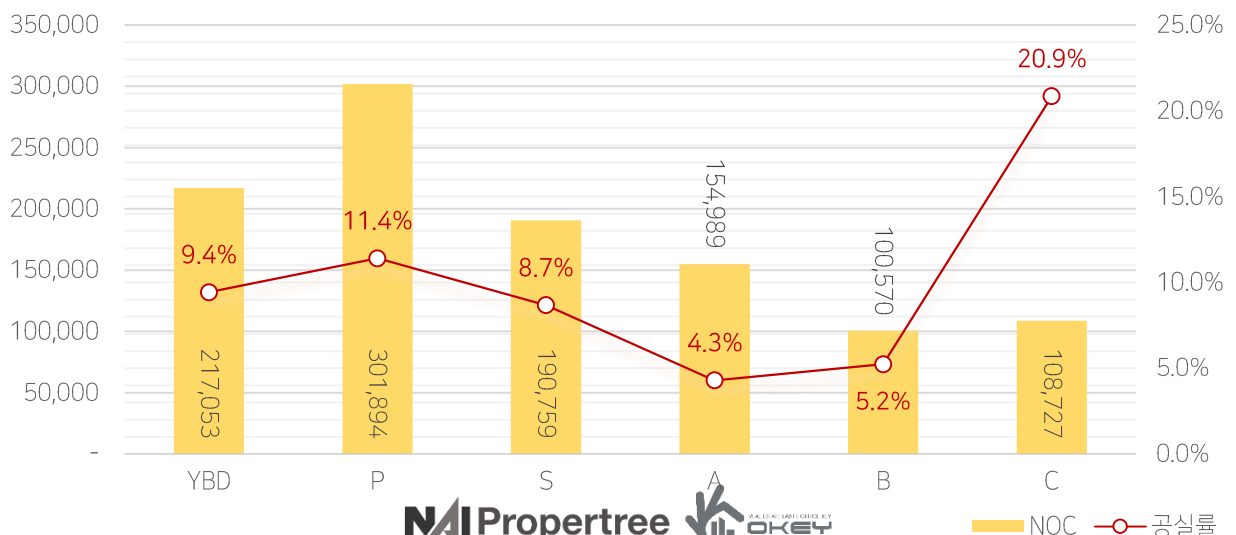
평균 임대료	평균 보증금	평균 관리비
78,551	832,376	31,359

2021년도 2월 조사한 여의도, 영등포 권역 오피스의
평균 공실률은 9.43%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 217,053원으로 조사되었다.

YBD 권역 세부권역 별 공실률 / NOC



YBD 권역 규모 별 공실률 / NOC



Q5 ETC 서울 기타권역

ETC OFFICE LEASING MARKET



공실률
4.99% ↑



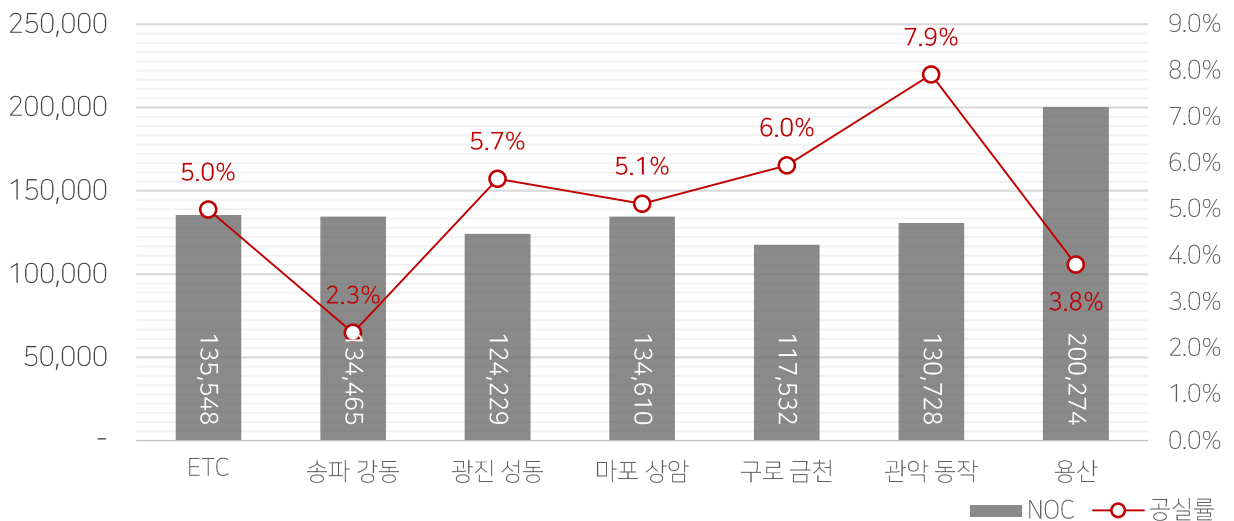
평균 NOC

₩135,548 ↓

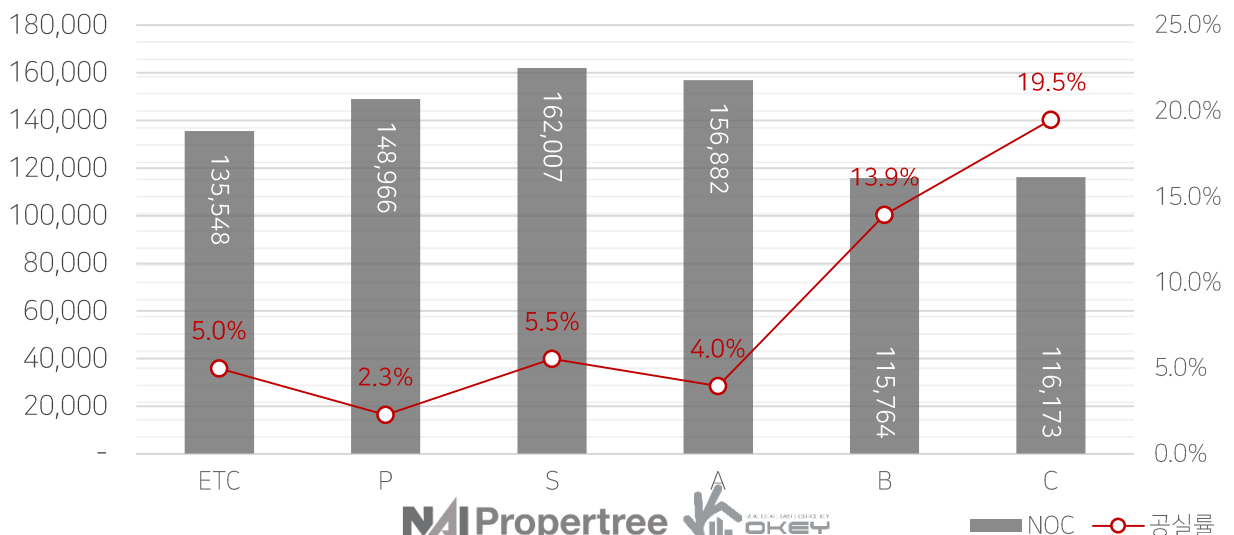
평균 임대료	평균 보증금	평균 관리비
57,314	701,284	19,319

