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DGFT's Multi-Payment Service Implemented on Value Creation's Real Estate Demolition DX Platform

~Accelerating Digitalization of the Demolition Industry
by Enabling the Provision of Services from Quotation to Payment~

- Value Creation Co., Ltd. (HQ: Tokyo; President: Shinya Akito; Value Creation) and DG Financial Technology, Inc. (HQ: Tokyo; President and Co-COO, Executive Officer and SEVP: Hiroshi Shino; DGFT) implemented DGFT's "[VeriTrans4G](#)" multi-payment service on Value Creation's demolition quoting and ordering platform, "[Demolition Desk](#)," and began offering credit card payment on the platform.
- This platform stands between the client and the demolition company and can provide an integrated service from quotation to payment, ensuring a safe and smooth payment experience.



■Background and Objectives

The demolition business is expected to see further market expansion against the backdrop of an increase in the number of defunct buildings and the escalating problem of unoccupied houses. At the same time, the business industry is facing the challenge of digitization, and "non-cashless payments"^{*1} such as cash payments and bank transfers have become the dominant payment method.

There are concerns about the complexity of payment procedures and the limited payment methods available to clients, while demolition companies are burdened with the risk of nonpayment and the burden of managing payments. The introduction of cashless payment systems is therefore required to improve convenience and reduce the operational burden on demolition companies.

Against this background, Value Creation and DGFT have collaborated to promote the digitalization of the industry, starting with the cashless system.

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■Outline

“Demolition Desk” is a platform for quoting and ordering demolition work provided by Value Creation. It allows users to compare and review quotes from demolition companies that meet strict criteria free of charge and provides various support services, including land utilization and sales after demolition work. With the introduction of DGFT’s “VeriTrans4G” multi-payment service, this platform will stand between the client and the demolition company, allowing for credit card payments in addition to traditional cash payments and bank transfers.

This will provide a secure and smooth payment experience from quotation to payment on the platform, offering a highly convenient payment experience for the client and reducing the risk of non-payment and stable cash flow for the demolition contractor.

*1: As shown in “2023 Ratio of Cashless Payment Among the Total Amount Paid by Consumers Calculated” issued by the Ministry of Economy, Trade and Industry, non-cashless is defined as the ratio of cashless payments to private final consumption expenditure.

■Available Payment Methods

Credit Card: Credit Card: VISA, Master, AMEX, JCB, Diners

■Future Roadmap

Value Creation and DGFT will work cooperatively to add payment methods to the “Demolition Desk” and to promote digitalization in the demolition industry and all activities to enhance the corporate value of both companies.

Future plans will be announced as soon as they are finalized.

<Reference>

■ About “Demolition Desk”

The concierge of demolition experts assists users in selecting a demolition company from an objective point of view. Users can consult on all aspects of demolition in a consistent manner. The concierge organizes the information needed for demolition quotations and then matches users with the most suitable demolition company, with a minimum of effort.

There is no fee for users and no registration fee for demolition companies.

Service URL (Only in Japanese): <https://kaitai-mado.jp/>

For becoming a demolition contractor member (Only in Japanese): <https://kaitai-mado.jp/membership-form/>

For corporations seeking partnership (Only in Japanese): <https://kaitai-mado.jp/contact-corporation/>

Related Websites

Agent of demolition (Only in Japanese): <https://kaitai-agent.jp/>

Exterior painting agent (Only in Japanese): <https://gaiheki-agent.jp/>

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■About “VeriTrans4G”

“VeriTrans4G” is a multi-payment service provided by DGFT that supports the industry's most advanced payment methods, including not only basic payment methods such as credit cards, convenience stores, and banks, but also electronic money, PayPay and other types of code payment, and international payments. Based on Japan's highest level secure system that is fully compliant with card information non-retention, the credit card payment service provides basic functions such as continuous billing and card information update functions as well as various security options to prevent fraudulent use as standard.

URL (Only in Japanese): <https://www.veritrans.co.jp/payment/>

■Company Profile

Name: Value Creation Co., Ltd.

Representative: President Shinya Akito

Head office: Ebisu First Square 9F, 1-18-14 Ebisu Shibuya-ku, Tokyo 150-0013

Date founded: April 2008

Business: Marketing DX Business, Real Estate DX Business

Licenses:

License of Charged Employment Placement Businesses (13-コ-306164)

Residential Land Building Business License (Governor of Tokyo (1) 108375)

Value Creation provides marketing DX support in a diverse industry, including legacy industries. We have achieved a high satisfaction rate with a 97% contract retention rate.

URL: <https://value-creation.jp>

Name: DG Financial Technology, Inc.

Representative: Representative Director, President and Co-COO, Executive Officer and SEVP Hiroshi Shino

Head office: DG Bldg. 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo

Date founded: April 1997

Business: DGFT provides a various cashless payment solution such as credit card, QR code, and others to more than 1 million online and offline locations of merchants across Japan. In addition to the payment service provider business, DGFT also provides e-commerce infrastructure, marketing tools, fraud detection solutions, and other services in collaboration with the DG Group and strategic partners to support various businesses in their efforts to go cashless and promote DX.

Registrations:

- Registered as an electronic payment agency or intermediary
- Registered fund transfer operator
- Registered business operator for handling credit card numbers and similar data

URL: <https://www.dgft.jp/>

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