



# UMITO ATAMI BETTEI







## LOCATION

# Spectacular views of the cliffs. Unobstructed sea and greenery.

This area is about 15 minutes by car from the city of Atami. Along Sogaura Beach, known for its crystal clear beaches. There are diving spots and herb gardens scattered around the area, allowing you to experience the rich nature.

## ACCESS

### Address

〒413-0101

1027-78, 83 Soga, Kamitaga, Atami City,  
Shizuoka Prefecture

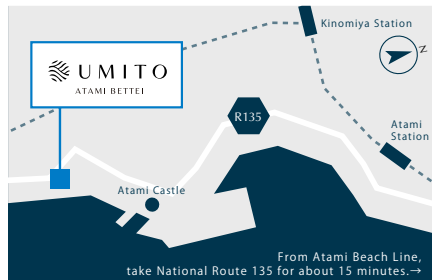
### Travel time

From Atami Station

Approximately 13 minutes by car

From Atami Beach Line

Approximately 15 minutes (via National Route 135) by car



Welcome to UMITO ATAMI BETTEI







# CONCEPT

Atami is a traditional hot spring resort beloved by many great writers, with a rich atmosphere.

This small luxury hotel with five rooms is quietly built on a cliff in this resort area, just 50 minutes from Tokyo.

The calm seascape seen through the open windows will captivate your heart.

Experience a time when you can forget the hustle and bustle of everyday life and be surrounded by the sounds of the waves.



RYO TAKARADA

Born in Tokyo in 1971.

Graduated from the Department of Marine Architecture and Engineering, College of Science and Technology, Nihon University.

After working at an architectural firm and the design department of a major general contractor, he founded the range design INC. in 2016.

He works on architectural and interior design in a wide range of fields, including hotels, inns, apartment complexes, commercial facilities, and offices.

In recent years, he has expanded the scope of his activities to include producing, product design, and the publication of "Actual Measurements of Design Hotels of the World" (Gakugei Publishing), challenging himself to create architecture and spaces that create new lifestyles.

2F	PENTHOUSE		
1F	RESTAURANT+ENTRANCE		AMI2
B1F	AMI1	LIEN2	LIEN1





# PENTHOUSE

Built on a steep cliff, the penthouse on the top floor is surrounded by nature.  
A home where you can become one with the sea and sky in front of you and have the view of Atami all to yourself.

Floor plan : 2LDK    Indoor area : 143.20 m<sup>2</sup>    Terrace: 45.97 m<sup>2</sup>

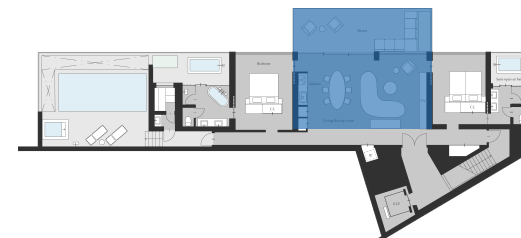


## LIVING ROOM & DINING ROOM

Bringing a view of the sea into your life

The open living and dining room leads to the terrace.

Whether you're enjoying a meal or relaxing, the ocean blue always spreads out in your field of vision.







## BED ROOM

Two bedrooms and open-air bath

Each bedroom has a king bed and twin beds, with a semi-open-air bath.  
Guests can also enjoy some private time.

