



TEN GREAT REASONS TO BUY A HOME IN 2010

1. **Quality of life** – a home provides stability and security for you and your loved ones, and membership within a community of neighbors.
2. **Pride of home ownership** – a home is a personal haven, a place that you can decorate, shape, and share over time because it's yours.
3. **Excellent affordability** – lower home prices combined with low interest rates means there are tremendous opportunities for buyers.
4. **Historically low interest rates** – around 5 percent in the U.S. gives better purchasing power to those who qualify.
5. **Appreciation potential** – your home investment can grow in value.
6. **Equity buildup and debt pay down** – homeowners enjoy an average net worth of approximately \$184,000 vs. \$4,000 for renters.
7. **Leverage** – where else can you buy an investment of this magnitude with 5-10 percent down?
8. **Tax deduction advantages** – property tax and mortgage interest write-offs (in Canada, home owners gain a tax benefit upon selling).
9. **Tax exemption** – up to \$500,000 per married couple or \$250,000 per person on sale of a primary residence in the United States (no tax upon sale in Canada).
10. **The real cost of renting** – at \$800 per month, with the average 6 percent rental increase per year, you will pay **\$126,536** over a 10-year period but have *zero ownership* of the property.