2021년도 2월 조사한 서울 기타권역 오피스의
평균 공실률은 4.99%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 135,548원으로 조사되었다.

ETC 권역 세부권역 별 공실률 / NOC



ETC 권역 규모 별 공실률 / NOC



Q6

PBBD 판교, 분당 권역

PBBD OFFICE LEASING MARKET



공실률
1.66% ↓



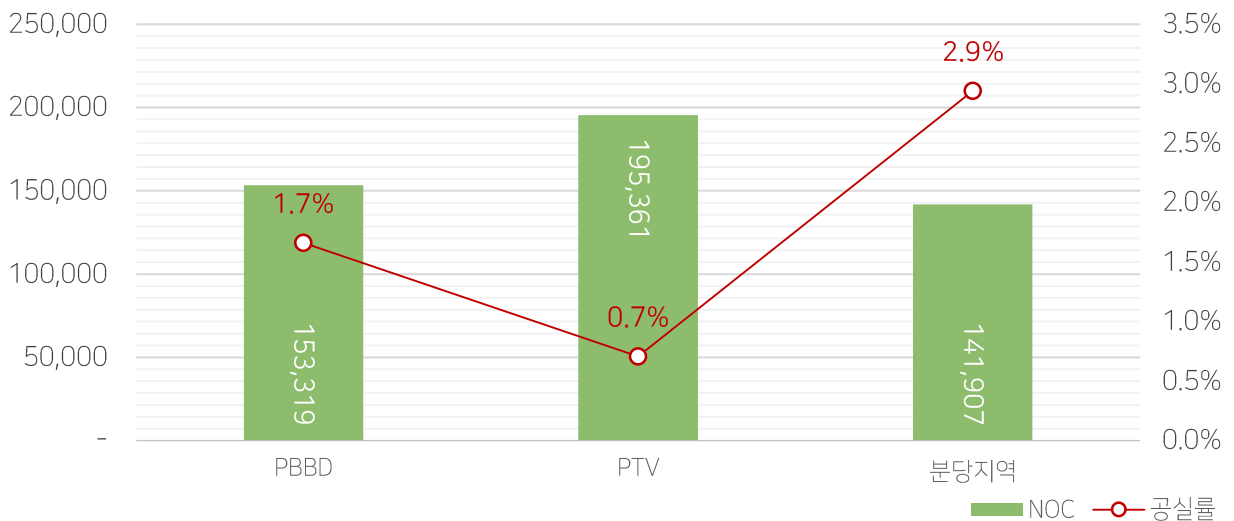
평균 NOC

₩153,319 ↑

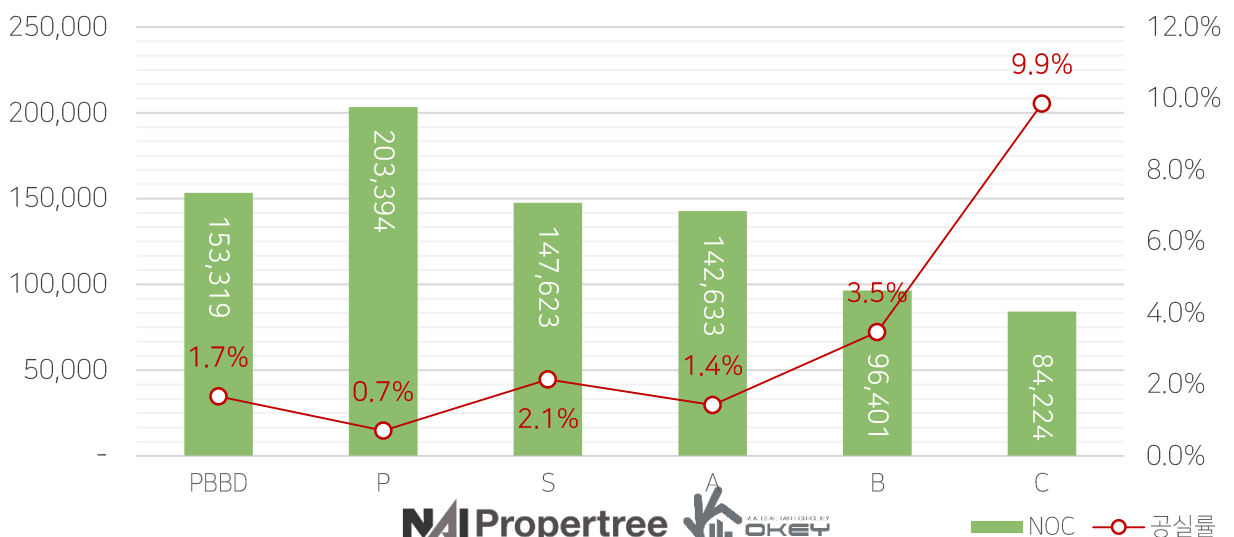
평균 임대료	평균 보증금	평균 관리비
54,813	644,430	22,932

2021년도 2월 조사한 판교, 분당 권역 오피스의
평균 공실률은 1.66%로 조사되었으며,
전용면적 1평당 사용할 때 드는 비용을 계산한
평균 NOC는 153,319원으로 조사되었다.