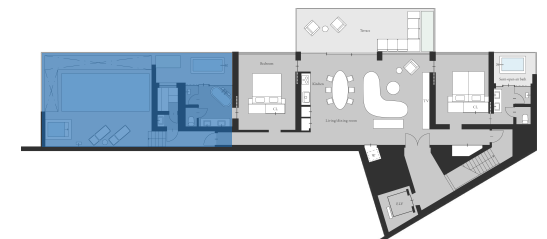




## POOL & FACILITY

A pool overlooking the ocean and a luxurious sauna experience

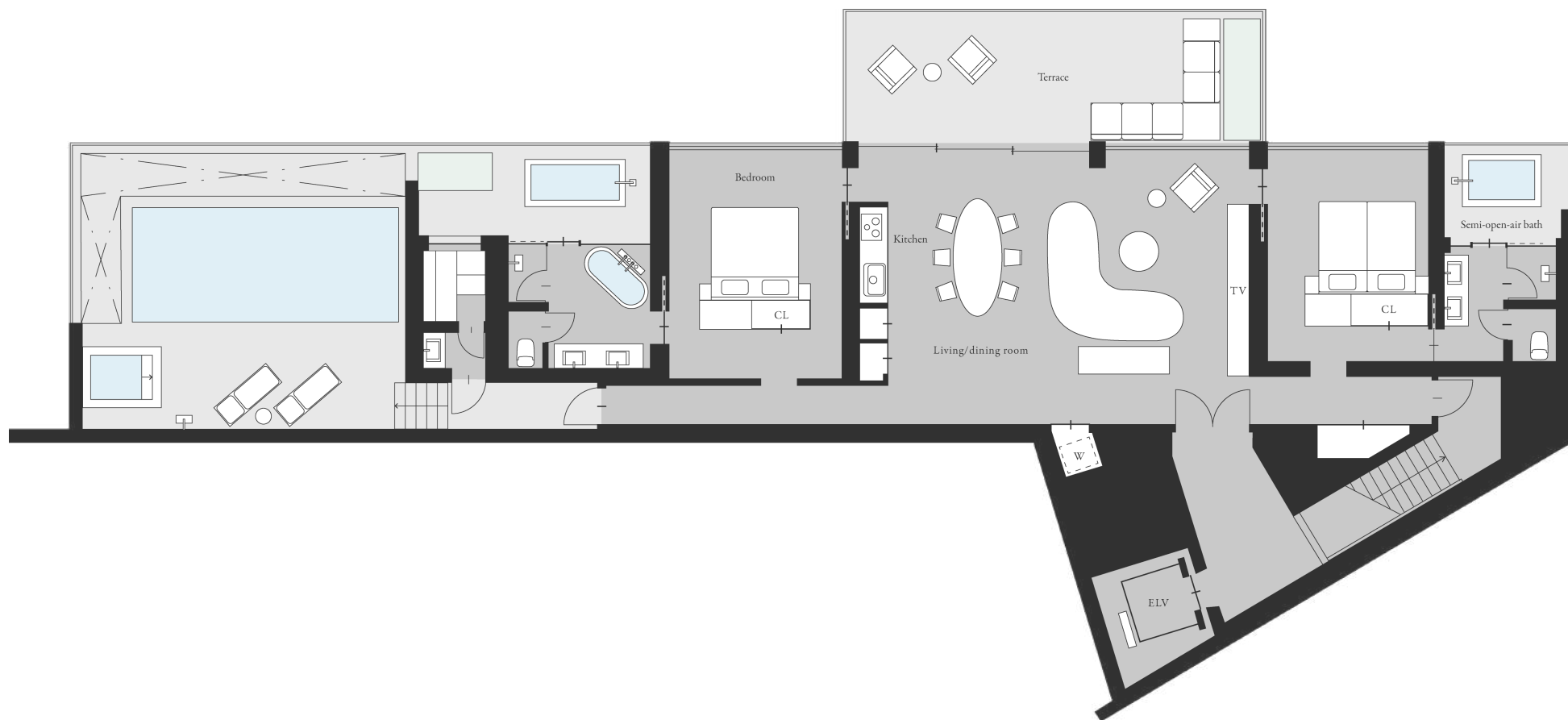
An infinity pool overlooking the majestic ocean of Sogaura.  
There is also a sauna and cold bath, so you can soothe the fatigue of everyday life.





# PENTHOUSE

Floor plan : 2LDK    Indoor area : 143.20 m<sup>2</sup>    Terrace: 45.97 m<sup>2</sup>





## LIEN2

A suite room where you can see only the ocean below and enjoy the constant sound of waves crashing.  
A house on a cliff where you can enjoy rich alone time and lively time with friends.

Floor plan : 2LDK    Indoor area : 99.60 m<sup>2</sup>    Terrace: 40.80 m<sup>2</sup>





## LIVING / DINING ROOM & BEDROOM

Unobstructed ocean view

The living/dining room is located in the center of the house and is filled with gentle sunlight. Sit on the sofa and you'll be greeted by a breathtaking view of the ocean.





## POOL & FACILITY

Spend a moment on the terrace with an open-air bath

In addition to the bathroom, there is also an open-air bath and a terrace equipped with two chairs. You can spend some relaxing time with a close friend.





