**Property October send plan**

**Subject line: Why you should rent before buying**

**Preview line: The advantages of test driving the property market**

The journey to your ideal home is often not a short one, and if you’re contemplating taking the plunge into homeownership, you may consider renting first to test the waters. Renting provides the unique opportunity to ‘try before you buy’ and comes with a range of benefits that might just make it the perfect first move.

Here are some of the advantages to renting before you buy:

**Flexibility and freedom** - Renting allows you to relocate easily without being tied to a mortgage or any of the other commitments that come with owning a property.

**Try out different areas** - Renting first means you can live in and explore an area before having to commit to it.

**Maintenance** – When renting, you aren’t responsible for major property repairs or maintenance, allowing you to save both time and money.

**Gain experience** - Being a reliable tenant is a great responsibility to take on before homeownership. You can learn how to budget around bills, how to take care of a home, and what it means to live independently.

**Build your credit score** - If you pay your rent on time consistently, this will demonstrate your financial responsibility to mortgage lenders.

**Simplify your transition** - Living in a rental home first allows time to adjust to the responsibilities of maintaining a household and to experience cohabiting with another person without the immediate commitment of ownership.

Would you consider purchasing a car without taking it for a test drive? Test drive the property market before purchasing your first property today.

**Contact [AGENT NAME] today to explore the exciting possibilities that renting can bring to your property journey**.