PBBD 권역 세부권역 별 공실률 / NOC



PBBD 권역 규모 별 공실률 / NOC



OFFICE
LEASING
MARKET

세부권역별 임대현황

Market	Submarket	총임대면적	평균보증금	평균임대료	평균관리비	평균NOC	공실률
CBD	광화문역	265,010	1,062,358	97,955	33,279	232,983	6.47%
	시청역	271,202	619,579	67,640	31,918	171,487	3.53%
	종각역	300,316	1,016,385	88,426	34,482	214,880	4.78%
	을지로입구역	262,840	825,733	80,075	34,761	204,911	7.08%
GBD	테헤란로	1,020,847	1,173,515	99,294	31,946	236,631	3.28%
	강남대로	538,175	1,283,618	100,658	27,296	215,832	3.87%
	영동대로	199,888	1,069,500	67,565	18,330	141,934	2.62%
	도산대로	92,835	1,463,652	95,896	22,588	187,123	7.92%
	서초 교대	95,345	1,724,772	106,332	20,280	209,596	7.32%
YBD	동여의도	907,079	974,937	94,867	39,283	274,977	9.38%
	서여의도	161,958	515,801	41,290	24,524	115,118	5.64%
	영등포	168,765	662,712	59,625	16,777	135,334	13.28%
ETC	송파 강동	646,702	951,708	63,286	18,294	134,465	2.33%
	광진 성동	177,751	572,290	57,353	16,726	124,229	5.66%
	마포 상암	645,684	646,113	54,652	21,779	134,610	5.12%
	구로 금천	352,051	513,275	46,376	12,930	117,532	5.95%
	관악 동작	177,164	895,748	57,706	17,235	130,728	7.91%
	용산	295,103	962,336	85,889	28,345	200,274	3.81%
PBBD	PTV	298,910	754,016	72,952	26,764	195,361	0.71%
	분당지역	223,769	614,685	49,890	21,892	141,907	2.94%

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, February 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 = 1,140.80 KRW (0.88 USD = 1,000 KRW) as at 9 March 2021

02

5 Regional Divisions in Seoul

CBD Central Business District Jongro-gu, Jung-gu, etc.	GBD Gangnam Business District Gangnam-gu, Seocho-gu, etc.	YBD Yeido Business District Yeouido, Yeongdeungpo-gu etc.	ETC Non Major Business District Songpa, Mapo, Yongsan and other areas outside central Seoul	PBBD PTV-Bundang Business District Pangyo Techno Valley, Bundang-gu in Sungnam-si etc.
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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 : 464
- Total GFA : 8,900,643 m² (2,692,444py)

CBD

(Central Business District)

- Sample Survey : 317
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(PTV-Bundang Business District)

- Sample Survey : 72
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05

Sample Size of Each Building Grade

SBD	P	S	A	B	C
Sample	135	240	226	677	792
GFA(m ²)	12,773,160	8,167,614	3,922,723	4,574,904	1,471,736
GFA(3.3m ²)	3,863,881	2,470,703	1,186,624	1,383,908	445,200