# LIEN2

Floor plan : 2LDK    Indoor area : 99.60 m<sup>2</sup>    Terrace: 40.80 m<sup>2</sup>





# AMI1

A peaceful interior with a view of the sea. When you step out onto the terrace, all you can hear is the sounds of nature.  
A tranquil home where you can feel the majesty of the sea in the silence.

Floor plan : 1R    Indoor area : 52.55 m<sup>2</sup>    Terrace: 21.00 m<sup>2</sup>





## LIVING / DINING ROOM & BEDROOM

Spend a moment on the terrace with an open-air bath

Once you pass through the front room, you'll find yourself in the living room with a view of the ocean. Combined with the terrace right in front, there's a great sense of openness even indoors.

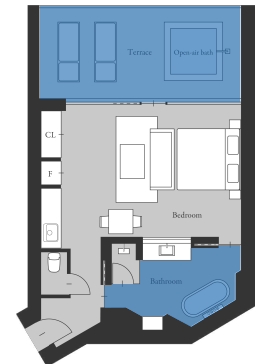




## POOL & FACILITY

Spend a moment on the terrace with an open-air bath

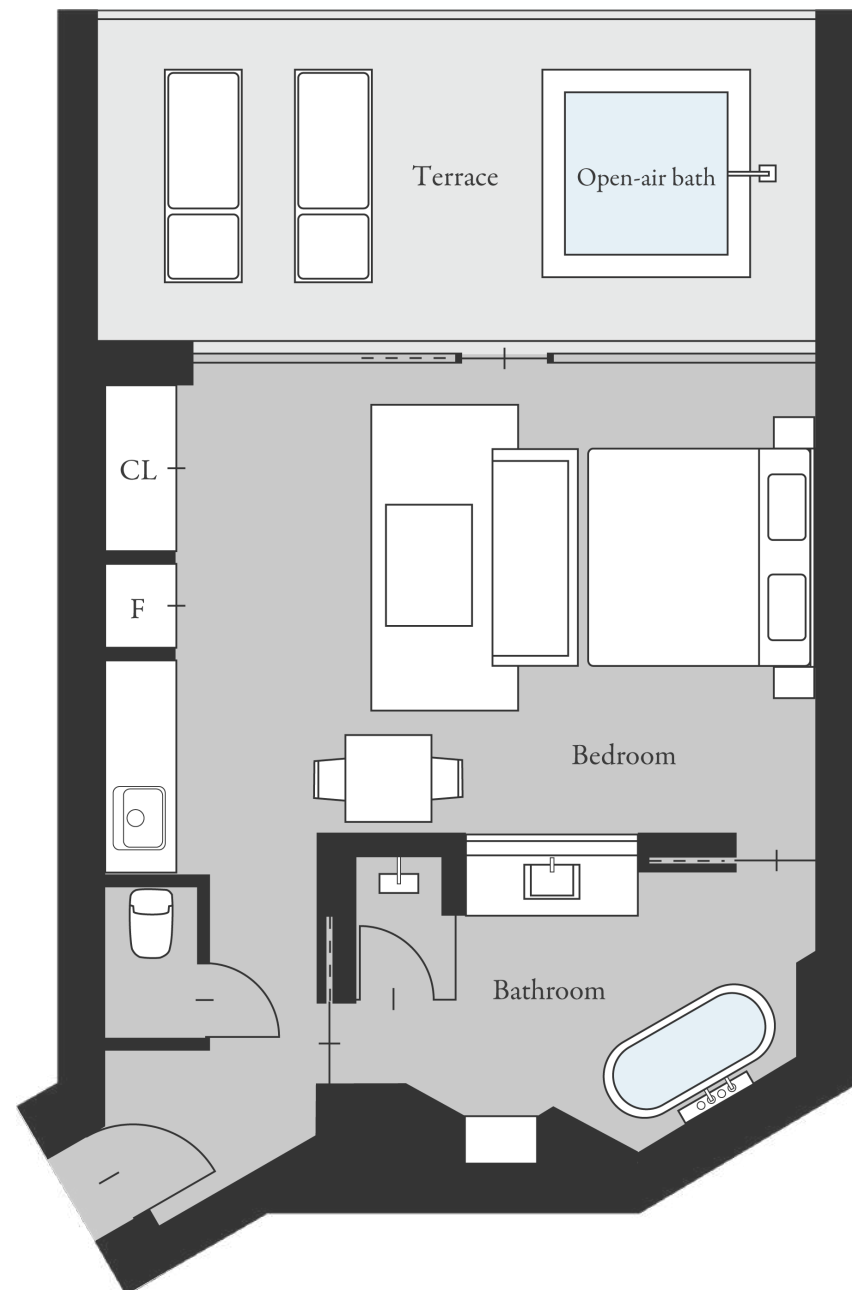
You can spend a relaxing time with a close friend in the open-air bath with a spacious view of the ocean.





