



You're renting because?

Thank you for realizing that owning a home is a better financial decision, if you are renting in today's market it is potentially a huge financial mistake. Here's some of the reason why.

- You are paying / giving your money to your landlord.
- You are losing out on an appreciating market. Meaning a home is gaining value and you are not profiting from that appreciation.
- You are paying more in income taxes by not taking advantage of the mortgage deduction.
- In today's market it is cheaper to own then rent!

The information enclosed will help you understand why ownership is a better financial course then renting. When I speak to people that rent they usually answer the question on why they rent vs own in a couple of different ways.

- I don't think that I can afford a new home.
- I don't understand the process to learn how to obtain loan.
- Not sure what available.

First, the answer to those 3 questions are you speak to a lender to see where you stand credit wise and what programs are available to obtain a loan and for what amount.

Second, I know the market and there is a home for every buyer! Be it a newly built home or an established home, condo or townhouse. Once we know what you can and want to purchase I will set you up on a unique automatic home search that will get new listing to you as soon as they hit the market. Speed is critical in today's market! So being ready and knowledgeable are the two key points to get you the home that's right for you!

So check out the information enclosed and if you have any questions, please contact me. If your needs change, we will be happy to help you evaluate those needs and offer you the services that will help you achieve your new goals. Again, thank you for choosing RE/MAX Realty Team. Talk to you soon.

Sincerely



P.S. if you would like a *free no obligation home evaluation* or a exclusive priority home search program, please call us at **1-239-313-9209** or email TomFMiller7@gmail.com



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Purchasing a Home is now 38% Cheaper Than Renting

Is *renting or buying* a better financial bet? The gap between renting and buying is narrowing across the U.S., **home ownership is still 38% cheaper than renting**. Rising mortgage rates and home prices have narrowed the gap over the past year, though rates have recently dropped and price gains are slowing. Now, at a 30-year fixed rate of 4.5%, buying is 38% cheaper than renting nationally.

Even though prices increased sharply in many markets over the past year, low mortgage rates have kept home ownership from becoming more expensive than renting. Perhaps the best financial reason to buy is that it enables you to gradually acquire ownership, or equity. Renting has the serious downside of not acquiring equity, so renters never end up owning and must continue to pay rent, perhaps for their entire lives.

Also, owners generally qualify for a tax deduction on mortgage interest. As this deduction lowers average monthly costs of ownership, it can enable people to own more house than they could afford to rent.

Another big potential upside of owning is **appreciation** — the rise in house's value over time.

Contrary to the common misconception that all homes sell for more than the purchase price after a long period, depending on when you buy and sell and the conditions of your local market, there might not be much real appreciation, even over long time spans. Even if there's an ample supply of rentals at reasonable prices, home price appreciation can push up rents over time.

When you buy, you can lock in a mortgage payment for 15 to 30 years and ultimately benefit from appreciation rather than suffering from it as a renter who must pay escalating monthly costs. Even if you can rent a house now for a substantially lower monthly payment than what you'd pay on a mortgage for a comparable dwelling, gradual appreciation can mean that years down the road, your monthly rent could easily be so much higher than your mortgage payment would have been and you could still have had plenty of money left over to pay taxes, insurance and upkeep if you had bought. And by buying, you'd be acquiring equity to boot.

How To STOP PAYING RENT
and OWN Your Own Home



RENT OR OWN ?

FREEDOM

RENT

- Landlord Restrictions
- Don't have to maintain
- No Fluffy allowed

OWN

- No Landlord!
- Need to maintain
- Change what you want. Paint the color you want.

+ BONUS: BUY A NEW HOME AND MAINTENANCE IS LOWER SINCE THERE WILL BE NO OLD APPLIANCES TO FIX AND YOU'LL SAVE ON ENERGY.

INVESTMENT

Rent **Own**

LANDLORD

Winning!

AS MUCH AS **40%** OF YOUR INCOME IS GOING TO HIM

YOU

- APPRECIATING VALUE INCREASES WEALTH
- CAPITAL FROM HOME EQUITY
- TAKE A TAX DEDUCTION FOR YOUR MORTGAGE

78% U.S. HOMEBUYERS SAY THEIR HOUSE IS THE BEST INVESTMENT THEY EVER MADE

STABILITY

Rent **Own**

WHO WANTS TO PLAY THE "WILL I BE EVICTED GAME"?

KING OF THE ROAD

FEEL PART OF THE COMMUNITY

BLOCK PARTY!

Cannot afford to buy? Or think you can't!

It's not unusual for people to assume wrongly that they can't afford to buy. Here are some things to keep in mind:

1. Don't get more house than you can afford. High rent punishes people two ways: They don't get equity and they lack money to make investments. And too high a mortgage payment can severely limit resources for other expenses.
2. For those who don't have proceeds from selling a previously-owned home, we know that a pulling a down payment together be a challenge. There are many reduced down payment financing options available today, and there's certainly one for you
3. Remember that the goal of buying is to eventually own the home. In many markets, people sell their homes when they retire and buy less expensive ones, using the profit to pay retirement expenses while lowering their upkeep costs.

Step 1...Realize that renting is throwing your money out the window.

More accurately your giving it to you landlord. With the current rents in SWFL being so high and that's not likely to change any time soon. The sooner you buy the better off you will be.

Step 2 ...Speak to a lending professional.

They can help you to realize what you can afford or any program that may help you to purchase a home. In some cases you may not be able at this time to secure a loan but they can help you address any hic-up's you may have.

Step 3...I can Help!

You can speak to any lender you like, but like all things some people are better at what they do then others. That is why I have enclosed Three different lenders that have proven through their actions that they are committed to getting you the financing you need to buy a home .

For all your real estate needs call Tom
239.313.9209 or email TomFMiller7@gmail.com



Business Name

Primary Business Address
Address Line 2
Address Line 3
Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

Business Tagline or Motto



Organization

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a

listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.

WHY BUY VS RENT?



FINANCE of AMERICA
- MORTGAGE -

- TAX BENEFITS -

As a homeowner, you can deduct on your federal and state income taxes the amount of mortgage interest and real estate taxes you pay each year if you itemize deductions. Contact a tax professional for more information.

- ONCE AN OWNER, ALWAYS AN OWNER -

Your first home often leads to a superior second home. Owning and properly maintaining the property also offers a sense of fulfillment and pride. Enjoy the feeling of stability in owning your own home.

- RETIREMENT SAVINGS -

Long-term home ownership can provide beneficial retirement security through the growth of equity.

- STYLE YOUR HOME YOUR WAY -

Renters have a hard time being able to customize their home. While homeowners can change their homes to meet their personal needs and style.

- A HOUSE YOU CAN AFFORD -

When you pay your mortgage, you are building equity in a home of your own. Equity is the portion of the property that you actually own. Equity increases by paying your monthly payments, and your home may also appreciate in value over time.
(Source: www.incharge.org)



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- MORTGAGE -