01

SBD Seoul Capital Area

SBD OFFICE LEASING MARKET



Vacancy rate

6.45% ↑



Avg. NOC

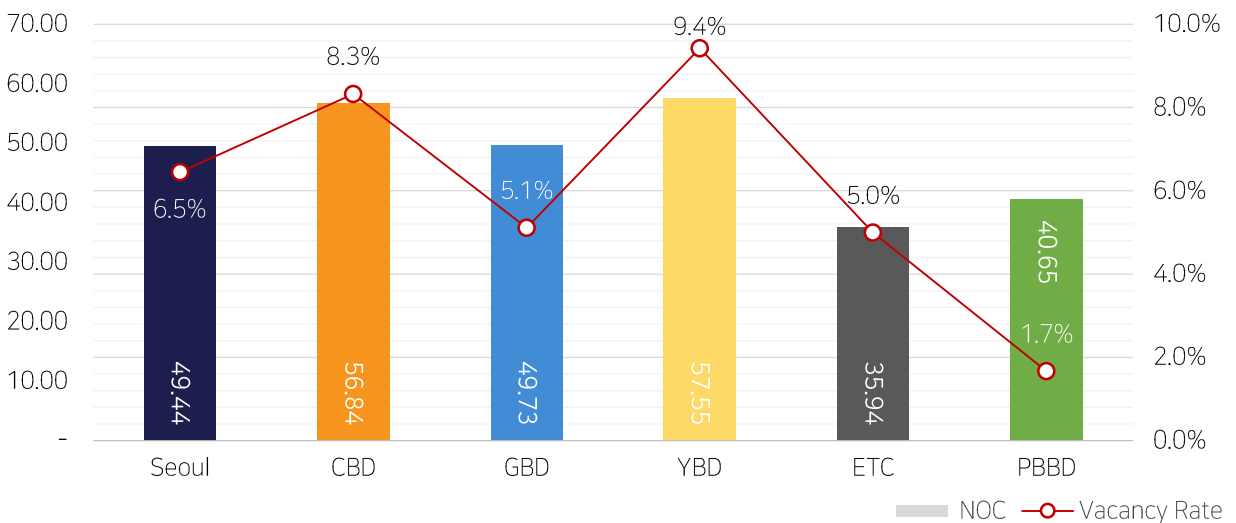
\$49.44 ↓

Avg. Rent	Avg. Deposit	Avg. Management. Fee
21.32	252.23	7.10

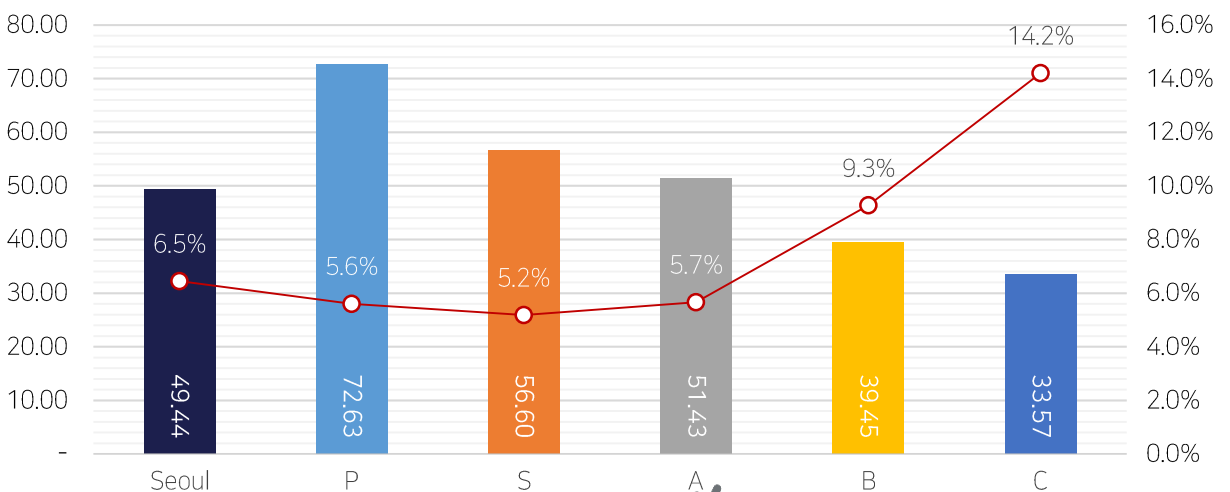
The average vacancy rate of office buildings in Seoul is 6.45% as at February 2021, and the average NOC is \$49.44.