# AMI1

Floor plan : 1R      Indoor area : 52.55 m<sup>2</sup>      Terrace: 21.00 m<sup>2</sup>





## AM12

A room with a natural atmosphere, with a living room and bedroom overlooking the sea.  
A sunny house where the warmth of stone and wood harmonizes with the soft natural light.

Floor plan : 1R    Indoor area : 50.83 m<sup>2</sup>    Terrace: 13.39 m<sup>2</sup>



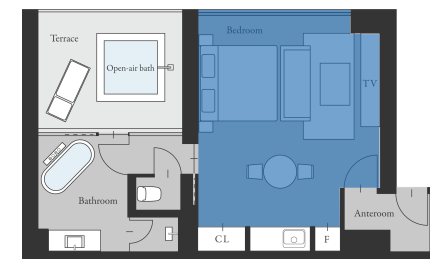


## LIVING / DINING ROOM & BEDROOM

Living room surrounded by soft light

Looking out the window, you can see a vast ocean view.

It's a relaxing space that makes you feel like you're floating on the ocean.

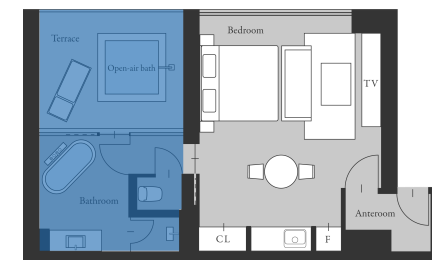




## POOL & FACILITY

Open-air bath lit by the morning sun

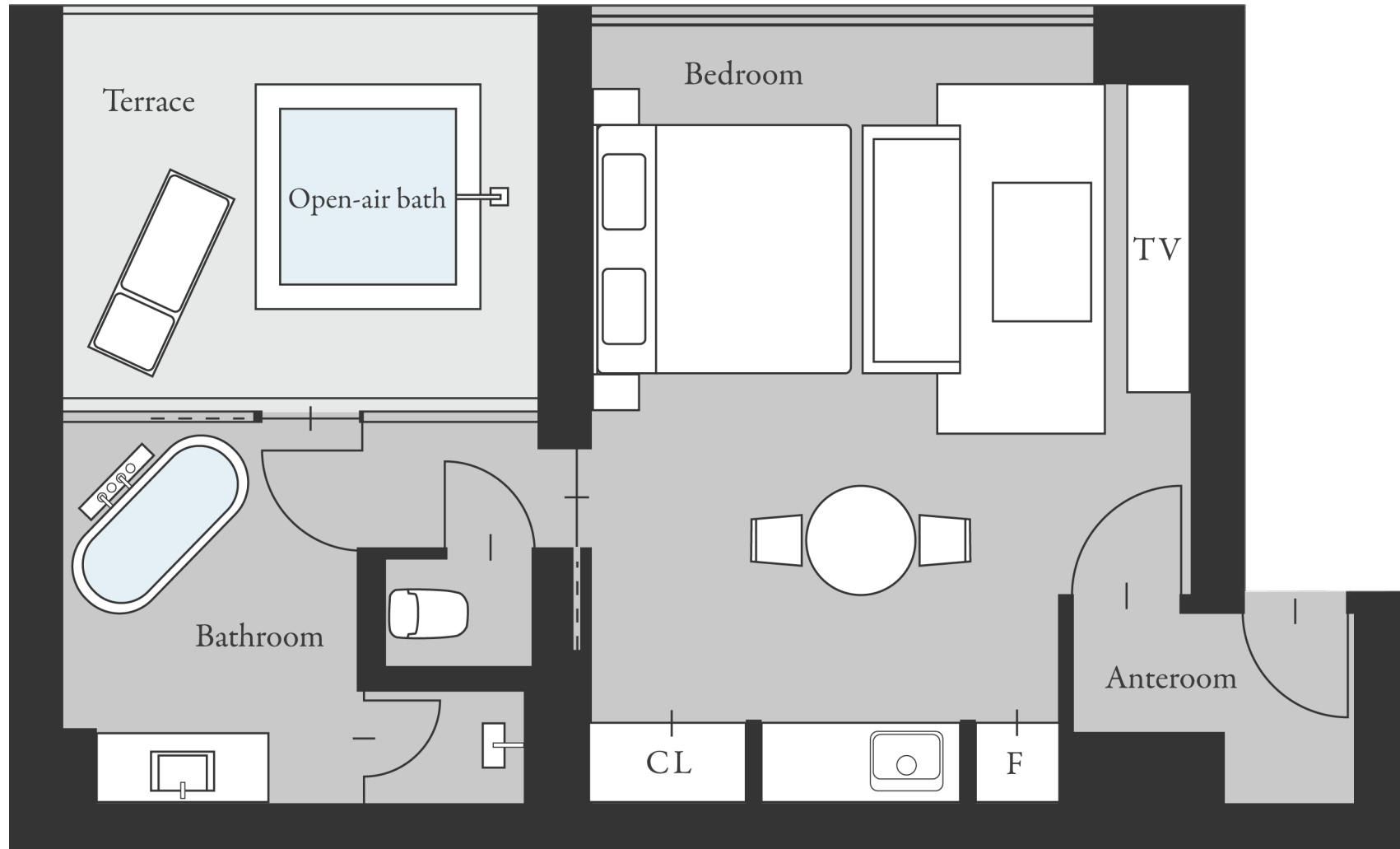
The semi-open-air bath and bathroom offer a magnificent view all to yourself.  
The dazzling light reflected on the sea surface fills the space.








