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*You can start building wealth  
through real estate today.*

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Buying a home may be easier than you think. Your down payment does not have to come from cash reserves. You may qualify for a program that allows you to borrow the money from your retirement fund with no penalty. You can also use gifted funds from immediate family members. And some companies offer down payment assistance to employees.

**Get pre-approved first.**

We would be happy to connect you with a trusted mortgage broker in your area. It only takes a few moments to give him/her all of the information needed to pre-qualify you for a loan. Pre-approval is often instant.

Your mortgage professional will then work with you to define your maximum purchase price and buying budget. With today's record low interest rates, you may be surprised how affordable owning a home can be!

**Work with a professional.**

You wouldn't think of investing \$100,000 without consulting a professional first. The same reasoning applies to your real estate investment. Work with a seasoned agent who knows your market. They will guide you

to the strongest investments and help you avoid scams, money pits, and depreciating neighborhoods.



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# RENTERS



## How You Can Start Building Wealth *Today*

# You Can Start Building Wealth Today

With the day-to-day expenses of life, it's hard to find extra money to save and invest. When you are able to set aside a few dollars, it seems like a mere drop in the bucket. How can you build wealth when you're on a budget?

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*The single greatest wealth building tool of the average Canadians is real estate.*

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When you make your rent payment every month, that money goes to one of two places. It either pays the landlord's mortgage payment, or, if the home is owned outright, the money goes straight into your landlord's pocket.



As a homeowner, your monthly housing payment would be going toward building your own wealth, not that of a stranger's.

## APPRECIATION

You don't have to spend years paying down your mortgage to realize profit. As time passes, real estate increases in value. This is called appreciation. The rate of appreciation varies according to the economy, the type of home, and the location. Just like any investment, the key is to buy the right property for a low price. This is where it pays to work with a realtor®. Realtors® know which areas are projected to experience the most growth and which areas see the greatest rates of appreciation. An agent can help you find bargains in those areas and negotiate the best possible price for you.

## LEVERAGE

By borrowing money to purchase your home, you benefit from the financial principle of leverage. Leverage is the use of outside sources to multiply gains and cushion losses. Borrowing money is the most classic form of leverage.

Most people do not have the cash to purchase a home, so they use a mortgage. This leverage allows them to benefit from the appreciation with little or none of their own funds at risk.



While leverage is a powerful wealth building tool, it should be used conservatively. Over-leveraged properties are the first to be foreclosed on when the market turns. A real estate agent will help you choose a property that already has some positive equity so that you can comfortably ride out minor market slumps.

## EQUITY

Any value over that of your mortgage balance is called equity. If your home is worth \$150,000 and you owe \$120,000 to the bank, you have \$30,000 in equity. The equity in your home can be used to secure a second mortgage for home improvements, serve as an emergency fund, or even be used to finance retirement.

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