Vacancy Rate & NOC in Seoul and Each District

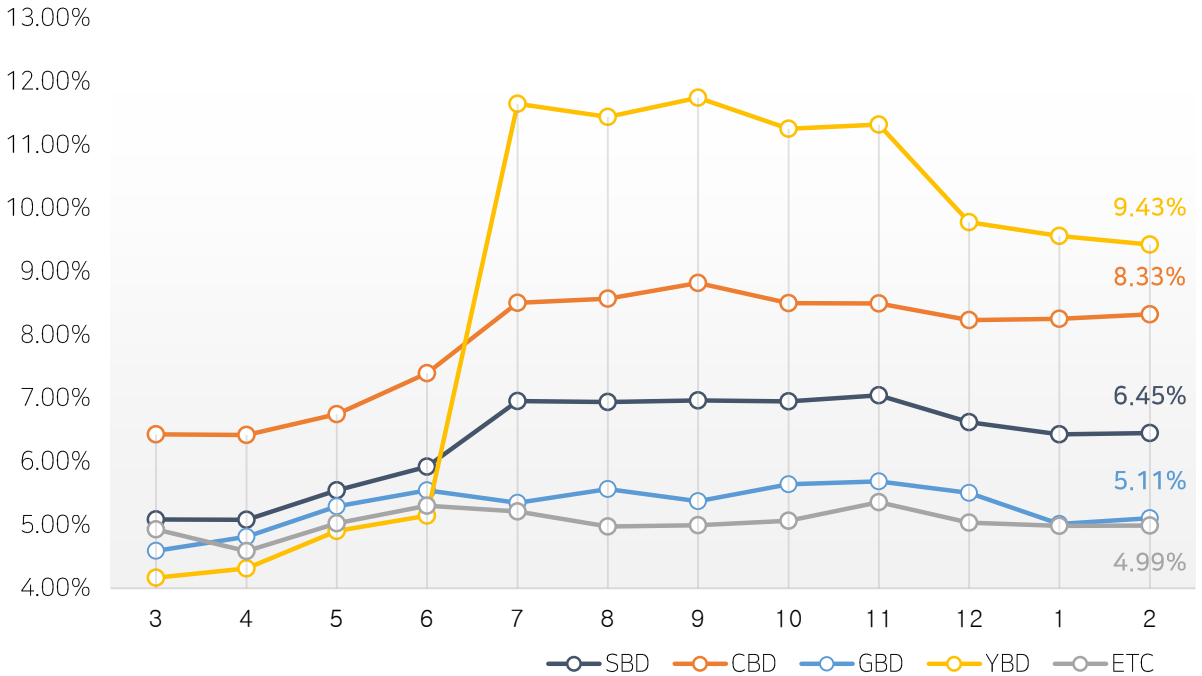


Vacancy Rate & NOC in Seoul & Each Building Category

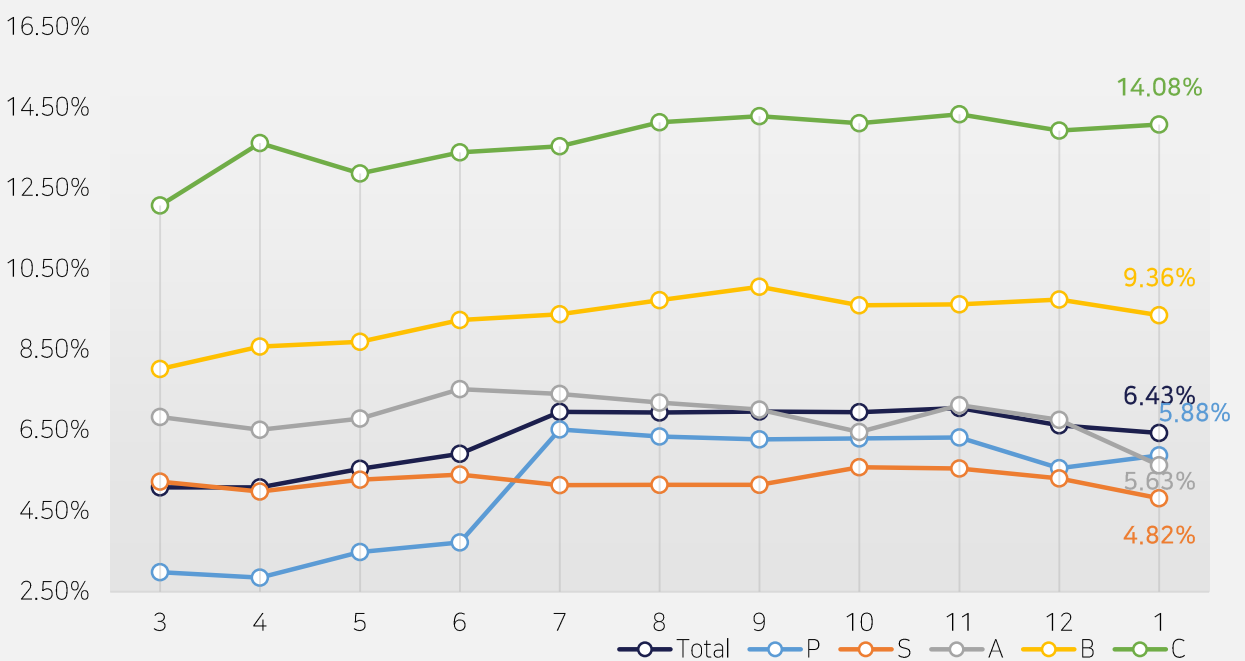


Monthly Vacancy Rate in 5 Main Districts

The following charts indicate the vacancy level of Seoul for Feb 2021. Trans Cosmos Korea Corp. moved out from Seoul City Tower in CBD, into City Center Tower, which raised the vacancy level up to 5,300m². G Square in Guro completed its building work and found the quality tenants such as Netmarble Corp. (74,500 m²) and Coway Corp. (19,900 m²) for the building. Likewise, GB2 building in PBBD also found the quality tenants such as Alchera Inc., that all eliminate the vacant space of 5,400m² in total.



Monthly Vacancy Rate for Different Sizes of Buildings



02

CBD Central Seoul

CBD OFFICE LEASING MARKET



Vacancy rate

8.33% ↑



Avg. NOC

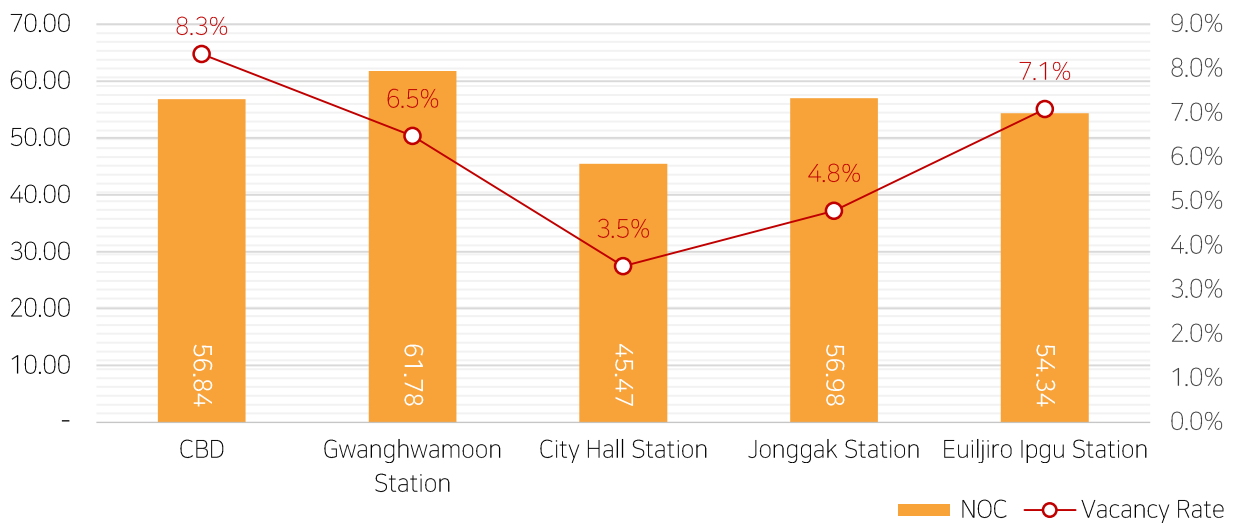
\$56.84 ↓

Avg. Rent	Avg. Deposit	Avg. Management. Fee
23.83	258.74	9.08

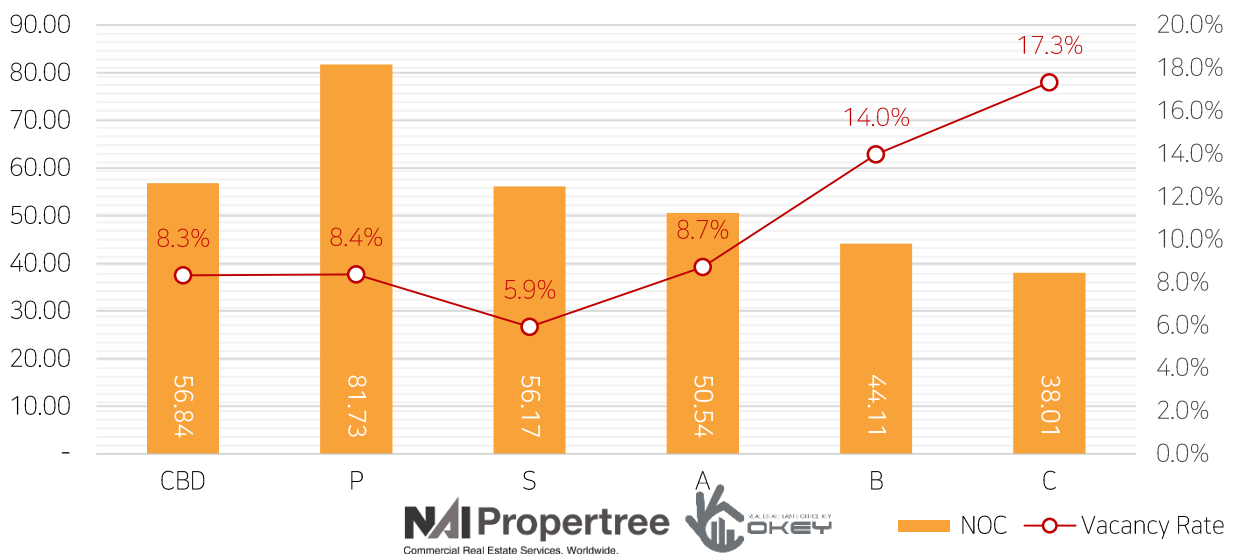
The average vacancy rate of office buildings in CBD is 8.33% as at February 2021, and the average NOC is \$56.84.



