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## Financial Reasons to Buy

**LONDON**  
PROPERTIES

### Reason

### Quote from Harvard Report



**Housing is the one leveraged investment available**

*“Homeownership allows households to amplify any appreciation on the value of their homes by a leverage factor.”*



**You're paying for housing whether you own or rent**

*“Homeowners pay debt service to pay down their own principal while households that rent pay down the principal of a landlord.”*



**Owning is usually a form of “forced savings”**

*“Having to make a housing payment one way or the other, owning a home can overcome people’s tendency to defer savings.”*



**There are substantial tax benefits to owning**

*“Homeowners are able to deduct mortgage interest and property taxes from income.”*



**Owning is a hedge against inflation**

*“Housing costs and rents have tended over most time periods to go up at or higher than the rate of inflation, making owning an attractive proposition.”*



**\$195,400**

**Homeowner**

# LONDON

## PROPERTIES

An American Family's  
**Net Worth**



**\$5,400**

**Renter**