



MEDIA KIT

Satoshi Onodera

Founder, Reinvent NY · Licensed Real Estate Broker, New York State · Based in New York

Bio for publication

Satoshi Onodera is the founder of Reinvent NY and a licensed New York real estate broker. Born in Miyagi, Japan, in 1988, he worked at NTT DATA, where he was posted to Los Angeles and ran M&A work in India, and at Mercari on payments, before founding Reinvent NY in New York in 2019. He advises buyers from Japan on how to hold US property, by name, entity and tax position, and represents them through the purchase. In 2025 he was ranked in the top 10% of agents on Zillow.

What he can comment on

The Manhattan condo market

Pricing and inventory at the top of the market, new development against resale, who is buying.

Foreign buyers in US real estate

Buying as an individual or through an entity, non-resident tax, FIRPTA withholding on sale.

Japanese investment in the US

Why Japanese buyers and companies choose New York, and how the yen changes the calculation.

NYC rents and the cost of living

Rent levels, the 40x income rule in tenant screening, what newcomers run into first.

Japanese companies entering the US

Choosing a base, office space, the practical setup around a US subsidiary.

Fintech and AI on the ground

How payment services and AI tools are actually used in New York.

Past appearances (none were paid placements)

Aug 2026	NewsPicks (Japan)	Interviewed on X Money, the payment service from X
Jul 2026	ABEMA Prime (Japan)	Guest. X Money and the US payments business
Mar 2025	ABEMA Prime (Japan)	Guest. A 30-minute discussion of current US policy
Oct 2024	Nikkei FinTech	Exclusive interview on a New York AI startup entering Japan
Sep 2023	TOKYO MX2, World Markets	Commentator on New York business
Jun 2023	TBS Television	Reporting on conditions in New York
Jun 2023	Fuji Television, Mezamashi TV	Reporting on conditions in New York
Nov 2022	anan magazine	Feature in issue No. 2322
Mar 2022	Nihon Net Keizai Shimbun	Exclusive interview, print and online

Interviews, comment and appearances

Phone or video interviews, written answers, TV and podcast spots, on-location filming in New York. English or Japanese.

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Please identify him as Satoshi Onodera, the founder of Reinvent NY. There is no fee for interviews, comment or appearances. New York, Eastern Time.