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

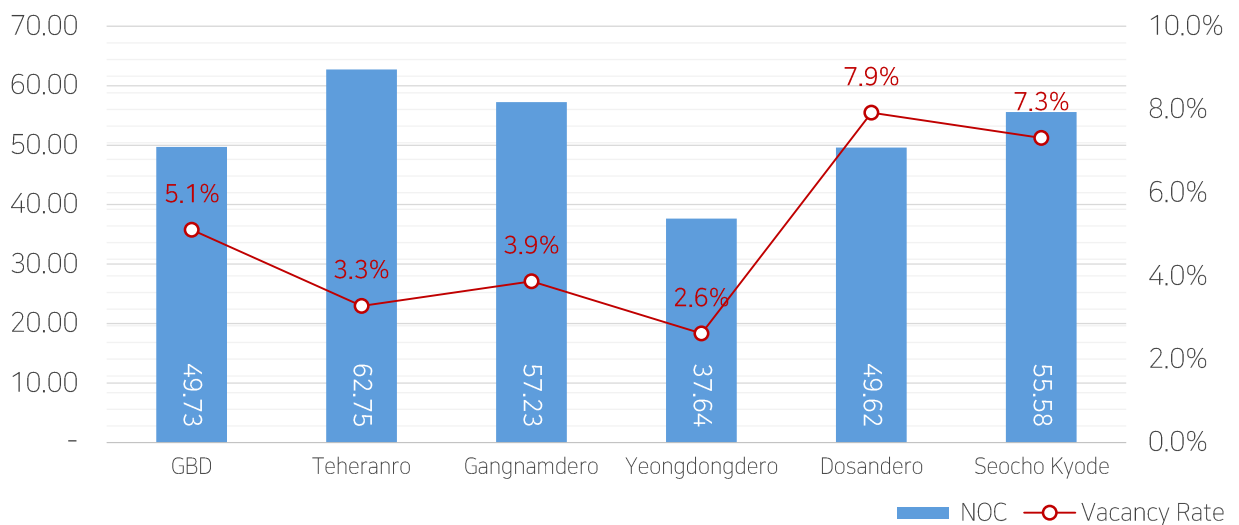
Vacancy rate
5.11% ↑

Avg. NOC
\$49.73 ↓

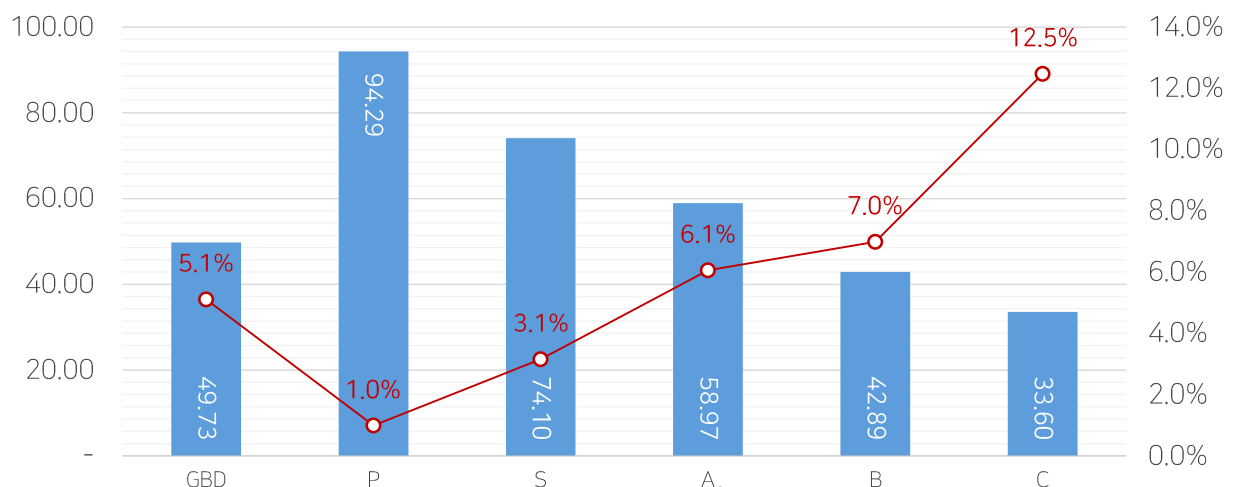
Avg. Rent	Avg. Deposit	Avg. Management. Fee
23.18	296.31	6.37

The average vacancy rate of office buildings in GBD is 5.11% as at February 2021, and the average NOC is \$49.73.