# AMI2

Floor plan : 1R      Indoor area : 50.83 m<sup>2</sup>      Terrace: 13.39 m<sup>2</sup>



	PENTHOUSE	LIEN	AMI
			
Floor	2F	B1F	1F or B1F
Total area	188.92㎡	141.29㎡ / 140.40㎡	73.55㎡ / 64.22㎡
Indoor area	143.20㎡	99.71㎡ / 99.60㎡	52.55㎡ / 50.83㎡
Outdoor area	45.97㎡	41.58㎡ / 40.80㎡	21.00㎡ / 13.39㎡
Floor plan	2LDK	2LDK	1R
Maximum occupancy	6 people	6 people	3 people



An experience that fills your body and mind with seafood

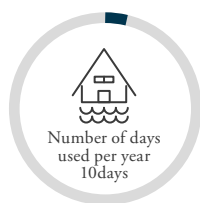


# Start a new lifestyle with UMITO

Check out UMITO's features all at once

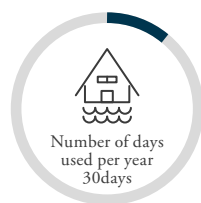
Purchase as many nights as you want,  
starting from 10 nights per year

If you purchase 10 nights per year, you can own the property with only about 1/36 of the ownership.  
The offer will end as soon as the ownership is filled.



Share purchase

10.8million



Share purchase

28.8million

Available days

	April to September	October to March
Shared purchase (30nights per year)	15nights	15nights
Shared purchase (10nights per year)	5nights	5nights

Introducing the owner-only system

Stay in the UMITO  
you purchased or  
another UMITO



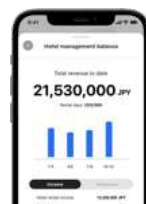
You can make reservations for any date up to 12 months in advance.

Give a gift to  
someone special



Fully supported,  
it makes a perfect gift

Any unused units  
will be collected.



All you have to do is check  
your earnings on the app,  
and there's no hassle involved.

Comparison with similar services

	UMITO	Membership resort timeshare	Hotel Condominium	Villa
Buy only what you need	●	●	×	×
Mutual use	●	●	×	×
Monetization through hotel rentals	●	×	●	×



# Exclusive benefits for UMITO owners

It is a system that allows UMITO owners to interact within the community to enrich their lives.

## BENEFITS 1

Free access to  
Akasaka Club Lounge



As an owner benefit, you can use  
"UMITO The Lounge Akasaka"  
free of charge.

