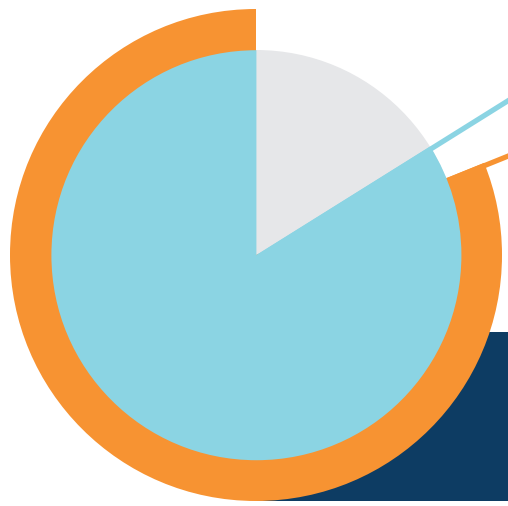


BENEFITS OF OWNING A HOME VS. RENTING



84% of all Americans
81% of Millennials

believe homeownership is an important part of the American dream, according to a 2015 study.

Americans have a strong desire to own a home.



87%

of homeowners believe owning a home provides a **healthy** and **stable** environment for raising a family.



Rent payments are **money** you'll never recover



Mortgage payments build **equity** (ownership) in your home.

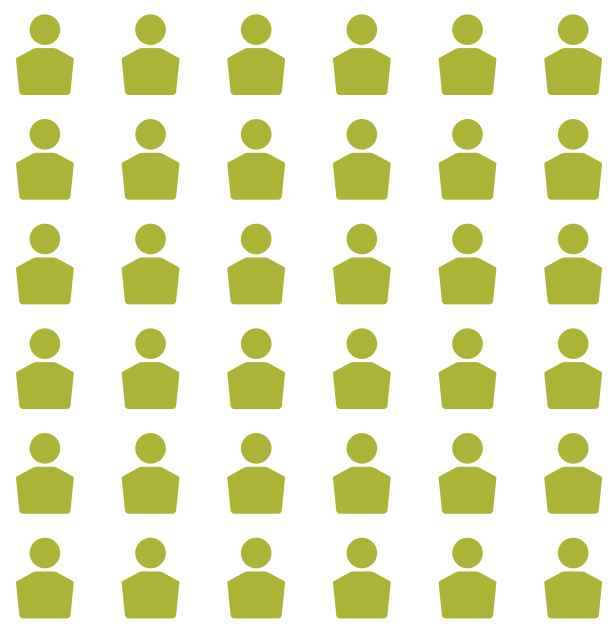
HOME SALES



5.2%
AVERAGE INCREASE

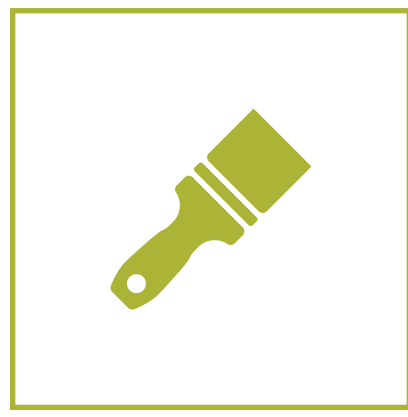
Median single-family existing-home sale prices have increased an average of 5.2% each year from 1972 through 2014

OWNING A HOME BUILDS YOUR NET WORTH



The average homeowner's net worth is at least **36 times greater** than renters.

YOUR HOME HELPS YOU OBTAIN FREEDOM AND PRIVACY. YOU CAN CUSTOMIZE YOUR DREAM HOME BY:



Redecorating



Remodeling



Upgrading



Securing



OWNING A HOME PROVIDES POWERFUL TAX BENEFITS



You can deduct the interest you pay on your mortgage, property taxes, and some costs involved in **buying a home**.



Living in your neighborhood more than several years can create long-lasting relationships for adults and children.

SOURCES:

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