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

9.43% ↓

Avg. NOC

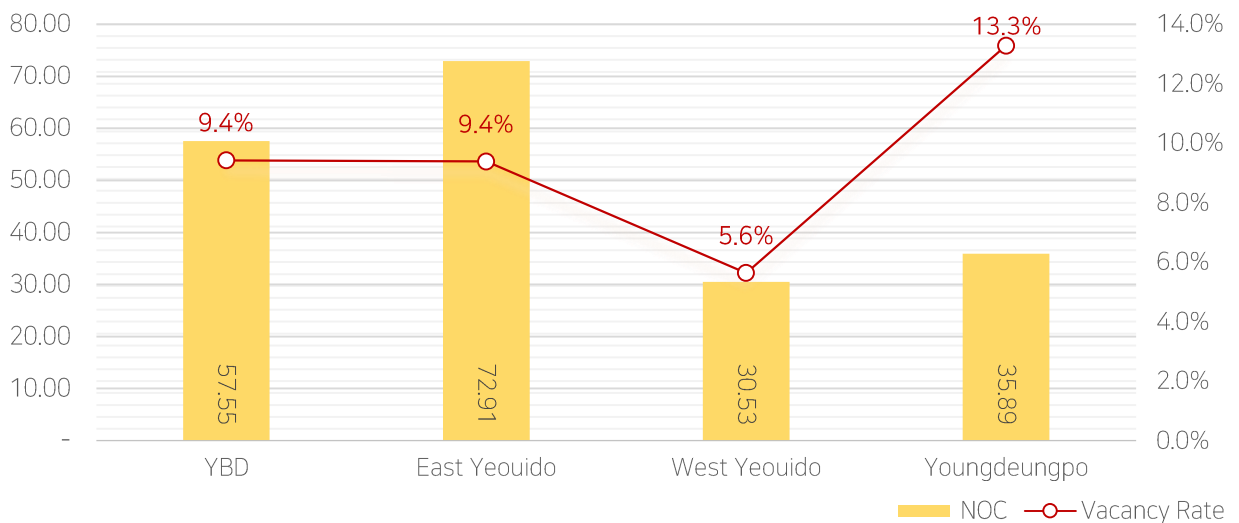
\$57.55 ↓

Avg. Rent	Avg. Deposit	Avg. Management. Fee
20.83	220.72	8.32

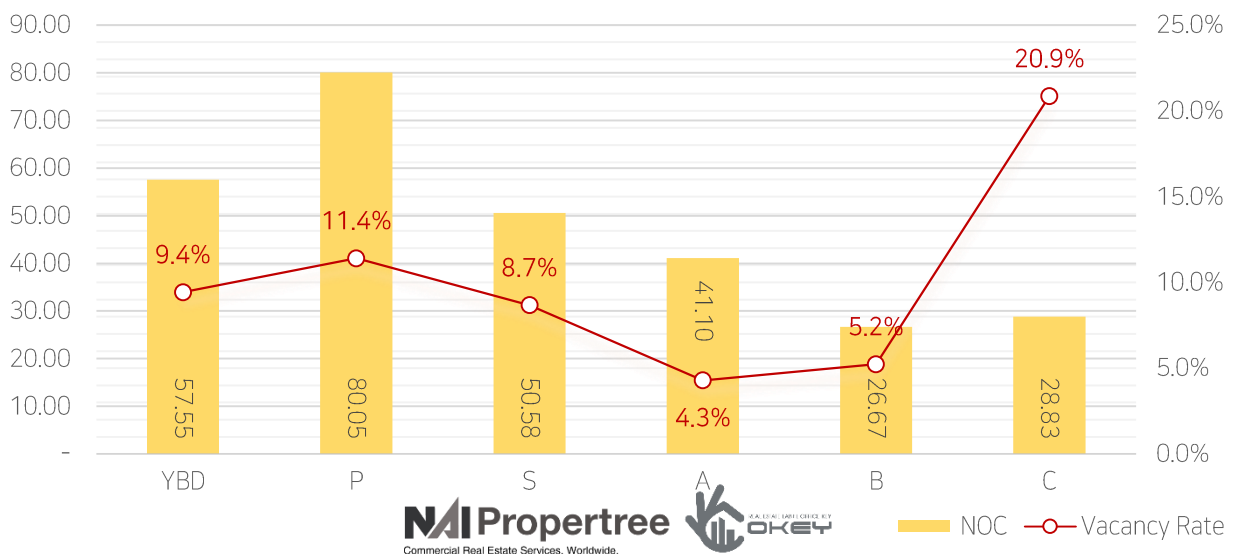
The average vacancy rate of office buildings in YBD is 9.43% as at February 2021, and the average NOC is \$57.55.



Vacancy Rate & NOC in YeongdeungpoBusiness District (YBD)



Vacancy Rate & NOC for Different Sizes of Buildings in YBD



Other Districts in Seoul

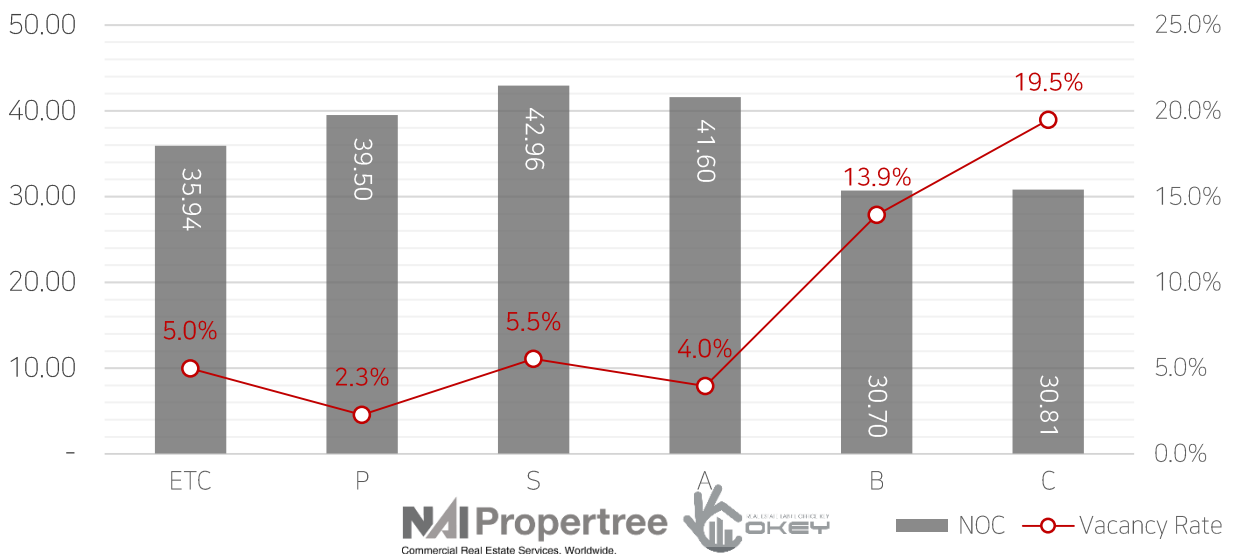


4.99% ↑



\$35.94 ↓

The average vacancy rate of office buildings in ETC is 4.99 % as at February 2021, and the average NOC is \$35.94.