## BENEFITS 2

UMITO Owners  
Concierge Service



We can also help you with travel arrangements  
and restaurant recommendations.  
Enjoy the benefits of being an owner even  
when you are not using UMITO.

## BENEFITS 3

Regular information  
exchange meetings



You can invite your friends to  
our social gatherings.  
Please take advantage of the expanding  
UMITO owner community.

# Four benefits of choosing UMITO

## ☒ No need for tedious management and maintenance

UMITO handles all the property management, cleaning, and operation required for a vacation home.

UMITO can provide you with land and buildings in prime locations, utilizing its extensive knowledge and experience gained through a track record in real estate sales, buying, selling, and brokerage.

We can also handle the troublesome arrangements and management.



Rental  
Procedures



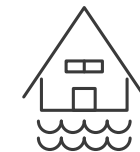
Property  
management



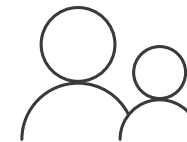
Cleaning

## ☒ As an employee benefit

UMITO can also be purchased under a corporate name. An account will be issued to the corporation, so it can also be used as a welfare facility. Mutual use allows you to use prime locations across the country, which increases employee satisfaction and also leads to tax savings.



UMITO



Employee use

## ☒ Monetize what you don't use

On days when you are not using it, you can rent it out as a hotel. You can manage your earnings with just your smartphone.



UMITO

+Proceeds



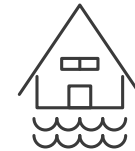
Lending



## ☒ Tax saving effect

UMITO's inheritance tax assessment value is lower than the purchase price, so it can be used as a measure against inheritance tax.

In addition, by selling it as real estate ownership or trust beneficiary rights and making it the owner's asset, you can expect tax savings.



UMITO

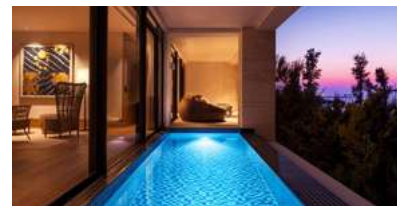
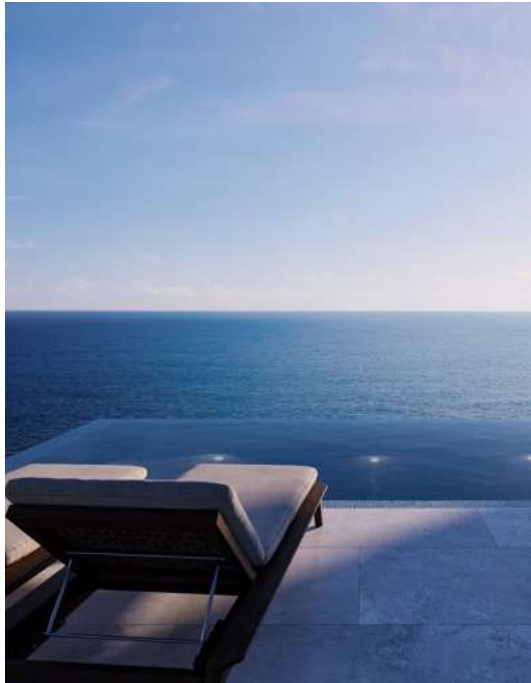
= Real estate assets



You can stay in a villa that you have purchased,  
as well as a UMITO that you do not own.

Since we have mutual access to locations throughout Japan and around the world,  
you can stay wherever you want, whether you're traveling or on a business trip,  
and tailor your stay to suit your lifestyle.

For example,  
if you purchase UMITO ATAMI BETTEI

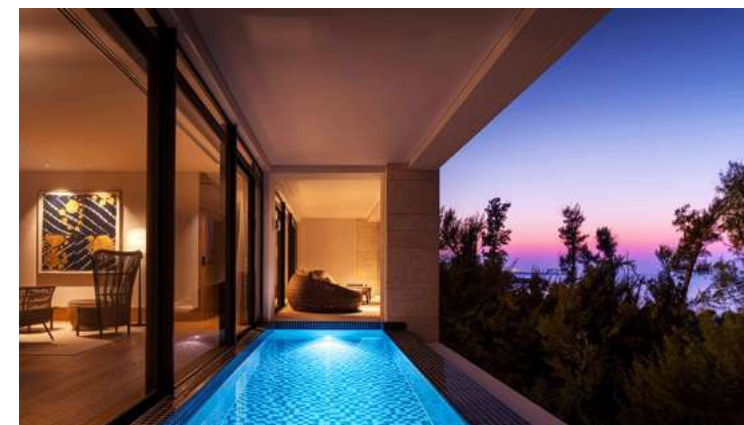


UMITO Okinawa Onnason,  
Kamakura Koshigoe, Zaimokuza  
and other UMITOs are  
now available.

