

Buy a Home

UNLOCK YOUR FUTURE

Buying a home is more than a transaction, it's an investment in your future. The purchase of a home can be a catalyst to accomplishing everything you want in life.

Across generations, the leading factor for purchasing a home was a desire to own a place of their own.¹ Homeownership is powerful; owning a home allows you to live the life you've always dreamed of.

For decades, home prices have appreciated annually at average rates of about 3% to 4%.⁴ Investing in a home builds a safety net for you to explore new opportunities and take bold risks.



Homeowners' net worth is 44x greater than renters.² Build equity and long-term wealth through your home so you have the financial freedom to invest in all areas of your life.

On average, rent prices increase 4% annually and in some metropolitan areas it can rise as high as 25%.³ The stability of a mortgage allows homeowners to plan and save for future adventures.

SOURCES

1. **National Association of REALTORS® Home Buyer and Generational Trends 2018:** <https://www.nar.realtor/research-and-statistics/research-reports/home-buyer-and-seller-generational-trends>

2. **Realtor.com. Appreciation Sensation: The Real Factors That Boost Your Home's Bottom Line** <https://www.realtor.com/news/trends/which-kinds-of-home-appreciate-fastest/>

3. **Federal Reserve Bulletin Changes in U.S. Family Finances from 2013 to 2016: Evidence from the Survey of Consumer Finances:** <https://www.federalreserve.gov/publications/files/scf17.pdf>

4. **National Association of REALTORS® Aspiring Home Buyers Report:** <https://www.nar.realtor/research-and-statistics/research-reports/aspiring-home-buyers-profile>



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