

# BE THE OWNER, NOT A RENTER

## 13 REAL BENEFITS TO BUYING A NEW HOME

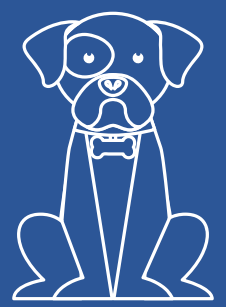


### FORCED SAVINGS

Paying rent can feel like a waste. A new home allows you to build equity, which is a form of auto-pilot savings

2. **A PLACE FOR FIDO**

Finally your pets can run untethered in your own backyard



3. **MASTER OF YOUR CASTLE**

You are in control over when you will move



### NO RENT INCREASES

Stop worrying about those annual rent increases



### HIGHER NET WORTH

44X greater than that of a renter's

According to the Federal Reserve's Survey of Consumer Finances, 2002

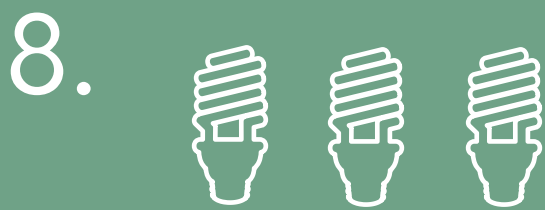


### MORE TAX WRITE-OFFS

Include mortgage interest in your tax deductions

7. **SIGNS YOU'RE ADULTING**

Live up to your potential by showing family and friends you are responsible



### ENERGY EFFICIENCY

Keep home operations costs low while protecting resources for future generations



### CONNECTED IS YOUR STATE-OF-BEING

SMART Home technology is your home operations co-pilot keeping everything on track

10. **LIVE HOW YOU WANT**

Create your own living oasis including a work space, media room or garden wall



### NEW SOCIAL CACHE

You become the go-to destination for wine tastings, game day gatherings and alumni parties

12. **BUILD YOUR TRIBE**

Neighboring connections create friendships that will last a lifetime



13. **SHARE YOUR STYLE**



You could land a DIY decorating show with your mad interior design skills

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