UMITO locations continue to  
grow nationwide

UMITO owners can live in any UMITO  
across the country through mutual use.



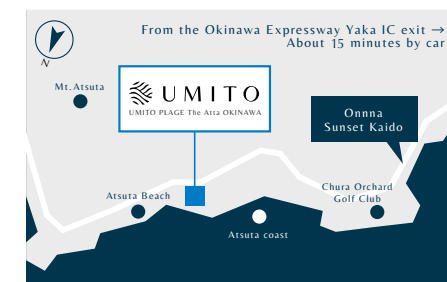


# UMITO PLAGE The Atta OKINAWA

Spectacular cliff views. Unobstructed sea and greenery.

Address 1894-1 Yasufuso, Onna Village, Kunigami District, Okinawa Prefecture, 904-0402

Floor plan 3SLDK / 2LDK / 1LDK





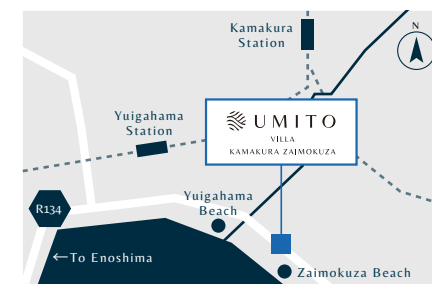


# UMITO KAMAKURA ZAIMOKUZA

A house living in a special seat in Kamakura

Parcel Number 5-10-44 Zaimokuza, Kamakura City, Kanagawa Prefecture, 248-0013

Floor plan 2LDK





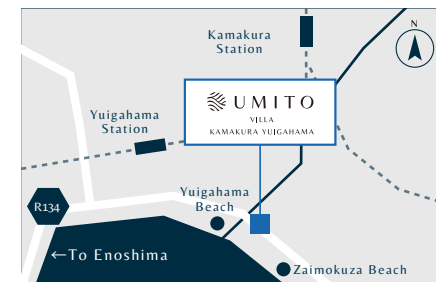


# UMITO KAMAKURA YUIGAHAMA

A private residence where you can enjoy luxury

Parcel Number 5-2-19 Zaimokuza, Kamakura City, Kanagawa Prefecture, 248-0013

Floor plan 5LDK





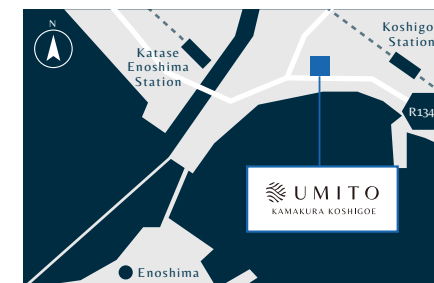


# UMITO KAMAKURA KOSHIGOE

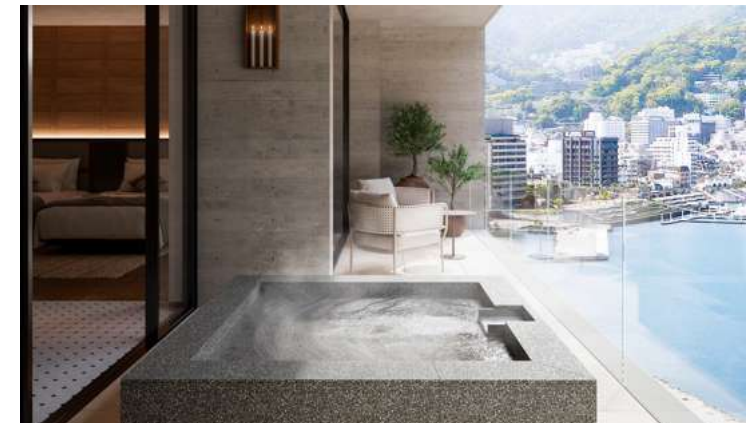
A base for daily life where everything is picturesque

