The Wealthy Homeowner, June 2019

Subject:

Hi [name],

If you're looking for great investment opportunities, you should read this month's issue of *The Wealthy Homeowner*. It focuses on investing in rental properties.

Should this article pique your interest and you'd like to look at rental property investment opportunities near you, I'd be pleased to give you a hand with the research.

Cheers,

[Realtor's name and affiliation]

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June 2019

Getting Started with Rental Property

In today's volatile and ever-changing economy, we're all looking for stable and secure investments. Rental property has a number of exciting financial advantages that are sure to interest you. From being your own boss to enjoying the benefits of property appreciation, rental property investment could very likely be the opportunity you've been seeking.

Why You Should Invest in Rental Property

There are many reasons why becoming a landlord could be the key to a secure and prosperous financial feature. Once you own a rental property and have found tenants, you're all set to enjoy a whole host of financial benefits. Your position as a landlord will mean that:

1. **You'll be your own boss!**
   You'll be the person who will determine your income and the long-term stability of your investment, making decisions including the amount you will ask for rent and the way you will maintain and manage the building.
2. **Rental income will pay down your mortgage.**
   This is certainly one of the best benefits of being a landlord. The debt that you undertake when you take out a mortgage to buy a rental property can be covered by your income from rent if you plan things properly. And you'll be left with money to spare. Talk about a smart investment!
3. **The property will appreciate in value.**

Property appreciation is one of the most significant benefits of owning a rental property. If you make sure to buy a property in an area that seems stable or on the up and up in terms of values and you properly maintain the building and grounds, you are likely to enjoy the wonderful benefits of property appreciation. Property appreciation occurs when the financial value of the property increases.

4. **You'll have access to numerous potential tax deductions.**
   As a landlord, you will be able to write-off numerous different expenses on your taxes. These will depend on your province/state, so make sure to check with a local accountant. Here are some examples:
   - Property taxes
   - Legal and professional fees
   - Maintenance repairs
   - Insurance
   - Interest on your mortgage for the property
   - Interest on credit cards if used to purchase necessities for the property

7 Things to Remember When Selecting a Rental Property

Despite all its advantages, becoming a successful rental property investor is not a quick and easy process. Ask your realtor for advice and guidance. And focus on the following major factors as you are search for your ideal investment property:

1. Demand for rental accommodation in the location

Look for locations where there is significant demand among renters for the type of property you will be offering. Also do your best to ascertain that this situation is expected to continue into the future. Look at the job market potential tenants will be able to access and check unemployment numbers. Areas with high unemployment might result in tenants who have difficulty in paying the rent for which you need to ask.