Q6

PBBD Pangyo & Bundang

PBBD OFFICE LEASING MARKET



Vacancy rate

1.66% ↓



Avg. NOC

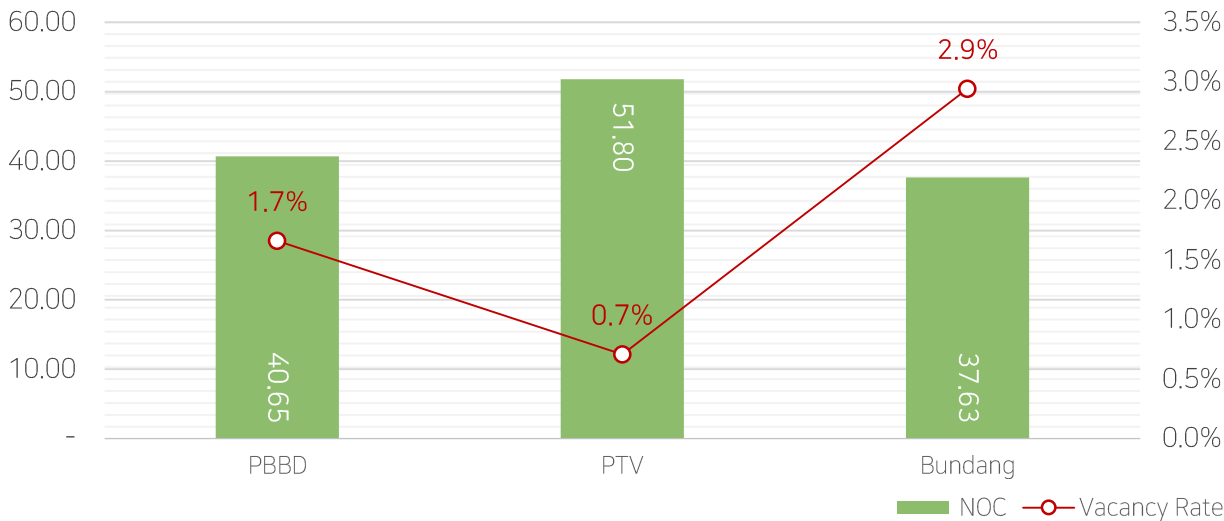
\$40.65 ↑

Avg. Rent	Avg. Deposit	Avg. Management. Fee
14.53	170.88	6.08

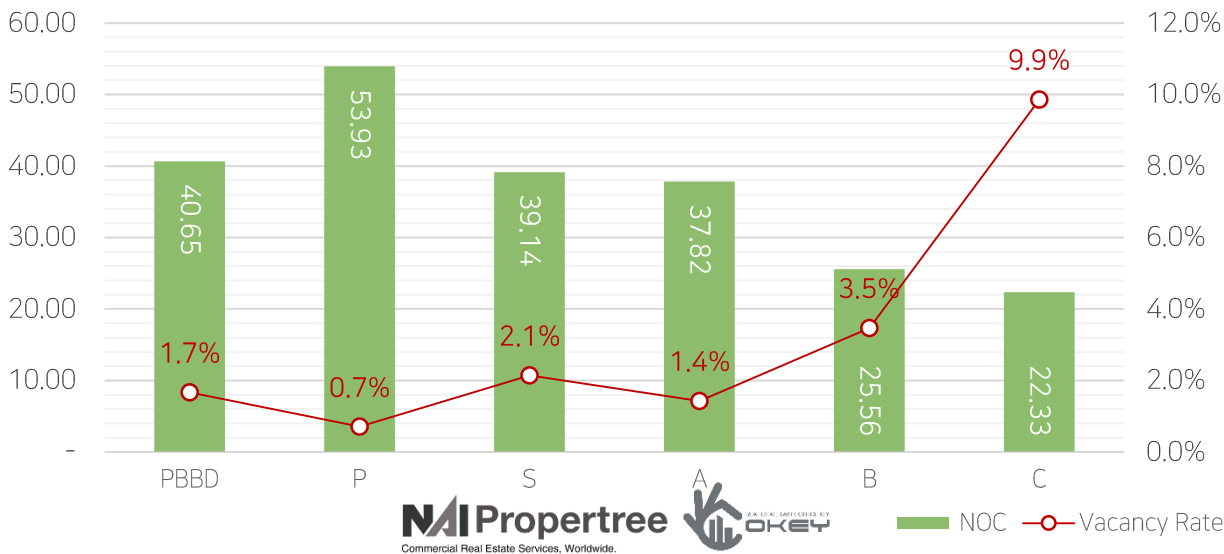
The average vacancy rate of office buildings in PBBD is 1.66% as at February 2021, and the average NOC is \$40.65.



Vacancy Rate & NOC in Pangyo & Bundang Business 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	Gwanghwamoon Station	876,065	281.70	25.97	8.82	61.78	6.47%
	City Hall Station	896,534	164.29	17.94	8.46	45.47	3.53%
	Jonggak Station	992,781	269.51	23.45	9.14	56.98	4.78%
	Euiljiro Ipgu Station	868,894	218.96	21.23	9.22	54.34	7.08%
GBD	Teheranro	3,374,700	311.17	26.33	8.47	62.75	3.28%
	Gangnamdero	1,779,091	340.37	26.69	7.24	57.23	3.87%
	Yeongdongdero	660,786	283.59	17.92	4.86	37.64	2.62%
	Dosandero	306,893	388.11	25.43	5.99	49.62	7.92%
	Secho Kyode	315,191	457.35	28.20	5.38	55.58	7.32%
YBD	East Yeouido	2,998,607	258.52	25.16	10.42	72.91	9.38%
	West Yeouido	535,400	136.77	10.95	6.50	30.53	5.64%
	Youngdeungpo	557,900	175.73	15.81	4.45	35.89	13.28%
ETC	Songpa, Gangdong	2,137,857	252.36	16.78	4.85	35.66	2.33%
	Gwangjin Sungdong	587,605	151.75	15.21	4.44	32.94	5.66%
	Mapo Sangam	2,134,492	171.33	14.49	5.78	35.69	5.12%
	Guro Geumchun	1,163,804	136.10	12.30	3.43	31.17	5.95%
	Gwanak Dongjak	585,666	237.52	15.30	4.57	34.66	7.91%
	Yongsan	975,548	255.18	22.77	7.52	53.11	3.81%
PBBD	PTV	988,132	199.94	19.34	7.10	51.80	0.71%
	Bundang	739,731	162.99	13.23	5.81	37.63	2.94%



MONTHLY MARKET REVIEW

MEET THE TEAM

Seoul, Korea Office
Market Overview

Seoul Office

REAL ESTATE LABEL OFFICE KEY


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