

BE THE OWNER, NOT A RENTER

13 REAL BENEFITS TO BUYING A NEW HOME

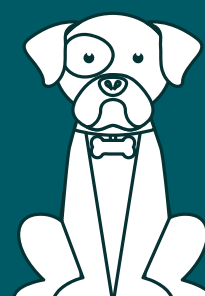


FORCED SAVINGS

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



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

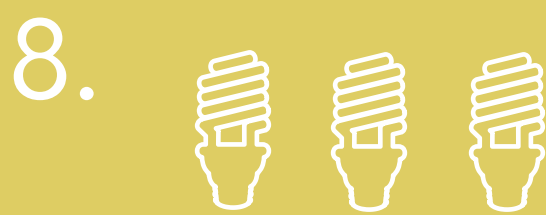


MORE TAX WRITE-OFFS

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

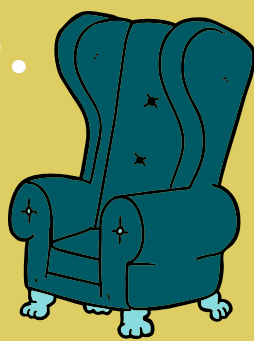
12. **BUILD YOUR TRIBE**

Neighborly 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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