

YOIN

A YOIN CLIENT STORY
NAGANO · JAPAN

Their own place in Japan

From a six-week search across Japan to a home of their
own in Nagano.

US OWNERS

PURCHASED APRIL 2024

COMPLETED OCTOBER 2024

01 — THE BRIEF

The dream was simple: a home of their own in Japan.

An American couple who travelled frequently to Japan wanted to stop treating every visit as another trip.

They wanted somewhere they could return to throughout the year — their own home in Japan.

MAXIMUM BUDGET

Up to €250,000

THEIR PRIORITIES

01

NATURE

03

HIKING

05

EASY ACCESS FROM TOKYO

07

SPACE FOR FRIENDS

02

SKIING

04

OUTDOOR LIFE

06

A REAL YEAR-ROUND TOWN

08

PRIVATE USE WHENEVER THEY WANTED

Rental potential mattered, but only as a way for the home to help cover its costs while they were away.

02 — THE SEARCH

Five regions.
Six weeks.
One place that felt right.

Rather than starting with a property to sell, YOIN started with the owners' lifestyle and searched across Japan for the location that best matched it.

Approximately six weeks were spent sourcing and comparing opportunities.

THE SEARCH DETERMINED THE LOCATION —
NOT THE OTHER WAY AROUND.

CENTRAL JAPAN · SEARCH AREA



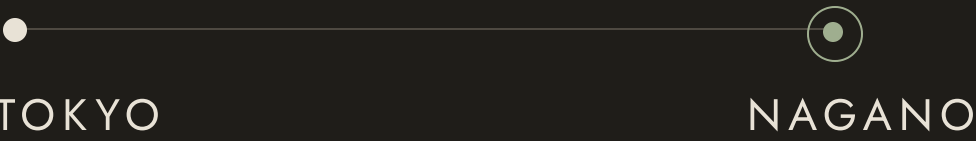
FIVE REGIONS COMPARED · APPROXIMATELY SIX WEEKS

03 — WHY NAGANO

The mountains without giving up the city.

Nagano offered the combination they had struggled to find elsewhere. They weren't buying an isolated ski house — they were creating a base from which they could experience a much broader side of Japan.

SHINKANSEN ACCESS



MOUNTAINS

- Mountains and nature close by
- Skiing across the wider region
- Hiking and cycling outside winter
- Onsen and mountain villages

CITY LIFE

- Restaurants and cafés
- Shops and everyday services
- Transport in every direction
- A town that lives year-round

Mountains when they want them.
City life when they need it.

04 — THE HOME

The right home didn't need to cost €250,000.

The owners could have spent considerably more. They didn't need to. The objective was to find the right property and use the remaining budget to turn it into the home they actually wanted.

ORIGINAL MAXIMUM BUDGET	€250,000
PURCHASE PRICE	€85,000
RENOVATION	€45,000
LICENSING & ADAPTATIONS	€15,000
TOTAL PROJECT	€145,000



TIMELINE

April 2024
PURCHASE

RENOVATION
+
ADAPTATION

Oct 2024
COMPLETED

Six months later, it felt like theirs.

YOIN coordinated the renovation and the adaptations required to make the home work both for the owners and for guests while they were away.

BEFORE · APRIL 2024

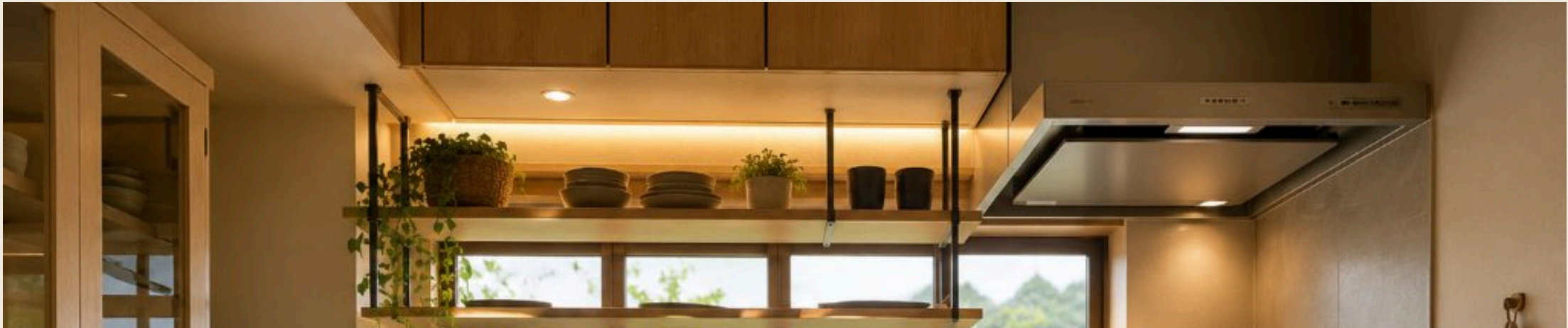
LIVING ROOM



AFTER · OCTOBER 2024



KITCHEN



BATHROOM



AFTER PHOTOGRAPH — BATHROOM
to be supplied

05 — LIFE THERE TODAY

A home first. Guests when they're away.

Today, the owners spend several months each year in their Nagano home. When they're in Japan, it's entirely theirs. When they're back in the US or travelling elsewhere, the house welcomes guests.

Several months

OF PRIVATE OWNER USE EACH YEAR

+

~€15,000

NET RENTAL INCOME WHILE THEY'RE AWAY

The income helps offset the ongoing costs of owning and maintaining their second home — exactly what they originally hoped it would do.



They've also come to enjoy welcoming fellow travellers from the US and sharing the house with friends who visit Japan.

They weren't looking for an investment property. They were looking for their place in Japan.