Parcel Number 3-37-2 Koshigoe, Kamakura Ci , Kanagawa Prefecture  
 2929-16 Katase Kaigan 1chome, Fujisawa City, Kanagawa Prefecture

Floor plan 2LDK







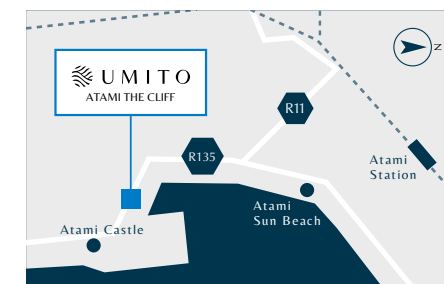
# UMITO ATAMI THE CLIFF

Spectacular cliff views. Unobstructed sea and greenery.

Parcel Number 1992-23, 1992-42, 1694-1 Wadahamaminami, Atami City, Shizuoka Prefecture, 413-0023

Floor plan 2LDK

\*UMITO ATAMI THE CLIFF is currently in the planning stage. The property design and specifications are subject to change.





## WORLD SELECTION

Furthermore, UMITO will be able to be exchanged for hotels around the world beyond Japan.



### The St. Regis Bora Bora Resort

Tahiti Bora Bora

<https://www.skygate.co.jp/hotel/detail?hotelCode=40119>



### Emirates Palace Mandarin Oriental

Abu Dhabi, United Arab Emirates

<https://www.skygate.co.jp/hotel/detail?hotelCode=35707>



### The Ritz-Carlton Maldives

Maldives Fari Islands

<https://www.skygate.co.jp/hotel/detail?hotelCode=3089249>



### Six Senses Fiji

Republic of Fiji Malolo Island

<https://www.skygate.co.jp/hotel/detail?hotelCode=2138674>

# UMITO will support you from consideration to after purchase.

The process is easy and can be completed online in just a few steps

1



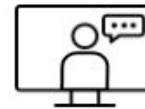
Apply online from the UMITO website.

2



The results will be announced in about a week.

3



After passing the screening, an IT explanation will be given by a specialist staff member.

4



The contract is completed after the first payment is made.

## Do you have any questions about UMITO?



You can easily ask questions and make inquiries through private chat on WhatsApp.



[https://api.whatsapp.com/message/G07NF6WWT22701?autoload=1&app\\_absent=0](https://api.whatsapp.com/message/G07NF6WWT22701?autoload=1&app_absent=0)

## Consultations with specialized staff and online interviews are available.

On-site information sessions are held regularly.

If you wish, our staff will guide you through the local surroundings. We will answer your concerns as clearly as possible



[Apply for an online interview here](#)

# MESSAGE

## To provide the highest level of hospitality to owners and their loved ones

Teppei Hori, the company's president and former lawyer, has traveled to hotels around the world and aims to create the finest hotels that people would want to own.



Representative Director  
Teppei Hori

Graduated from Chuo University Faculty of Law. Passed the bar exam in 2002.  
Established MartialArts Law Firm in 2009.  
Established HORIJUKU Co., Ltd. in 2019.  
Representative Director of our company (current position).



### Company Profile

Company Name	UMITO Co., Ltd. (Company name changed on October 1, 2024)
Representative	Representative Director: Teppei Hori (Attorney)
Location	10th floor, New Otani Garden Court, 4-1 Kioicho, Chiyoda-ku, Tokyo 102-0094
Capital	1.5 billion (including capital surplus)
Establishment	April 16, 2019
Employee	Approximately 142 employees (including temporary employees)
Permit	Small-scale real estate specific joint ventures Commissioner of the Financial Services Agency and Minister of Land, Infrastructure, Transport and Tourism (1) No. 9 Real estate trading business Governor of Tokyo (2) No. 104443 Travel business Governor of Tokyo No. 3-8554

Business details	Sales and brokerage of memberships for hotels, inns and other facilities Hotel and restaurant management Vacation home subscription service management Website production, planning, production, maintenance and management of e-mail newsletters Magazine and book sales and publishing Internet portal site planning, development, production and management Planning, operation and management of real estate investment schools Real estate buying and selling, brokerage, referral and consulting Real estate specified joint ventures
Affiliated companies	HORIJUKU Agency Co., Ltd. HORIJUKU Hospitality Co., Ltd.